The Design and Implementation of a Sales & Marketing Database System

Technical Report

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by

Roger Moore
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Committee Members

Dr. Michelle Moore
Committee Chairperson

Dr. David Thomas
Committee Member

Dr. Dulal Kar
Committee Member
ABSTRACT

This project is the design and implementation of the Retractable Technologies, Inc. Sales and Marketing Database System. Sales representatives, customer service representatives and the managers of Retractable Technologies, Inc. (RTI) will use the system as a means of keeping track of any new and existing medical facilities that have been contacted by RTI personnel or have purchased any RTI products. The personnel using the system will be able to add new facility information or update existing facility information and generate reports concerning sales to individual facilities or geographical areas. The graphical interface contains forms that can be manipulated by the user to display data according to the user's choice.
# TABLE OF CONTENTS

Abstract .............................................................................................................................. ii

Table of Contents ........................................................................................................... iii

List of Figures ................................................................................................................ xi

1. Introduction and Background ....................................................................................... 1
   1.1 Overview .............................................................................................................. 1
   1.2 Logistics .............................................................................................................. 4
   1.3 Solutions ............................................................................................................. 7

2. Sales & Marketing Database System ........................................................................... 10
   2.1 RTI Intranet Site ................................................................................................. 10
      2.1.1 Login Page .................................................................................................. 10
      2.1.2 Intranet Home Page ................................................................................... 11
      2.1.3 Sales & Marketing Page ............................................................................. 12
      2.1.4 Logout Page ............................................................................................... 13
   2.2 Administration ...................................................................................................... 14
      2.2.1 Product List ............................................................................................... 14
      2.2.2 Product Administration Form ..................................................................... 15
      2.2.3 Sales Representative List .......................................................................... 16
      2.2.4 Sales Representative Administration Form ............................................... 17
      2.2.5 Sales Territory Administration List ............................................................. 18
      2.2.6 Sales Territory Administration Form ......................................................... 19
   2.3 Customer Service ................................................................................................. 20
2.4.1 Search for Distributors ................................................................. 39
2.4.2 Distributors Form ......................................................................... 41
2.4.3 Distributor Notes Form ................................................................. 42
2.4.4 View Distributor Notes Entries ...................................................... 43
2.4.5 Distributor Purchases ................................................................. 44

2.5 In-Services .................................................................................. 45
2.5.1 In-Services Form ................................................................. 45

