

## SAP- CRM - Course Contents

### CR010- Solution Overview

- Overview and Introduction to SAP CRM
- Foundation & Architecture of SAP CRM
- CRM Analytics
- CRM Channel Management( Interaction Center, Web channel, Mobiles)
- CRM Applications (Marketing, Sales, Service)
- SAP CRM for Industries
- Integration with other SAP suite of modules

### CR100- Base Customizing

- Business partner
- Organizational Management
- Territory Management
- Product master CRM Business Transactions
- Overview of generic functions in business transactions
- Activity Management (including Activity Journal and Groupware Integration)
- CRM Business Partner - CRM Middleware
- Status Management
- Pricing and Billing
- Action Profiles

### CR300- Sales

- Overview & Sales Cycle
- Opportunity Management
- Copying controls
- Quotation & Order to case Management
- zContract Management- Release Orders
- Credit Management

### CR205- Mobile Sales & Service

- Mobile Architecture
- Master Data
- Mobile Sales Components
- Mobile Service Components

### CR410- Interaction Center Web Client

- Interaction Center Overview
- Technical Architecture
- Creating an Interaction Center Web Client Profile
- Configuring Components
- Configuring Action Box Components

### CR500- Middleware

- Middle Overview- Architecture
- Concepts of CRM Middleware
- Replication and Administration
- Data Exchange with R/3 Back-End Systems
- Monitoring and Error Handling

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### CR600- Marketing

- Marketing Planning & Campaign Management
- Market Segmentation
- Personalized Mail Forms
- Marketing Calendar
- Trade Promotion Management/ Deals
- Key Figure Planning- Baseline/ Uplift
- Scenario Planning
- Campaign Execution
- External List Management
- Lead Management
- Product Proposals

### CR700- Service

- Service Overview
- Installed Base
- Service Order Management
- Service Contracts
- Complaints & Returns
- Internet customer self service

### CR800- Internet Sales

- Overview- Foundation & Architecture
- Shop & User Management
- Product Catalogs
- Order Processing
- Batch and Product Determination

### CRM WEB UI- 7.0

- CRM Business Roles
- WEB UI Concepts
- Personalized Settings

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