

Requirements

Problem Descriptions

This database solution is designed to enhance traditional Customer Relationship Management (CRM) systems by integrating enterprise-level sales management with advanced risk control mechanisms. It consolidates the tracking and analysis of complex business relationships, empowering sales teams to make data-driven decisions and implement more targeted strategies. Additionally, it supports proactive risk management by enabling organizations to identify and mitigate potential risks early, preventing small issues from escalating into major problems.

The Business Rules

Managing enterprise customer relationships is more intricate than handling individual clients. Deals often involve multiple stakeholders, such as Original Equipment Manufacturers (OEMs) and Original Design Manufacturers (ODMs). Similarly, customers may engage with different departments across multiple projects, requiring a system that can handle these complexities.

Data from the typically 5 stages of the sales process include lead generation and opportunity management to quotes, orders, and invoices.^[1] For simplicity, this solution will focus on the first 3 stages as orders and invoices are usually managed by different systems in the real world. Leads and customers are managed separately to allow targeted marketing and ensure integrity of the sales data. Unlike a customer, a lead does not need to access the company's tangible & intangible products/services. By accurately tracking data at different stage of the sales process, the system provides valuable insights that help sales teams refine their business strategies.

On the risk management side, the solution monitors continuous screenings of all transaction parties to assess potential risks, such as sanction violations, legal and financial issues. Early identification of risks, for instance, during the transition from lead to a customer with actual opportunity, helps prevent unnecessary negotiations and potential financial losses. The system ensures that business partners are vetted for compliance during product development and flags any business partner that should be blocked, thus maintaining a strong risk control framework.

Analysis

Nouns

- **Customer (Company)**
 - Name
 - Contact: primary & secondary
 - Location: address, country
 - Type: Customer, ODM, OEM, Ecosystem Partner
 - Status: Pending Review, Active, Inactive
- **Employee**
 - First Name
 - Last Name
 - Phone Number
 - Email
 - Business Unit
 - Title
- **Lead**
 - Name
 - Company
 - Phone
 - Email
 - Title
 - Status: Pending Evaluation, Qualified
 - Note
- **Opportunity**
 - Name

- Associated Project
- Timeline (Start)
- Timeline (End)
- Stage: Create, Develop, Propose, Closed-Won, Closed-Lost
- Estimated Revenue
- **Quote**
 - Bill To
 - Ship To
 - Content: products and services requested
 - Status: Drafted, Approved, Canceled, Rejected
 - Date Created
 - Date Updated
- **Screening Evaluation (Risk Control)**
 - Status: Approved, Not Approved
 - Issue Type: “Sanction”, “Finance”, “Legal”
 - Date Created
 - Date Updated

Verbs

- enhance	- enable	- engage
- integrate	- identify	- refine
- consolidate	- mitigate	- provide
- track	- prevent	- monitor
- analyze	- escalate	- assess
- empower	- handle	- vet
- make	- manage	- flag
- implement	- involve	- block
- support	- require	- maintain

Rules for the Database

- The CRM database is enhanced by consolidating **risk control** features that monitor the **screening results** of each **customer**.
 - Every **customer** has a primary account owner who is on the Sales team (**employee**), but multiple **employees** from different Sales teams can work with the same **customer** for different **opportunities**.
 - **Sales teams** manage **leads** and **customers**, and **Compliance teams** manage **screening records**.
 - **Sales account managers** identify and evaluate **leads** (potential customer).
 - **Leads** do not need to access the company's products and services.
 - When the **leads** meet certain qualifications, **Sales account managers** create **customers accounts** for them and the associated **opportunities**.
 - **Leads** and **opportunities** can be analyzed to provide insights for business strategy.
 - **Sales account manager** can create **quotes** to the **customer** when the **opportunity** reaches the propose stage.
 - **Quotes** provide information on the **products/services** and their **prices**, as well as who will be paying and receiving the product.
 - **Screenings** are done at the **customer** level. Each customer might have multiple screening records at different time to ensure risk control.
 - All **customers** are screened for potential **risks** as early as when a **lead** is converted to a **opportunity**.
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References

1. "Understand the sales process | Microsoft Learn", <https://learn.microsoft.com/en-us/dynamics365/sales/nurture-sales-from-lead-order-sales>
2. "What is SalesData? | Salesforce", Kristen Page, <https://www.salesforce.com/sales/analytics/what-is-sales-data/>