



## GUIDE TO BUSINESS CASE IN SAP COMPONENTS

## INTRODUCTION

The purpose of this exercise is to guide students on how to use SAP CRM, ECC and BW components, but herein we will do exercises involving SAP ECC and CRM components. SAP BW is covered in more details in the next Exercise 4.

The SAP components CRM, ECC, BW share the needed information for exchanging data amongst them i.e. the information created in CRM can be viewed in ECC and vis versa and information can be viewed and analyzed from BW respectively.

## SAP CRM AND ECC

CRM supports the company to entire customer interaction cycle starting with the first customer contact, business transactions, order fulfillment, customer service and finally reporting. Its main parts are marketing, sales and analytics.

ECC is software with which the company can run the operative functions of the entire core business areas such as Financials, Logistics and Human Resources. So to create the needed business case as described above the master data needs to be created which includes, the customer, vendor, sales area, material etc.

It is also important to bear in mind that **lead** is information about a customer used in business and can be obtained during company exhibitions, marketing surveys or research. An **opportunity** is hereby defined as a hub for the sales process, from which activities, contracts, offers and orders can result.

**Activities** are documents for recording information and planning actions at any time during the customer's relationship lifecycle for instance, telephone calls, customer calls, general preparation of tasks e.g. reminders of appointments.

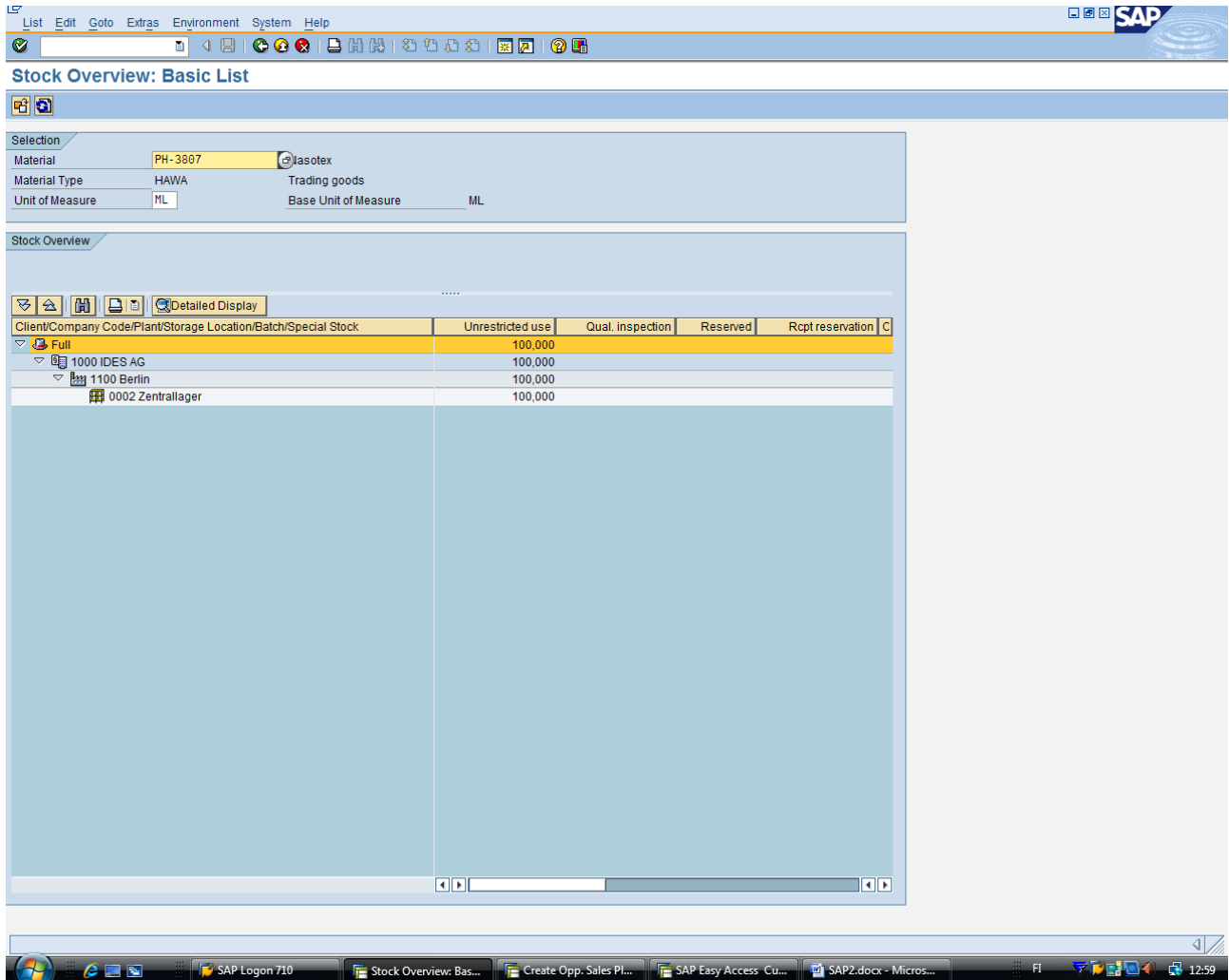
**A quotation** is a legally binding acceptance to deliver certain products within a given time frame and at a given price. **A contract** is a framework agreement that allows the customer to purchase products under pre-agreed conditions such as price reduction and **an order** is a customer's demand to a business to deliver a certain amount of product(s) or carry out a service at a particular point in time.

