

mySAP courses

mySAP Customer Relationship Management (CRM)

CRM Release 4.0

Objectives:

This course will prepare you to:

- Understand how you benefit from the implementation of SAP CRM 4.0 Business scenarios.

Audience:

Customers and prospects who want to get an overview of SAP Customer Relationship Management and the corresponding processes

Content:

- Overview and Introduction to:
 - Foundation & Architecture of mySAP CRM
 - mySAP CRM Analytics
 - mySAP CRM Marketing
 - mySAP CRM E-Commerce
 - mySAP CRM Channel Management
 - mySAP CRM Sales
 - mySAP Interaction Center WebClient
 - mySAP Service
 - mySAP Field Applications (with focus on Mobile Service)
 - mySAP CRM for Industries
 - Implementation & Operation of mySAP CRM

CRM Customizing

Objectives:

- This course builds on the knowledge gained in the SAPCRM overview class. It is intended to provide course participants with a greater understanding of both basic data in CRM as well as selected basic CRM functionality and customizing of these objects. To this end, the key capability for CRM sales is used, which demonstrates special CRM functions such as activities and transactions within the CRM processes.

Audience:

- Customers wishing to gain in-depth knowledge of CRM basic data and functionality, and the customizing settings necessary for these objects.

Content:

- CRM Basic data & Customizing settings for these objects:
 - Business partner
 - Organizational model
 - Territory Management
 - Product master CRM Business Transactions
 - Overview of generic functions in business transactions
 - Activity Management (including Activity Journal and Groupware Integration)
 - Transaction type and item category customizing for these objects.

- Process control and determination:
 - Partner determination customizing
 - Overview of Pricing in CRM
 - Actions (Output determination)
 - CRM Billing CRM Middleware
 - CRM Middleware Overview
 - Basic concepts of CRM middleware
 - Replication administration
 - Monitoring & error handling People Centric CRM
 - Basic elements and features of People-Centric CRM
 - Brief overview of Customizing for People Centric CRM
 - The tool for customizing PCC
 - Enterprise Portal Solution Manager
 - Project Preparation Phase
 - Business Blueprint Phase
 - Realization Phase