2.6 Sales Reports ............................................................................ 46
2.6.1 Product Sales by Month ............................................................ 46
2.6.2 Product Sales by Date Range .................................................... 47
2.6.3 Product Sales by State .............................................................. 47
2.6.4 Monthly Sales by Product Category ......................................... 48
2.6.5 Sales Tracking by Facility - Master ID .................................... 48
2.6.6 Sales Tracking by Facility - Type ............................................. 49
2.6.7 Sales Tracking by Facility - Territory ..................................... 50
2.6.8 Sales Tracking by Facility - Distributor ................................ 50
2.6.9 Abbott Sales Tracking by Facility - Master ID ....................... 51
2.6.10 Abbott Sales Tracking by Facility - Type ............................... 51
2.6.11 Abbott Sales Tracking by Facility - Territory ....................... 52
2.6.12 Year To Date Sales ............................................................... 52
2.6.13 Search by Range per Sales Representative .......................... 53
2.6.14 Retractable Technologies, Inc. Annual Sales Chart .............. 53
2.6.15 Retractable Technologies, Inc. Quarterly Sales Chart ........... 54
2.6.16 Abbott Laboratories Direct Annual Sales Chart ...................... 55
2.6.17 Abbott Laboratories Indirect Annual Sales Chart .................. 56
3. System Design ........................................................................... 57
  3.1 Environment ........................................................................ 57
  3.2 Database Tables Design .......................................................... 57
    3.2.1 FACILITIES Table ............................................................. 58
    3.2.2 SALES_REP Table ............................................................. 59
    3.2.3 SALES_TERR Table ......................................................... 60
    3.2.4 F_CONT Table ................................................................ 61
    3.2.5 F_DCONT Table ............................................................... 62
    3.2.6 GPO_INFO Table ............................................................. 63
    3.2.7 SYR_NOT_INT Table ......................................................... 65
    3.2.8 BCTH_NOT_INT Table ....................................................... 66
    3.2.9 WAIT_FOR Table ............................................................. 67
    3.2.10 CSINFO Table ............................................................... 69
    3.2.11 INSVINFO Table ............................................................ 71
    3.2.12 DIST_TRACK_INFO Table ............................................... 72
    3.2.13 ABBOTT_SALES Table ..................................................... 75
    3.2.14 DISTRIBUTORS Table ...................................................... 77
    3.2.15 DCONT Table ............................................................... 78
    3.2.16 DIST_NOTES Table ......................................................... 79
    3.2.17 PRODUCTS Table .......................................................... 80
  3.3 System Forms & Reports Design ............................................. 81
<table>
<thead>
<tr>
<th>Section</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.3.46</td>
<td>RTI Sales by Year Chart</td>
<td>106</td>
</tr>
<tr>
<td>3.3.47</td>
<td>RTI Sales by Quarterly Chart</td>
<td>107</td>
</tr>
<tr>
<td>3.3.48</td>
<td>Abbott Direct Annual Sales by Year Chart</td>
<td>107</td>
</tr>
<tr>
<td>3.3.49</td>
<td>Abbott Indirect Sales by Year Chart</td>
<td>108</td>
</tr>
<tr>
<td>3.4</td>
<td>E-R Diagram</td>
<td>108</td>
</tr>
<tr>
<td>3.5</td>
<td>Database Triggers</td>
<td>112</td>
</tr>
<tr>
<td>3.5.1</td>
<td>Insert Trigger</td>
<td>112</td>
</tr>
<tr>
<td>3.5.2</td>
<td>Update Trigger</td>
<td>112</td>
</tr>
<tr>
<td>3.6</td>
<td>Protocols</td>
<td>113</td>
</tr>
<tr>
<td>3.7</td>
<td>Interfaces Between Components</td>
<td>114</td>
</tr>
<tr>
<td>3.7.1</td>
<td>Direct Links</td>
<td>114</td>
</tr>
<tr>
<td>3.7.2</td>
<td>Parameter Passed to a Report</td>
<td>114</td>
</tr>
<tr>
<td>3.8</td>
<td>Migration</td>
<td>116</td>
</tr>
<tr>
<td>3.8.1</td>
<td>Modify Original Database Table</td>
<td>116</td>
</tr>
<tr>
<td>3.8.2</td>
<td>Data Manipulation</td>
<td>117</td>
</tr>
<tr>
<td>3.8.3</td>
<td>Migrating Data</td>
<td>117</td>
</tr>
<tr>
<td>4.</td>
<td>Evaluation and Results</td>
<td>119</td>
</tr>
<tr>
<td>4.1</td>
<td>System Response</td>
<td>119</td>
</tr>
<tr>
<td>4.2</td>
<td>Usability</td>
<td>120</td>
</tr>
<tr>
<td>4.3</td>
<td>Program Verification</td>
<td>120</td>
</tr>
<tr>
<td>5</td>
<td>Future Work</td>
<td>121</td>
</tr>
<tr>
<td>6</td>
<td>Conclusion</td>
<td>126</td>
</tr>
</tbody>
</table>

