	Sardar Patel Institute of Technology Bhavan"s Campus, Munshi Nagar, Andheri (West), Mumbai-400058-India (Autonomous Institute Affiliated to University of Mumbai) **ENTERPRISE RESORCE PLANNING- 2020-21 (even semester)**

ISE ----Role Play

Instructions:

- Form 3 groups
- Take a case study
- Each member of a team has to assume one of the following stakeholder/Department -
- Customer, Sales& Marketing, Production/Manufacturing, Warehouse/Inventory/Logistics, Accounts/HR
- Customer shoots questions and relevant member has to respond.
- Upload 1 document per team

Outcome: The following Program outcome PO9 – **Individual and team work:** Function effectively as an individual, and as a member or leader in diverse teams, and in multi-disciplinary settings and the following Performance Indicator achieved

Recognize a variety of working and learning preferences; appreciate the value of diversity on a team
Implement the norms of practice (e.g. rules, roles, charters, agendas, etc.) of effective team work, to accomplish a goal.
Demonstrate effective communication, problem solving, conflict resolution and leadership skills
Treat other team members respectfully
Listen to other members in difficult situations
Maintain composure in difficult situations
Present results as a team, with smooth integration of contributions from all individual efforts

ISE marks after presentation

Name of Student	Tutorial 3
	Role-Play CRM
Riya Bhagat	4.5
Vrinda Bhatu	4.2
Ayushi Desai	4.2
Jaynil Gaglani	4.5
Yash Gandhi	4.5
Aayush Kamath	4.2
Gokul Nambiar	4.3
Tejas Paranjape	4.3

Parth Thosani	4.2
Sunit Vaidya	4.2
Kumail Virani	4.5
Abhishek Mane	4
Nisarg Shah	4
Meet Bawankar	4
Mrigaj Goradia	4

Sample file attached herewith

Tutorial ISE Role play CRM

Yash Gandhi:	Customer	**2017140014**
Meet Bawankar :	Marketing	**2016140003**
Ayushi Desai:	Sales	**2017140009**
Mrigaj Goradia:	Logistics	**2012140014**
Jaynil Gaglani:	Product Manager	**2017140013**

1. Yash and Meet

Yash: Hello sir, I was looking for a payment gateway. Would you be able to help me out?

Meet: Yes, absolutely sir. May I know from where you learned about our company?

Yash: I saw a post about your company and services through the advertising on instagram

Meet: Ok. So let's start with discussing a few details…….
First of all, what kind of services do you require this payment gateway for?

Yash: I'm a freelancer Data Analyst and I require payments from my clients regularly so I would like to know more about your company and products.

Meet: RazorPay is an online payment gateway. For a long time, we have felt that enabling frictionless transactions is a major problem and nobody seems to be doing it right. So We decided to tackle it ourselves. Founded by IIT Roorkee alumni, Razorpay aims to revolutionize online payments by providing clean, developer-friendly APIs and hassle-free integration. We offer a fast, affordable and secure way for merchants, schools, ecommerce and other companies to accept payments online. It is the only converged payments solution company in India that allows your business to accept, process, and disburse payments via its product suite. With Razorpay, you have access to all payment modes, including credit and debit cards, UPI, and popular mobile wallets.

Yash: Oh! That seems perfect for me however there are some additional features which I require

Meet: I understand. Let me direct you to my Sales team so that all your requirements can be taken care of

2. Yash and Ayushi

Ayushi: Hello sir. Good afternoon. So I understand that you need a payment gateway.

Yash: Yes

Ayushi: Ok so can you tell me how your clients are spread geographically?

Yash: I have both local and international clients

Ayushi: Ok…..What all payment methods do you need within your payment gateway?

Yash: Online transfer and upi are the prime methods required

Ayushi: Okay. Apart from these basics, do you have any special requirements?

Yash: Would it be possible to accept payment into multiple accounts?

Ayushi: Umm…..I'll have to check with my team for that so I'll let you know about it.

