COMP 321 CASE STUDY TERM PROJECT – GROUP WORK W 2015

TWO-PART PROJECT – A & B

PART A (15%) – Due Mid\_Term PART B (15%) : Due End-of-Term

Written and Oral Presentations for Both Parts A & B.

**PART B:** To be defined – will involve the use of an ERP tool –

Rodrigo

1. Select one ERP-CRM tool per group: Examples: Salesforce. Microsoft Dynamics, Zoho etc

Lesley

1. Show an architecture of the CRM application. Industry preference.
2. Identify the Modules/Subsystems –illustrate each module with BPMN or Activity Diagram. For example – what are the workflows for Sales, Marketing and Customer Service – each of these will require a separate diagram

Kathleen

4) Select a module and illustrate its functionalities by drawing a Use Case Model. For example, take Sales, who are the typical users and what tasks do they perform.

5) Demonstrate the main transactions of the CRM

For example - Input the process of a marketing scenario, a sale and a customer service.

Liliya

1. Discuss the Capabilities and Benefits of the CRM – two lists in point form
2. Discuss Customization and ERP integration of your CRM. What technical issues can arise from implementation ?

Rodrigo

1. Briefly describe FIVE additional CRM applications that are popular in the industry.