## DATA DETAILS

Sales Organisation	1030
Distribution Channel	24
Division	00
Customer Number	301370
Material No.	PH-3807
Plant	1100
Shipping Condition	02
Intercoms	EXW
Terms of Payment	ZB01
Country	DE (Germany)
Industry Sector	Pharmaceuticals
Storage location	0002

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## CHECKING THE STOCK



The screenshot shows the SAP Stock Overview: Basic List interface. The top menu bar includes List, Edit, Goto, Extras, Environment, System, and Help. The title bar reads 'Stock Overview: Basic List'. Below the title bar, there is a 'Selection' section with the following fields: Material (PH-3807), Material Type (HAWA), Unit of Measure (ML), and Base Unit of Measure (ML). The 'Stock Overview' section displays a table with columns: Client/Company Code/Plant/Storage Location/Batch/Special Stock, Unrestricted use, Qual. inspection, Reserved, and Rcpt reservation. The table shows the following data:

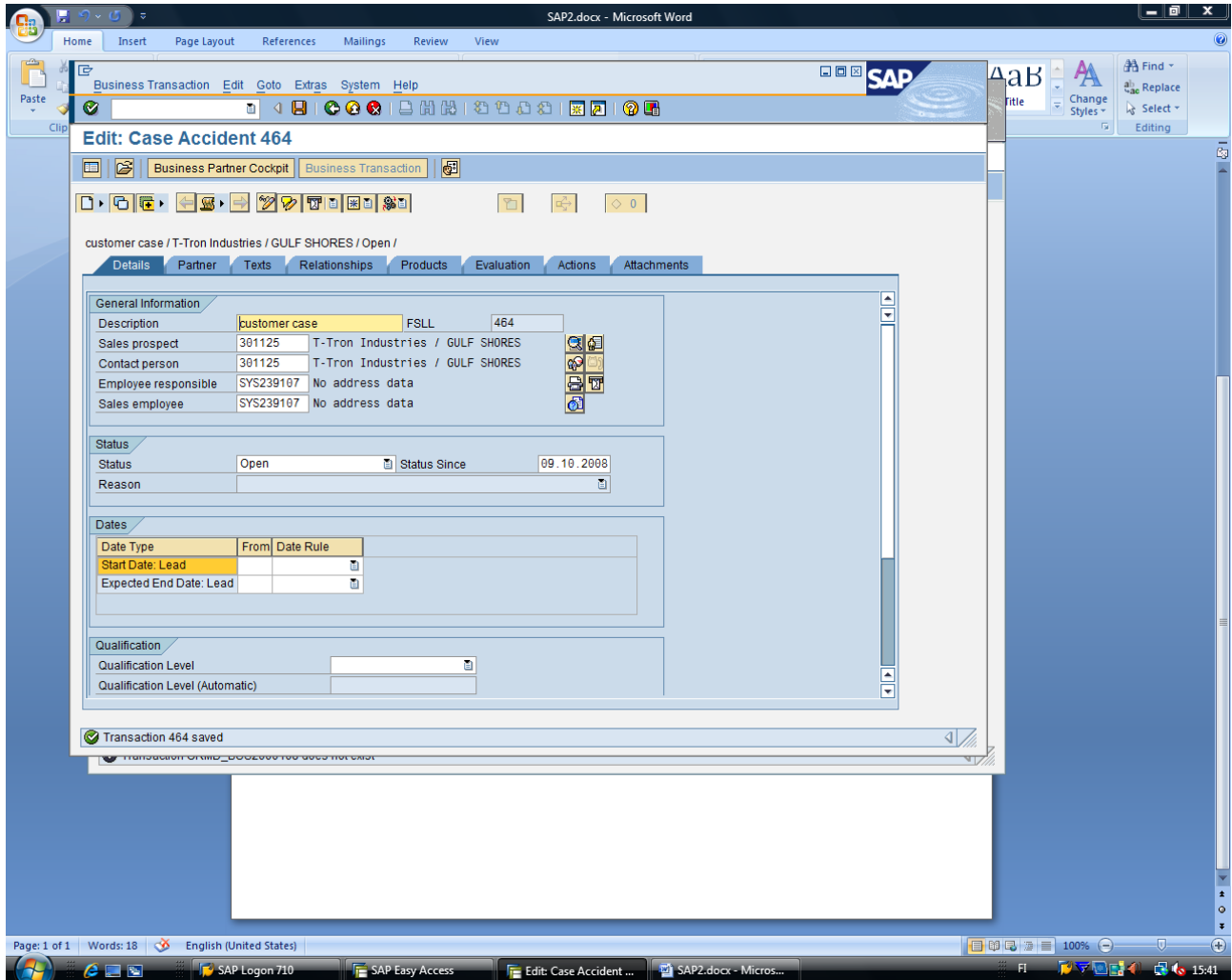
Client/Company Code/Plant/Storage Location/Batch/Special Stock	Unrestricted use	Qual. inspection	Reserved	Rcpt reservation
Full	100,000			
1000 IDES AG	100,000			
1100 Berlin	100,000			
0002 Zentrallager	100,000			

The above screen shows the material needed to be delivered for the sales order and thus the delivery process above shows the material availability in stock. The material to be delivered is shown in the column unrestricted use.

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## CREATING LEAD

As mentioned above Lead is information about a customer used in business which is obtained during company exhibitions, marketing surveys or research etc.