Yash: I also wanted an option to schedule a payment for a future date or time. Basically generating invoices for customers.

Ayushi: Okay. Till how far in the future do you want an option to schedule the payment?

Yash: I think a month would be fine.

Ayushi: Since you are planning to schedule payments, would you also like payment reminders for your regular payments?

Yash: Yeah sure, that would be very convenient for me. I also want analytics of the payments.

Ayushi: Alright. Are there any other requirements you want to mention?

Yash: No, that's it

Ayushi: Ok, let me discuss all this with my team and get back to. you. Thank you

3. Ayushi and Mrigaj and Jaynil

Ayushi: Mrigaj, we have a customer whose requirements I have noted. Basically, the customer needs a payment gateway for his clients which are also placed internationally. The primary payment methods would be online transfer and upi. He wants to schedule payments, set reminders for the same and was also wondering if it's possible to accept payments into multiple accounts. Could you take these requirements to the production team so that we can present a suitable product to the customer?

Mrigaj: Sure Ayushi, I would be discussing the requirements with the production team.

4. Mrigaj and Jaynil - Discuss Product

Mrigaj - Jaynil, Explaining the requirements of the customer given by Ayushi. As per the requirements by the customer, we have to work on the international payment module and how to integrate multiple accounts into the platform.

Jaynil -
Resources (tech+team) required
- Database & Cloud Services (Amazon RDS,S3, MySQL)
- Caching - Redis
    - Backend - Node.js, Express js, Go
    - Frontend - React, Redux, SASS
    - Analytics - Google Analytics
    - DevOps - Git, BrowserStack

- **Tech Team -**
  Frontend - 3 Senior FrontEnd Devs, 2 Junior Front-end Devs
  Backend - 3 Senior Backend Devs, 3 Junior Backend Devs

  Manager & Senior: 1 Product Manager, 2 DevOps Expert, 1 Cyber Security Expert

- **Timeline of completion -**
  2 months - Development of new modules, Dashboard & Analytics
  2 weeks - Cross-platform application
  2 weeks - Unit, Integration & End-to-end Testing
  1 week - Final Deployment & Team review

- **Schema - Tables**
  - User Details
  - User Bank Details
  - Transaction Details
  - Payee details
  - Banks

5. Ayushi and Yash discuss product

Ayushi: Ok so, I hope you saw all the features in the proposed product. Do you have any feedback or comments?

Yash: Yeah, what is the competitive advantage wrt the existing solutions?

Ayushi: Ok so the available payment gateways like CCAvenue and PayPal. All of these Payment Gateways have the Business Financial Infrastructural setup and also provide payment links to accept payment. But, they do not support regional languages whereas RazorPay does.
Apart from these, gateways like OK Credit & KhataBook, that have complete support for Regional Languages are yet to incorporate Payment Links for Businesses in the near Future. So you see, we have an advantage to the existing solutions.

Yash: Ok. Is this a website or an application?

Ayushi: You can use this payment gateway using an app as well as via the web

Yash: Why specifically is this techstack used?
Ayushi: So these are the frameworks which are currently used in production by major tech communities so there is large community around it as well

Yash: Ok, great! I also need an application which can work for both android and ios as many of my clients are ios users?

Ayushi: Oh ok. I'll have to discuss this with the team and get back to you.

Yash: Can I also get a dashboard to see a complete analysis of my monthly payments

Ayushi: Sure, I'll convey that too

Yash: How secure is the payment process?

Ayushi: As a payment provider, Razorpay uses the highest assurance SSL certificate on its website which is the EV SSL (Extended Validity SSL) certificate.
Without TLS Encryption in place, all data sent over the Internet is unencrypted and is visible to anyone with the means and intent to intercept it. An easy way to check if the websites you frequent are SSL certified is to look at the URL and see if it uses '*http://*' or '*https://*' protocol.
The extra *'s'* is for a secure e-payment system. Or you can also look for the padlock icon at the beginning of the URL. So, you can be assured that the payment process would be very safe. None of your clients' personal data would be at risk.

