CRM FUNDAMENTALS II

Course Content

Customizing fundamentals for CRM - CRM business transactions
  -Overview of generic functions in business transactions
  -Activity management
  -Customizing for these objects

Customizing fundamentals for CRM - Process control and determination
  -Partner determination
  -Actions
  -Overview of pricing in CRM
  -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