

**School of Public Administration  
Bachelor of Science in Computing**

**COMP407   
Final Report**2014/15 1st semester

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# Introduction

## Overview

As the LT Game Company continues to develop, the quantity of business transactions and corresponding interactions with customers will become larger. Consequently, a customer relationship management system is of the greatest necessity and importance for the company. The general aim of this project is to improve the SugarCRM system of LT Game Company.

## Objectives

* Optimize the functions. For example, the searching function would be improved.
* Add necessary functions if needed.
* Make the system more acceptable for the users.

# Background

LT Game is one of the major gaming and casino providers in Macau and in the Asia Pacific region. The products mainly include the Live Multiple Games System (Which has live dealers, supports multiple table and has a terminal-based multi-game selection system) and the Paradise Jackpot System (Baccarat Side-Bet Progressive Jackpot). Both have been patented in Macau, USA and PCT (Patent Cooperation Treaty) countries. LT Game is striving to be at the forefront of the global gaming industry. Live Multiple Game System provides first-rate live table gaming and is unparalleled in the electronic gaming world. The Live Multiple Games machines include Live Baccarat, Live Roulette, Live Sicbo, Live Blackjack, Live SanGong and Live Keno. The Paradise Jackpot is a patent granted Baccarat-based progressive jackpot. By linking up the side bet on the felt tables, players will be able to participate in the progressive jackpot in accordance to the DICJ’s(Macau Gaming Board) approved betting payout. Paradise Jackpot System is designed to be a cross-casino and cross-table system, it allows the jackpot pool size to increase in a rapid and enthralling rate.

According to the organization structure of LT Game, we need to acquire the permission of system manager, when we need to do some changes to the function of system.

There are many kinds of issues in marketing, sales, customer service and technical service. It’s hard to integrate the information without a customer relationship management (CRM) system. For example, there are lots of after-sale services in the LT Game, CRM system could track every service until it solved. A quality customer relationship management system can help us organize, automate and synchronize well the information, improve the efficiency, thus makes profit for company. It also enables the company to obtain business dealings with customers in a more systematic way in the market

SugarCRM is a customer relationship management (CRM) system that is available in both open-source and Commercial open-source applications. It enables businesses to create extraordinary customer relationships with the most innovative and affordable CRM solution in the market. It has a flexible management system and perfect IT equipment management function, which makes the process of managing customer relationships systematically. It is not only a management system, but also allows the users to know the solutions for sales. So that customers can trust us more. As a result, SugarCRM software can enhance the competitiveness of the enterprise and service quality.

The popular company IBM, has chosen SugarCRM for its lucrative CRM contract. In February 2012, Blytheco similarly chose to end its 30-year relationship with Sage in favor of SugarCRM.

[1] LTGame web page

<http://www.ltgame.com/about.aspx>

[Sep. 10, 2014]

[2] SugarCRM company web page

<http://www.sugarcrm.com/>

[Sep. 10, 2014]

[3] Talkincloud

<http://talkincloud.com/sugarcrm-wins-ibms-crm-business-ibm-unveils-new-bi-tools>

[Sep. 10, 2014]

# Methodology

## Requirement Elicitation

For gathering information of user requirements for improving SugarCRM system, we arranged Athena to go to the company and spent 3 months to take part in the operation and gain experiment of using it. After being as one of the user of SugarCRM, the following three points are collected:

* Search engine
  + The search engine just can search the first letter or word. If user wants to search the key word in a subject. It can’t be work.
  + Sometime it may want to find the machine for same special reason. When typing the key word such as hand pay, the system can’t find any result. Because of the subject name always name by machine number first.
* Interface
  + It provides different department to use. But each account can see the same function in the interface.
  + Creating the user account for the staff. It should have different jurisdiction. When access the different staff account. The system will show the same usable functions.
* Import/export
  + The system just can export the English word in case. If the tittle is Chinese word, it will show unreadable code However, if input some data in the system. You just can use its template. But I can’t see anyone try to follow the structure. Making easy to input the data.
  + Every day, each shift has a work sheet but the format or temple is different to the system. If the system can lead-in the document and updated the case’s status, it will save the input data time.

For problems mentioned above, two user requirements are rise for improving the system into a better version and enable user in the company can use this system much more efficiency.

* Create a client server
  + This system just can use in the sky office. Sometime IT department will receive the floor manager called. They said that there was betting terminal had problem. If they can directly put those problem in the system via the client side.
  + There are many maintenance received from the customer every day. They will have a phone call first. At that moment, it will have some missing point for communication.
* Report function
  + The system don’t have any analyzing function. It can’t count the total of time that problem have been occurred before in a machine.
  + There are many machine have been constantly failure again and again. It can easy to analyze which machine have a big problem.

## Requirement Specification

The SugarCRM have a lot of functions with module. However, there aren’t all the functions to be used in LTGame. Figure 1 is shown the function below which have been used in the system:

|  |  |
| --- | --- |
| Functions | Description |
| Create Account | It can create a new account in the database. The name of account is the cooperation casino name. |
| View Accounts | It will show all the accounts which have been created before. The editing is accepted normally. |
| Import Accounts | It can import account document by using the system’s template. |
| Create Case | It can create a new case in the database. The name of case is a cooperation project or bad machine. |
| View Cases | It will show all the cases which have been created before. The editing is accepted normally. |
| Import Cases | It can import case document by using the system’s template. |
| Search function | Searching all the cases by option. It includes number of case, status, subjects, assigned to, account name and priority. |
| User administration | It can change the user personal information. |

# System Implementation

## Architecture

For gathering information

## Data Modelling

For gathering information

## Enhancement to existing system

The improvement system will be design as a new application mainly used by the casino. This system provides a easy to learn interface for casino staff which problem reports can be type in a text box without open the SugarCRM or Excel file. Data input to this system will be transfer to another Excel automatically and then transfer into the SugarCRM. Rapidly occurs problem information will be group together and the number of similar problem occurred will be shown in the SugarCRM interface too. …???

## Key problems and their solutions

For gathering information

# Appendix

## Project plan

Gantt Chart

## Peer Assessment Form

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| S:\3rd ITC\2nd ITC\MPI_logos\MPI logo09_C349 CPE.tif  BSc. in Computing 2013/14  COMP321 Information System Implementation  Peer Assessment Form | | | | | | |
| Group number |  | | | | | |
| Group members | |  |  |  | | --- | --- | --- | |  | Student ID | Student name | | *1.* |  |  | | *2.* |  |  | | *3.* |  |  | | *4.* |  |  | | 5. |  |  | | | | | | |
| Contribution **(**Each row must total to 100%) | | | | | | |
|  | | Member 1 | Member 2 | Member 3 | Member 4 | Member 5 |
| 1. Project leadership | | % | % | % | % | % |
| 2. Data modeling | | % | % | % | % | % |
| 3. User interface design | | % | % | % | % | % |
| 4. Program development | | % | % | % | % | % |
| 5. Solving technical problems | | % | % | % | % | % |
| 6. Testing and sample data | | % | % | % | % | % |
| 7. Report writing | | % | % | % | % | % |
| 8. Preparing / giving presentation | | % | % | % | % | % |

By default, the eight items above have the same weight when calculating the overall contribution percentage. You are welcome to suggest different weight if you consider some aspects should carry more weight.