Yash: Okay, that's good to know

6. **Ayushi and Team discuss my feedbacks and talk about providing dashboard**

Ayushi: Mrigaj, the customer has given some feedback on our proposed product.
So some improvements that the customer wants are that - he wants a mobile application which is compatible with both Android & IOS. Also, he wants a dashboard to view the analytics of his monthly payments.
Please convey these to the Production team.

Mrigaj: I will convey feedback to Jaynil, We can add the data analysis module on the dashboard which we are currently using internally.

Jaynil: Ok adding the dashboard is possible. For the cross-platform mobile application, we can actually use React Native and connect our backend api's directly into it. So, we don't have to maintain a separate codebase for it.

7. **Ayushi and Yash finalize the product**

Ayushi: Sir, as per the discussion with my team, all your concerns will be taken care of. Is there anything else?

Yash: I think I am satisfied with the proposed solution and …….

Ayushi: Great sir, thank you!

- User Details

Name	Phone no.	Address	AadharId	Dob
ABC	12345	Mumbai	12345	04/01/2000

- User Bank Details

Name	Account No	IFSC Code	Bank	Branch
ABC	12345	12345	ABC	Mumbai

- Transaction Details

Date	ProjectID	TransactionId	Client Name	Project Description	Amount
04/01/2020	12	12345	AB	Data Analysis	12000

