

CUSTOMER RELATIONSHIP MANAGEMENT CURRICULUM

1. CRM OVERVIEW AND ARCHITECTURE

- Introduction and CRM Definition
- CRM Architecture Overview

2. CRM FUNDAMENTALS

- Business Partners
- B.P Type & Roles, Grouping
- B.P Relationships
- Partner Functions
- Consistent B.P Distribution
- Configuring Field Attributes
- Screen Configuration using VCT
- Additional Customization
- Business Partners

3. Organizational Management

- CRM Organizational Model and its advantages
- Elements of the Organizational Model
- Organizational data determination
- Testing Org data
- Organizational Management

4. Product Master

- Product Types & Grouping
- Enhancing the Product Master
- Hierarchies, categories, set types and attributes
- Number assignments
- Basic Settings

5. Opportunity Management

- Overview of lead management
- Opportunity management
- Sales methodology in CRM Online
- Sales Assistant
- Sales life cycle and Phases
- Additional customization

6. Activity Management

- Types of Activities
- Basic Settings
- Monitoring Activities

7. Sales Transactions

- Structure of sales transactions
- Inquiry and quotation
- Creating New Sales Transactions

- Creating Follow-Up Sales Transactions
- Sales order scenario CRM-R/3
- Basic Settings

8. Partner Determination

- Partner determination in business transactions
- Terms and concepts of partner determination
- Customizing for partner processing
- Define New Partner Functions

9. CRM Billing

CRM FUNDAMENTALS – II

10. Lead Management

- Inbound/Outbound lead generation
- Lead qualification
- Advanced Customizations

11. Marketing Planning & Campaign Management

- Marketing Plans, Campaigns and Promotions
- Creating and editing Marketing Projects
- Promotion Planning and Allocation Scenarios
- Content Management
- Authority Checks
- Advanced Customization
- Creating Attributes for Business Partner Segmentation
- Maintaining Data Sources for Segment Builder
- Creating Samples for large target groups
- Segment Builder

12. Personalized Forms

- Explaining the editing options for mail templates
- Creating personalized e-mails
- Creating personalized subject lines
- Creating personalized attachments
- Advanced Customization
- Campaign Execution
- Execute campaigns across multiple interaction channels

13. ASAP

SAP HANA 2.0 SPS03 – Installation and Administration

1st ELECOSE IT TRAINING

- This course is the best starting point to learn about SAP HANA installation, update, configuration and system administration.
- The course is independent from the SAP Net Weaver administration world, as it teaches how to perform system administration on the SAP HANA platform. The system administration tools used are native to the SAP HANA platform.
- Throughout the course, you will learn about the following SAP HANA too for installation, update, configuration and system administration.
 - SAP HANA database lifecycle manager (HDBLCM)
 - SAP HANA cockpit 2.0
 - SAP HANA studio
 - SAP HANA HDBSQL command line
- At the end, you will be able to perform all the required daily system administration tasks on the SAP HANA database platform.
- Contents:
 - SAP HANA introduction
 - Installation sizing and OS preparations
 - SAP HANA installation and upgrade/conversion to a multitenant database
 - SAP HANA architecture and deployment options
 - SAP HANA cockpit 2.0 installation, configuration and upgrade
 - SAP HANA Administration tools
 - Post installation steps
 - Database administration tasks using SAP HANA cockpit 2.0
 - Backup and recovery using SAP HANA cockpit 2.0
 - SAP HANA Security
 - User and authorizations

SAP HANA 2.0 SPS03 – High Availability and Disaster Tolerance Administration

- This course is the best starting point to learn about SAP HANA high availability, disaster tolerance and multitenant capabilities in larger SAP HANA landscapes.
- The course is independent from the SAP NetWeaver administration world, as it teaches how to perform system administration on the SAP HANA platform. The system administration tools used are native to the SAP HANA platform.
- Throughout the course, you will learn about the following advanced SAP HANA administration topics.
 - SAP HANA scale-out and host auto failover.
 - SAP HANA multitenant features
 - SAP HANA system replication between datacenters
 - SAP HANA python scripts provided by SAP
- At the end, you will be able to perform all the required advanced system administration tasks on the SAP HANA database platform.
- Contents:
 - SAP HANA High Availability and Disaster Tolerance
 - SAP HANA multi host scale-out and host auto failover

