CURRICULUM: SAP GLOBAL CERTIFICATION PROGRAM FOR SAP CRM7.2

Code

TCRM

Duration

15 días hábiles, horario de verano. 6 horas/día.

Price

7.200 € + IVA

Goals

Use the basic knowledge a CRM solution consultant requires for all consultant profiles

Audience

Solution consultants responsible for implementing Customer Relationship Management with SAP CRM

Prerequisites

Essential

Basic business knowledge of CRM processes and concepts

Recommended

Knowledge of SAP ERP sales business processes; for example: Business Processes in Sales Order Management

Course Based on Software Release

SAP CRM 2007

ERP ECC 6.0

Contenido del curso

Overview of the SAP CRM application:

oFundamentals and architecture

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

Customizing fundamentals for CRM - CRM basic data:

- oBusiness partner
- oOrganizational model
- oProduct master
- oCustomizing settings for each object

Customizing fundamentals for CRM - CRM business transactions:

- oOverview of generic functions in business transactions
- oActivity management
- oCustomizing for these objects

Customizing fundamentals for CRM - Process control and determination:

- oPartner determination
- oActions
- oOverview of pricing in CRM
- oCRM 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

Notes

As part of this training the certification exam "SAP Certified Application Associate – CRM Fundamentals with SAP CRM 7.0 EhP2" is included and will be run on the last day of the training