**Assignment 2**

**CIS 320-02**



**The Innovation Crew**

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**Contact Management Systems**

1. A Contact Management System allows users to gather, store, and find an individual’s contact information with ease. To put it simply, a CMS is the database software that one would use to store things a person’s first and last name, address, telephone number, email, or any other information that the particular organization deems relevant. Various organizations and businesses can use a CMS for many different things. A nonprofit, like Surgery on Sunday, may need one to organize donor, patient, or volunteer information. Also, a business may want to use a CMS to keep track of how a sales staff is doing in a given period. Since Contact Management Systems have applications throughout many different organizations and the modern world is becoming increasingly centered on the gathering and storing of data, an extensive review of CMS is necessary for anyone creating/partaking in a project like the one that we are with Surgery on Sunday.
2. Capabilities of a Cost Management System may include:
   1. A centralized location for all contact information for a specific business
   2. An easy to use, easy to search database that makes finding a contact’s information easy
   3. Integrated with email
      1. So the organization can send out mailing lists, solicit donations, etc
   4. A way to automatically create appointments and meetings
   5. A method to keep track of an employee’s sales record
   6. Several features one may want with any database software:
      1. The ability to import and export data
      2. The ability to customize aspects of the database
      3. For the system to be flexible to the organization’s desires
3. Open Source Examples of CMS:
   1. Wordpress (Information gathered from http://whichcmstochoose.com/)
      1. Strengths
         1. Is probably the simplest CMS to use.
         2. Has good support infrastructure because of the large amount of users.
         3. Has thousands of templates available to choose from which makes creating a website easy to do.
      2. Weaknesses
         1. SQL queries can become rather complex because the non-standard fields that make Wordpress a CMS involves additional syntax.
   2. Drupal (Information gathered from http://whichcmstochoose.com/)
      1. Strengths
         1. Offers more functions than a lot of open source CMS. This allows Drupal users to create more detailed websites that cater to their clienteles needs.
         2. Allows a more advanced user management system than other CMS.
         3. The support infrastructure is excellent and helps its users with any problems that may arise.
      2. Weaknesses
         1. Is extremely difficult to modify and install unless one has extensive IT knowledge.
   3. Joomla (Information gathered from http://whichcmstochoose.com/)
      1. Strengths
         1. It is easier to use and install than Drupal but slightly more difficult than WordPress.
         2. Has a great navigation management system for larger websites that could have hundreds of subpages.
      2. Weaknesses
         1. Beginners may be scared off by the sheer amount of possibilities that exist with Joomla.
         2. Offers less ability to customize and adjust than Drupal but more than Wordpress.
   4. Typo3 (Information gathered from http://whichcmstochoose.com/)
      1. Strengths
         1. Offers the ability to restore your page to a previous point very easily.
         2. Offers more flexibility when creating page structures.
      2. Weaknesses
         1. Very difficult to install and manage.
         2. Administrators who are even experienced coders will have a tough time setting up this system.
   5. OpenCMS (Information gathered from https://ambudsharma.wordpress.com/2013/04/29/opencms-review/)
      1. Strengths
         1. Given its massive scale, it is a great host for a large business’ web page.
         2. Performance and speed are flawless.
      2. Weaknesses
         1. Very difficult to learn and implement. This is not for average or entry level users.

4. Proprietary Examples of CMS:

1. Jadu
   1. Strengths
      1. Simple interface for users to easily edit content.
      2. Continuous and frequent updates from Jadu for quick and steady improvements.
      3. Allows users to reach out to clients to on any device.
   2. Weaknesses
      1. Cost money to acquire.
      2. Adding media content with this CMS is time consuming.
      3. Contact support may take days for a response.
2. ExpressionEngine
   1. Strengths
      1. Built in spam deterrents to keep site secure and spam free.
      2. Users are allowed to use any HTML/CSS templates they like regardless of where it was found.
      3. Templates can contain a variety of coding languages.
         1. Javascript, HTML, XML, and JSON
   2. Weaknesses
      1. Very expensive compared to the other contact management systems listed.
         1. More suited towards higher budget websites.
      2. Very challenging for non coders to use.
         1. Simple tasks such as banners, pop ups, etc are difficult to incorporate.
3. Sitecore
   1. Strengths
      1. Provides full data integration.
         1. Will connect to an database, web service, or other external systems.
      2. Allows users to manage an unlimited number of sites.
   2. Weaknesses
      1. Does cost money to acquire and maintain.
      2. Very complex system even for programmers and coders.
4. DevSaver
   1. Strengths
      1. One of the few free proprietary contact management systems out there available to the public.
   2. Weaknesses
      1. Has limited capabilities compared to the other CMS.
      2. Small storage base compared to the other CMS.
      3. No longer updating.
5. Bitrix24
   1. Strengths
      1. Cloud Hosting
      2. Free for up to twelve users and five gigabytes of storage.
      3. Many capabilities that many other contact management systems do not currently have such as time tracking.
   2. Weaknesses
      1. For organizations that need more than twelve users to operate CRM, it does cost money. ($99 for unlimited users)
      2. Customer service is through email only.
         1. Support may take up to a couple of days to respond to inquiries.
      3. CRM features to manage sales can be overwhelming and confusing.

