

# Wizards Training

**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**

- ☐ 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

**Training Location: 1039 Sterling Road, Ste. 103, Herndon-VA-20170. USA.**

**Ph: 703-263-7278, 703-968-6268 Fax: 703-935-8849 training @wizardsedu.com**

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### 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
- ☐ 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

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- ☐ Case Study
- ☐ Preparation for certification
- ☐ Resume preparation
- ☐ Self Evaluation Test
- ☐ Questions and Answers

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