

Work Breakdown Structure for CRM, Logistics and Compliance Management

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1.0 Work Stream I: Customer Relationship Management

1.1 Selection of possible CRM applications suitable for SMB

- 1.1.1 Run tests on current system to determine requirements
- 1.1.2 Analyze results for each test
- 1.1.3 Determine best software application

1.2 Ensure CRM system compliant with TTC's enterprise wide SOA standards

- 1.2.1 Survey and analyze current enterprise systems and standards
- 1.2.2 Test current applications for issues with integration

1.3 Ensure CRM system security, operation inside firewall, no external access

- 1.3.1 Test firewall, attempt to hack CRM system from an outside source
- 1.3.2 Locate any weaknesses across the system
- 1.3.3 Develop strategies to patch weaknesses and loopholes in the system

1.4 Compliance with Microsoft Exchange/Outlook Contacts

- 1.4.1 Evaluate issues with CRM protocols and Exchange/Outlook
- 1.4.2 Integrate and Test CRM system with Outlook
- 1.4.3 Backup Contact records from Outlook/Exchange
 - 1.4.3.1 Import Contact records into new CRM system

1.5 Facilitate mobile access via secure VPN for TTC's field team

- 1.5.1 Determine best mobile VPN hardware and software
 - 1.5.1.1 Setup a customizable dashboard module with management features for sales team and sales managers.
 - 1.5.1.1.1 Ensure compatibility and system wide integration
 - 1.5.1.1.2 Analyze and test different software applications and hardware (mobile devices that are acceptable)
 - 1.5.1.1.2.1 Selection process for software and hardware
- 1.5.2 Ensure the security issues are addressed
 - 1.5.2.1 Determine proper encryption methods
 - 1.5.2.1.1 Set standards for usernames and passwords

1.6 Ensure CRM system has comprehensive Forecasting, Territory and Channel Management features

- 1.6.1 Test CRM applications for desirable features and compliance with both mobile and enterprise systems

1.7 Test CRM application for desirable analytical capabilities and reporting functionalities

2.0 Work Stream II: Logistics Management – Requirements

- 2.1 Billing and order management functions to streamline interactions with suppliers
 - 2.1.1 Setup electronic transaction software system within company intranet
 - 2.1.1.1 Test system using current transaction data
- 2.2 Ensure system integrates with wireless reporting tools
 - 2.2.1 Test all handheld devices for compliance with logistics system
 - 2.2.2 Test product distribution tracking features
- 2.3 Automate fulfillment process
 - 2.3.1 Test and stress system with orders
 - 2.3.1.1 Ensure accuracy and efficiency of system before implementation
- 2.4 Setup up dashboards for inventory and shipment status
 - 2.4.1 Design inventory dashboard system with automatic shipment updates
 - 2.4.2 Ensure warehouse management functionality
 - 2.4.2.1 Test individual warehouses for implementation and compliance issues
 - 2.4.2.1.1 Locate problematic areas and suggest possible solutions

3.0 Work Stream III: Regulatory Compliance

- 3.1 Provide business metrics for EU compliance by 12/2/2009
 - 3.1.1 Overview EU regulations
 - 3.1.1.1 Provide specific details on regulations and requirements
- 3.2 Implement given set of metrics
 - 3.2.1 Implement Transaction Information metrics
 - 3.2.2 Implement Customer Information metrics
 - 3.2.3 Implement Profit and Loss metrics
- 3.3 Provide transaction information daily
 - 3.3.1 Ensure software applications can meet demands of providing daily metrics
 - 3.3.2 Test system capabilities and determine any issues with daily metrics reporting
- 3.4 Provide month-end metrics reports
 - 3.4.1 Tests systems ability to provide metrics on a monthly basis
- 3.5 Ensure Metrics can be automated with Royal Foods existing BIA (SAP Business Objects)
 - 3.5.1 Test compliance with SAP and RF