

Customer Relationship Management

50-Hour Training

Day 1: MySAP CRM Solution Overview

- 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
- mySAP Service
- mySAP Field Applications (with focus on Mobile Service)
- mySAP CRM for Industries
- Integration with other MySAP suite of modules

Day 2: CRM Base Customizing

- 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.
- 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 & error handling

Day 3: Implement “Customer Interaction Center”

- Architecture landscape
- 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
- Client Implementation Case Study - Live Exercise

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Day 4: Implement "Internet Sales"

- Architecture and landscape
- Set up logical system and connection with OLTP R/3 and APO
- Configuration of the CRM Server – Base Customizing
- Configuration Web Application
- Creating Product catalogs
- Publication of Product Catalog content
- Create Internet User for order processing
- Sales Transactions using "Internet Sales"
- Web Shop Maintenance
- Client Implementation Case Study - Live Exercise

Day 5: Implement "CRM- Marketing"

- Opportunity Management
- Activity Management
- 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
- Client Implementation Case Study - Live Exercise