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## *Case Study and Idea Presentation for Supply Chain Management for Airlines using Salesforce*

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*Abstract: Salesforce is a cloud computing company and its revenue comes from a supply chain management (CRM) product. Salesforce service is platform independent. We can use salesforce service on many operating systems like windows, ios, android, Symbian and BlackBerry os. Customer relationship management (CRM) service is broken down into several broad categories: Sales Cloud, Service Cloud, Data Cloud, Marketing Cloud etc. Here for the supply chain management the paper represents SRS documentation. The use of salesforce will boost up the performance and availability along with loads of technologies which can be integrated on the go using AppExchange.*

### I. PURPOSE AND SCOPE OF DOCUMENT:

#### **PURPOSE:**

#### **1. Infrastructure as a service (IaaS) and platform as a service (PaaS)**

When it comes to IaaS, using an existing infrastructure on a pay-per-use scheme seems to be an obvious choice for companies saving on the cost of investing to acquire, manage and maintain an IT infrastructure. There are also instances where organizations turn to PaaS for the same reasons while also seeking to increase the speed of development on a ready-to-use platform to deploy applications.

#### **2. Private cloud and hybrid cloud**

Among the many incentives for using cloud, there are two situations where organizations are looking into ways to assess some of the applications they intend to deploy into their environment through the use of a cloud (specifically a public cloud). While in the case of test and development it may be limited in time, adopting a hybrid cloud approach allows for testing application workloads, therefore providing the comfort of an environment without the initial investment that might have been rendered useless should the workload testing fail.

Another use of hybrid cloud is also the ability to expand during periods of limited peak usage, which is often preferable to hosting a large infrastructure that might seldom be of use. An organization would seek to have the additional capacity and availability of an environment when needed on a pay-as you-go basis.

#### **3. Test and development**

Probably the best scenario for the use of a cloud is a test and development environment. This entails securing a budget, setting up your environment through physical assets, significant manpower and time. Then comes the installation and configuration of your platform. All this can often extend the time it takes for a project to be completed and stretch your milestones.

With cloud computing, there are now readily available environments tailored for your needs at your fingertips. This often combines, but is not limited to, automated provisioning of physical and virtualized resources.

#### **4. Big data analytics**

One of the aspects offered by leveraging cloud computing is the ability to tap into vast quantities of both structured and unstructured data to harness the benefit of extracting business value.

Retailers and suppliers are now extracting information derived from consumers' buying patterns to target their advertising and marketing campaigns to a particular segment of the population. Social networking platforms are now providing the basis for analytics on behavioral patterns that organizations are using to derive meaningful information.

#### **5. File storage**

Cloud can offer you the possibility of storing your files and accessing, storing and retrieving them from any web-enabled interface. The web services interfaces are usually simple. At any time and place you have high availability, speed, scalability and security for your environment. In this scenario, organizations are only paying for the amount of storage they are actually consuming, and do so without the worries of overseeing the daily maintenance of the storage infrastructure.

There is also the possibility to store the data either on or off premises depending on the regulatory compliance requirements. Data is stored in virtualized pools of storage hosted by a third party based on the customer specification requirements.

#### **6. Disaster recovery**

This is yet another benefit derived from using cloud based on the cost effectiveness of a disaster recovery (DR) solution that provides for a faster recovery from a mesh of different physical locations at a much lower cost than the traditional DR site with fixed assets, rigid procedures and a much higher cost.

#### **7. Backup**

Backing up data has always been a complex and time-consuming operation. This included maintaining a set of tapes or drives, manually collecting them and dispatching them to a backup facility with all the inherent problems that might happen in between the originating and the backup site. This way of ensuring a backup is performed is not immune to problems such as running out of backup media, and there is also time to load the backup devices for a restore operation, which takes time and is prone to malfunctions and human errors.

Cloud-based backup, while not being the panacea, is certainly a far cry from what it used to be. You can now automatically dispatch data to any location across the wire with the assurance that neither security, availability nor capacity are issues.

While the list of the above uses of cloud computing is not exhaustive, it certainly gives an incentive to use the cloud when comparing to more traditional alternatives to increase IT infrastructure flexibility, as well as leverage on big data analytics and mobile computing.

