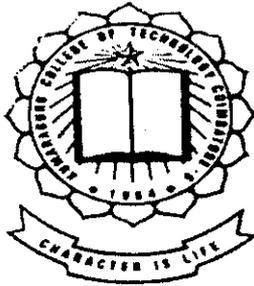


CUSTOMER AND MARKET MANAGEMENT

PROJECT REPORT

Submitted in partial fulfillment of the requirements
for the award of the degree of
M.Sc (Applied Science) SOFTWARE ENGINEERING
of Bharathiar University, Coimbatore.



Submitted By

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DEPARTMENT OF COMPUTER SCIENCE AND ENGINEERING
KUMARAGURU COLLEGE OF TECHNOLOGY
(Affiliated to Bharathiar University)
COIMBATORE - 641 006

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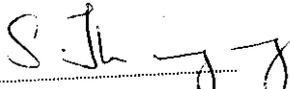
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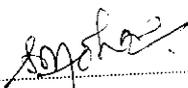
DONE BY

DEEPAK NAGA PANDIAN.S
REG NO. 9937S0074

IS SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE OF
M.Sc [Applied Science] SOFTWARE ENGINEERING
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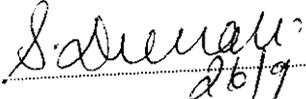


Professor and HOD 26/9/02



Internal Guide

Submitted to University Examination held on 26.09.02



Internal Examiner



External Examiner

Ref: Projcert/01/09-02

TO WHOMSOEVER IT MAY CONCERN

CERTIFICATE

This is to certify that **Mr. Deepak NagaPandian S**, the Fourth Year M.Sc.(Software Engineering) student of Kumaraguru College of Technology, Coimbatore has successfully completed the Project named **EDGE Intersoft 1.2 – Customer & Market Management** Software under my guidance and supervision from June 2002 to October 2002 in our organisation.

I appreciate his efficiency and sincerity towards the given task and also wish him best luck for a bright career.

Place : Bangalore
Date : 21/09/2002

M. Raaj Pandian

M. Raaj Pandian
(Software Engineer)

ACKNOWLEDGEMENT

I praise and thank the God for the love and blessings showered upon me in completing this project successfully and express my humble gratitude to my parents who emphasize the value of education and teach us the importance of hard work.

I ceremoniously thank Dr. K.K.Padmanaban.B.Sc (Engg),M.Tech, Ph.D. Principal , Kumaraguru College of Technology, for allowing me to do my project.

“Gratitude is the memory of heart”, I express my sincere thanks to Prof. Dr. S. Thangaswamy, our head of the department for his valuable suggestions and encouragement provided throughout the tenure of this project.

I really deem it a special privilege to convey my prodigious and everlasting thanks to my Project-coordinator Mrs. S. Devaki B.E., M.S Asst. Professor, and my guide Mr. S. Mohanavel B.E, M.B.A, Senior lecturer , Department of Computer Science and Engg., for their keen interest, constant help with kind support and invaluable suggestions, and inspiration till the end of the project.

With an immeasurable sense of gratitude, I wish to thank all my staff members for their suggestions and encouragement rendered throughout my project work.

My heartfelt thanks to Mr. M.V. Raj Kumar, MBA, The CEO, Edge Infotech & Consultancy Services , Bangalore, who has given me an opportunity to do this project in their esteemed organization.

I own deep sense of gratitude and heartfelt thanks to MR. M.Rajpandian M.B.A., Programmer, Edge Infotech & Consultancy Services, who gave me his invaluable guidance and good ideas and constantly encouraged me in doing this project.

SYNOPSIS

The project "Intersoft 1.2 - Customer & Market Management" provides with comprehensive Customer & Market solution pertaining to customer needs. It also serves as stand-alone software. The Intersoft C&M comprises of Customer Relationship Management and Marketing Management component. This module gives emphasis on both qualitative and quantitative aspects of the Customer and Marketing management. The Intersoft C&M is totally a customized package.

The C&M have extensive and effective reporting system. The C&M also has Ad-hoc query – reporting facility, which facilitates to use standard SQL commands to retrieve situational information.

It provides with a facility to have instant chat with the report generator and also serve the relevant discussion, with comments, which is nothing but knowledge development. The reports are updated every day in the web server, which enables the top-level management to view the reports any where in the world and manage the organization as well.

The Velmurugan Paper Board Mills produces nearly 8 tonnes of paperboards ar per their daily production schedule. Customers for them are mainly from Virudhunagar, Sivakasi and Pondicherry. Though they have a system to maintain their accounts, general enquiries, handling the quotations, customer maintenance and sales analysis only through records. They don't have specific software for maintaining their customers.

Today companies have been trying to link the front office CRM systems with order management, problem resolution etc., but with limited success. Organization's today are facing a serious challenge in shifting

their focus to customer values from a sales and revenue focus. They tend to treat customer as a homogeneous entity when actually they are not. In fact, many fail to identify customer groups that add values to their organization.

This package is developed with the help of event-driven language such as Visual Basic 6.0 and Oracle 8 as backend.

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INTRODUCTION

1. INTRODUCTION

The world we live is fast turning into a global village. Many of its citizen's even toy with the idea of vacationing in the cool confines of Outer Space. Yet some things don't changes. Take for instance the Customer. From the days of better system to the present times of plastic money, the profile of customer has not changed always-demanding (value for money) and many a times finicky.

Depending on its size, each entity, from the neighborhood hole-in-the-wall shop to large retails chains to manufacturing industries, have their own strategy to entice customers. The tools of technology and modern concepts of management facilitate such efforts. Yet for many organizations, defining customer needs is like a group of blind people trying to figure the elephant by feeling around. Hence the need of hour is for effective implementation of such tools. The basic highlight is to integrate the two key information systems – Customer Relationship Management (CRM) and Enterprise Resource Planning (ERP).

CRM is one of those business buzzwords that have on just about everybody's lips today integration of the two has been always a tricky issue. Today companies have been trying to link the front office CRM systems with order management, problem resolution etc., but with limited success. Organization's today are facing a serious challenge in shifting their focus to customer values from a sales and revenue focus. They tend to treat customer as a homogeneous entity when actually they are not. In fact, many fail to identify customer groups that add values to their organization.

ERP is a combination of systems covering the entire business operation. Offering unsuppressed opportunity for any enterprise, ERP systems helps the organization in streamline business processes, control cost, optimize relationship with key suppliers, speed time to market and to build closer relationships with the customers.

1.1 ORGANISATION PROFILE

EDGE InfoTech & Consultancy Services, Bangalore

“Quality and Customer Delight are our driving factors”

An Overview

EDGE InfoTech & Consultancy Services (www.eics-edge.com) was co-founded as Information Technology and Management Consultancy Organisation during April, 2000 at Manipal and Bangalore. The organisation was initiated with the novel mission as,

“to emerge as the best corporate solution provider & be benchmarked by the industry so that we are committed to deliver Information Technology and Business Solutions for our customers not as they are but with a lot of value additions that would enable the customers to achieve a multi-dimensional competitive edge”

Nevertheless being a Sunrise Organisation, the EDGE has been growing at a very encouraging and enticing rate due to its impeccable service and relationship with the customers and prodigious innovativeness in the areas of **eOrganisation, Enterprise Resource Management, eBusiness & Web solution, Artificial Intelligence** including **Research, Expert System & Fuzzy Logic**, Networking concepts such as **mnArchitecture**, eServices such as **busiinfo.com, what-a-mkt!.com & placement-cell.com** and **Management Consultancy**. The EDGE customers include leading industrialists, corporate houses and high-notch governmental authorities. The EDGE applies latest technologies and management techniques to deliver the best business solutions to the customers. The EDGE is also involved in various research activities in the areas of Information Technology & Management in order to update its clients at par with the world trend.

