

SAP CRM Functional Course Content

Overview of SAP CRM

- ❖ Introduction to SAP CRM
- ❖ ASAP Methodology

Master Data

- ❖ Organizational Management
- ❖ Territory Management
- ❖ Business Partners
- ❖ Products

Marketing

- ❖ Marketing Planning and Campaign Management
- ❖ Marketing Calendar
- ❖ BP Segmentation (Info Set, Attribute List, BW Query)
- ❖ Mail Forms
- ❖ ELM (External List Management)
- ❖ Campaign Execution
- ❖ Lead Management
- ❖ Survey Management
- ❖ Product Proposal

Sales Process

- ❖ Opportunity Management
- ❖ Business Activity / Tasks
- ❖ Quotation Management
- ❖ Sales Order Management /Contract Management

Services

- ❖ Installed Base Management
- ❖ Service Agreements
- ❖ Service Contracts
- ❖ Service Order Management
- ❖ Complaints and Returns
- ❖ In house repair
- ❖ Warranty Claims

Middleware

- ❖ Solution Overview
- ❖ Data Exchange with R/3 Part 1
- ❖ Data Exchange with R/3 Part 2
- ❖ Middleware Operations

Web UI

- ❖ Business Roles
- ❖ Navigation Bar Profile
- ❖ Work Center
- ❖ Work Center Groups
- ❖ Logical Links
- ❖ Layout Profile
- ❖ PFCG Role

Basic Functions

- ❖ Partner determination Procedure
- ❖ Text determination Procedure
- ❖ Status Profile
- ❖ Subject Profile
- ❖ Org Data Determination
- ❖ Incompleteness Procedure
- ❖ Action Profiles
- ❖ Pricing
- ❖ Transaction Processing
- ❖ Item Category
- ❖ Item Category Determination
- ❖ Date Management