

SAP CRM Contents

- **CRM Overview and Architecture**
 - Overview and Introduction
 - Foundation & Architecture of SAP CRM
 - SAP CRM Analytics
 - SAP CRM Marketing
 - SAP CRM E-Commerce
 - SAP CRM Channel Management
 - SAP CRM Sales
 - SAP Interaction Center
 - SAP Service
 - SAP Field Applications (with focus on Mobile Service)
 - SAP CRM for Industries
 - Integration with other SAP suite of modules
- **CRM Base Customizing**
 - Business partner
 - Organizational model
 - Product master
 - Overview of generic functions in business transactions
 - Transaction type and item category customizing for these objects.
 - Actions
 - Partner Processing
 - Pricing Fundamentals
 - CRM Billing
 - Number Range Assignment
 - Maintaining Categories and Hierarchies for products
 - Status Management
- **SAP CRM Marketing**
 - Marketing Planning and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)
 - Marketing Calendar
 - Customer Segmentation
 - External List Management
 - Lead Management
 - Marketing Analytics
- **SAP CRM Sales**
 - Activity Management
 - Opportunity Management
 - Territory Management
 - Quotation Management
 - Sales Order Management
 - Sales Contract Management

- **SAP CRM Service**
 - Individual Objects
 - Categorization Schema
 - Service Tickets, Incidents & Complaints
 - Service Order Management
 - Repair Order Management

- **CRM Web Client UI**
 - Using the new CRM Web UI
 - Business Roles
 - View Configuration
 - Work Centers, Navigation links
 - Personalization

- **CRM Customer Interaction Center(CIC)**
 - Agent functions and processes in the IC
 - Define CIC Profile and Customer-Specific Workspaces
 - Define Front-office framework
 - Component Configuration
 - Action Box Configuration
 - CTI Configuration

- **Middleware settings**
 - Middleware connections to R/3, APO and CRM
 - CRM Business Partner - CRM Middleware
 - CRM Middleware – Sales and Billing
 - Basic concepts of CRM middleware
 - Replication administration
 - Monitoring & handling
 - Architecture landscape

- **Client Implementation Case Study - Live Exercise**