

ERP SAP CRM

Course Content



Overview:

- ✦ ERP SAP CRM - Architecture Overview
- ✦ ASAP Methodology
- ✦ ERP SAP CRM Framework Overview

Base Customization:

- ✦ Business Partner Role
- ✦ Organization Management
- ✦ Territory Management
- ✦ Products
- ✦ Transaction
- ✦ Partner Processing
- ✦ Activity Management
- ✦ Screen Configuration

ERP SAP CRM – Marketing:

- ✦ Marketing Concept Overview
- ✦ Objectives & Tasks
- ✦ Marketing Planning
- ✦ Marketing Elements
- ✦ Campaign Management [Plan & Elements]
- ✦ Campaign Execution
- ✦ Lead Management
- ✦ BP Segmentation
- ✦ External List Management
- ✦ Personal Mail Form

ERP SAP CRM – Sales:

- ✦ Sales Life Cycle
- ✦ Closed loop interaction cycle
- ✦ Sales Order Scenario between ERP SAP CRM <=> R/3
- ✦ Opportunity Management

- ✦ Sales Scenarios
- ✦ ERP SAP CRM – Service
- ✦ Service Overview
- ✦ Types of Services [Customer, Technical, Professional, Financial]
- ✦ I Base Management
- ✦ Service organization
- ✦ Service Orders
- ✦ ERP SAP CRM Analytics

SAP Middleware [Basic Concept]:

- ✦ Middleware Overview
- ✦ Middleware Adapters
- ✦ RFC concept
- ✦ B-Docs Concepts
- ✦ Initial Download Concepts



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