

SAP CRM Course Content:35-40hours

Course Outline

1.CRM OVERVIEW & ARCHITECTURE

- CRM Introduction
- Channels of CRM
- SAP CRM Architecture
- CRM Component Landscape
- Development Landscape
- Overview of All CRM Applications & Their Architecture.

2.BASE CUSTOMIZATION

- Organizational Management
- Business Partner Management
- Products
- Partner determination
- Transaction processing
- Activity management
- Status management
- Date management
- Actions
- CRM Billing

3.CRM MARKETING

- Overview of Marketing Management
- CRM Lead Management
- General Settings for Leads
- Basic Functions for Leads
- Transactions for Leads
- Questionnaires for Leads
- SAP Workflow Settings for Lead Management

CRM Lean Campaign Management

- Basic Campaign Configuration
- Configuration

- Target Groups
- Campaign Execution
- External List Management
- Campaign Automation

4.CRM SALES

- Opportunity Management
- Sales Methodology
- Quotation & Order Management
- Copy Controls
- Territory Management

5.CRM SERVICE

- CRM Service Master Data
- Configuration
- Installed Base
- Service Products
- Service Products for Contracts
- Warranties
- Service Process Transactions
- Settings for Service Order, Quotation
- Settings for Service Confirmation
- Settings for Service Contracts
- Copy control
- Service Resource Planning

6.CRM INTERACTION CENTER (WEB CLIENT)

- Configuration
- Interaction Center Transactions
- IC Business Role Profiles
- Maintaining Business Roles for IC
- Transaction Launcher
- Business Roles
- Navigation Bar profiles
- Work Centers

7.E COMMERCE

- Introduction to B2B & B2C
- Architecture
- Web Shop & User Management
- Product Catalog

8.MIDDLEWARE



- Overview OF Middleware
- CRM Generation
- CRM Connectivity with ECC
- Local Settings
- Cross-Connectivity

CRM Connectivity Standalone

b1 Onlinetrainings