## **II. SCOPE AND OBJECTIVES OF SALESFORCE**

1. Companies trying to use private cloud architecture, which becomes too costly to maintain and organize.
2. Better visibility into customer information – Reps can see all their accounts, contacts, opportunities, tasks, and events in a single place. It means convenience, always being organized, and a 360-degree view of the customer. It means no more paper folders, Excel spreadsheets, or sticky notes—it's all in Salesforce CRM.
3. Easy account planning – Reps can do their own account planning. Because reps can see their customers' history, they can develop an account strategy and an action plan, complete with to-do tasks. Reps can also create reminders of follow-up activities on specific dates. Finally, they can see the amount of time committed to each account and the outcome of their efforts.

4. Better time management – Reps can better prioritize their days and manage their activities. They can see their calendars and upcoming tasks on their home pages. And by checking the Opportunities view in Salesforce CRM, they can focus on and prioritize current opportunities.

5. Reports – Reps can run their own reports, including the following:

- » Accounts they haven't visited in a while
- » Opportunities in the pipeline, including won opportunities and lost opportunities
- » Products they've sold
- » Activities and tasks they've completed

5. Dashboards – Reps can create their own dashboards to see how they're doing—at a glance. With dashboards, they can see the information that's critical to them, in various graph formats. They can also designate red, yellow, and green thresholds to show progress toward their goals.

6. Trending analyses – Reps can see selling trends and use this information to generate more sales. With trending analysis, it's possible to calculate the win/loss ratio on opportunities, see monthly trends with opportunities in the pipeline, see the types of activities the rep does most, and see the number of closed deals versus quota.

7. Opportunity forecasts – Because all opportunities are updated in Salesforce CRM, reps can see where sales are coming in, what they forecast for previous periods, and where they can sell more. They no longer have to update Excel spreadsheets and mail their forecasts to their managers. Their managers will be happy as well—they can edit the forecasts without needing additional spreadsheets.

8. Email templates – Reps can communicate more easily and consistently with their customers. Salesforce CRM provides standard email templates—such as Introductory Sales Call, Welcome Customer, and Thank You for Your Business—that can be easily edited and sent to multiple contacts.

9. Easy data updates – With the click of a button, reps can request that their contacts update their contact information. As with other email templates, it's easy to customize this “stay-in-touch” email. When the contact responds, reps can decide whether to accept the updated information.

10. Easy collaboration – Reps can share information with their team members easily through Salesforce Chatter. That makes it easy to communicate about changes such as territory realignment, information needs to be passed to the next account owner, or anything else. Reps can add team members to either accounts or opportunities.

11. Built-in record search and create – Reps can quickly create or search for the records they need. They can also add new leads, accounts, contacts, and opportunities with a single click.

12. Outlook integration – Being able to synchronize contacts, tasks, and calendar events between Microsoft Outlook and Salesforce CRM is a huge boon to productivity. Reps no longer have to send emails twice. Emails sent from Outlook can also be added as a record in Salesforce CRM, and Salesforce CRM can be accessed from Outlook folders.

13. No more micromanagement – Because managers can easily see histories, they can look in the application for pipeline information instead of constantly asking their reps. Also, accountability issues are easily resolved because reps always know what is assigned to them.

### **III. OVERVIEW OF RESPONSIBILITIES OF DEVELOPER**

This paper proposes the IND-OCPA-P model to analyze the security of the proposed EOB and the encryption schemes supporting an efficient range query over encrypted data.

- » Optimize the mobile experience for users by employing mobile-first user interface design.
- » Implement Visualforce pages so that mobile users can access them from the navigation menu or action bar in Salesforce1, from a record, or from the publisher in the full Salesforce site.
- » Create a Visualforce custom action to make a Visualforce page available from the action bar in Salesforce1 or from the publisher in the full Salesforce site.
- » Create a canvas custom action to make a Force.com Canvas app available from the action bar in Salesforce1 or from the publisher in the full Salesforce site.
- » Give users access to functionality in the feed and embed a canvas app in the Chatter feed. • Leverage existing logic in custom actions by calling them from the API.
- » Extend the Salesforce1 user interface by creating Lightning Pages.
- » Implement development best practices when extending S

#### IV. USAGE SCENARIO

##### *User profiles:*

##### *Different users:-*

- 1) Salesforce
- 2) Salesforce Platform
- 3) Force.com – One App
- 4) Knowledge Only User
- 5) Chatter Free
- 6) Chatter External
- 7) Chatter Only (aka Chatter Plus)
- 8) Guest User
- 9) Gold Partner
- 10) Authenticated Website

##### *Use case:*

Create account: Create account for staff and 3pl.

