

## **CHAPTER 2**

### **THEORETICAL FOUNDATION**

#### **2.1 Theoretical Foundation**

This chapter provides the detailed explanations of terms and theories used in this thesis. The terms and theories will help the readers to understand the theory, opinion, and principal words that can be proven scientifically.

##### **2.1.1 CRM**

CRM can help company to interact with their Customer. And by implementing CRM system might be improved the business strategy and performance. [5] An intimate knowledge of customers and their histories is critical to make sale. In order to maintain competitive edge and viability, insurance companies are focusing intently on delivering superior customer service. [10]

##### **2.1.2 Database Management System**

Since CRM handles many databases, DBMS exist to store, process and manage data in order to be able to be used with the CRM System. DBMS can be described like the mediator between the CRM System with computer system. [6]

### **2.1.3 PHP**

This CRM will be built in PHP based website. Here are some of the advantages of PHP are low cost since it is free, easy to learn and use, easy to integrate with database since this CRM System relies on database. Before PHP stands for Personal Home Page, but now it stands for Hypertext Processor. [7]

### **2.1.4 MySQL**

SQL stands for Structured Query Language. It is software to manage database that is easy to use. MySQL performs very fast and support if the same data are being accessed at the same time. [7] This consideration is highly possible to occur in the complex CRM System. MySQL is also easy to understand because the command to process a task is simply just the function itself. For example to search data in Client Table, simply type `SELECT * from Client`.

### **2.1.5 Use Case**

The system function is projected in Use Case. It shows what the user of the System can do in the system [8]

### **2.1.6 HTML**

It stands for HyperText Markup Language that enables the programmer to perform many tasks such as attaching spreadsheet into the document and publishing data online. And it works in most of computers. [9]

### **2.1.7 phpMyAdmin**

It is an open source tool to handle MySQL in all over the World Wide Web that is commonly used. [11] From phpMyAdmin, user can directly browse the database (manage table and fields), and also user can load database from .csv or .sql. In vice versa, user can also export the table or the database into .csv, .sql, .xml. And all of those activities supported with a user friendly interface.

### **2.1.8 Netbeans 7 IDE**

Netbeans IDE is an open source Integrated Development Environment for software developers. It can be used to develop application based on Java, C/C++, PHP, JavaScript, and Groovy. [12] And it has the smart code completion and go to file, go to type, go to symbol functions that makes the author easily found which variable that actually the author is referring to.

## **2.2 Frameworks**

PT Equity Life Indonesia (ELI) is a life insurance company that is trying to stand out from the competitor. PT ELI tries to satisfy the Customer's needs by raising their standard in Customer Service. To build the CRM System, the author chooses PHP as the programming language because the low cost and easy to integrate with database. For the database itself, MySQL are chosen because it supports the multi accessed. The CRM system might triggers the data being processed at the same time.