

**System Proposal**

**Project Sponsor: The JC Insurance Agency**

**“The Dolphin Sales CRM”**

**Team Member: Thomas Cosares Thomas.cosares@cix.csi.cuny.edu**

A CRM is a strategy for managing all your company's relationships and interactions with your customers and potential customers. The system (“The Dolphin Sales CRM”) will be designed to take the core CRM strategy and principles and put them into a web application, making them more accessible, efficient, and organized. The additional function of the system to provide analytic predictions based on inputted data will create a much more effective CRM. It will also provide cost efficiency because CRM systems are usually separate from business intelligence systems.

The JC Insurance Agency is comprised of two salespeople and one sales manager. These three people are considered the stakeholders of the project, as they will directly benefit from its creation and deployment.

The system will use a LAMP stack consisting of a Linux operating system hosted on a virtual machine using google cloud, an Apache web server, a Mysql database, PHP and html/css for front-end display.