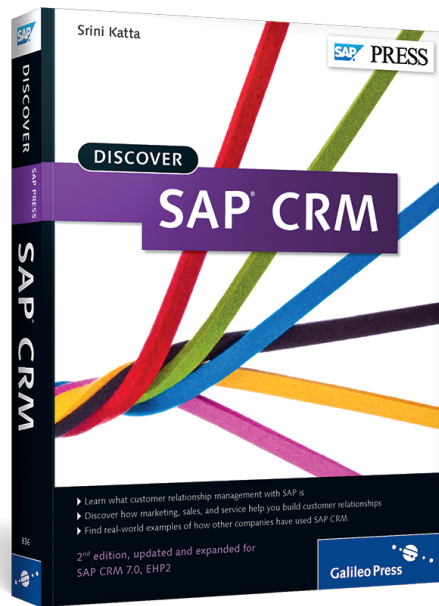


Srini Katta

Discover SAP® CRM



Galileo Press 

Bonn • Boston

Contents at a Glance

1	Customer Relationship Management	25
2	SAP CRM Detailed Overview	41
3	SAP CRM Marketing	59
4	SAP CRM Sales	77
5	SAP CRM Service	97
6	SAP CRM Interaction Center	121
7	SAP Web Channel Experience Management Solution	151
8	SAP CRM Mobile Applications	173
9	SAP CRM Partner Channel Management	195
10	The Technology and Tools Behind SAP CRM	225
11	Master Data	247
12	Working with SAP Industry Vertical Solutions	273
13	SAP CRM Analytics	297
14	SAP CRM User Access	333
15	Building an SAP CRM System	343
16	Case Study: Canadian Blood Services	357
17	Case Study: Yaskawa America, Inc.	365
18	Case Study: Intuitive Surgical	373

Contents

Acknowledgments	17
Preface	19
1 Customer Relationship Management	25
What Are Your Industry Verticals?	26
What Type of Business Are You In?	26
Who Are Your Customers?	27
What Are Your Products and Services?	27
Which Channels Does Your Company Use?	29
What Are Your CRM Business Needs?	29
What's Your Company Culture?	31
How Big Is Your Company?	32
Are You Global, Regional, or Local?	32
Competitiveness of Your IT Infrastructure and Architecture	33
Core CRM Principles	34
Customer First	34
Designing a Customer-First CRM Initiative	34
Customized Product and Service Offerings for Customers	37
Increase Customer Lifetime Value	37
What Functionality Should Your CRM Application Provide?	38
Conclusion	39
2 SAP CRM Detailed Overview	41
What Is SAP CRM?	41
SAP CRM Strengths	42
The Key Components of SAP CRM	43
SAP CRM Solution Map	45
SAP CRM Marketing	46
SAP CRM Sales	47
SAP CRM Service	49
Analytics	52

How Can SAP CRM Analytics Help Your Company?	53
SAP CRM Solutions for Small and Medium Enterprises	54
SAP CRM On-Demand Solutions	56
Benefits of SAP CRM On-Demand for SMEs	56
Conclusion	57

3 SAP CRM Marketing 59

SAP CRM Marketing Components	61
Marketing Resource Management (MRM)	61
Market Planning and Budgeting	63
Segmentation	64
List Management	66
Campaign Management	68
Trade Promotion Management (TPM)	70
Lead Management	72
Backend ERP Integration	74
Marketing Analytics	74
Case Study	75
Conclusion	76

4 SAP CRM Sales 77

Discover SAP CRM Sales	78
Accounts and Contact Management	79
Activity Management	80
Planning and Forecasting	82
Territory Management	83
Opportunity Management	84
Product Configuration and Pricing	85
Quotation and Order Management	87
Billing and Contract Management	89
Incentives and Commissions Management	90
Time and Travel Management	92
Sales Analytics	92
Case Study	94
Conclusion	96

5	SAP CRM Service	97
	Discover SAP CRM Service	98
	Installed Base Management	99
	Warranty Management	101
	Contract and Entitlement Management	103
	Service Resource Planning	105
	Knowledge Articles	106
	Case Management	108
	Service Order and Service Request	108
	Incident Management	110
	Complaints and Returns	112
	In-House Repair	114
	Service Analytics	115
	Business Drivers	116
	Case Study	118
	Conclusion	120
6	SAP CRM Interaction Center	121
	Interaction Center Strategy	123
	Consolidating Standalone Telephone, Email, and Chat Applications	125
	Customer-Facing Tools and Interfaces	131
	Telephone and Interactive Voice Response	131
	SAP CRM Interaction Center Capabilities	137
	Agent Desktop Productivity Tools	138
	Multi-Channel Integration	138
	SAP CRM Marketing Integration	139
	SAP CRM Sales Integration	140
	SAP CRM Service Integration	142
	Blended Business Scenarios	143
	Shared Service Centers	144
	Running Your Interaction Center: Operations and Administration	146
	Case Study	147
	Conclusion	148

