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

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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