Products & Services

Management Consultancy

- Corporate Finance
- Project Finance & Management
- ISO Consultancy
- Tax Management
- Risk and Investment Management
- Market and Customer Management
- ExIm Management
- Technology and Quality Management
- Business Process Engineering
- MIS
- Corporate Restructuring
- Entrepreneurship

eBusiness & Web based Software

- a fully customized B2B & B2C EDGE eBusiness suite 1.2
- a fully customized web solutions such as Client-Server Solutions, portals, web-sites

ERP InterSoft 1.2 – ERP

- Merger of AI, ERP, SCM, CRM and iBusiness
- EDGE's Flagship Product
- First of its kind in the world

Application Software

- all kind of customized software for hospitals, hotels, manufacturing industries, colleges, traders etc.

Few of our Clients

- Cauvery Medical International Inc., USA
- Naranja Sahakari s Niyamat, Sugar & Power Project, Bidar
- Amita Juliana Marine Pvt. Ltd., Manipal (Indo-Japanese Project)
- Peak Performance Pvt. Ltd., Bangalore
- Vibes India, Herbal Exporters, Bangalore
- Niki Granite Exports, Bangalore (a Canadian Joint Venture Organisation)
- Cambridge Hospitals, Bangalore
- Velmurugan Paper Board Mills, Madurai
- Grapevyne Teechnologies Pte. Ltd., Singapore

1.2 CLIENT PROFILE

Velmurugan Paper Board Mills (VPBM)

Velmurugan Paper Board Mills, Madurai is properly known for its brand of VPBM. VPBM was established in the year 1994. VPBM manufacture a multi-variety of paperboards, a primary product and supplies to all over India. The turnover for the year 2000-2001 was INR 200 millions. Their installed capacity is 10 tones per day. It is the only Paper Board mill in India to run 100% capacity continuously. Paper Board is a product that can be used as packing materials in myriad industries such as

- Textile
- Crackers
- Computer Hardware
- Computer Software
- Note Books
- Leather
- Furniture
- Food Industry
- Fruit industry etc.,

VPBM is known for its quality. They could sell whatever they produce without marketing because of their quality of their products. *VPBM* has been totally following quality management principles in order to maintain the good growth of brand quality in the industry. It is also important to note that it is one of the effectively managed organizations on the industry. They're planning in the areas of manufacturing process, human resources, costing is very effective and productive. In present conditions, they are receiving more orders than that of their capacity. Thus they have decided to expand their capacity five times in these financial years.

VPBM has appointed *EDGE InfoTech & Consultancy Services, Bangalore* for the following activities.¹

- To formulate expansion strategies
- To analyze and identify new market segments
- To formulate Marketing strategies
- To formulate HR policies
- To plan and develop Enterprise Resource Planning – EDGE InterSoft1.2
- To plan and develop Integrated Artificial Intelligence Software for Financial Management – EDGE fineSys 1.2

The existing customers are mainly from tube cone manufacture and fire crackers industry. But later, on they identified certain customers in the market like shoes, textiles, fruits etc; the demand for their products is greater than the production capacity.

Generally, they sell their products on the basis of cash sales. Strictly speaking, they don't go in for their credit sales, except for customers who had good relationship around 30 years. The logistics part of the company is dealt in a different manner. The product directly reaches the customer without any intermediaries and they are loaded directly after packing. They are in need of expanding their market in the areas of marketing, HR, finance and warehouse management.

1.3 PROJECT DESCRIPTION

Edge InterSoft 1.2 – Customer & Market Management Module

Velmurugan Paper Board Mills (VPBM) is one among the clients for Edge InfoTech & Consultancy Services, Bangalore. They (VPBM) have decided to develop an ERP packages for then in order to automize all their management functions.

The ERP-InterSoft covers the modules like ERP- financials, HR, ERP-Logistics, ERP-C&M etc; one of the modules in ERP-InterSoft is Customer & Market Management module where it covers the main aspects like maintaining customer relationship and to have a broad vision about their market.

The InterSoft C&M provides with comprehensive Customer & Marketing solution pertaining to the customer needs. It also servers as stand-alone software. The InterSoft C&M comprises of Customer Relationship Management component and Marketing Management Component. This module gives emphasis on both qualitative and quantitative aspects of the Marketing and Customer Management.

The C&M have extensive and effective reporting system. The package provides with standard reports. The C&M also has Ad-hoc query – reporting facility, which facilitates to use standard SQL commands to retrieve situational information if the relevant information is not found. The C&M also enables good communication system inside the organization.

Scope of C&M:

This package Intersoft – C&M has some unique features, which are as follows:

- Report generation
- Querying system
- Instant web chat and communication systems
- Knowledge Management Component
- Customer & Market based Analysis

P-828



2. PROBLEM DEFINITION AND DESCRIPTION

2.1 AN OVERVIEW OF THE PROJECT

Title:

EDGE InterSoft 1.2 – Customer & Market Management Module

Project Done For:

The project “**EDGE InterSoft 1.2 – Customer & Market Management Module**” is done for *Velmurugan Paper Board Mills*, Vadipatti that is one of the clients for EDGE InfoTech & Consultancy Services, Madurai.

Description:

CRM is one of those business buzzwords that have on just about everybody’s lips today integration of the two has been always a tricky issue. Today companies have been trying to link the front office CRM systems with order management, problem resolution etc., but with limited success. Organization’s today are facing a serious challenge in shifting their focus to customer values from a sales and revenue focus. They tend to treat customer as a homogeneous entity when actually they are not. In fact, many fail to identify customer groups that add values to their organization.

The InterSoft C&M provides with comprehensive Customer & Marketing solution pertaining to the customer needs. It also servers as stand-alone software. The InterSoft C&M comprises of Customer Relationship Management component and Marketing Management Component. This module gives emphasis on both qualitative and quantitative aspects of the Marketing and Customer Management.

In this context, the present study was carried out with reference to the following:

- To plan and develop a customized package.
- To provide solutions to satisfy the customer needs.
- Report generation.

Proposed System:

The proposed system is a completely integrated computer information system. Whereas in all functions are integrated. So that all-possible combination of information can be obtained.

Goals and objectives of proposed system are:

- Provide timely information for efficient control of operation.
- Making a complete computerized integrated system
- The proposed system contains elaborated information about the different fields used in different modules.
- The proposed system is user friendly and enables the user to understand the system operation easily and quickly.
- The data have been stored as stand alone database.

The system should be to pinpoint areas, which require control and highlight bottleneck, which requires immediate attention.

2.2 MODULE DESCRIPTION

EDGE InterSoft 1.2 – Customer & Market Management Module

The InterSoft C&M provides with comprehensive Customer & Marketing solution pertaining to the customer needs. It also servers as stand-alone software. The InterSoft C&M comprises of Customer Relationship Management component and Marketing Management Component. This module gives emphasis on both qualitative and quantitative aspects of the Marketing and Customer Management. The InterSoft C&M is a total customized package.

The C&M have extensive and effective reporting system. The package provides with standard reports. The C&M also has Ad-hoc query – reporting facility, which facilitates to use standard SQL commands to retrieve situational information if the relevant information is not found. The C&M also enables good communication system inside the organization.

The C&M mainly deals with the handling customer enquiries, sending quotation to the customers, warehouse details, identifying new customer at the order level, and delivery details. It has an effective validation system to check whether the customer is an existing customer or a new customer.

The EDGE InterSoft 1.2 – C&M package is an added advantage to the *Velmurugan Paper Board Mills*, Madurai, through which they can effectively maintain their relationship with their customers and also they can also envisage the market for their products. The system also facilitates better communication and management information system, both inside and outside the organization as it is integrated with all other functional departments.

3. SYSTEM STUDY

3.1 SYSTEM SPECIFICATION

3.1.1 System Analysis

System analysis may be understood as a process of collecting and interpreting facts, identifying problems and using the information to recommend improvement in the system. System analysis is carried out with the following two objectives.

