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SAP Training, SAP Online Training

SAP CRM Training

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Overview and Introduction to CRM -

- Introduction to NetWeaver
- General SAP Transactions
- Foundation & Architecture of mySAP CRM
- Overview of CRM server Technology and User Interface
- Business Partners
- Organizational Model

CRM Base Customizing -

- Territory Management
- Product master
- Business Transaction Processing
- Activity Management
- Partner Processing

CRM Base Customizing –

- Actions
- Overview of Pricing in CRM
- CRM Billing Overview
- CRM Middleware

CRM Interaction Center (Win Client)

- Interaction Center Overview
- Architecture landscape
- Win Client Profile
- Configuring Components
- Action Box and alert molder
- Interaction center scripting

CRM Sales –

- Opportunity Management
- Copy Control
- Quotation and Order Management
- Overview Contract Management

CRM Analytics –

- Introduction to BW
- Activating CRM Business content
- Introduction to analytics
- Data Mining Work Bench
- Analysis Process Designer (APD)
- Customer analytics (data mining, CLTV)
- Marketing analytics (planning, Target group selection, RFM analytics)

Marketing –

- Overview of marketing management in mySAP CRM
- Marketing and campaign planning
 - Planning and performing marketing projects
 - Marketing Calendar
- Personalized mail forms
 - Creating personalized e-mails
 - Business partner-controlled communication
- Segmenting business partners
 - Marketing attributes
 - Segment Builder
 - Creating profiles and target groups
- Lead Management
- Campaign automation
- External List Management.

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