7	SAP Web Channel Experience Management Solution	151
	E-Marketing	153
	Demand Generation	154
	Catalog Management	155
	Personalization	155
	E-Commerce	156
	Interactive Selling	157
	Pricing	159
	Order to Cash	160
	Web Auctions	166
	E-Service	167
	Knowledge Management	168
	Service Management	169
	Web Channel Analytics	170
	Conclusion	170
8	SAP CRM Mobile Applications	173
	Introduction to SAP CRM Mobile Technology	175
	SAP CRM Mobile Sales	177
	Mobile Sales Laptop	177
	Mobile Sales Handheld	180
	Mobile Sales Online: Multiple Support	184
	SAP CRM Field Service	185
	Mobile Service Laptops	186
	Sybase Mobile Sales for SAP CRM	188
	Sybase Unwired Platform	188
	SAP CRM Service Manager	190
	Micro Mobile Apps	191
	Case Study	192
	Conclusion	193
9	SAP CRM Partner Channel Management	195
	Why Use Channel Partners?	196
	Channel Management and SAP	197

Partner Management	199
Partner Recruitment	199
Partner Profiling and Segmentation	201
Partner Training and Certification	201
Partner Networking	203
Partner Compensation	204
Partner Planning and Forecasting	204
Channel Marketing	204
Partner Communication	205
Catalog Management	205
Campaign Management	205
Lead Management	206
Channel Marketing Funds	206
Partner Locator	207
Channel Sales	208
Account and Contact Management	208
Activity Management	209
Opportunity Management	210
Channel Sales Analytics	210
Partner Order Management	210
Quotation and Order Management	211
Interactive Selling and Configuration	212
POS and Channel Inventory	212
Collaborative Showrooms	212
Distributed Order Management	213
Channel Service	215
Knowledge Base	216
Live Support	217
Service Order Management	217
Complaints and Returns Management	218
Partner and Channel Analytics	218
Case Study	219
Conclusion	222
10 The Technology and Tools Behind SAP CRM	225
SAP NetWeaver Introduction	225
Service-Oriented Architecture (SOA)	226
SAP NetWeaver Integration	228

People Integration	229
Information Integration	230
Process Integration	230
Application Platform	231
SAP NetWeaver for SAP CRM	231
SAP NetWeaver Web Services for SAP CRM	232
SAP NetWeaver Mobile for SAP CRM	234
SAP NetWeaver Process Integration (PI) for SAP CRM	234
SAP NetWeaver Java for SAP CRM	235
SAP NetWeaver Portal for SAP CRM	236
SAP CRM Technology	237
SAP CRM Middleware	238
Groupware Integration with SAP CRM	238
SAP CRM Mobile	239
Business Server Pages (BSP)	241
SAP CRM Web Client	242
SAP CRM Business Object Layer (BOL)/Generic Interaction Layer (GenIL)	242
ABAP	243
Case Study	244
Conclusion	245

11 Master Data 247

Business Partner (BP) Master Data	249
Business Partner Design in SAP CRM	250
Business Partner Categories	250
Business Partner Roles	250
BP Classification	252
BP Relationships	253
Product Master Data	256
SAP CRM Product Master Data Design	256
Product Types	257
Product Attributes and Attribute-Set Types	258
Product Categories and Hierarchies	259
Product Relationships	260
Organizational Master Data	261
Organizational Objects	262
Organizational Attributes and Business Attributes	263

Pricing Master Data	266
SAP Internet Pricing and Configurator (IPC)	267
Condition Technique and Condition Records	269
Case Study	270
Conclusion	271

12 Working with SAP Industry Vertical Solutions 273

Automotive	274
Chemical Industry	275
Consumer Products (CP)	276
Brand Management	277
Category Management	278
High-Tech	278
Oil and Gas	279
Pharmaceutical	280
Financial Services (Banking and Insurance)	282
Leasing	283
Media	285
Professional Services	286
Strategy and Planning	287
Business Development	288
Service Delivery	288
Engagement Management	288
Performance Management	288
Public Sector	289
Constituent Services	289
Case Management	290
Grantor Program Management	290
Retail	290
Telecommunications	291
Utilities	293
Interaction Center	293
Campaign Management	293
Contract Management	293
Meter Reading and Billing	294
Invoice and Revenue Management	294
Case Study	295
Conclusion	295

13 SAP CRM Analytics	297
Approaches and Scenarios	298
Marketing Analytics	303
Market Budget Planning	304
Campaign Planning	304
Target Group Optimization	305
Market Plan Analysis	305
Campaign Monitoring and Success	306
Lead Analysis	306
External List Cost and Revenue Analysis	309
Sales Analytics	311
Territory Management Analysis	312
Activity Management Analysis	312
Opportunity Management Analysis	312
Sales Quotation and Order Management Analysis	312
Contract Management Analysis	314
Sales Pipeline Analysis	314
Sales Funnel Analysis	315
Sales Performance Analysis	316
Billing Analysis	317
Service Analytics	318
Service Quality Analysis	319
Customer Analytics	324
Customer Migration Analysis	324
Churn Management	325
Customer Lifetime Value (CLTV)	326
Customer Satisfaction and Loyalty Analysis	327
Product Analytics	327
Cross-Selling Proposals	328
Product Profitability Analysis	328
Interaction Channel Analytics	328
Web Channel Analytics	329
Interaction Center Analytics	330
SAP CRM on HANA	330
Conclusion	331