- SAP HANA storage and system replication
- SAP HANA system replication options
- SAP HANA multitenant features
- SAP HANA python scripts provided by SAP

SAP HANA 2.0 SPS03 – Using Monitoring and Performance Tools

- This course is the best starting point to learn about the SAP HANA Monitoring and Performance Tools.
- Contents:
- Emergency Analysis and Troubleshooting using SAP HANA cockpit 2.0
 - Handling System Offline Situations
 - Handling System Hanging but Reachable Situations
 - Analyzing a Suddenly Slow System
- Structural System Performance Root Cause Analysis
 - Analyzing Memory Issues
 - Analyzing CPU Issues
 - Analyzing Expensive Statements Issues
 - Analyzing Disk and I/O Issues
- Proactive Monitoring and Performance Safeguarding
 - Configuring SAP HANA Alerting Framework
 - Setting up SAP HANA Workload Management
 - Using SAP HANA Capture and Replay

SAP HANA 2.0 SPS03 – Authorizations, Scenarios & Security Requirements

- The aim of this course is to prepare the student to work on authorizations and security on the SAP HANA Platform. The course initially covers system level security including Network and Communication security and Data Storage encryption, then it focuses on user management, authentication, authorizations, and auditing. Specific exercises are proposed, about LDAP Group authorization, User Groups, Data Masking, Authorization trace.
- Some basic concepts of application development on the XS Advanced are introduced since they are required to properly work on authorization roles.
- Table of contents:
 - SAP HANA Overview
 - Network and Communication Security
 - Certificate Management
 - Data Storage Security
 - Object Ownership
 - User Management
 - Authentication and Single Sign-On

1st ELECOSE IT TRAINING

- Elements of application development in XS Advanced
- Elements of application development in XS Classic (optional)
- Authorizations
- Analyzing Users and Authorizations
- Auditing
- Security for SAP HANA Extended Application Services, class model (XSC, optional)
- Security for SAP HANA Extended Application Services, advanced model (XSA)
- SAP BW Models in SAP HANA
- Integration with SAP Business Objects BI 4.X (optional)
- SAP HANA with ERP or S/4HANA and the Analytics Authorization Assistant (optional)
- Integration with SAP GRC (optional)
- Integration with SAP Identity Management (optional)
- Note: content, which is marked as “optional”, refer to secondary Lessons and Exercises and won't be covered in this 2 days classroom course (due to lack of time, they mostly cover security on the deprecated XS Classic architecture, plus some overview lessons on related subjects). Nevertheless, we left such contents in the training material, since they could be of interest for a subsequent review by the student.

SAP HANA 2.0 SPS02 – Database Migration

- Getting Familiar with Database Migration Option (DMO)
 - Listing DMO Benefits
 - Explaining DMO Basics
- Preparing Database Migration Option (DMO) Procedure
 - Ensuring DMO Prerequisites are Fulfilled on the Host
 - Configuring SAP Host Agent for DMO
 - Examining the SUM UI
- Configuration of Database Migration Option (DMO) Procedure
 - Starting the DMO Run
 - Continuing DMO with Roadmap Steps Configuration and Checks
 - Continuing DMO with Roadmap Steps Preprocessing
 - Listing DMO Procedure Steps
 - Monitoring the Migration
 - Resetting the DMO Procedure
 - Tuning the DMO Downtime
 - Listing the DMO Steps After Roadmap Step Preprocessing
 - Explaining the DMO Release Schedule
- Listing Migration Options to SAP HANA