

# SAP CRM COURSE CONTENTS

## SAP CRM Basics

- Introduction to SAP CRM
- SAP CRM Scope & Dynamicity
- SAP CRM Comparison with its peers CRM Functionalities
- CRM Functionalities
- CRM Business Processes
- CRM Business Scenarios for different industries
- Role of consultants & managers involved in projects

## SAP CRM Architecture

- ECC Architecture
- CRM Architecture
- ECC & CRM Connectivity
- System Landscape
- CRM Architecture different Systems

## SAP CRM & ECC Integration – Part - 1

- Settings needs to be maintained for integration
- Logical systems & clients
- RFC users & destinations

- CRM connectivity configuration tables
- Sites, Publications & Subscriptions

## **SAP CRM & ECC Integration -Part - 2**

- Initial load & Delta load
- Object filtering
- Middleware settings
- Data exchange
- Synchronization
- Monitoring

## **Master Data**

- Master Data
- Business partner
- Business partner relationship
- Business partner view, type, source
- Number ranges
- Groupings

## **Organization model**

- Structure
- Creation of Organization model
- Maintenance of Organization model
- Business partners-Employees & Users

- Attributes

## **Products**

- Products creation
- Base category
- Set types
- Attributes

## **Transaction & Item Category**

- Creation & maintenance of transaction
- Types of transactions
- Creation & maintenance of Item Categories
- Item category determination

## **PROFILES – Part - 1**

- Org.data determination Generic rule
- Org. data determination Responsibility rule
- Org. data determination profile
- Partner determination procedure
- Access Sequence

## **PROFILES – Part – 2**

- Action profile
- Text Profile

## **PROFILES – Part - 3**

- Status profile
- Date profile
- Territory Management

## **Pricing - Part - 1**

- Pricing basics
- Pricing procedures

## **Pricing - Part - 2**

- Pricing conditions
- Pricing determinations

## **SAP CRM Marketing – Part - 1**

- CRM Marketing basics
- Marketing plans & elements
- Segmentation

## **SAP CRM Marketing – Part- 2**

- Campaign Management
- ERMS & Response tracking

## **SAP CRM Sales – Part -1**

- CRM Sales basics

- Sales processes
- Lead Management

## **SAP CRM Sales – Part -2**

- Opportunity Management
- Quotation Management
- Sales Order Management
- Sales Agreements

## **SAP CRM Service – Part -1**

- CRM Service basics
- Service Process
- Service Contacts
- Service order Management

## **SAP CRM Service – Part -2**

- Service Request Management
- Service Confirmations & plans
- Service Level Agreements
- Installed base Management

## **SAP CRM Web UI - Part - 1**

- Business roles
- PCFG roles

- Web UI Customizations

## **SAP CRM Web UI – Part - 2**

- Navigation Bar Links , Logical ,Direct Logical Links , Work Centres
- Transaction Launcher

## **SAP CRM Web UI – Part – 3**

- Role Config. Key
- AET(Application Enhancement Tool)
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- Interaction centre Customization & process

## **Project Management & System Landscape**

- Introduction & basics
- Practical & real-life overview of project management
- Implementation projects & Support Projects
- Responsibilities of each consultant in a project team
- Do's & Don'ts
- System Architecture
- Development system
- Test system
- Production system
- Transportation

## **ASAP Methodology, Project Preparation & Business Blueprinting**

- Project Preparation
- Business Blueprinting
- Realization
- Testing
- Cut-over activities
- Go-Live
- Post go-live support
- System landscape, users, authorizations & responsibilities giving
- Understanding of all business processes & scenarios
- Detailed Q & A session
- AS IS & TO BE
- Gap Analysis
- RICEFW
- Documentation

## **Realization & Testing**

- Functional Specification
- Technical Specifications
- Configurations & programming
- System building
- Identification of test scenarios
- Test scripts writing

- Functional unit testing
- Integration testing
- System process testing
- User acceptance testing

## **Cut-over ,Go-Live & Post Go-Live Support**

- Key business user training
- Cut-over activities
- Go-live
- Hyper care period support
- Problem identification
- Real time ticket resolving
- Common issues Documentation