14 SAP CRM User Access 333

User Access Modes	334
Desktop/Laptop	334
Notebook Computers	334
PDA Companion	335
Tablets	335
Handheld Devices	337
Smartphone	337
SAP CRM-Enhanced Usability	338
Design Layer Customizing	341
Conclusion	341

15 Building an SAP CRM System 343

Discover Your Business Needs	343
Set Up a Team and/or Hire an SAP CRM Business	
Application Consultant	344
Conduct Discovery Sessions	344
Business Scenario Analysis	345
Design and Development	346
Functional Design	346
Technical Design	347
Implementation/Configuration/Development	347
End-to-End Deployment	347
Project Methodologies	348
ASAP Methodology	348
Cycle Methodology	354
Conference Room Pilot (CRP) Methodology	355
Conclusion	355

16 Case Study: Canadian Blood Services 357

Business Objectives and Goals	358
Align to Strategies to Recruit, Schedule,	
and Retain Donors	358
Support Current Collections, Target,	
and Future Business Model	358
Deliver Efficiency and Productivity Gains	358

Technology Challenge	359
Solution Deployment	360
Value Achieved	361
Lessons Learned	362
Looking Ahead	363
17 Case Study: Yaskawa America, Inc.	365
Business Drivers	365
Operational Drivers	365
Administrative Drivers	366
Technology Challenges	366
Solution Deployment	367
Value Achieved	369
Lessons Learned	371
Looking Ahead	371
18 Case Study: Intuitive Surgical	373
Business Challenges	373
Business Objectives	374
Solution Deployment	375
Value Achieved	376
Lessons Learned	380
Looking Ahead	381
A Glossary	383
B The Author	395
Index	397

Preface

This is certainly not the first book on SAP CRM. Many books are available that address particular SAP CRM technologies and solutions, but *Discover SAP CRM* is the only book that explains the fundamentals of customer relationship management, the foundations of SAP CRM, and the business solutions that SAP CRM makes possible.

This book explains customer relationship management in general and SAP CRM in an easy-to-understand way, including valuable examples and business case studies on how to leverage SAP CRM business solutions to optimize your company's customer relationships and revenue channels.

Who is this Book For?

In general, *Discover SAP CRM* is geared toward those involved in the customer relationship management process on many levels; however, the following groups of people will find this book especially helpful:

- › C-level executives who need a quick reference guide on SAP CRM solutions to help them make decisions about the future course of their company's SAP CRM platform
- › Managers who want to know about SAP CRM in detail before kicking off an SAP CRM project, but maybe scared off by the thought of sifting through volumes of documentation and tons of PowerPoint presentations to learn about SAP CRM
- › Business analysts who know their companies' business processes very well and are scratching their heads, wondering how to map those processes with the SAP CRM system because they are new to SAP CRM solutions and technologies
- › Senior consultants who worked with non-SAP CRM solutions and technologies in the past and are planning to make a career move to the SAP CRM platform

- › Senior SAP CRM consultants who haven't had an opportunity to work with the full suite of SAP CRM solutions and want to know the full details of the 360-degree view offered by SAP CRM
- › College graduates who want to make a career in SAP CRM and need a comprehensive guide to understand the solutions and technologies available

What You'll Discover

In this book, you'll learn about the entire suite of SAP CRM business applications that you'll use when creating CRM strategies and solutions that work for your customers and your company. You'll also find an overview of each of the major products with sample case studies so you can see how each product works in the real world.

Navigational Tools in this Book

Throughout the book, we've provided several elements that will help you access useful information:



- › Tips call out useful information about related ideas and provide practical suggestions for how to use a particular function.



- › Notes provide other resources to explore, or special tools or services from SAP that will help you with the topic under discussion.



- › Examples provide real-world scenarios and illustrations of how the tools are used.

This is a
marginal note

- › Marginal text provides a useful way to scan the book to locate topics of interest for you. Each marginal note appears to the side of a paragraph or section with related information.

What's in This Book?

Read the book in
sequence or go to
specific chapters or
sections as needed

This book provides you with a detailed overview of SAP CRM. You'll learn about everything from the three core applications of Marketing, Sales, and Service, to the interaction center, channel management, master data, analytics, access modes, and more.

- › **Chapter 1**
This chapter provides the definition and fundamentals of customer relationship management and discusses CRM business needs and CRM core principles.
- › **Chapter 2**
This chapter introduces SAP CRM, its components, and the 360-degree view of customer relationship management.
- › **Chapter 3**
This chapter focuses on the definitions and basics of the SAP CRM Marketing application and discusses the business uses of the various components.
- › **Chapter 4**
This chapter provides elaborate details concerning the SAP CRM Sales application, including account and contact management, order management, sales planning, incentive and commission management (ICM), and various sales analytics.
- › **Chapter 5**
This chapter discusses SAP CRM Service, which is the strongest application in the CRM marketplace. The Service application supports both enterprise and small and medium enterprises (SME).
- › **Chapter 6**
This chapter covers the SAP CRM Interaction Center, which is more than just a call center. The Interaction Center provides multi-channel communication interfaces to prospects/customers, and interfaces with the Marketing, Sales, and Service applications.
- › **Chapter 7**
This chapter explores how the SAP Web Channel Experience Management solution can easily open the web as a prominent sales and service channel wherein customers, dealers, and distributors can interact with your business 24/7.
- › **Chapter 8**
This chapter describes the business mobility solutions provided by SAP CRM to keep your employees connected with your core business systems so they can make informed decisions.