Bibliography and References ........................................................................ 128
Appendix B. New Facilities Form Design ................................................................. 132
Appendix C. Facilities Form Design ........................................................................ 134
Appendix D. Digital Media ....................................................................................... 136
## LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Sales &amp; Marketing Contact Sheet</td>
<td>2</td>
</tr>
<tr>
<td>1.2</td>
<td>Microsoft Access Sales &amp; Marketing Database Table</td>
<td>3</td>
</tr>
<tr>
<td>2.1</td>
<td>RTI Intranet Login Page</td>
<td>11</td>
</tr>
<tr>
<td>2.2</td>
<td>RTI Intranet Home Page</td>
<td>12</td>
</tr>
<tr>
<td>2.3</td>
<td>Sales &amp; Marketing Page</td>
<td>13</td>
</tr>
<tr>
<td>2.4</td>
<td>Logout Page</td>
<td>14</td>
</tr>
<tr>
<td>2.5</td>
<td>Product List</td>
<td>15</td>
</tr>
<tr>
<td>2.6</td>
<td>Product Administration Form</td>
<td>16</td>
</tr>
<tr>
<td>2.7</td>
<td>Sales Representative List</td>
<td>17</td>
</tr>
<tr>
<td>2.8</td>
<td>Sales Representatives Administration Form</td>
<td>18</td>
</tr>
<tr>
<td>2.9</td>
<td>Sales Territory List</td>
<td>19</td>
</tr>
<tr>
<td>2.10</td>
<td>Sales Territory Administration Form</td>
<td>20</td>
</tr>
<tr>
<td>2.11</td>
<td>New Facilities Form</td>
<td>21</td>
</tr>
<tr>
<td>2.12</td>
<td>Search for Facility</td>
<td>24</td>
</tr>
<tr>
<td>2.13</td>
<td>Search for Facility Results</td>
<td>25</td>
</tr>
<tr>
<td>2.14</td>
<td>Facilities Form</td>
<td>26</td>
</tr>
<tr>
<td>2.15</td>
<td>Customer Service Form</td>
<td>28</td>
</tr>
<tr>
<td>2.16</td>
<td>View CS Entries</td>
<td>30</td>
</tr>
<tr>
<td>2.17</td>
<td>View In-Service Entries</td>
<td>31</td>
</tr>
<tr>
<td>2.18</td>
<td>Purchases</td>
<td>32</td>
</tr>
<tr>
<td>2.19</td>
<td>CS Letter</td>
<td>36</td>
</tr>
<tr>
<td>2.20</td>
<td>Daily Call Back Calendar</td>
<td>39</td>
</tr>
</tbody>
</table>
Figure 2.21  Search for Distributor..............................................................40
Figure 2.22  Search for Distributor Result..................................................41
Figure 2.23  Distributors Form.................................................................42
Figure 2.24  Distributor Notes Form..........................................................43
Figure 2.25  View Distributor Notes..........................................................44
Figure 2.26  In-Services Form.................................................................45
Figure 2.27  Products Sold by Month..........................................................47
Figure 2.28  Facility Sales Tracking – Master ID.........................................48
Figure 2.29  Facility Sales Tracking – Type..................................................49
Figure 2.30  Sales Tracking by Distributor.................................................51
Figure 2.31  Year to Date Sales.................................................................53
Figure 2.32  Sales Charts........................................................................55
Figure 3.1   E-R Diagram........................................................................109-111
Figure 5.1   Error Page.............................................................................123
Figure 5.2   Future Logout Page.................................................................124
Figure 5.3   Future RTI Intranet Site............................................................125
1. Introduction and Background

1.1 Overview

In 1997, a year after it was formed, sales representatives for Retractable Technologies, Inc. (RTI), whose products are marketed under the Vanishpoint™ name, began contacting facilities in the attempt to prompt the purchase of their syringes. Upon contacting a medical facility, the sales representatives would write the facility’s information on a Sales and Marketing Contact Sheet (Figure 1.1) and forward a copy of it to the RTI Sales Office located in Lewisville, TX. Once received, customer service representatives filed the contact sheets until they were needed.

Eventually, an abundance of contact sheets were being received, which led to a new problem of storing the contact sheets as well as retrieving facility information whenever it was needed. It was decided that a different means of storing the facility contact information was needed. A Microsoft Access™ Sales & Marketing Database was created with the AA Main Table for Input table (Figure 1.2) and was used for storing facility information. The data fields in the AA Main Table for Input, now referred to as the old table, was based on the fields in the contact sheets such as Master ID, name, address, city and state.

The sales representatives continued to complete the Sales and Marketing Contact Sheets and send them to the RTI Sales Office. Upon receipt, a customer service representative opened the old table and either entered the newly contacted facility’s information or updated a facility’s information that currently existed in the table. Since there was no graphic user interface to the previous system, in order to enter the