- i. To know how a system currently operates.
- ii. To identify the user's requirements in the proposed system.

a) Need for the System

The need for the system, Customer & Market Management Module is to plan and develop a customized package for *Velmurugan Paper Board Mills*, Madurai that enhances their relationship with their customers and it also envisage the market for them.

b) Feasibility Study

The feasibility study aims to determine whether the work on the new or a modified system is capable of being accomplished or not. The key types of feasibilities are:

1) Operational Feasibility:

If the system is built, will it operate in the way the user wants? In this case the present system is developed in such way, that the user needs are achieved to an optimum level.

2) Economic Feasibility:

This system aims to determine whether the proposed system be cost justified. Of course the present system is economically feasible for *Velmurugan Paper Board Mills*, as

they are going to construct a highly sophisticated plant in which the package will be implemented. ⁴

3) Technical Feasibility:

Is the technology currently available to build such a system? The software achievements clearly adds to the development of the software.

c) System Configuration

Server Configuration

Processor	-Pentrium III
RAM	-128MB
Hard Disk	-10.4GB
Operating System	-Windows NT (Server)

Node Configuration

Processor	-Pentium III
RAM	-64 MB
Hard Disk	-4 GB
Operating System	-Windows NT Workstation 4.0

Software Configuration

Language	-Visual Basic 6.0
Operating System	- Windows NT
Database	-Oracle 8.0.3.0.0

3.1.2 Information Strategy Planning

Besides being feasible to the organization a proposed system should also support an organization's strategic activities.

a) Objectives

Objectives are the milestones (or) targets that must be reached in order to execute a strategy. They should be made in qualified items. Here the objective of the *Velmurugan Paper Board Mills* is to implement an ERP package, in which C&M Management forms a functional part.

b) Critical Success Factor

Critical factors that heavily contribute to the success of the organization are called Critical Success Factor. They consistently produce

- High quality products
- Continuous innovations in purchasing, production and distribution process.
- Increase employee productivity
- Higher level of customer service

Though, certain factors are effectively addressed, factors like customer service, innovations in distribution process can still be improved, in order to maintain the organization (VPBM) in a better position to attain its goals.

c) **Impact of Technology**

Technology means the application of science, especially to industrial or commercial objectives. Here, the impact of technology will not affect the organization's goals because the technology, which is used in developing this package, is a common one and it is widely used by everyone who is into the development side.

3.1.3 Enterprise Modeling

VPBM has appointed *EDGE InfoTech & Consultancy Services, Bangalore* for the following activities.

- To formulate expansion strategies
- To analyze and identify new market segments
- To formulate Marketing strategies
- To formulate HR policies
- To plan and develop Enterprise Resource Planning – EDGE InterSoft1.2
- To plan and develop Integrated Artificial Intelligence Software for Financial Management – EDGE fineSys 1.2

3.1.4 Business Area Analysis

Business Area Analysis consists of two types of modeling the systems. They are as follows:

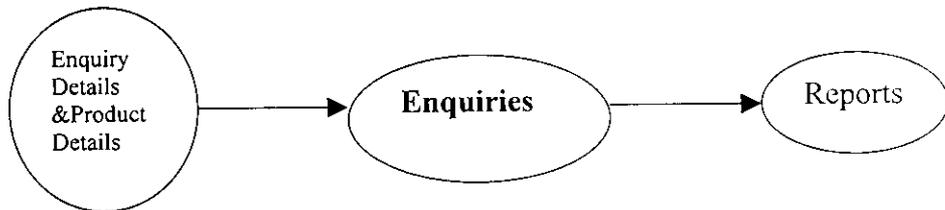
- Process Modeling
- Information flow Modeling

Process Modeling:

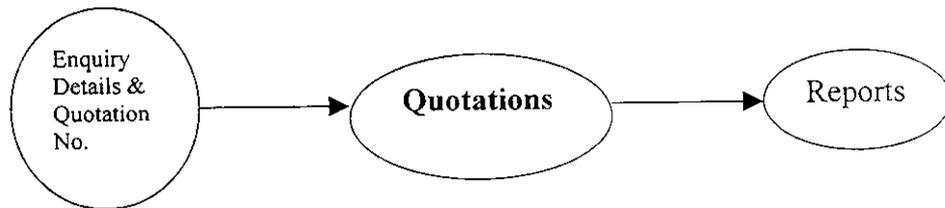
Process Modeling consists of an input, process and outputs. This model can be explained with help of oval shaped diagrams