- › **Chapter 9**
This chapter explains the SAP CRM Partner Channel Management solution that addresses the business network of dealers, distributors, and retailers that are involved in business today. You'll learn the practical details of channel management and how to implement channels to optimize your channel relationships.
- › **Chapter 10**
This chapter delves into the SAP CRM technology landscape, including the original SAP-developed proprietary programming language, ABAP, which has been the workhorse of SAP engines for more than 30 years. You'll also learn about SAP's innovative NetWeaver technology that supports your challenging and ever-growing business needs.
- › **Chapter 11**
This chapter helps you understand and apply master data as the core fundamental building block of any SAP CRM business process.
- › **Chapter 12**
This chapter, along with the previous 11 chapters, will put you in the cockpit and get you ready to take off on your journey into SAP CRM by describing the business solutions SAP CRM offers your industry.
- › **Chapter 13**
This chapter uncovers the analytical techniques for identifying your most profitable customers with easy-to-understand examples.
- › **Chapter 14**
This chapter explores the SAP CRM 2007 Web Client user interface (UI) that is easy to configure and use to create a robust and flexible CRM business system.
- › **Chapter 15**
This chapter covers the various ASAP project methodology variants used in successful SAP CRM implementations to meet particular business and industry verticals.

› **Chapter 16**

This chapter provides an in-depth, real-world example of SAP CRM in action. Learn why Canadian Blood Services (CBS) chose SAP CRM to meet its marketing business needs.

› **Chapter 17**

This chapter presents the background and business benefits of SAP CRM and Business Communications Management implementation at Yaskawa. This case study is a must read if your company is running a call center application and facing business challenges. You can learn from Yaskawa's experience.

› **Chapter 18**

This chapter will be useful if you're working for a medical devices company. The elaborate case study of SAP CRM service implementation at Intuitive Surgical, Inc., lays out a plan on how to use robust SAP CRM service functionality to achieve excellent customer satisfaction with ease. Furthermore, you'll see how building micro add-ons on top of SAP CRM helps achieve superb automation of field service.

› **Appendix**

The appendix contains a glossary of the SAP and enterprise computing terminology used in this book.

In addition, the book includes an index that you can use to go directly to certain points of interest.

I hope this book's straightforward and practical approach will give you the information you need to assess your individual business needs and to determine your own SAP CRM road map for making your implementation a great success.

Srini Katta, March 2013

SAP CRM Marketing

If you want to sell your products (including service products), you need to let customers know what you have to offer. In today's competitive marketplace, getting your products known is essential to your growth. To put it simply, marketing is everything you do to make sure your customers and prospects know about your products and services.

One of the key goals of marketing, therefore, is to generate customer awareness and demand for your products. Like all successful activities, marketing begins with a strategy and a plan. A marketing strategy defines conceptually at a high level how you want to use your limited marketing resources to best optimize brand awareness and sales revenue to create a competitive advantage. For example, perhaps you're a consumer packaged goods company and decide that you want to rely on in-store trade promotions—essentially paying grocery store retailers to prominently display and advertise your products in the store. Or perhaps you're an enterprise software company that decides to launch a television and print media campaign to make a push into the lucrative SME market.

Marketing strategy versus marketing plan

Whereas a marketing *strategy* defines the goals you want to accomplish, a marketing *plan* describes the details of how you plan to achieve those goals. With your marketing plans, you decide what your customers should know about your products or services, allowing them to distinguish your products from the many other choices available. A marketing plan is composed of marketing plan elements:

- › A *campaign* contains information such as the campaign objectives, tactics, priority, channel (email, adwords, telephone, mail, print media, etc.), and target market.
- › A *trade promotion* contains information such as the trade funds (or budget), trade activities, maximum price discount, maximum duration, whether there is allowed overlap with other promotions, and so on.

But whether you're targeting customers directly through campaigns or indirectly through retail trade promotions, the goal is the same: to acquire new customers, to increase your market share of existing customers, and to protect and retain your most valuable customers from competitors.

Retention

When people think of marketing, they often focus on outward activities such as advertising and telemarketing that are designed primarily to capture new customers. However, an important but sometimes overlooked role of marketing is to identify and *retain* a company's most valuable and profitable customers. Much has been written in the past few years about how it's 5 to 10 times more expensive to acquire new customers than to sell to existing customers.

Nevertheless, a disproportionate amount of marketing budgets are still focused on efforts to acquire new customers rather than efforts to retain profitable existing customers. This can be a real mistake! Many experts recommend that companies focus most of their marketing efforts on activities designed to increase customer loyalty and to prevent customer churn and defections.

SAP Real-Time Offer Management

For example, SAP Real-Time Offer Management (which will be discussed later in this chapter) can identify and propose the optimal marketing retention offer for at-risk customers during a real-time customer interaction. On one hand, it's important to prevent customer

defections by offering an appealing retention offer. On the other hand, with shrinking profit margins and increased competition, companies can't afford to give away more discounts and incentives than is absolutely necessary to retain a customer. It's important to pick just the right retention offer that provides enough of an incentive to keep the customer but doesn't needlessly waste money and resources by providing far more than is necessary.

