

## Project Design Phase-II

### Technology Stack (Architecture & Stack)

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

### Technical Architecture:

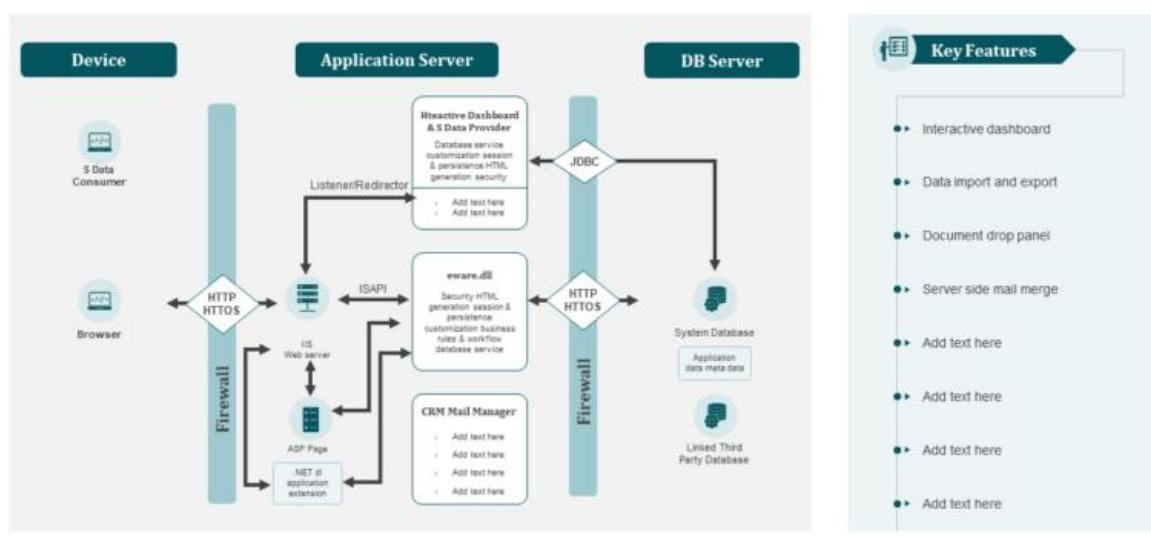
The **Technical Architecture** of the **CRM Application for Jewel Management** defines how various system components — data, business logic, integrations, and user interfaces — work together within the **Salesforce CRM ecosystem** to manage jewelry-related customer, item, and pricing operations.

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

#### CRM application system architecture flowchart

This slide showcases flow diagram to help company understand CRM application architecture and working. It further includes information about device, application and DB server.



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

**Table-1 : Components & Technologies:**

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

**Table-2: Application Characteristics:**

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

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