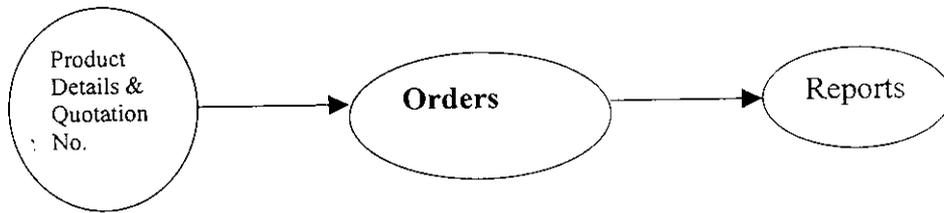
Enquiries



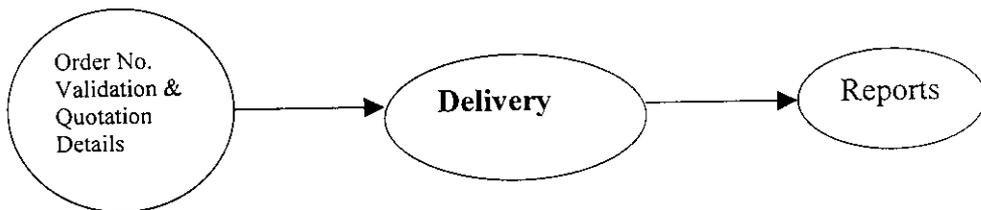
Quotations



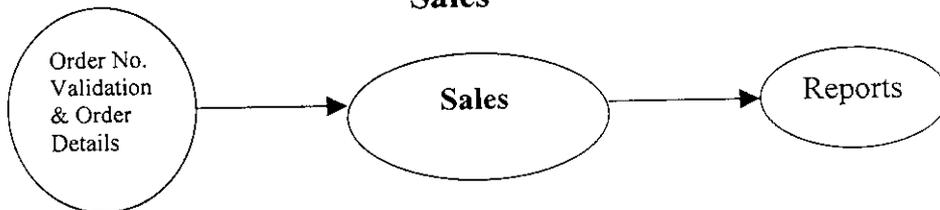
Orders



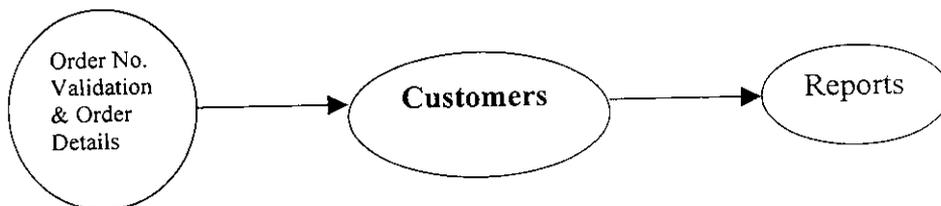
Delivery



Sales

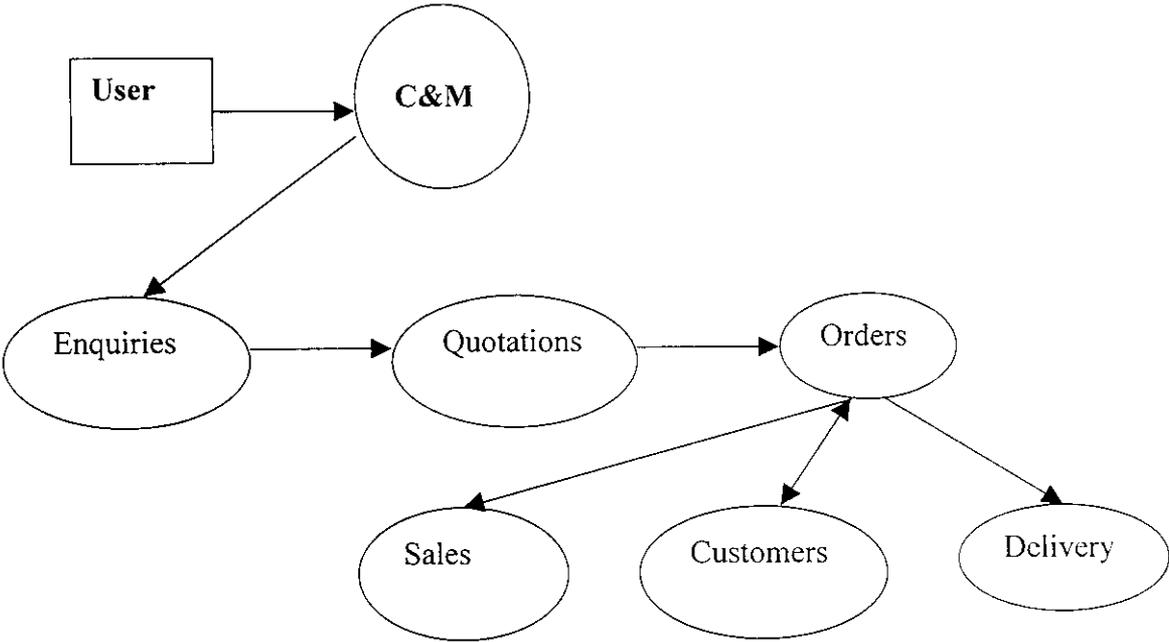


Customers



Information Flow Modeling

This method is generally used to explain the flow of information in a system. The model is usually explained with the help of a diagram, which is represented by using circles and rectangles to determine the flow of information.



3.2 REQUIREMENT SPECIFICATION

After studying the results of the feasibility study, the management may decide to continue with the development processes, so the user needs are studied. The system requirements must be met to satisfy the new or changed user needs are produced. This step is called requirement specification. This activity is considered as the most difficult and also the most error-prone activity because of the communication gap between the user and the developer. A good SRS provides the following benefits.

- It bridges the communication gap between the users and developer.
- It reduces development cost by reducing errors and misunderstandings early in the development
- It becomes a basis of reference for the validation of final project.

Requirement specification can be explained with the help of a model namely

- Functional model

3.2.1 Functional Model

A Functional model is explained with the help of a diagram known as ***Data Flow Diagram*** (DFD). Data Flow Diagram is a graphical representation of logical flow of data. It helps in explaining the system 's requirements in a simple and understandable form. It aims to clarify the systems requirements and identify major transformations that will become programs in system design. It decomposes the requirement specification level to the lowest level of details.

There are four main symbols used in DFD, which are depicted below.

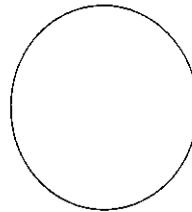
1. Square: It represents source/destination of system data.



2. Arrow: It identifies the data flow; it is a pipeline through which the data flows.



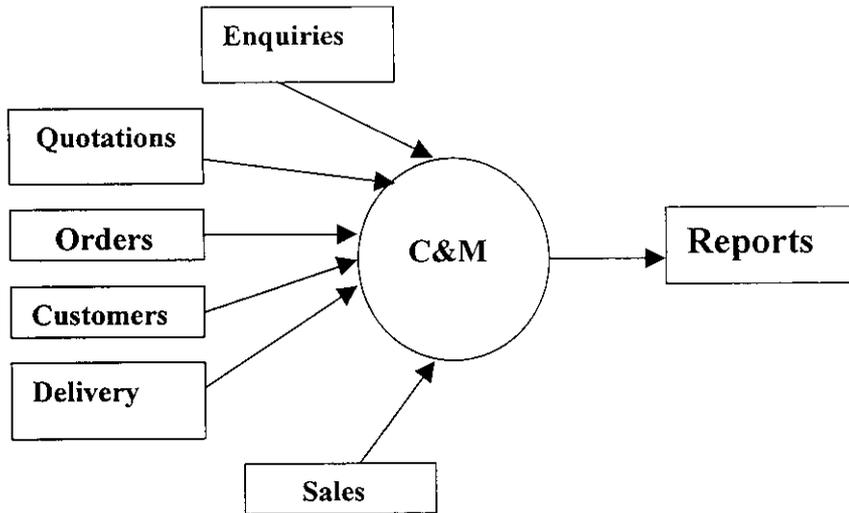
3. Circle: It represents a process that transforms incoming data flow into outgoing data flow.



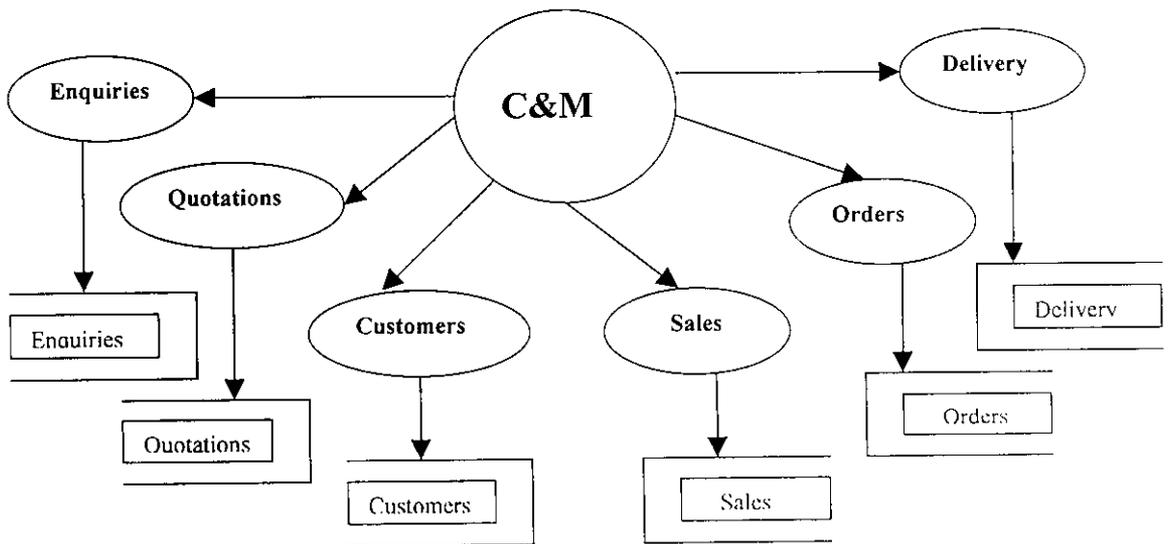
4. Open Rectangle: It represents a data store.



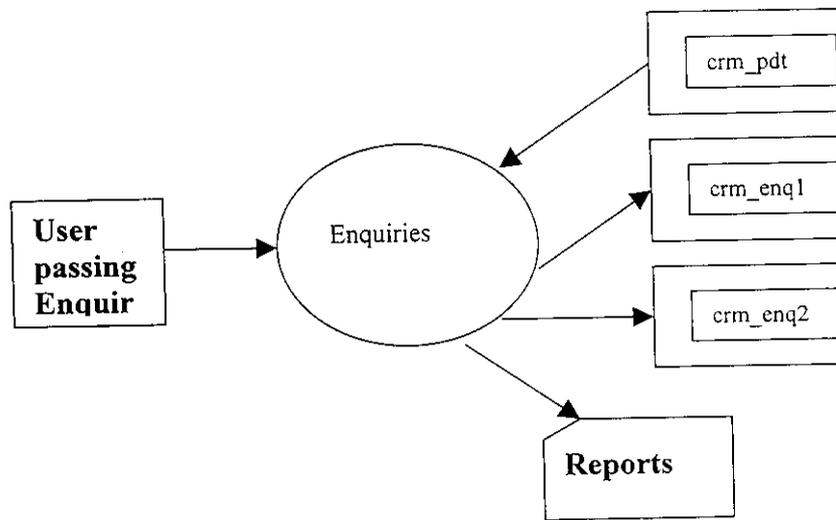
0 Level DFD: Individual DFD
Customer & Market Management Module