It's important for companies to be able to justify marketing budgets by accurately estimating returns on the marketing dollars spent. Companies also need to be able to align and coordinate the marketing activities to ensure effective timing with product releases and such. And to make campaigns really effective, you need to be able to break down your activities by customer segment. This is where SAP CRM Marketing shines. SAP CRM Marketing helps you identify which customers you should target with which of your products. It also maintains information about those customers so you can close your deals more efficiently. So let's take a look at everything you'll find in the Marketing component.

SAP CRM Marketing Components

SAP CRM Marketing assists your company in planning, budgeting, executing, analyzing, and optimizing all aspects of marketing and campaign execution. In the next sections, we'll take a detailed look at each of the eight major components as shown in Figure 3.1.

Marketing Resource Management (MRM)

A successful marketing campaign requires tools and resources that are flexible enough to meet your company's marketing needs. SAP CRM Marketing Resource Management (MRM) provides the tools to increase the efficiency and visibility of your marketing resources. Marketers have limited resources, and those resources need to be maximized. For example, almost all managers will tell you that they never seem to have enough people, time, or money. Marketing managers, in addition, also need flexibility to respond to changing dynamics. Most marketers would agree that marketing is probably more of a skill—even an art—than an exact science.



Figure 3.1 SAP CRM Marketing Solution Map

Running successful marketing campaigns

MRM manages all the resources that businesses need to run successful marketing campaigns. You can plan and forecast, manage costs and budgets, control digital assets (brands, logos, collaterals, and so on), and publish calendars of marketing events. For example, marketing teams need to know what events are happening when and where—whether it's a trade show, analyst briefing, web cast, or television or print media campaign. The marketing calendar tool is used as the central entry point for marketing professionals. The tool can be used to view, edit, and interlink campaigns and promotions, as shown in Figure 3.2.

Sales people also need access to the most up-to-date marketing collaterals and assets relevant for their job, while preventing expired or inappropriate collaterals from being accidentally circulated.

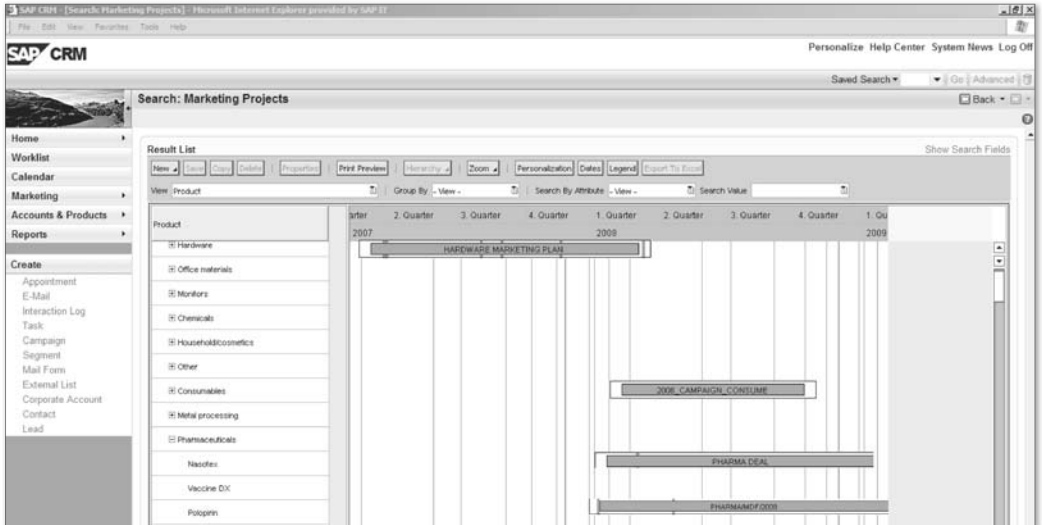


Figure 3.2 Marketing Calendar Functionality in SAP CRM

Market Planning and Budgeting

Any organization's marketing plans depend on the allocated budgets. Marketing budgets drive your planning options. SAP CRM integration with SAP NetWeaver BW helps analyze past marketing budgets and create a budget forecast based on historical data. You can run budget scenarios with each of the marketing planning scenarios you have on the table. Your marketing planning decisions are based on business needs and marketing budgets. SAP CRM Marketing comes integrated with SAP Project Systems (PS), part of the controlling components of SAP ERP. The marketing planning can be managed either in Microsoft Project (MSP) or in SAP Project Systems (Figure 3.3).

