

# SAP CRM Course Curriculum

## Day-1: MySAP CRM Solution Overview

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- Overview and Introduction to SAP CRM
- Foundation and Architecture of mySAP CRM
- mySAP CRM Analytics
- mySAP CRM Marketing
- mySAP CRM E-Commerce
- mySAP CRM Channel Management
- mySAP CRM Sales
- mySAP Interaction Center
- mySAP Service
- mySAP Field Applications (with focus on Mobile Service)
- mySAP CRM for Industries
- Integration with other MySAP suite of modules

## Day-2: SAP CRM Base Customizing

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- **SAP CRM** Basic data and Customizing settings for these objects
- Business partner
- Organizational model
- Territory Management
- Product master CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management (including Activity Journal and Group-ware Integration)
- Transaction type and item category customizing for these objects
- Middle-ware settings
- Middle-ware connections to R/3, APO and CRM

- CRM Business Partner - CRM Middle-ware
- CRM Middle-ware Sales and Billing
- Basic concepts of SAP CRM middle-ware
- Replication administration
- Monitoring and error handling

### **Day-3: Implement Customer Interaction Center**

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- Architecture landscape
- 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
- Client Implementation Case Study - Live Exercise

### **Day-4: Implement Internet Sales**

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- Architecture and landscape
- Set up logical system and connection with OLTP R/3 and APO
- Configuration of the CRM Server - Base Customizing
- Configuration Web Application
- Creating Product catalogs
- Publication of Product Catalog content
- Create Internet User for order processing
- Sales Transactions using Internet Sales
- Web Shop Maintenance
- Client Implementation Case Study - Live Exercise

## Day-5: Implement CRM Marketing

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- Opportunity Management
- Activity Management
- Marketing Planning and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)
- Marketing Calendar
- Customer Segmentation
- External List Management

### Softwares for Enabling SAP *Customer Relationship Management* (SAP CRM) Without Compromise

In an environment where many companies have lost sight of the real meaning of **customer relationship management** (CRM), it's critical to remember what **SAP CRM module** is about. It's about acquiring and retaining customers, improving customer loyalty, gaining customer insight, and implementing customer-focused strategies. A true customer-centric enterprise helps your company drive new growth, maintain competitive agility, and attain operational excellence.

That's why SAP has introduced "CRM without compromise" We have listened to the needs of our customers - for rapid adoption and user productivity, quick time to value, and seamless, best-practice operations between front- and back-office. You can avoid CRM tradeoffs with applications that are:

- **Simple** - Drive user uptake and effectiveness with an intuitive, Web-based user interface that's unified across our CRM solutions - delivering deep *SAP CRM software* capabilities uniquely tailored for business users.
- **Flexible** - Choose the right *SAP CRM solution* for the right situation with flexible deployment models that include on-premise, on-demand, and hybrid.
- **Comprehensive** - Provide an exceptional and consistent customer experience with front-office capabilities for all channels across marketing, sales, and service; embedded analytics; and end-to-end, industry-specific processes - delivered on the proven SAP NetWeaver platform.