

Project Design Phase-II

Technology Stack (Architecture & Stack)

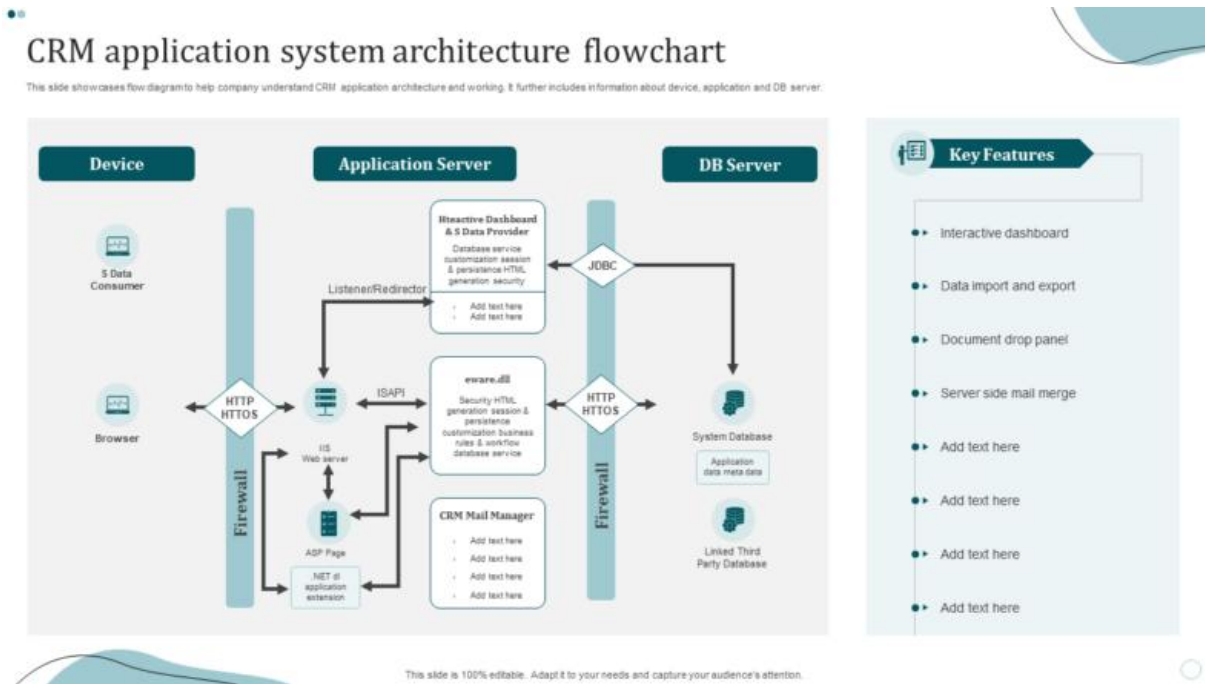
Date	3 NOVEMBER 3035
Team ID	NM2025TMID06540
Project Name	CRM Application for Jewel Mana (Developer)
Maximum Marks	4 Marks

Technical Architecture:

The **Technical Architecture** of the **CRM Application for Jewel Management** defines how various system components — data, business logic, integrations, and user interfaces — work together within the **Salesforce CRM ecosystem** to manage jewelry-related customer, item, and pricing operations.

The architecture leverages Salesforce’s **multi-tenant cloud infrastructure**, ensuring scalability, reliability, and extensibility while supporting business-specific customizations such as formula fields, automation, and validation rules.

Example: Order processing during pandemics for offline mode



Reference: <https://developer.ibm.com/patterns/ai-powered-backend-system-for-order-processing-during-pandemics/>

Table-1 : Components & Technologies:

User Interface Layer	Lightning App Builder	Designs and customizes app pages for Jewel Management CRM.	Salesforce Lightning Platform
Lightning Record Pages		Displays detailed information for Jewel Customer, Item, and Price objects.	Salesforce Lightning
Reports & Dashboards		Provides data visualization and analytics on sales, pricing, and customer behavior.	Salesforce Analytics
App Launcher & Tabs		Offers easy navigation between different CRM modules (Customer, Item, Price).	Salesforce UI Framework

Table-2: Application Characteristics:

Characteristic	Description	Purpose / Impact	Remarks
1 Application Type	Customer Relationship Management (CRM) Application for Jewelry Business	Manages customer, item, and pricing data within a centralized platform.	Built on Salesforce CRM.
2 Platform	Salesforce Lightning Platform	Provides cloud-based, scalable CRM framework with both declarative and programmatic tools.	Enables customization and easy deployment.

Characteristic	Description	Purpose / Impact	Remarks
<div>3</div> Architecture	Multi-layered MVC (Model–View–Controller) Architecture	Separates data (objects), business logic (Apex, Flows), and UI (Lightning Pages).	Ensures maintainability and modularity