SAP CRM
integration

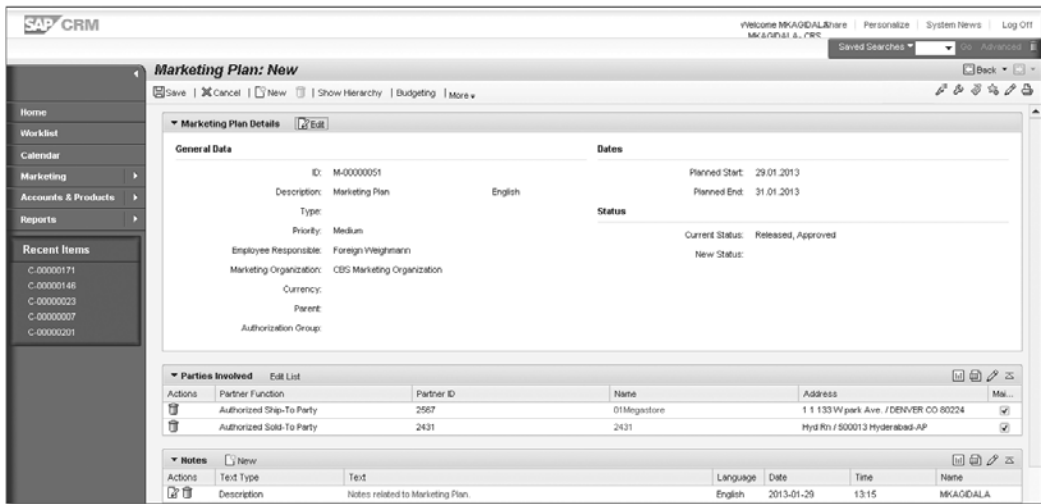


Figure 3.3 Marketing Planning Application in SAP CRM

Marketing automation

+ Tip

Marketing Resource Management (MRM) is sometimes confused with another marketing concept called marketing automation. However, the two are distinct. *Marketing automation*, as its name suggests, is primarily concerned with automating processes such as customer segmentation and customer list creation. Often marketing automation is associated with direct marketing and telemarketing. MRM is a much broader and comprehensive approach that gives marketing managers all the tools they needed to run a successful marketing campaign, including budgeting, forecasting, managing digital assets, and managing marketing calendars.

Segmentation

Customer segments

Every customer has specific needs and wants. However, groups of customers who exhibit similar attributes and needs fall into what are known as *customer segments*. Customer segmentation—the process of grouping customers with similar attributes into segments that can be used as the basis of marketing campaigns—can be performed using various criteria or attributes.

Ex Example

A video game company is getting ready to roll out two new games in time for the Christmas buying season, and it wants to target customers from its existing customer database with an email or a short message service (SMS) message. One video game is entitled *Axe Maniac on Parole* and is targeted at young males between the ages of 12 and 26 who enjoy violent first-person shooter games. The second video game is entitled *Marathon Shopper: New York City* and is targeted at anyone who bought the *Marathon Shopper: San Francisco* game, as well as female video game players who live in New York or New Jersey. Creating targeted customer segments allows the company to reduce marketing costs (because not every customer will receive the email or SMS) and also helps the company avoid annoying or offending existing customers by offering a game that they are likely not interested in.

The SAP CRM Marketing functionality includes a tool called the Segment Builder that can be used to build target groups for marketing campaigns based on marketing attributes such as age, income, geographical location, hobbies, buying behavior, RFM (recency, frequency, monetary) values, and so on.

Segment Builder

The Segment Builder can access customer data from a variety of sources, including SAP NetWeaver BW, SAP ERP, or even rented or purchased customer lists. To speed up the process of searching for and retrieving customer data, the Segment Builder takes advantage of a high-speed segmentation to build target groups using real-time data with the SAP HANA platform. (You can find more information about SAP HANA in Chapter 14.) Additionally, the Segment Builder offers a number of other advanced features such as predictive modeling, dynamic filtering, segment duplication, target group optimization, clustering, data mining, decision trees, and ABC analysis based on profitability and retention scores. We've provided Figure 3.4 so that you can see what the Segment Builder looks like.

