**CRM (Customer Relationship Management)**

Below is a proposed structure, including tables, key fields, and relationships:

DATABASE Schema name: **ERPCRM**

**Tables and Key Fields**

1. **Account**
   * **AccountID** (Primary Key)
   * Name
   * LastName
   * Email
   * Phone
   * Address
   * City
   * State
   * ZipCode
   * Country
   * DateCreated
   * **ContactID**
2. **Contacts** 
   * **ContactID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * FirstName
   * LastName
   * Email
   * Phone
   * Role
   * DateCreated
3. **Leads**
   * **LeadID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * LeadSource
   * Status
   * CreationDate
   * FollowUpDate
   * First Name
   * Last Name
   * Title
4. **Opportunities**
   * **OpportunityID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * LeadID (Foreign Key to Leads)
   * OpportunityName
   * Value
   * Stage
   * CloseDate
   * CreationDate
5. **Activities**
   * **ActivityID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * ContactID (Foreign Key to Contacts)
   * ActivityType (e.g., Call, Email, Meeting)
   * Subject
   * Description
   * ActivityDate
   * Status
6. **Sales**
   * **SaleID** (Primary Key)
   * OpportunityID (Foreign Key to Opportunities)
   * SaleAmount
   * SaleDate
   * SalesRep
7. **SupportTickets**
   * **TicketID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * ContactID (Foreign Key to Contacts)
   * Issue
   * Status
   * Priority
   * CreatedDate
   * ResolvedDate
8. **Products**
   * **ProductID** (Primary Key)
   * ProductName
   * ProductDescription
   * Price
   * StockQuantity
9. **Orders**
   * **OrderID** (Primary Key)
   * **AccountID** (Foreign Key to Customers)
   * OrderDate
   * TotalAmount
   * Status
10. **OrderDetails**
    * **OrderDetailID** (Primary Key)
    * OrderID (Foreign Key to Orders)
    * ProductID (Foreign Key to Products)
    * Quantity
    * Price
    * Discount

**Relationships**

* **AccountID** to **Contacts**: One-to-Many (A customer can have multiple contacts)
* **AccountID** to **Leads**: One-to-Many (A customer can have multiple leads)
* **Leads** to **Opportunities**: One-to-Many (A lead can have multiple opportunities)
* **AccountID** to **Opportunities**: One-to-Many (A customer can have multiple opportunities)
* **AccountID** to **Activities**: One-to-Many (A customer can have multiple activities)
* **Contacts** to **Activities**: One-to-Many (A contact can have multiple activities)
* **Opportunities** to **Sales**: One-to-One (An opportunity leads to one sale)
* **AccountID** to **SupportTickets**: One-to-Many (A customer can have multiple support tickets)
* **Contacts** to **SupportTickets**: One-to-Many (A contact can have multiple support tickets)
* **AccountID** to **Orders**: One-to-Many (A customer can place multiple orders)
* **Orders** to **OrderDetails**: One-to-Many (An order can have multiple order details)
* **Products** to **OrderDetails**: One-to-Many (A product can appear in multiple order details)

**Additional Considerations**

* **Audit Trail**: Add audit fields such as CreatedBy, CreatedDate, ModifiedBy, and ModifiedDate to all tables.
* **Indexes**: Ensure appropriate indexing on foreign keys and commonly searched fields.
* **Data Integrity**: Implement constraints to maintain data integrity (e.g., ensuring valid foreign key references).