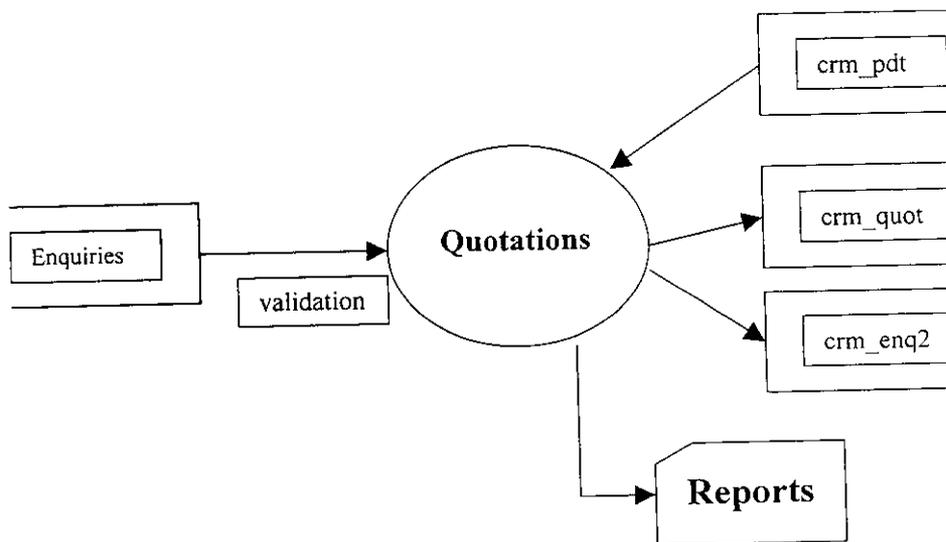
1 Level DFD: Context DFD



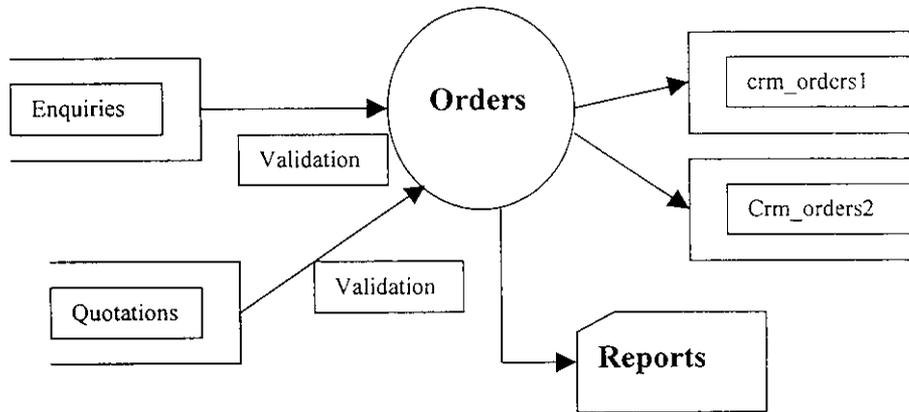
2 Level DFD: Context DFD



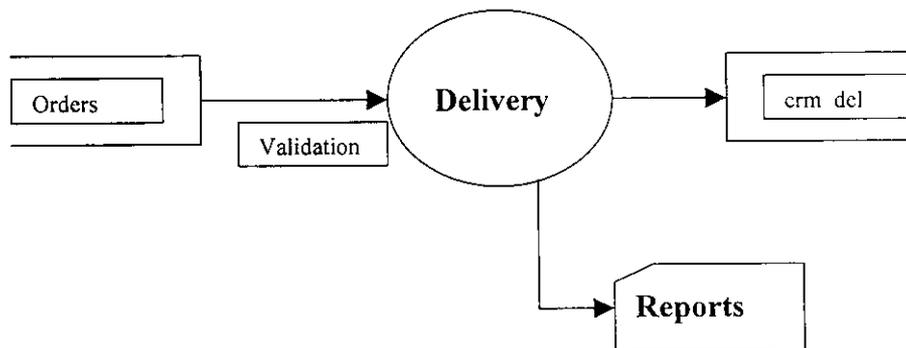
3 Level DFD: Context DFD



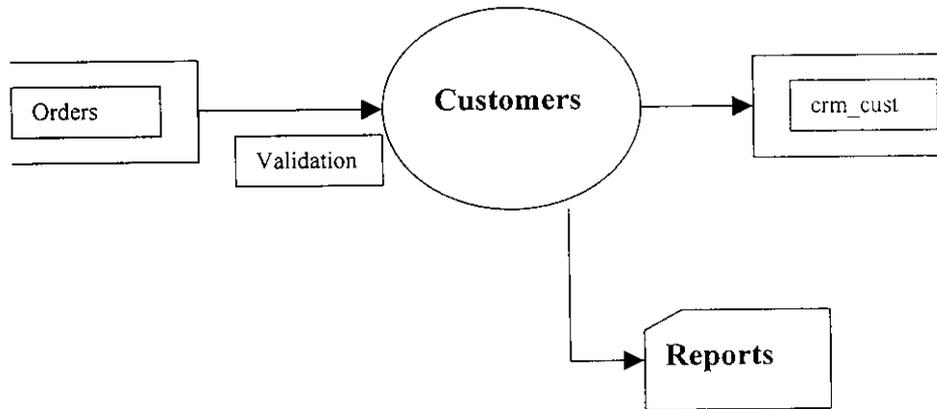
2 Level DFD: Context DFD



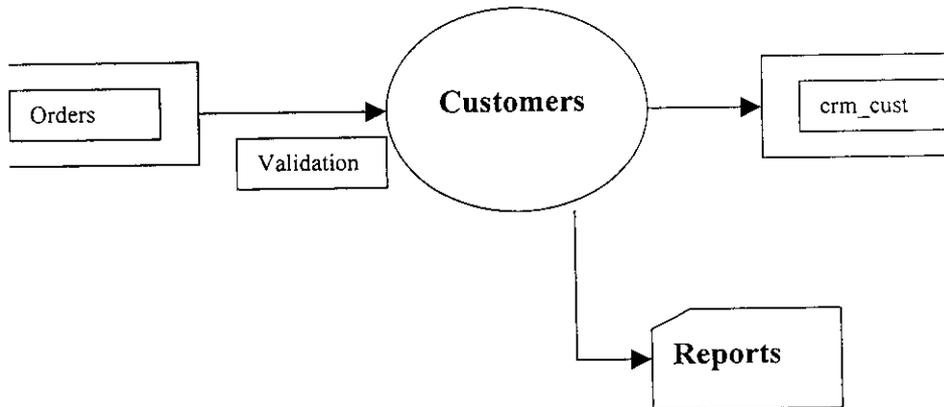
2 Level DFD: Context DFD



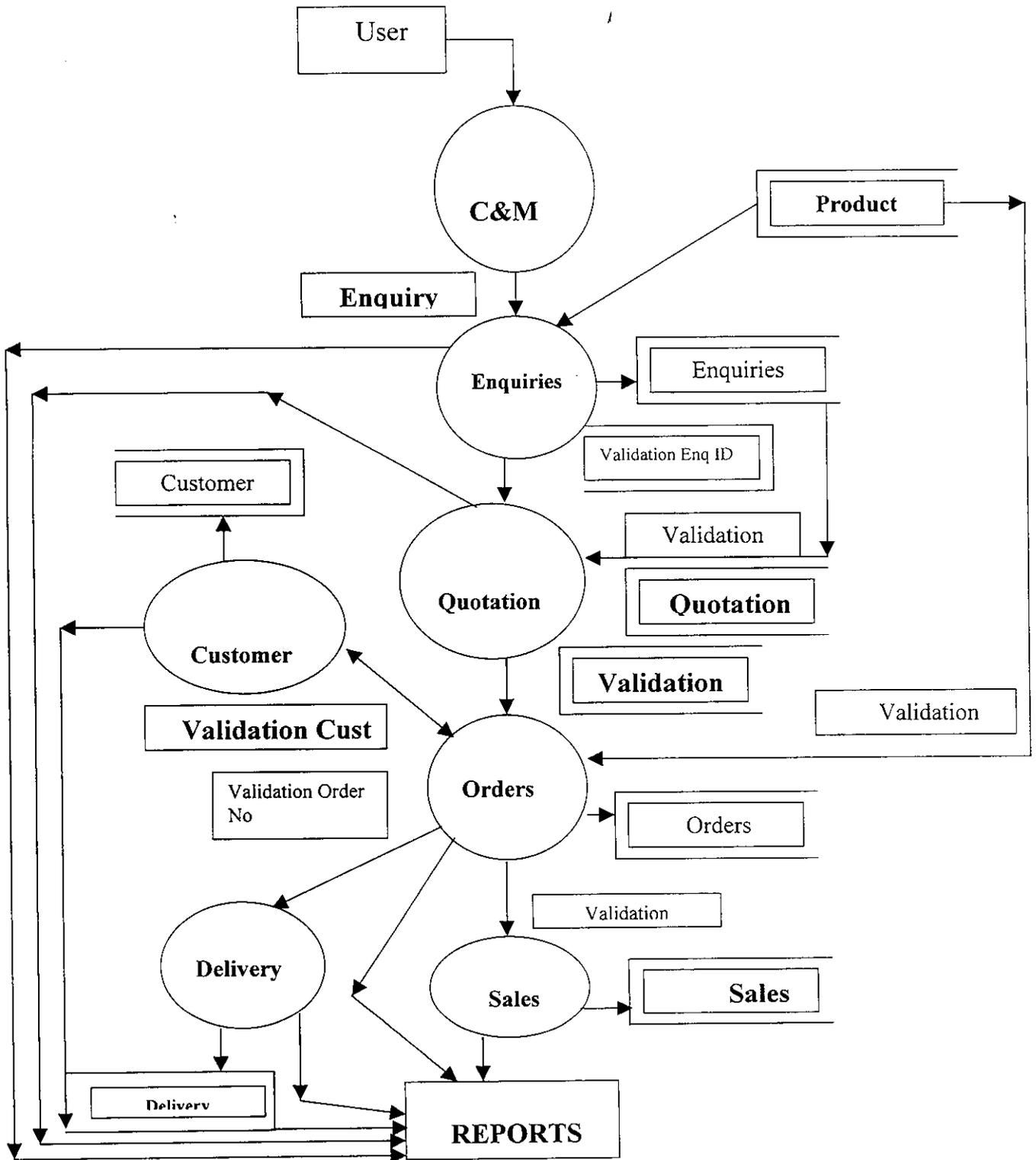
2 Level DFD: Context DFD



2 Level DFD: Context DFD



3 Level DFD: Data Dictionary (DFD)

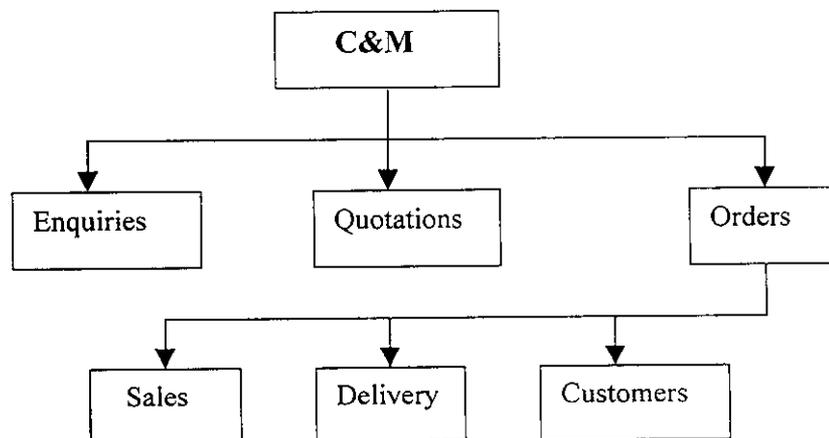


4. SYSTEM DESIGN

System design is another important step in the system development process. This phase starts after system analysis is over. The user requirements that arise from