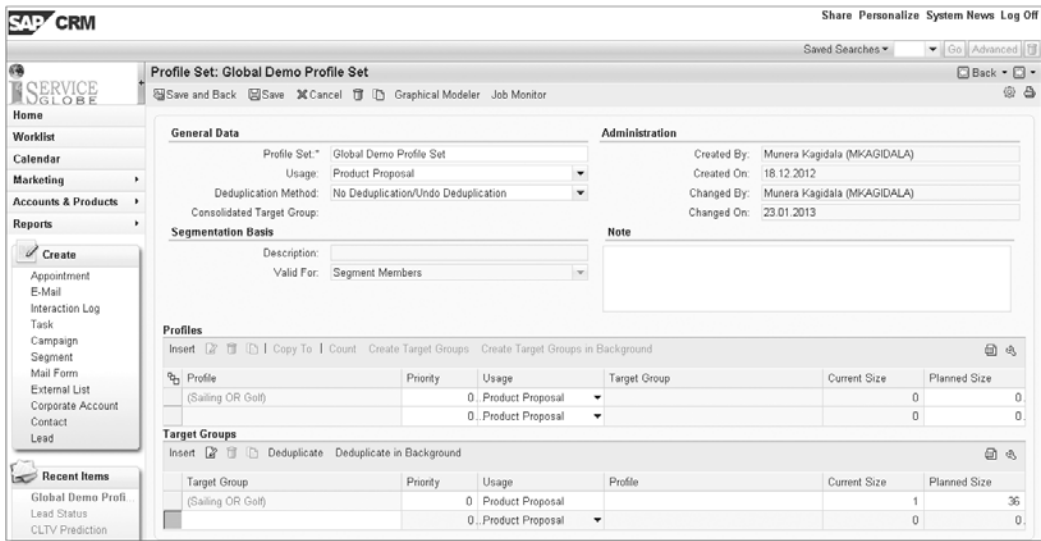


Figure 3.4 Marketing Segment Builder in SAP CRM

List Management

Lead lists Often, companies buy or rent lead lists from list management companies (e.g., Hoovers, Dun & Bradstreet) or use leads generated by trade shows conducted by channel partners. SAP CRM External List Management (ELM) provides data mapping between source data fields and SAP CRM data fields, duplicate checking (between owned and acquired leads), data cleansing, address validation, measurement of list quality (number of duplicate records, address errors, etc.), and list analysis. ELM helps companies manage customer master records, including cleansing, de-duping, and flagging expired or already used records for deletion (e.g., for rented lists). Of course, list data can be exported to SAP NetWeaver BW and merged with other business data (such as sales data) to track the success of each list.

Ex Example

One SAP customer, an American news agency, had been purchasing expensive third-party lead lists for a number of years. The company had no way of tracking how many of the customer names on the list actually resulted in a sale, but the company was beginning to suspect that the lead lists were not generating significant sales. After implementing SAP

Ex Example (Cont.)

CRM, including ELM and SAP NetWeaver BW integration, the company confirmed that the lists were resulting in very few sales. Rather, almost all of the company's sales were coming from customers who had contacted the company via its website. Therefore, the agency stopped purchasing the expensive lead list and put more efforts into making their website even easier to use.

Figure 3.5 shows the steps and settings required to import list data from an external file, map the data, process the data, and save the data in SAP CRM using ELM.



Figure 3.5 Use List Data from External File

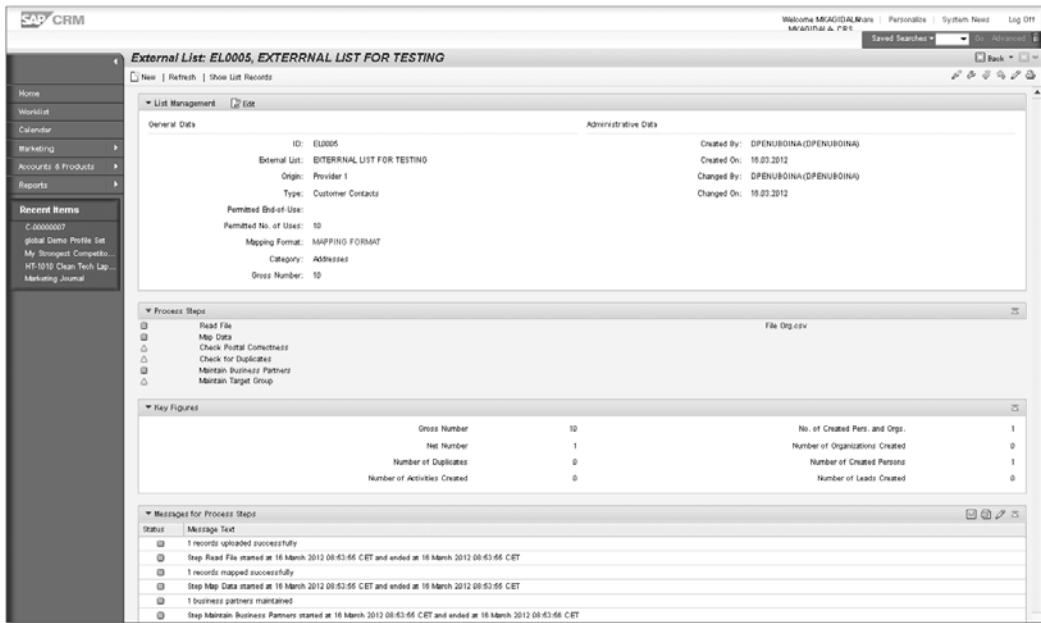


Figure 3.6 External Lead List Mapping in SAP CRM Using ELM

Campaign Management

Run a campaign from start to finish

SAP CRM Campaign Management provides tools for setting up and running a campaign from start to finish, beginning with market analysis, continuing with the execution of the campaign, and ending with analytics. The results of the campaign then, of course, can be used for planning future campaigns to enable closed-loop SAP CRM. Using the campaign wizard, you can graphically model a campaign and conduct a campaign simulation. An easy-to-use graphical interface provides a clear overview of the campaign process flow, including support for multi-channel and multi-wave campaigns.

For example, you might choose to execute your campaign as an email campaign, a telephone campaign, both, or via other channels such as fax, SMS, and so on. If you're conducting an email campaign, you can use the Marketing Mail Form tool to create email templates to support the campaign. You can also attach surveys to the emails. If you're conducting a telephone campaign via the Interaction Center, you can use the Interactive Script Editor tool to create call scripts to guide the

Interaction Center agents through telephone conversations with prospects and customers. The campaign management application supports both B2B and B2C scenarios, as well as mixed B2B/B2C scenarios. The most typical campaign scenarios are multi-wave campaigns, recurring campaigns, and event-triggered campaigns (Figure 3.7).

