

Course Name : SAP CRM
Course Duration : 50 Hours
Server Access : 3 Months

SAP CRM online training and class room training

Solution Overview (Introduction):

- Overview of SAP ERP and SAP CRM
- Introduction to SAP CRM
- Overview of CRM 2007 Architecture
- Channel of CRM
- CRM Application
- Role in my SAP CRM

SAP CRM Web User Interface (WEB UI)

- Architecture of WEB UI
- UI Concept & UI Component Concept
- Navigation Bar & Business Roles
- UI Configuration
- Personalization
- Additional Features in Web UI

(CR100)- Base Customization/Master Data (SAP CRM7.0 & SAP ECC 6.0)

CRM Business Partner (BP)

- Creation of BP on Category
- Basic setting on Field grouping & No ranges
- BP Relationships
- BP Roles
- Mapping BP Classification & Account Group from R3 to CRM

Organizational Management

- Fundamentals of SAP CRM Org Structure
- Organizational Data determination
- Mapping Org Model & Enterprise Structure from R3 to CRM

Territory Management

- Hierarchy Levels, Hierarchy ID
- Assign employee to Hierarchy

Product Master

- CRM Product Types
- Creation of Hierarchies & Categories
- Creation of Attributes & Set Types
- Mapping Product Master & Material Master from R3 to CRM

Transaction Processing

- Transaction Processing for Enquiry, Quotation & Order
- Customization of Transaction Types
- Assignment of Item Category Determination
- Mapping Transaction Types & Sales doc Processing from R3 to CRM

Activity Management

- Business Activity / Task
- Activity Monitor

Partner Processing

Partner determination Procedure

Action Profile

Pricing Fundamental (SAP CRM)

Configuration setting for Pricing Procedure

Pricing fundamentals (ECC 6.0)

Condition technique and pricing procedure determination (ECC 6.0)

CRM Billing

CRM Billing Fundamental (ECC 6.0)

CR300 — CRM SALES

The Sales cycle

Opportunity Management

Copying control

Process in Quotation and Order Management

Quotation Management

Order Management

Special Functions in Quotation and Order Management

Visit Planning

Contract Management

Status Management

Transactions processing

Partner processing

Mapping Sales Transaction between SAP ERP à SAP CRM

CR600 — CRM MARKETING

Overview on SAP CRM Sales

Marketing planning & Campaign management

Marketing Calendar

Marketing Analytics

Segmentation of business partners

Segment builder tool

Personalized mail forms

External list management

Product Proposal

Lead Management

CR700 — CRM SERVICES

Overview of CRM Service

Installed Base Management and Individual Objects

Service Agreements and Service Contracts

Service Plans

Service Order Management

Product Service Letters

Complaints and Returns Management

Warranty Claim Services

Case Management

Mapping Transaction from R3 à CRM

CR500 — CRM MIDDLEWARE

CRM Middleware Overview

Concepts of Middleware

Administration Console
Adapter Objects
Initial Load, Delta Load
BDocs and types of BDocs
BDoc Modeler
Data exchange between R/3 backend
Monitoring and Error handling

WORKSHOP (Project Orientation Training)

Overview of Solution Manager
ASAP Methodology
Project Orientation – Business Blue Print
Resume Preparation

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