analyzing the user applications environment are incorporated into a new system design. System design includes determining the user interface with input and output, the database, the process and procedure adds physical characteristics of the system. System analyst specifies the design in a detailed manner for programmers subsequently to write the programs that meet the specifications and for third parties to attempt to develop or modify programs to meet the specifications.

4.1 Architectural Design

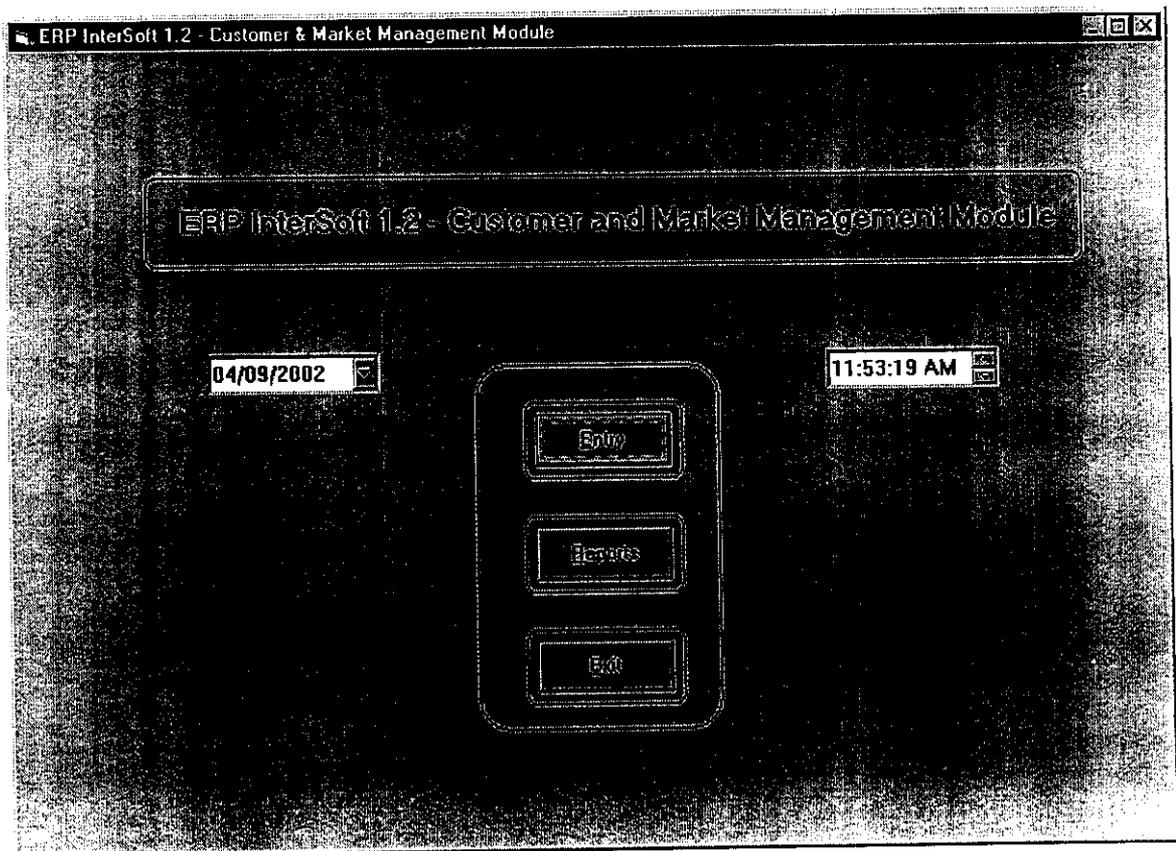
Architectural design explains about the overall system flow, in a hierarchical pattern. It shows the flow of information, which happens, in a traditional system.