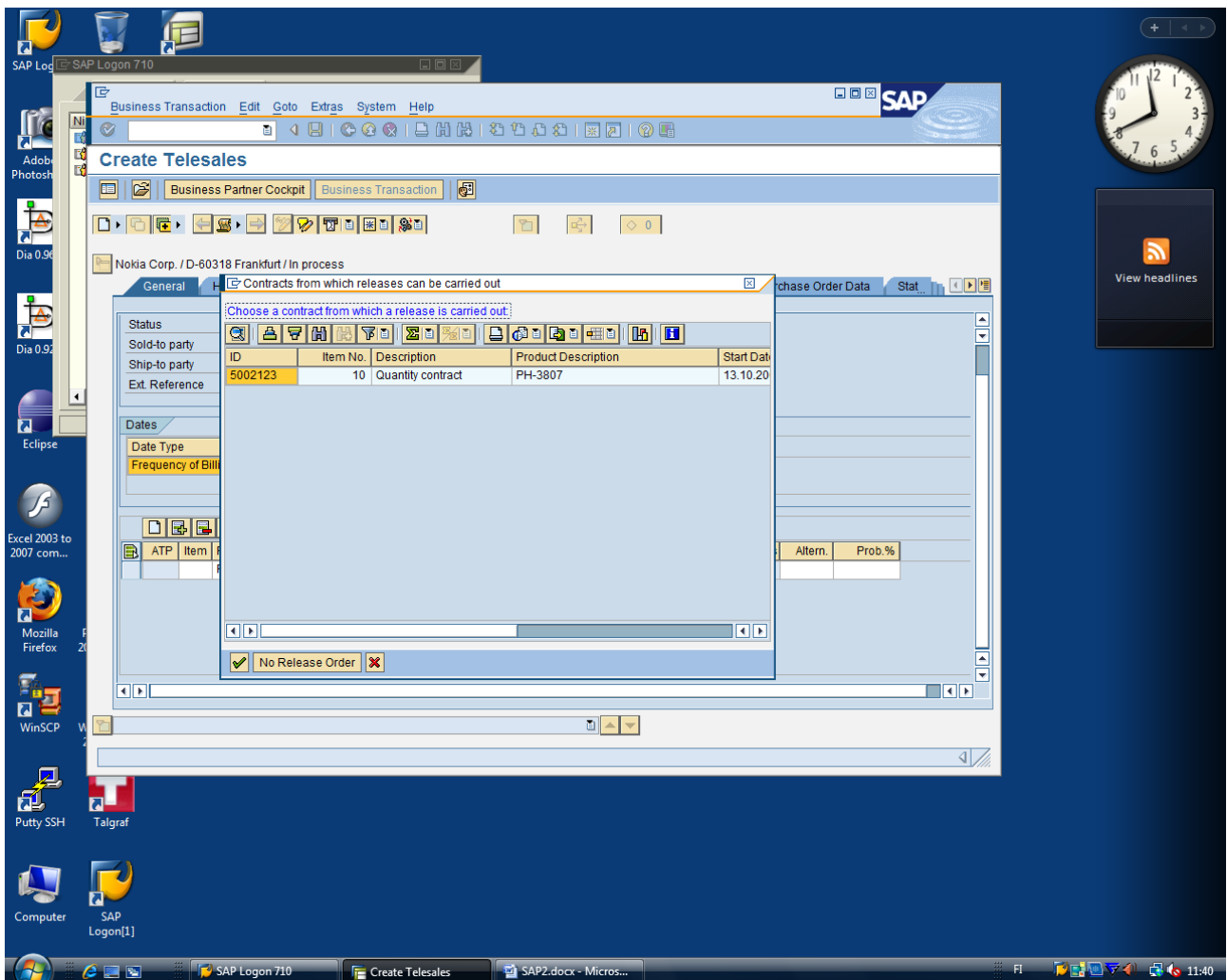


The above screen shows that lead has been created by the issue of the lead number from the CRM system.

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## SALES CONTRACT

A contract is a framework agreement that allows the customer to purchase products under pre-agreed conditions such as price reductions or discounts etc.

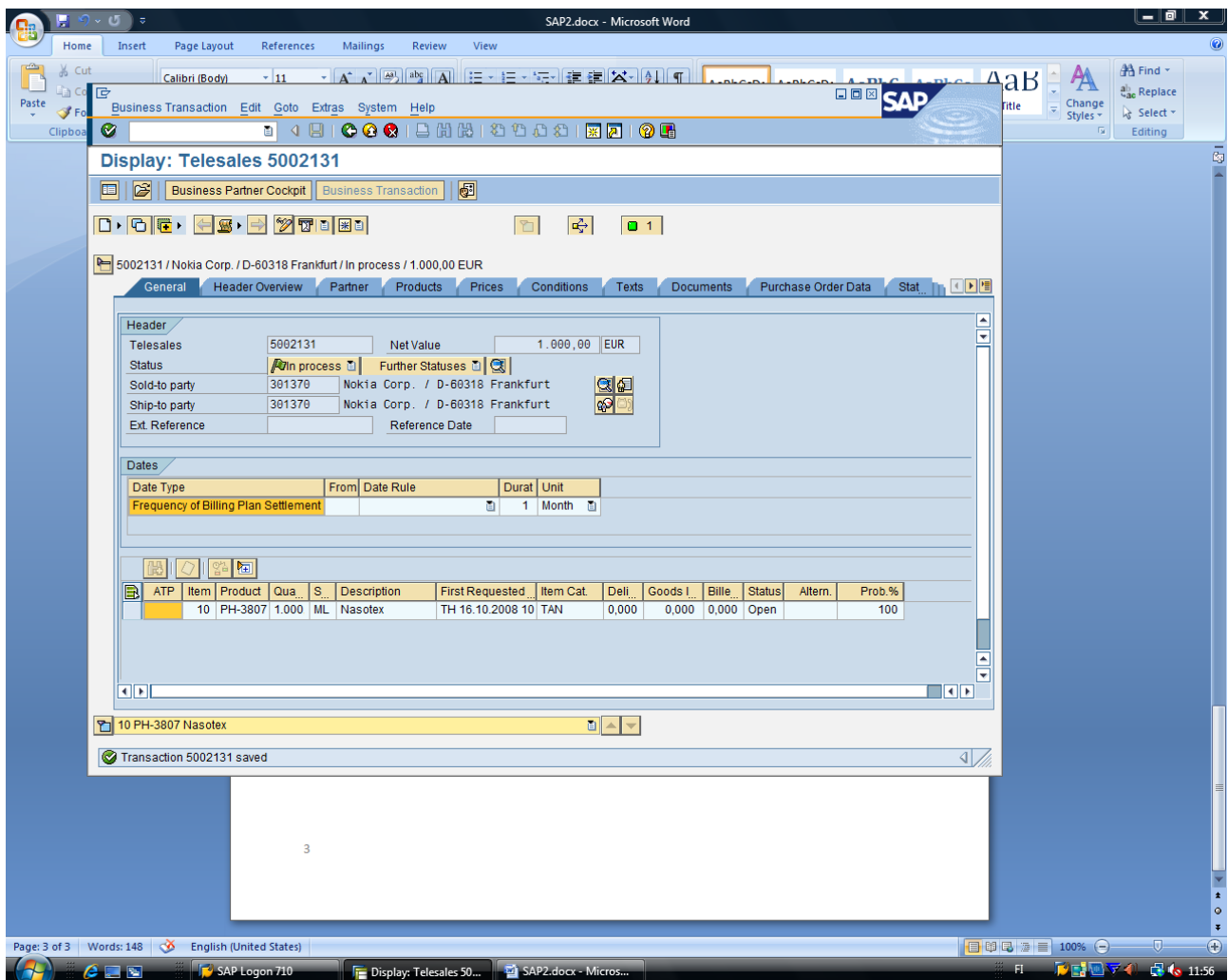


After entering all the required information such as lead, activities, opportunity, quotation and finally the above screen shows the contract number highlighted in yellow.

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## SALES ORDER COMPLETION

Telesales is a type of telemarketing which uses call centers with telemarketers who call on the telephone to sell products or services. Telesales products or services are sold and paid for over the phone or internet electronically. No further contact is needed, except for filling the order.



The sales order is now successfully saved by the indication of the sales order number at the bottom left of the screen above.

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## GOODS ISSUE/CONTRACT FULFILLMENT

When the release qty is as big as the target qty then the whole contract is used.

Business Transaction Edit Goto Extras System Help

Display: Quantity contract 5002123

Business Partner Cockpit Business Transaction

5002123 / Nokia Corp. / D-60318 Frankfurt / In process

General Header Overview Products Shipping Billing Prices Payment Form Cancellation Actions Partner Texts Purchase Order Data

**Header**

Quantity contract: 5002123 Exp.Total Value: 0,00 EUR

Status: [Release Items](#) In process Further Statuses

Sold-to party: 301370 Nokia Corp. / D-60318 Frankfurt

Ship-to party: 301370 Nokia Corp. / D-60318 Frankfurt

Ext. Reference: New Contract Reference Date:

**Dates**

Date Type	From	Date Rule	Durat	Unit
Contract Start Date	MO 13.10.2008 00:00	Today's Date		
Contract End Date	TU 13.10.2009 00:00	Start Date + Val. Period		

Item No.	Product	Description	Target Quantity	Ta	Released Qty	Exp.Total Value	Curr...	Product Ran
10	PH-3807	Nasotex	0,000	ML	1,000,000	0,00	EUR	

10 PH-3807 Nasotex

A48 (1) 905 a48z INS FI 15:14

Looking at the above diagram it can be deduced that the contract has been used or better yet the goods have been issued to the customer as promised, as it can be seen by the differences between the **Release Qty** column and the **Target Qty** column above.