SAP – CRM COURSE CONTENT

1. Solution Overview(Introduction)
   - Getting to know mySAP CRM
   - mySAP CRM – The complete solution
   - CRM architecture & Component integration
   - Key capabilities of mySAP CRM
   - Channels of interaction
   - Careers @ mySAP CRM 2007
2. Base Customization/Master Data (SAP CRM7.0 & SAP ECC 6.0)
   - Overview of CRM Server Technology
   - Account Management (Business Partner master)
   - Product master
   - Organization management
   - Territory management
   - Transactions processing
   - Items Categories
   - Activity management
   - Partner processing
   - Status Profile
   - Actions
   - Pricing fundamentals (ECC 6.0)
   - Condition technique and pricing procedure determination (ECC 6.0)
3. CRM 7.0 Web UI Configuration
   - Interface Overview
   - IC Business Role
   - Navigation bar Profile
   - Logical Links

- Layout Profile
- Technical Profile
- Component Workbench

4. Marketing

- Introduction
- Marketing planning & Campaign management
- Marketing Calendar
- Marketing Analytics
- Segmentation of business partners
- Segment builder tool
- Personalized mail forms
- External list management
- Product Proposal
- Lead Management

5. Sales

- The Sales cycle
- Opportunity Management
- Copying control
- Process in Quotation and Order Management
- Quotation Management
- Order Management
- Special Functions in Quotation and Order Management
- Visit Planning
- Contract Management
- Status Management
- Transactions processing
- Partner processing

6. Services

- Overview of CRM Service
- Installed Base Management and Individual Objects
- Service Agreements and Service Contracts
- Service Plans
- Service Order Management

- Product Service Letters
- Complaints and Returns Management
- Warranty
- Case Management

7. E-commerce (Internet Sales)

- Introduction
- B2B and B2c scenarios
- Product catalog
- Product proposals
- Top n products
- Cross selling
- Up selling
- Down selling

8. Customer Interaction Center (Web Client)

- Interaction center overview
- Framework and components
- IC Web functions
- Communication Architecture
- Creating IC Business Role
- Configuring profiles of IC Business Role
- Account Identification Profile
- Agent Inbox settings
- Alert Modeling
- Scripting
- Category Modeler

9. Mobile Sales

- Introduction
- Architecture and setup
- Administration console
- Client console
- Mobile application studio
- Mobile repository server

10. Middleware

- CRM Middleware Overview
- Concepts of Middleware
- Administration Console
- Adapter Objects
- Initial Load, Delta Load
- BDocs and types of BDocs
- BDoc Modeler
- Data exchange between R/3 backend
- Monitoring and Error handling