

# Future Technologies

## CRM

### ✚ Solution Overview(Introduction)

- Getting to know myERP CRM
- myERP CRM - The complete solution
- CRM architecture & Component integration
- Key capabilities of myERP CRM
- Channels of interaction
- Careers @ myERP CRM 2007

### ✚ Base Customization/Master Data (ERP CRM7.0 & ERP ECC 6.0)

- Overview of CRM Server Technology
- Account Management (Business Partner master)
- Product master
- Organization management
- Territory management
- Transactions processing
- Items Categories
- Activity management
- Partner processing
- Status Profile
- Actions
- Pricing fundamentals (ECC 6.0)
- Condition technique and pricing procedure determination (ECC 6.0)

### ✚ CRM 7.0 Web UI Configuration

- Interface Overview
- IC Business Role
- Navigation bar Profile
- Logical Links
- Layout Profile
- Technical Profile
- Component Workbench

### ✚ Marketing

- Introduction
- Marketing planning & Campaign management
- Marketing Calendar
- Marketing Analytics
- Segmentation of business partners
- Segment builder tool
- Personalized mail forms
- External list management

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- Product Proposal
- Lead Management

### ✚ Sales

- The Sales cycle
- Opportunity Management
- Copying control
- Process in Quotation and Order Management
- Quotation Management
- Order Management
- Special Functions in Quotation and Order Management
- Visit Planning
- Contract Management
- Status Management
- Transactions processing
- Partner processing

### ✚ Service

- Overview of CRM Service
- Installed Base Management and Individual Objects
- Service Agreements and Service Contracts
- Service Plans
- Service Order Management
- Product Service Letters
- Complaints and Returns Management
- Warranty
- Case Management

### ✚ E-commerce (Internet Sales)

- Introduction
- B2B and B2c scenarios

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- Product catalog
- Product proposals
- Top n products
- Cross selling
- Up selling
- Down selling

### **Customer Interaction Center (Web Client)**

- Interaction center overview
- Framework and components
- IC Web functions
- Communication Architecture
- Creating IC Business Role
- Configuring profiles of IC Business Role
- Account Identification Profile
- Agent Inbox settings
- Alert Modeling
- Scripting
- Category Modeler

### **Mobile Sales**

- Introduction
- Architecture and setup
- Administration console
- Client console
- Mobile application studio
- Mobile repository server

### **Middleware**

- CRM Middleware Overview
- Concepts of Middleware
- Administration Console
- Adapter Objects
- Initial Load, Delta Load

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- BDocs and types of BDocs
- BDoc Modeler
- Data exchange between R/3 backend
- Monitoring and Error handling