Solution Architecture

**CUSTOMER RELATIONSHIP MANAGEMENT**

**User Interface Layer**

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**(MySQL)**

**Data Storage Layer**

Integration with external System

(ERP Integration, Marketing Automation , Communication Channels)

Admin Perspective

(User and Role Management, User Onboarding , Customization and Configuration)

Contact Management

(Add/Update , Custom Fields, Segmentation)

Lead and Opportunity

(Track leads, Manage deals, Deal stages)

Communication and Collaboration

(Email Integration , Archive Communications , Team Collaboration ,Shared Calendars )

**Application Logic Layer**

**Frontend**

**Nginx**

**Frontend Application**

Explanation:

1. **User Interface Layer:**
   * Frontend Application: Represents the CRM's user interface where users interact with the system.
   * Design Mock-ups/UI: Illustrates the design concepts and user interface structure.
2. **Application Logic Layer:**
   * Business Services: Manages various business-related functionalities, such as customer interactions, lead management, and analytics.
   * **Contact Management:**
     + Manages customer contacts, including adding, updating, and organizing them with custom fields and segmentation.
   * **Lead and Opportunity Management:**
     + Keeps track of potential sales opportunities, managing leads through the sales pipeline, and handling deal-related information.
   * **Communication and Collaboration:**
     + Integrates with emails, archives communications, and provides tools for team collaboration with shared calendars.
   * **Admin Perspective:**
     + Manages user roles and permissions, assists in user onboarding, and allows customization, configuration, workflow automation, and reporting.
   * **Integration with External Systems:**
     + Connects with external systems like ERP, Marketing Automation, Communication Channels, Customer Support, and incorporates AI and Machine Learning capabilities.

In simpler terms, these components represent the key functionalities that help manage contacts, sales opportunities, communication, administration, and integration with external tools for a comprehensive CRM system.

**Data Storage Layer:**

* + Stores structured data, such as customer profiles, transactions, and structured business data.