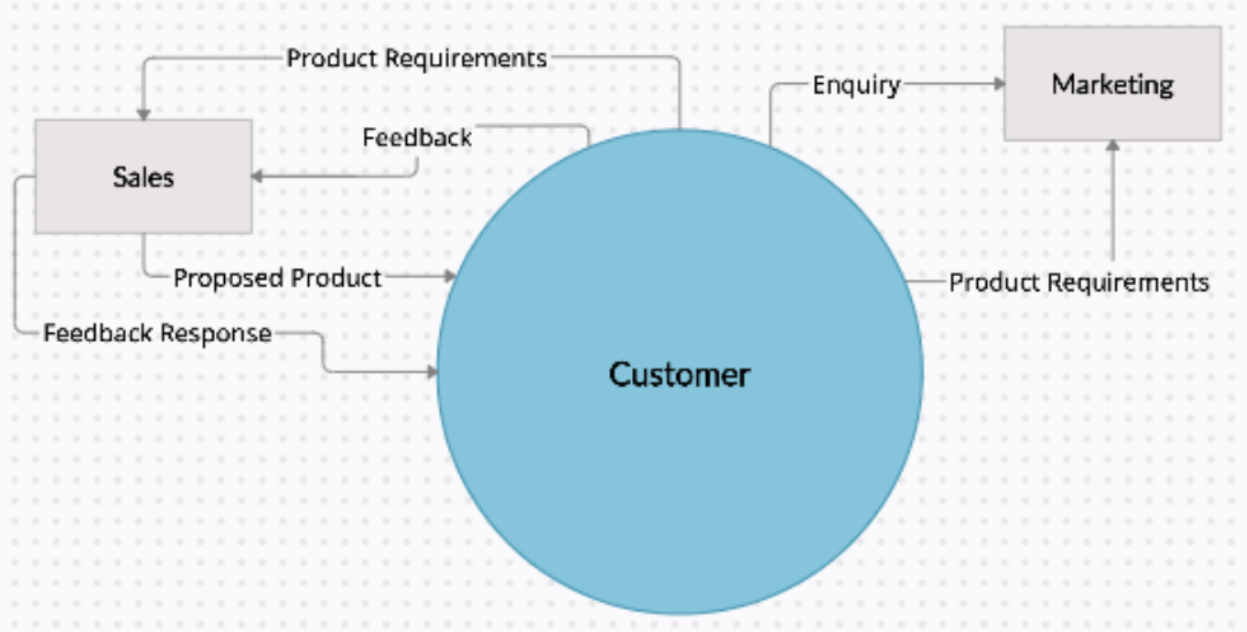
- Payee details

Name	Account No	IFSC Code	Bank	Branch
AB	12345	12345	ABC	Mumbai

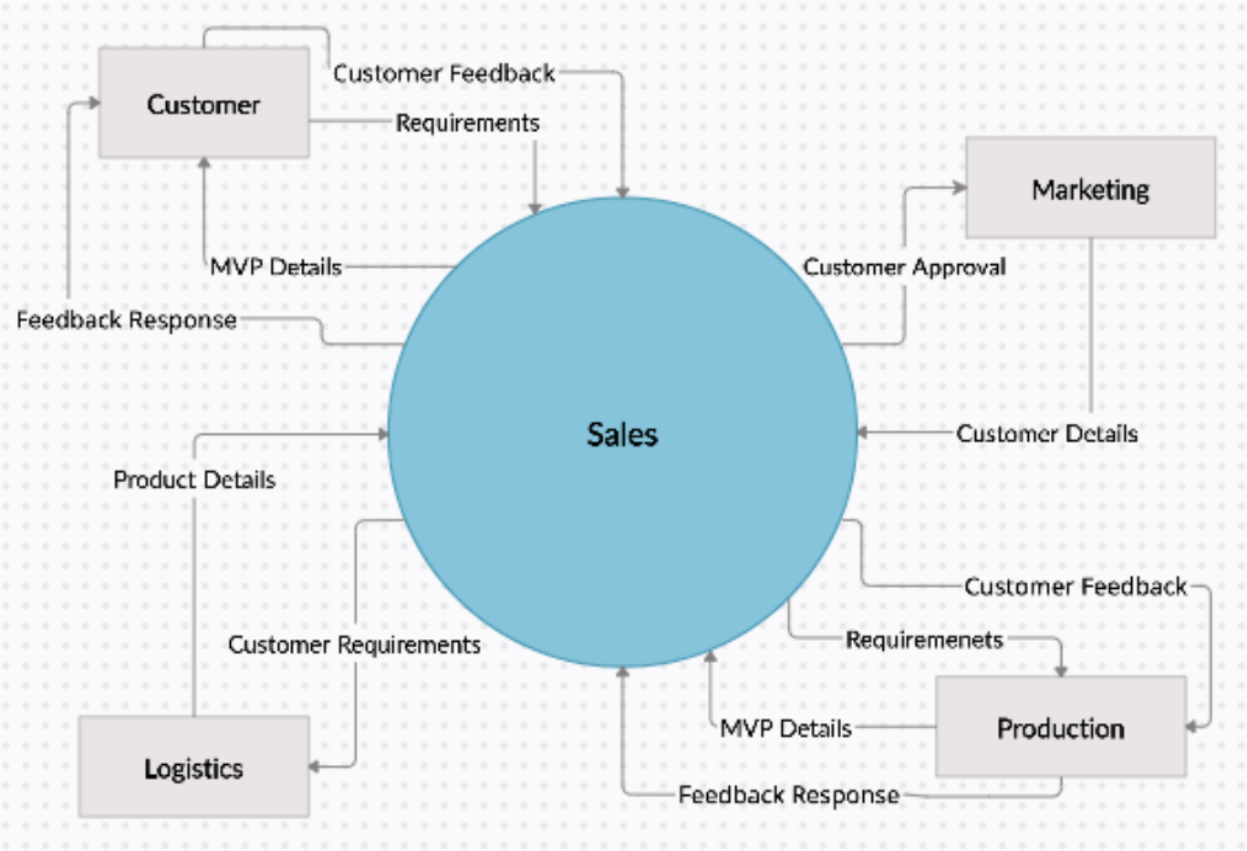
- Banks

Name	Branch	Pincode	Contact	Payments_offered
AB	Mumbai	400101	02228889000	UPI,Credit/Debit, Netbanking

