SAP CRM Contents

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

- **CRM Base Customizing**
  - Business partner
  - Organizational model
  - Product master
  - Overview of generic functions in business transactions
  - Transaction type and item category customizing for these objects.
  - Actions
  - Partner Processing
  - Pricing Fundamentals
  - CRM Billing
  - Number Range Assignment
  - Maintaining Categories and Hierarchies for products
  - Status Management

- **SAP CRM Marketing**
  - Marketing Planning and Campaign Management (Marketing Planner, Product Selection, Partner Functions, Generic Actions, Campaign Execution)
  - Marketing Calendar
  - Customer Segmentation
  - External List Management
  - Lead Management
  - Marketing Analytics

- **SAP CRM Sales**
  - Activity Management
  - Opportunity Management
  - Territory Management
  - Quotation Management
  - Sales Order Management
  - Sales Contract Management

- **SAP CRM Service**
  - Individual Objects
  - Categorization Schema
  - Service Tickets, Incidents & Complaints
  - Service Order Management
  - Repair Order Management

- **CRM Web Client UI**
  - Using the new CRM Web UI
  - Business Roles
  - View Configuration
  - Work Centers, Navigation links
  - Personalization

- **CRM Customer Interaction Center(CIC)**
  - 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

- **Middleware settings**
  - Middleware connections to R/3, APO and CRM
  - CRM Business Partner - CRM Middleware
  - CRM Middleware – Sales and Billing
  - Basic concepts of CRM middleware
  - Replication administration
  - Monitoring & handling
  - Architecture landscape

- **Client Implementation Case Study - Live Exercise**