

# SAP-CRM

## Introduction Of ERP & SAP

- Concept of ERP & ERP Software
- Overview of other Modules within SAP
- Career Prospects in SAP
- Consultant role and responsibilities
- Types of SAP Projects

## ASAP Methodology & SAP Landscape

- ASAP Methodology Overview in detail Project preparation Blueprints  
Realization Final Preparation Go live and Support
- SAP Landscapes
- R/3 Architecture

## SAP CRM Overview & Architecture

- Overview and Introduction
- Foundation & Architecture of SAP CRM, components that make up this landscape
- SAP CRM Analytics
- SAP CRM Marketing
- SAP CRM E-Commerce
- SAP CRM Channel Management, Including Internet applications
- SAP CRM Sales
- SAP CRM Interaction Center
- SAP CRM Service
- SAP Field Applications (with focus on Mobile Service)
- SAP CRM for Industries
- Integration with other SAP suite of modules
- Main elements of the UI concept.
- Introduction to Pre-configured roles in SAP CRM.

## SAP CRM Marketing

- Marketing Plan and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)
- Marketing Calendar
- Customer Segments and Target Groups.

- Graphical Modeler.
- External List Management.
- Lead Management
- Marketing Analytics

### **SAP CRM Web Channel**

- E-Selling.
- E-Services.
- E-Marketing.

### **SAP CRM Partner Channel Management**

- SAP CRM Partner Channel Management Overview.
- Roles in Partner Channel Management.
- Channel Commerce.
- Channel Marketing Funds.

### **SAP CRM Sales**

- Account & Contact Management.
- Activity Management.
- Opportunity Management.
- Quotation and Order Management.
- Sales Contract Management.
- Incentive and Commission Management,
- Territory Management

### **SAP CRM Interaction Center**

- Interaction Center Agent Functionalities.
- Interaction Center Management.
- Define CIC Profile and Customer-Specific Workspaces
- Define Front-office framework
- Component Configuration
- Action Box Configuration
- CTI Configuration

### **SAP CRM Service**

- Installation Management and Objects.
- Categorization Schema
- Service Contracts and Service Plans.
- Service Tickets, Incidents & Complaints

- Service Order Management.
- Complaint, Repair and Return Management

## SAP CRM Field Application

- Mobile Sales and Services
- Technical aspects of Field Applications
- Mobile Sales for Handhelds

## SAP CRM Analytics

- Overview of SAP CRM Analytics.
- Interactive Reporting.

## SAP CRM Implementation and Operation

- SAP Solution Manager in Implementation.
- Customizing SAP CRM.

## Account Management

- Overview of Accounts and Business Partners.
- Relationships between Business Partners.
- Account Classification Options and Account Hierarchies.
- Data Exchange with the SAP ERP System.

## Organizational Management

- Explain the use of the Organizational model in SAP CRM.
- Maintain an Organizational Model.
- Process of Organizational data determination.
- Create an Organizational data profile.

## Product Master

- Concept of CRM Product Master.
- Product hierarchies and categories.
- Set types and attributes.
- Explain the product master using set types and attributes.

## Transaction Processing

- Structure of Transactions.
- Transaction types, Item categories and Item category determination.
- Basic Functions in Business Transactions – Copying control, Text determination, Incompleteness, Status Management, Date Management.

## Activity Management

- Activities and activity Management.
- Configure a Transaction type for activities.
- Groupware Integration.

## Partner Processing

- Functions associated with partner processing in business transactions.
- Customizing a Partner determination procedure.
- Customizing access sequence and assigning to partner determination procedure.

## Actions

- Overview of Action Processing.
- Action Definition and Customizing.

## CRM Pricing

- Internet pricing Configuration (IPC)
- Condition technique.
- Pricing Function.
- Pricing customizing.
- Condition Maintenance in SAP CRM.

## CRM Billing

- Document flow in CRM Billing.
- Create and describe a Billing document.
- Customizing settings relevant for CRM Billing.

## CRM Middleware

- Introduction to CRM Middleware.
- CRM Middleware Architecture.

- Date exchange with ERP Backend.
- Connection between SAP CRM and SAP R/3.
- Synchronization scenario for customizing data.
- Synchronization scenario for Business data and Conditions.
- Data flow with CRM Middleware.
- Data exchange from CRM to SAP R/3.
- Utilize CRM middleware monitoring tools.
- Tools available to compare and synchronize objects across systems.
- Troubleshoot errors Initial Load from R/3 to CRM.

## Introduction to CRM Web Client UI

- Terminology of different CRM screen elements.
- Functions of different UI elements.
- Using the new CRM Web UI
- Business Roles
- View Configuration
- Work Centers, Navigation links
- Personalize different UI elements.

## Business Roles

- Overview of CRM standard Business roles.
- Create/change business roles.
- Assigning business roles to the organizational model.
- Layout Profile.
- Functional Profile.
- Technical Profile.
- Authorization concept.

## Real time support issues and their solutions Project Implementation strategy