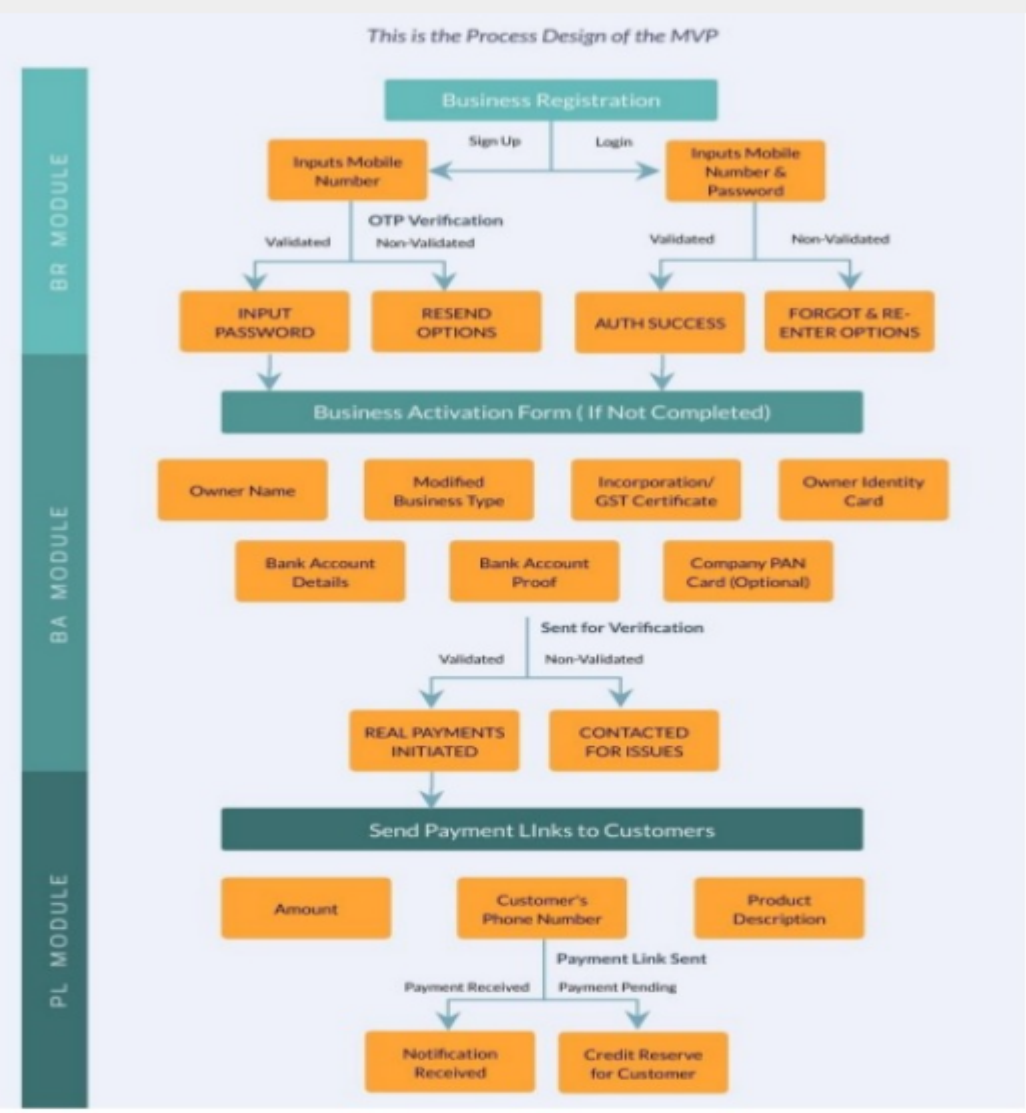
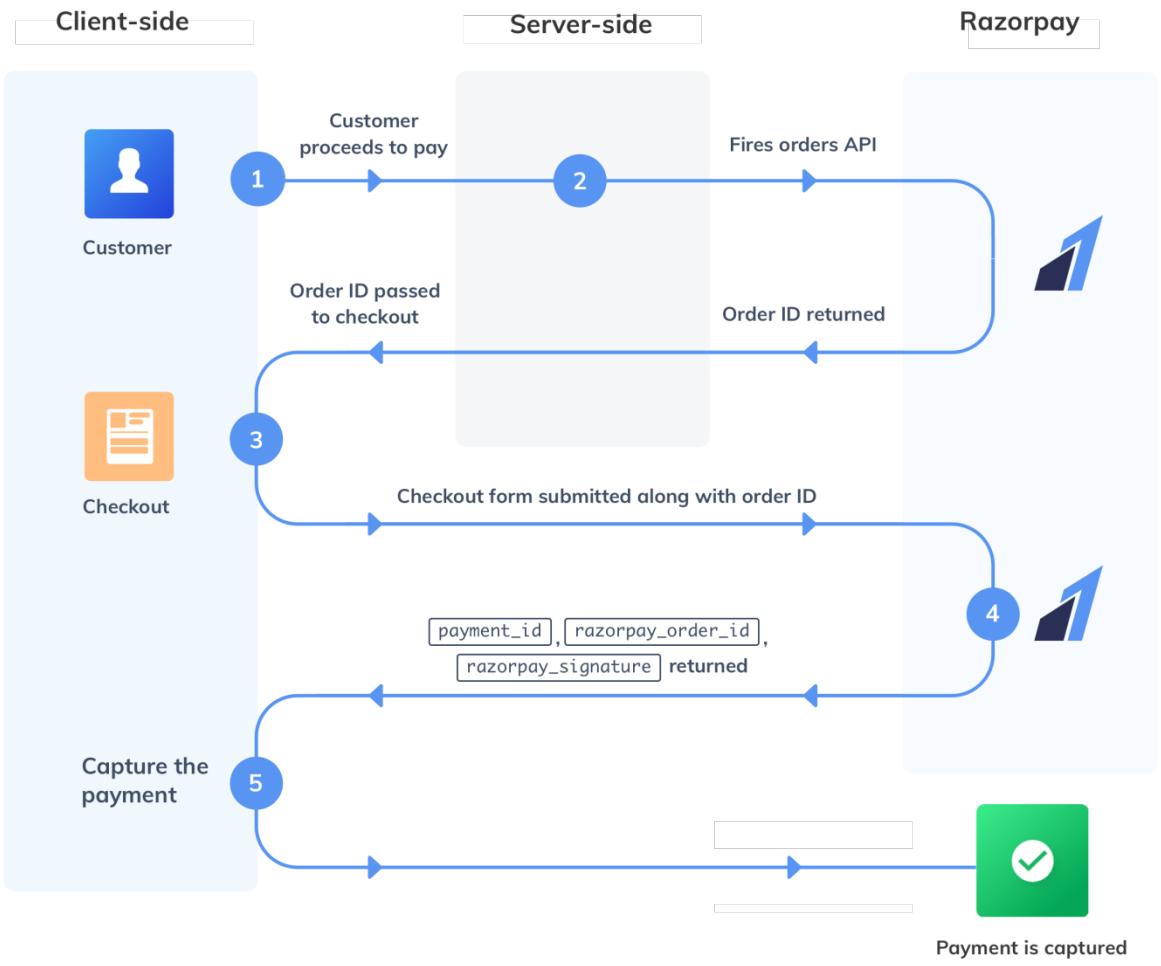
Context Level Diagram for Customer



Context Level Diagram for Sales


Customer
Customer Feedback
Requirements
Marketing
MVP Details
Customer Approval
Feedback Response
Sales
Customer Details
Product Details
Customer Feedback
Customer Requirements
Requiremenets
Production
MVP Details
Logistics
Feedback Response

- **Architecture Diagram**



- **Data Flow Diagram**