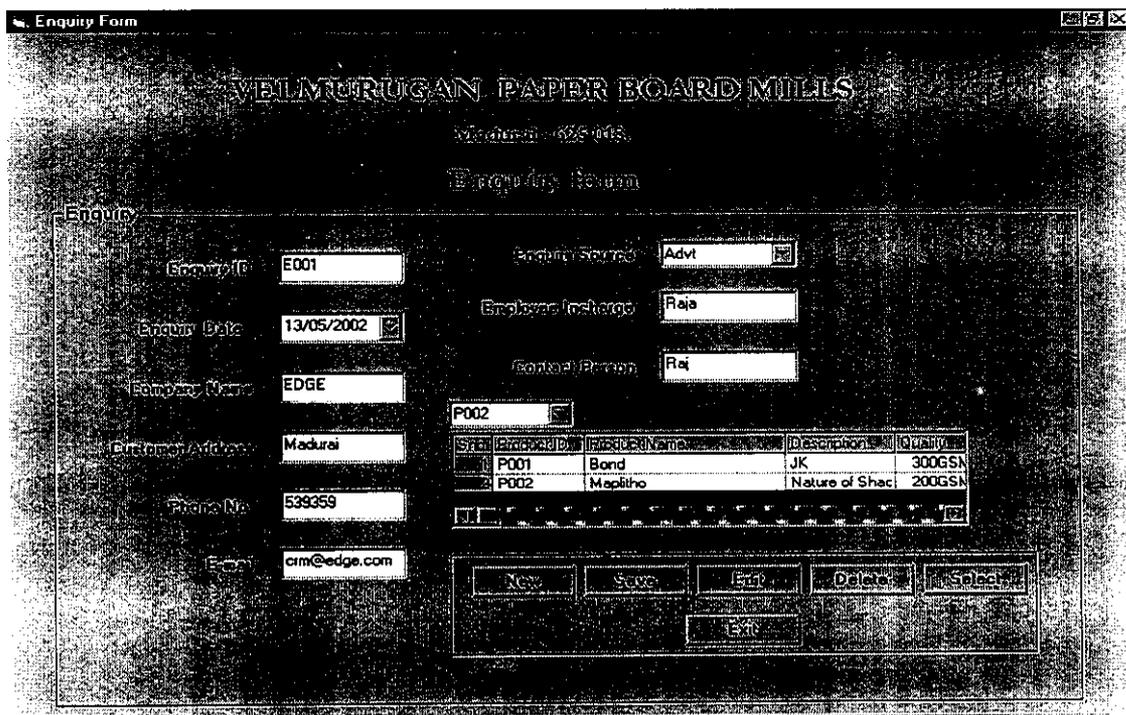
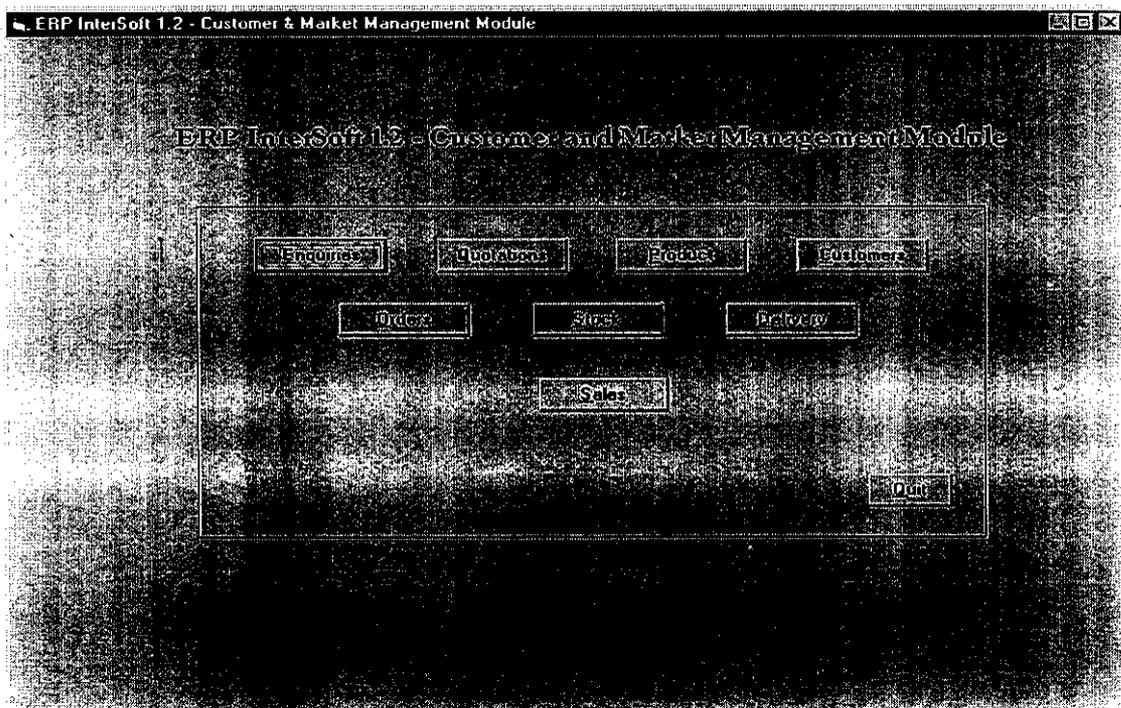


4.2 Interface Design

The interface design covers 3 main areas. They are as follows.

- Design of interfaces between software modules.
- Design of interfaces between software and other non-human procedures and consumers of information.
- Design of interface between the human and the machine





Product Details

VELMURUGAN PAPER BOARD MILLS
 Madurai - 625 016.
 Product Details

Product Details

Product ID: P003 Quantity: 50
 Product Name: Copier Description: Tmpl
 Unit Price: 10000 Qty: list

Order Details

VELMURUGAN PAPER BOARD MILLS
 Madurai - 625 016.
 Order Details

Order Entry

Order No: O001 Contact Person: Raj
 Order Date: 24/05/2002 Delivery Address: madurai
 Quantity: Q001 Delivery Mode: Long
 Customer ID: C001 New Customer ID: Delivery Date: 05/05/2002
 Product ID: P001

Order ID	Product Name	Description	Unit Price	Quantity	Unit
P001	Bond	JK	300GSM	1	Tonne
P002	Mepitho	Nature of Shed	200GSM	1	Tonne

Warehouse Details

VELMURUGAN PAPER BOARD MILLS
Madurai - 625 018.

Warehouse Details

Warehouse Details

Warehouse No.	W01	<input type="button" value="New"/> <input type="button" value="Add"/> <input type="button" value="Edit"/> <input type="button" value="Delete"/> <input type="button" value="Quit"/>
Product ID	P003	
Qty On Hand	50	
Reorder Level	25	

Delivery Details

VELMURUGAN PAPER BOARD MILLS
Madurai - 625 018.

Delivery Details

Delivery Details

Delivery Date	27/05/2002	Grant/From	Raj
Order No.	01001	Employee/Charge	Raja
Product ID	P001	Warehouse No.	W01
Quantity (in Tons)	20		
Delivery Mode	Lorry		

Sales Details

VELMURUGAN PAPER BOARD MILLS
 Madurai 625 018
 Salesman Details

Sales Details

Employee ID	Emp001	Order Date	24/05/2002
Employee Name	Raja	Customer ID	C001
Designation	Manager	Contact Person	Raj
Area	Madurai	Remarks	nil
Target Achieved	2		
Commission	500		
Order No	0,001		

Form1

Connection

No. Of Users Connected:

Total Users Online

4.3 Database Design

A database is an orderly arrangement of all records related to each other. It serves as a data resource for the organization. To have an optimum performance, storage and fast retrieval of data, database design is an important phase in the detailed design of a system. For designing a database, the following points should be kept in mind while designing the database.

- 1) Identify all data tables and record types.
- 2) Identify fields for each table, the key fields for each table and relations between various tables.
- 3) Determine the data type and width for each field of the tables.

