

Indus IT Training

Course: SAP-CRM – 5.0 - Training Course Curriculum

Duration: Five Weekends -Approx. 60hrs / (Sat & Sun: 1.30pm – 5.30pm)

INTRODUCTION AND OVER VIEW OF SAP CRM

INTRODUCTION

- ERP Systems
- Overview and Technical architecture of R/3
- Business objects and transactions processing
- System Architecture of SAP CRM
- Navigation and personalization of GUI settings
- Business processes in of SAP CRM
- CRM Marketing
- CRM Sales
- CRM Service
- CRM E-commerce
- CRM Interaction Center
- CRM Field Applications
- CRM Integration and Implementation

BASE CUSTOMIZING

- Overview of CRM Server Technology
- Different User Interfaces
- CRM specific Master Data
- Business Partner concept
- Organization Model
- Territory Management
- Product master
- CRM Business transactions
- Activity Management
- Pricing
- Billing
- Action settings in CRM
- Business partner processing
- CRM Middleware settings and basic concepts
- Integration of other components of ERP
- Basic concepts in Data Exchange
- SAP Solution Manager
- Project scenarios and exercise

SAP CRM SALES

**Location: 1033 Sterling Road, Ste. 204, Herndon-VA-20170. USA.
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- Sales cycle
- Configuration of sales transactions
- Opportunity Management
- Copying Control
- Contracts Management
- Quotation and Order Management
- Special functions
- Basic concepts in Internet sales
- Architecture and landscape
- Web Application Server
- Product Catalogs
- Set up Internet User for sales order processing
- Sales Transactions using Internet Sales
- Overview of Web Shop Maintenance
- Project scenarios and exercise

SAP CRM - MARKETING

- Marketing Planning and Campaign Management
- Marketing Calendar
- Customer Segmentation
- Product Proposals
- Personalized Mail forms
- Campaign Automation
- External List Management
- Lead Management
- Marketing Analytics
- Lead Management
- Overview of Trade Promotion Management
- Project scenarios and exercise

CUSTOMER INTERACTOIN CENTER - WINCLIENT

- Architecture and technology
- Agent functions and processes in the IC
- Creating of IC Profile
- Configuring Hidden and Visible Components
- Action Box Configuration
- IC Management functions
- IC Manager Portal
- Dashboard

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- Call Lists
- Scripting
- IC Workforce Management
- Project scenarios and exercise

CUSTOMER INTERACTION CENTER - WEBCLIENT

- Architecture and technology
- Introduction to PC-UI and BSP Application
- Agent functions and processes in IC
- Creating of IC Profile and Framework
- Configuring Components profiles
- IC Management functions
- IC Manager Dashboard
- Call List and Scripts
- IC Workforce Management
- Project scenarios and exercise

CRM - SERVICE

- Service Overview
- Master data for service
- Installed bases
- Configurations in service process
- Case and Compliant processing
- Warranty and SLA
- Entitlement checks
- Service Tickets
- Project scenarios and exercise

CONCLUSION

- SAP Portal Overview
- CRM Business Scenarios
- Business Process Procedure
- Best Practices
- Case Study
- Preparation for certification
- Resume preparation
- Self Evaluation Test
- Questions and Answers

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