TCRM10 – 5 Days

CRM - Fundamentals I

- Overview of the SAP CRM application:

    o Fundamentals and architecture

    o Overview of key areas (Marketing, Web Channel, Channel Management, Sales, Interaction Center, Service, Field Applications, Analytics, Implementation & Operation)

- Customizing fundamentals for CRM - CRM basic data:

    o Account Management

    o Organizational model

    o Product master

    o Customizing settings for each object

TCRM20 – 5 Days

CRM - Fundamentals II

- Customizing fundamentals for CRM - CRM business transactions

    o Overview of generic functions in business transactions

    o Activity management

    o Customizing for these objects

- Customizing fundamentals for CRM - Process control and determination

    o Partner determination

    o Actions

    o Overview of pricing in CRM

    o CRM billing

- CRM Middleware: basic concepts of CRM middleware, replication administration, data exchange, monitoring, and error handling

- User interface (UI) technology in SAP CRM

- Case Study: implementation of example scenarios using specific business processes

- Certification examination on the content of the courses TCRM10 and TCRM20