**Solution Architecture**

In this activity you are expected to prepare solution architecture document and submit for review.

What is CRM Architecture? A CRM architecture is essential for a successful customer relationship management system. It outlines the strategy, structure, and processes necessary for developing lasting relationships with clients by controlling all information about them.

The 3 Components of CRM Software

Component #1 – Marketing Automation.

Component #2 – Sales Force Automation.

Component #3 – Customer Service Solutions / Case Management.

The use of CRM has a positive effect on all of those factors. For instance, a well-implemented CRM system can help your business increase the average customer lifespan by improving retention and satisfaction. It also allows you to market your products to better-targeted audiences and acquire more high-value leads

Several types of systems architectures (underlain by the same fundamental principles) have been identified as follows:

Hardware architecture.

Software architecture.

Enterprise architecture.

Collaborative systems architectures(such as the Internet, intelligent transportation systems, and joint air defense systems)