5. SAMPLE REPORTS

Enquiry List - A Report

Zoom: 100%

Velmurugan Paper Board Mills
Madurai - 625018

List of Enquiries

Date	Enquiry ID	Company Name	Address	Contact Person
9/16/02	enq002	Eye Net	Anna Nager,	Raju
	Product ID	Quality	Enquiry Source	Incharge
	Po001	excellent	exhibition	Raja

Pages: [Navigation icons]

List of Enquiries - Customerwise

23/07 100%

Velmurugan Paper Board Mills

Madurai - 625018

List of Enquiries - Customewise Report

Date	Enquiry ID	Company Name	Contact Person
9/16/02	enq002	Eye Net	Raju
Product ID	Quality	Enquiry Source	Incharge
Po001	excellent	exhibition	Reja

Pages: 1

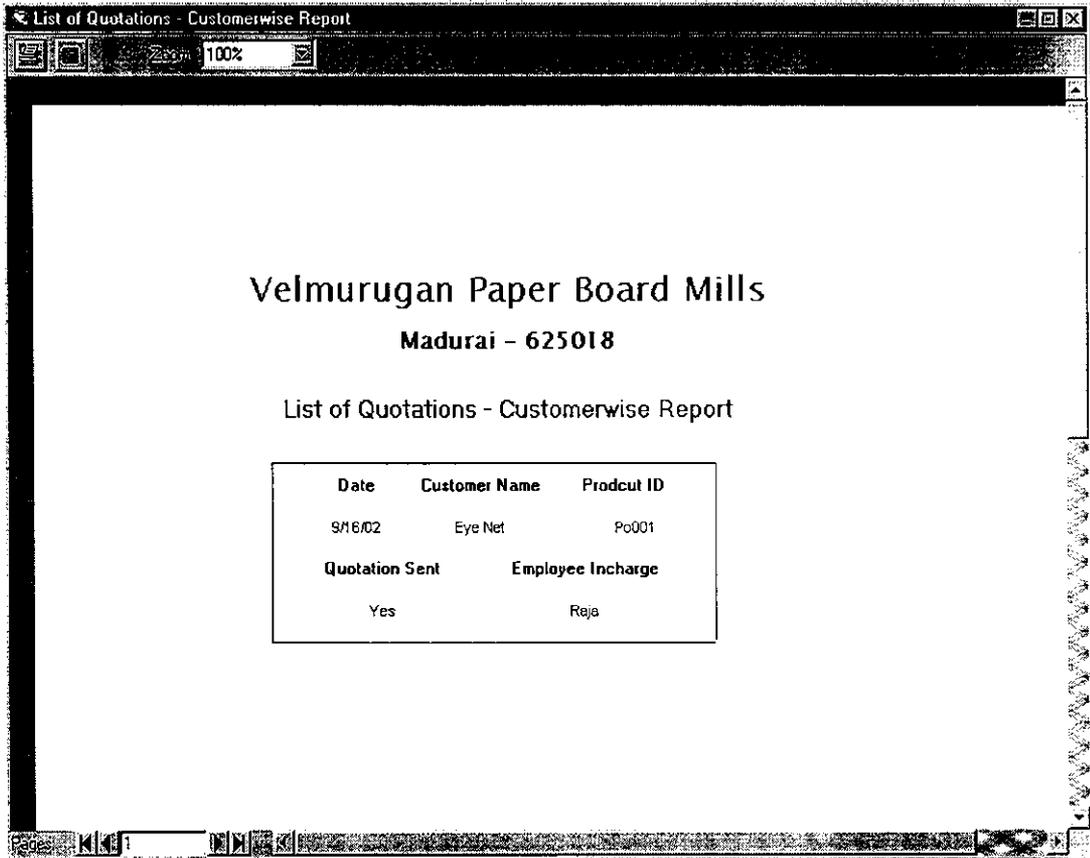
List of Quotations - A Report

Zoom 100%

Velmurugan Paper Board Mills
Madurai - 625018
 List of Quotations - A Report

Quotation Date	Company Name	Product ID	Quotation Sent	Employee Incharge
9/16/02 3:27:15 PM	Eye Net	Pc001	Yes	Raja

Pages: 1



List of Orders - A Report				
Velmurugan Paper Board Mills Madurai - 625018 List of Orders - A Report				
Order Date	Order No	Contact Person	Product ID	Quality
9/18/02	2	Pandi	P-001	excellent
Mode of Delivery		Delivery Address		
air		madurai		
Order Date	Order No	Contact Person	Product ID	Quality
9/18/02	1	Pandi	P-001	excellent
Mode of Delivery		Delivery Address		
Rail		anna Nagar, Madurai		

List of Orders - Customerwise Report

Zoom 100%

Velmurugan Paper Board Mills

Madurai - 625018

List of Orders - Customerwise Report

Date	Customer ID	Order No	Contact Person	Product ID
9/16/02	cust001	2	Pandi	Pc001
	Delivery Mode	Quality	Delivery Address	
	advl	excellent	madurai	

Date	Customer ID	Order No	Contact Person	Product ID
9/16/02	cust001	1	Pandi	Pc001
	Delivery Mode	Quality	Delivery Address	
	Rail	excellent	anna nagar, Madurai	

Pages: 1

Customer List

Zoom 100%

Velmurugan Paper Board Mills

Madurai - 625018

Customer List

Customer ID	cust002	Product ID	Po001
Customer Name	Eye Net	Quality	excellent
Customer Address	Anna Nagar, Madurai	Employee Incharge	Raja
Phone No	342569	Contact Person	Raju
E-Mail	eyenet.com	Area Code	625002

Pages: 1

6. SPECIAL FEATURES OF LANGUAGE UTILITY

Visual basic 6.0 is one of the popular and popular GUI available in the market, it is available in three visions, each geared to meet a specific set of development requirements. The Visual Basic learning edition allows programmers to easily create powerful applications for Microsoft 95 and Windows NT. It includes all intrinsic control, plus grid, tab and data-bound control.

6.1 Features of Visual 6.0 Enterprise Edition.

1. Compile a Visual Basic project to native code for faster execution.
2. Combine existing controls, or create our own controls for scratch.
3. Open multiple projects in the same instance of Visual Basic useful for debugging ActiveX control.
4. Designing traditional applications.
5. Ability to do single, multiple or Microsoft Explorer-style document interface applications.
6. Instant watch in debug mode allows getting current values as Tool tips

6.2 Features of ODBC

Open Database Connectivity (ODBC) is an application programming interfaces (APIs), which gives the ability to write applications that are independent of any particular data management system (DBMS). ODBC application provides an API that different database vendor's implement via ODBC drivers specific to a particular database management system (DBMS). Your program uses this API to call ODBC Driver Manager, which passes the calls to the appropriate driver. The driver, in turn, interacts with the DBMS using Structured Query Language (SQL).

6.3 Features of Oracle 8.0.3.0.0

Every Business enterprise maintains large volumes of data for its operation. With more and more people accessing its data for their work, the need to maintain its integrity and relevance increases. Normally with the traditional methods of storing data and information in files, the changes that the data loses its integrity and validity are high.

Oracle 8.0 is a **Relational Database Management System (RDBMS)**. It offers capabilities of both related and object-oriented database systems. In general, Objects can be defined as reusable software codes, which are location independent and perform a specific task on any specific task on any application with little or no change to the code.

Oracle products are based on the concept known as the Client/Server Technology. This concept involves segregating the processing of an application between two systems. One performs all activities related to the database (Server), and other performs all activities that help the user to interact with the application (Client).

A Client or front-end database application also interacts with the database by requesting and receiving information from the 'data base' server. It acts as an interface between the user and the database. Furthest, it also checks for validation against the data entered by the user.

The commonly used Front-end tools of Oracle are SQL *plus V8, Oracle forms 5.0 and Reports 3.0 the database server or backend is used to manage the database table optimally among the multiple clients who concurrently request the sever for the same data. It also enforces data integrity across all clients applications and controls database access and other security requirements. The extension of ORACLE is Oak Rigid Arithmetic

Calculating Machine. Oracle is organized in four layers. The kernel provides the communication with the database and the connection with the other kernels in a distributed database environment. Data Dictionary provides the details of database objects such as Tables, Columns, and Views etc, The Oracle users, the rights and privileges of the objects.

11/11/11



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