5. Of the ten contact management systems tools listed above, we believe WordPress will be the most ideal for Surgery on Sunday. Considering Surgery on Sunday’s CMS goal and budget, we believe that SOS does not require an extensive and expensive contact management systems. Also taking in Jordan’s admittedly lack of expertise in coding into consideration, a contact management system that is simplest would be the best. With WordPress, users do not need HTML or PHP knowledge in order to operate the system. Simple and free plugins and templates are available for installation. Along with the simplicity of WordPress, it is the largest CMS in the world. Therefore, there is a larger community in support in case the user is having trouble with the system. Along with WordPress’ simplicity and extensibility, WordPress is also search engine friendly and secure.

**Payment Management System**

1. A payment system is a type of financial system that provides a way to transfer money between organizations, suppliers, and individuals. Typically, most payment systems are electronic. Payment systems are also sometimes referred to as a payment mechanisms.
2. Capabilities of a Payment Management System may include:
   1. A faster and more efficient way to transfer funds
   2. User-friendly interfaces
   3. Ability to access these systems anywhere, at any time.
      1. Real time updates of funds
      2. Real time access to history of funds

Limitations of a Payment Management System may include:

1. Restrictions on the amount of money that can be transferred
   1. For non-profits such as Surgery on Sunday, large donors may be turned away, if they have to make several transactions to donate the original amount of money that they would like.
2. Fees may be charged for each transaction

3. Examples of PS:

a. Blue Pay:<https://www.bluepay.com/merchant-account-types/nonprofits/>

Strengths:

1. Ability to set up recurring bill/donation payments
2. ACH payments
3. High security payment methods
4. Incorporates tokenization

Weaknesses:

1. Fees are charged to organizations that choose to use this service

b. Square Up:<https://squareup.com/payments/organizations>

Strengths:

1. Includes a user friendly app that allows any mobile or tablet device to become a point of sale
2. Offers great customer service and a sales team to assist customers

Weaknesses:

1. Charges a fee of 2.75% per transaction
2. Does not clearly promote the use of online transactions being made through them
   1. They are more focused on physical transactions being made than completely online (and at a distance from one another).

c. iATS Payments:<http://home.iatspayments.com/>

Strengths:

1. Provides credit card, direct debit, ACH, and International payment processing
2. High security
   1. Tokenization
   2. PCI compliance assistance
   3. Fraud protection tools

3. Specializes in working with nonprofits

4. Processes donations directly into the nonprofits database

Weaknesses:

1. ACH processing has a fee (flat rate)

d. Heartland:<https://www.heartlandpaymentsystems.com/about-us>

Strengths:

1. Online data reporting
2. Security
   1. Encryption

Weaknesses:

1. Has a high flat rate for all transactions
2. Lack of easily reached customer support

e. Stripe: [https://stripe.com/](https://www.firstgiving.com/)

Strengths:

1. The donation process is kept on the organization’s website
   1. There is no redirection to another web page

2. Mobile payment processing

3. Nonprofits can receive a discounted price in transaction fees

Weaknesses:

1. Nonprofits can’t choose merchant accounts
2. Has individual transaction fees

f. Braintree:[**https://www.braintreepayments.com/**](https://www.braintreepayments.com/)

Strengths:

1. Incorporates a variety of payment options, that includes the following (and more):
   1. Credit/Debit
   2. Apple Pay
   3. Bitcoin
2. Can integrate Paypal with payment processing
   1. This may be ideal for Surgery on Sunday since they are already familiar with Paypal

3. PCI compliant and includes various security tools

Weaknesses:

1. May be difficult to set up for nonprofits
2. There is only mobile and digital products (no brick-and-mortar solutions)

g. Amazon Payments: <https://pay.amazon.com/us>

Strengths:

1. Can set up recurring payments/donations
2. Payment processing is conducted inline

Weaknesses

1. High rate fee (9%)
2. An initial hold is held on donors/customers (new) accounts that lasts up to 14 days

4. The main security risk is the potential of being hacked. Since payment systems electronically transfer funds, there is always a chance that it could be hacked and money could be taken. Hackers could also potentially collect the information of donors, which may lead to personal data being leaked or identity theft.

5. Based on these seven service, iATS is the most beneficial for Surgery on Sunday. They are the only PS to focus solely on non-profits. This could be very helpful to Surgery on Sunday since the customer service and other employees have experience working with nonprofit organizations. They are also one of the most secure payment systems offered. Also, they provide services that allows organizations to easily store all of their financial information and fundraising solutions.

**Sources:**

<http://www.businessdictionary.com/definition/payment-system.html>

<https://unichange.me/articles/advantages_of_electronic_payment_systems>