330.01 - Delightful Events

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Description: Data model and LDV-centric scenario

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Scenario

Company Overview

Delight Events is a global events management company helping large corporations to facilitate large meetings and events. Per year they organize 15.000 events in 250 cities and ten countries. Each of the 10 DE countries has teams specializing in a vertical (Finance, Automotive, …)

They work with a variety of 5.000 suppliers that provide venues, catering, chauffeur, event staff. DE has defined a catalog for the 1000 services they procure.

Systems

- **CountMeIn** - A .NET web application hosted on Azure handles RSVP for events.
- **EventSurvey** - An SaaS solution for the participants to provide feedback. Participants can either use their mobile phones or on-site kiosks.

Business Process Requirements

Supplier Management

1. Each supplier can provide a variety of services. For each service, DE classifies the price range (low, medium, high) and the quality (standard, premium).
2. The 200 largest suppliers operate across multiple countries or cities with up to 50 locations each.
3. Suppliers preferred by customers should be visible from the customer record.

Event Trackings and RFPs

1. Event organizer teams need to track events and estimates in Salesforce.

   a. DE charges their customers a markup on services bought from suppliers and a variable service charge per event.
2. DE has been using complex and highly automated spreadsheets to define RFPs with up to 100 items they send out to suppliers.
   a. For each RFP, the system should suggest up to 10 potential suppliers to review before sending them out.
   b. The team has made clear that automation provided by the spreadsheet is crucial for their productivity. The spreadsheet also includes a copy of the service catalog. DE is looking for recommendations on how the new solution can provide the functionality.
   c. On average, they receive 30 bids per event. Per event, they usually accept five bids. DE would like visibility on accepted bids for three years.
3. Partners submit their itemized bids through a secure portal and add colleagues who collaborate on the response.
4. DE staff review the bid and engage and collaborate with the partner. They currently use the spreadsheets to comment on items and share them via email.
5. Partners can see general event information, the RFP they are bidding for, and their bid, but not the client information or other bids.
6. For recurring events, the client would like to establish a more simplified and scaleable process.
7. For suppliers providing smaller or non-integrated services such as a coffee bar or an ice cream booth, DE has a fixed pricing model. Instead of a full RFP, they call them up or confirm via email and track the service against the event.
8. End customers are involved in the bid selection process. When the DE team marks the bid as shortlisted, the customer receives a notification and can review the details. Prices shown to the customer must include the markup.

Event Management

1. Per event, they receive up to 2500 RSVPs. Customers should be able to view the RSVPs from within Salesforce and download a CSV file.
2. Suppliers should see aggregated information from the RSVPs relevant for planning (number of participants, food restrictions ...).
3. DE would like to capture aggregated feedback from event attendees against the event and bids.
4. At larger events, DE has a team of event technicians at the venue. Over the last year, DE lost two major clients because of technical issues not being resolved.
   a. Event organizers and the customer's event coordinators need to log issues from their laptops or tablets; depending on the type of incident (infrastructure, venue, booth, etc, it should automatically be routed to the correct onsite technicians.

b. Logging an issue should require as little input as possible.
c. For severe issues logged by the customer, the event organizer and the lead technician must receive notifications on their mobile phones.

Assignment

1. List all the user and feature licenses required.
2. Design and draw the data model.
3. Calculate the data volume for each object.
4. Suggest a strategy for event feedback.
5. Choose a mobile strategy.
6. For each requirement list:
    1. Considerations
    2. Assumptions
    3. Solution Options