Place order: Water Bottle, Edibles, White petrol, Sanitizers, Uniforms, Third party Pilot services(in Emergency), etc.

View billing statement: Product billing.

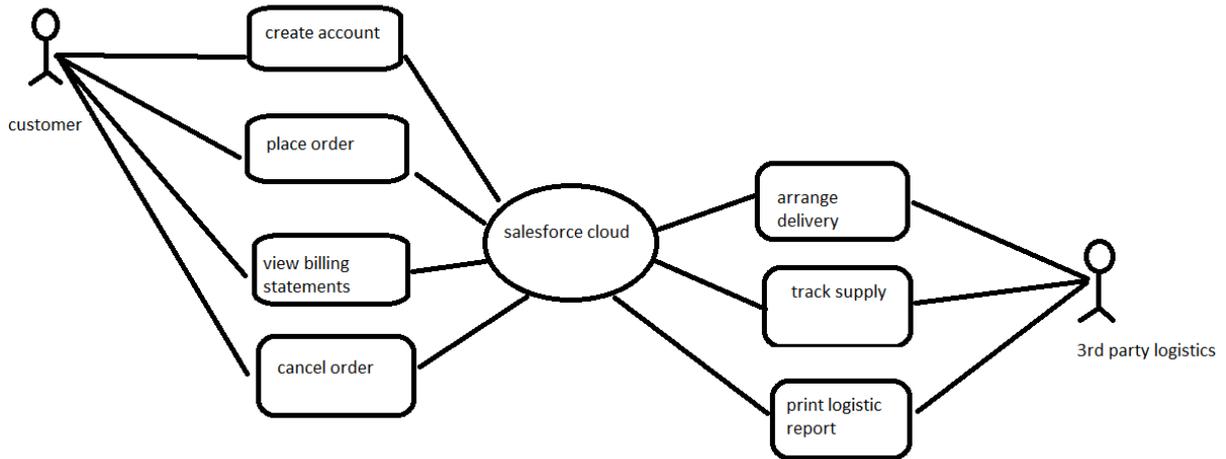
Cancel order: Cancellation of order in Place order column

Arrange delivery: Time to reach and tracked using Email based GPS

Track supply: We can track the product using email based GPS tracking system.

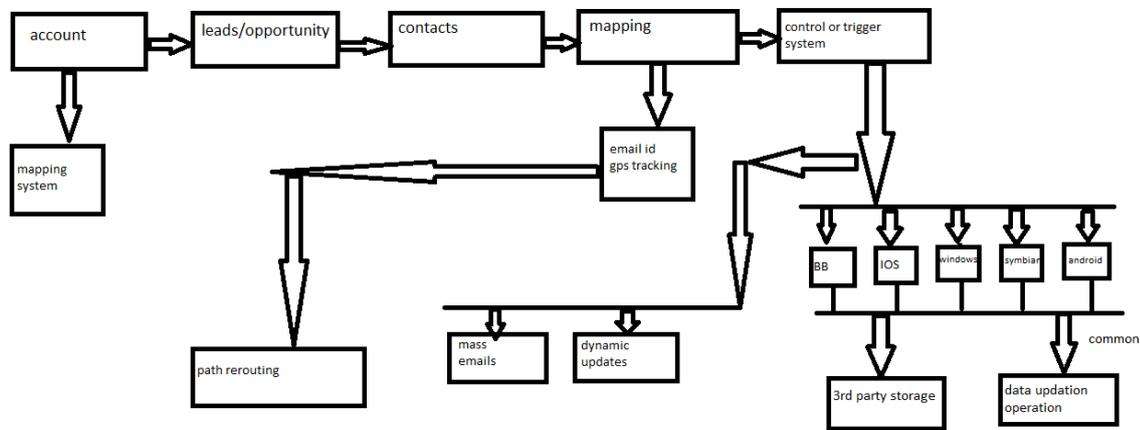
Print logistic report: After the delivery print the logistic report

Use case view:



Functional Model and Description:

Data Flow Diagram:



Description of functions:

Account: This is the account for which the 3pl or the airline system on the model

Lead: The number of customers interested I the product

Contacts: The person to contact for the org. which is interested

Mapping: GPS tracking using emails.

V. CONCLUSION

Here we can show the advantages of Salesforce using AppExchange to aggrandize the use of Cloud which can replace the current systems, which are, too gauge. These systems can be highly nimble with a non-byzantine architecture and provide the users with a comfortable environment to work on.

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