

PROJECT SUMMARY

Problem Description

Longhorn Inc. is a company who provides housing and tutoring services to the risk youth in Chicago Area. Their main source of income is from donations. Their existing CRM system is outdated. Their servers are slow and facing storage issues. Their employees, who are mostly part-time workers, were finding it difficult to learn the user interface of the existing system.

Project Description

As a team, our responsibility is to develop a new CRM system for Longhorn Inc., which will help them to increase the breadth of their services and expand their operations to new urban areas. We must assist in the migration of their old CRM to the new CRM which provides them flexibility, customizability, efficiency and forecasting capabilities. We also must analyze the existing servers for their capability to support the new system and then decide whether the servers need to be replaced or upgraded. We are set with a budget of \$100,000 for the whole project which includes purchase or upgrade of infrastructure and the CRM implementation along with IT support. The project must be completed within 6 months.

Longhorn Inc. has given us a set of requirements which must be included in their new CRM system. The system should enable them to track donations, follow up with the donors, support funding campaigns, perform real time analytics, perform forecasting and organize volunteer assignments. The new system should also include web access capabilities and reporting abilities. They also want the new system to be customizable and want social media integration with Facebook and Twitter. We must provide online training material for their employees to learn the new system. We should also provide IT support to the new CRM system.