SAP CRM

1. SAP CRM Solution Overview
- 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

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2. SAP CRM Base Customizing

- **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

3. Implement Customer Interaction Center

- 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

4. Implement Internet Sales

- 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

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- Web Shop Maintenance
- Client Implementation Case Study - Live Exercise

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5. Implement CRM Marketing

- 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