

Technology Stack Template

Date	2 November 2025
Team ID	NM2025TMID00606
Project Name	CRM Application for Jewel Management - (Developer)
Maximum Marks	4 Marks

TECHNOLOGY STACK

Technical Architecture:

The technical architecture integrates Salesforce modules for customer, jewellery, and billing management using a cloud-based CRM model. It ensures secure data flow, workflow automation using Salesforce Apex, Flows, and Validation Rules, and real-time analytics through reports and dashboards. The system also supports integration with payment gateways, SMS/Email notifications, and multi-branch inventory tracking.

S.No	Component / Module	Technology / Tool Used	Description
1	Customer Management	Salesforce Objects & Forms	Manages customer details, contact information, purchase history, and loyalty tiers.
2	Jewelry Inventory Management	Custom Salesforce Objects	Stores jewelry item details including metal type, design, purity, stock quantity, and pricing.
3	Order & Appointment Booking	Salesforce Flows & Validation Rules	Automates order placement, appointment scheduling, and status updates with validation.
4	Billing & Payment System	Apex Triggers & Formulas	Generates automated invoices and manages payment tracking for each completed order.
5	Feedback & Review Module	Salesforce Forms & Reports	Captures customer satisfaction ratings and suggestions for quality improvement.
6	Reports & Dashboard	Salesforce Reports & Dashboards	Provides real-time insights on sales performance, top customers, and revenue trends.
7	Security & Access Control	Role Hierarchies & Permission Sets	Ensures data protection and controlled access for store managers, sales staff, and admin users.

S.No	Characteristic	Description
1	Cloud-Based Platform	Built on Salesforce, offering 24/7 access from any branch or device.
2	Automation	Uses Flows, Apex, and Process Builder to automate jewelry orders, billing, and customer updates.
3	Scalability	Easily expandable to support multiple branches, users, and jewelry categories.
4	Integration	Supports integration with external systems like payment gateways (Razorpay), SMS/Email (Twilio, SendGrid).
5	Security	Implements Salesforce's robust security model with encryption, role-based access, and permission sets.
6	Real-Time Reporting	Offers real-time analytics through Salesforce dashboards and custom reports.

Solution Architecture:

