

OVERVIEW OF THE SAP CRM SOLUTION

Course Content

Introduction to:

- Fundamentals and architecture of SAP CRM
- SAP CRM Marketing
- SAP CRM Web Channel (E-Commerce)
- SAP CRM Partner Channel Management
- SAP CRM Sales
- SAP CRM Interaction Center
- SAP CRM Service
- SAP CRM Field Applications
- SAP CRM Analytics
- Implementation & operation of SAP CRM