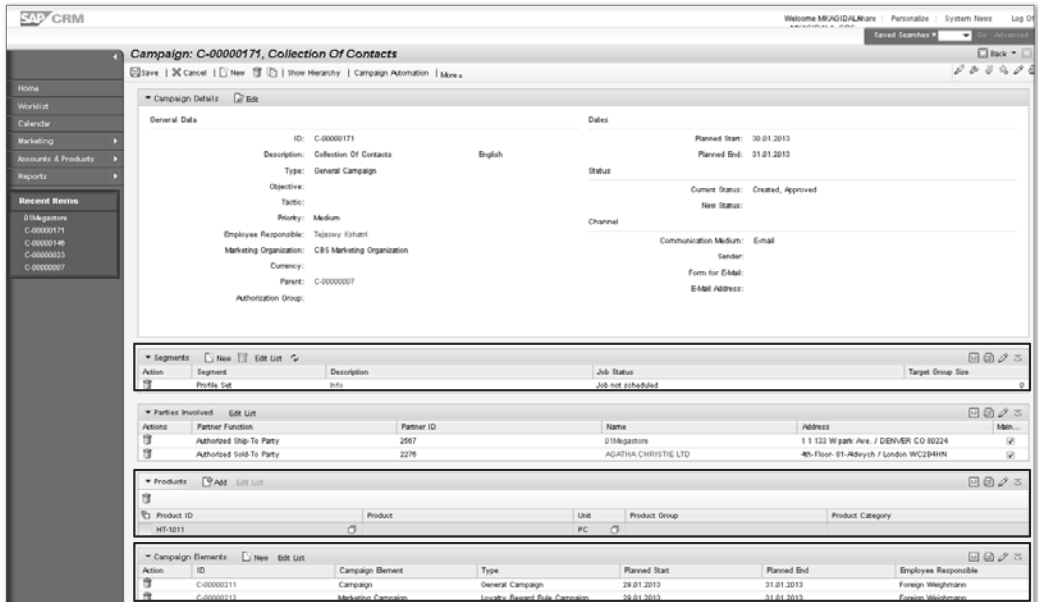


Figure 3.7 The Campaign Management Application in SAP CRM

Ex Example

A retail catalog sporting goods company wants to target customers who have signed up for the company's newsletter on the website but have not yet made any purchases with the company. To entice these new customers to give the company a try, the company might generate an email campaign offering free shipping on orders over \$50 when orders are placed within a certain period. The email could also contain a promotion code in case the customer preferred to call the Interaction Center and have an agent assist him with placing the order rather than buy online. When the customer provides the campaign promotion code to the Interaction Center agent, the agent could automatically pull up the correct interactive call script containing details about the promotion. Even

Ex Example (Cont.)

though the outbound portion of the campaign was communicated via email and not via the outbound call list in the Interaction Center, the company still had the option to allow the Interaction Center to support the campaign.

Real-time monitoring

The Campaign Management application also provides real-time monitoring of ongoing campaigns and allows managers to adjust campaigns for optimum results. The system provides campaign-specific pricing and supports tracking of sales triggered by a campaign.

Increase retail promotion effectiveness**Trade Promotion Management (TPM)**

TPM helps organizations increase the effectiveness of their in-store retail promotions. Many manufacturers spend a significant percentage of their sales revenue on trade promotions—refunds or discounts given by manufacturers to retailers in hopes that the retailer will, in exchange, lower the price of the product and pass the savings on to consumers, generating more demand for the manufacturer's product.

Trade promotion

Trade promotion (also sometimes referred to as *trade spend*) is most commonly associated with the consumer packaged goods (CPG) industry but is also quite common in other retail-based industries, such as footwear, apparel, and consumer electronics. Many recent studies have raised questions about the effectiveness of trade promotions, suggesting that manufacturers aren't able to accurately track how much revenue results from any particular trade promotion.

Additionally, studies suggest that up to a third of most trade promotion funds go directly to the retailer's bottom line rather than being passed on to the customer in the form of reduced prices. Retailers have been found to use techniques such as forward-buying to buy large quantities of product at a discounted promotional price and then—rather than selling the product right away at a discounted price—holding on to the product and selling it after prices return to their normal levels. National retailers also take advantage of regional trade promotions to buy large quantities at the discounted price in a certain region and then ship the product across the country to their stores in

other locations where the product can be sold at full price. Nonetheless, despite all of these issues, trade promotions have steadily increased over the past 10 years and still seem to be increasing.

SAP TPM addresses these concerns by giving manufacturers the tools to make sure retailers can demonstrate that they sold the required quantity of product in the appropriate retail location. For example, retailers receive compensation only for the units that they can prove were sold from a valid retail location within a valid time period specified by the promotion. This concept is sometimes referred to as *pay-for-promotion*.

TPM begins with deciding how to use allocated funds—based on sales targets and budgets—across various possible promotions to optimize sales revenue and brand awareness. After the trade promotions are created, you can use forecasting tools to pre-analyze planned trade promotion spending. If things look good, you can release the promotions, which will trigger accruals and fund use. SAP TPM is fully integrated with SAP CRM, SAP ERP, SAP SCM, and Business Process Simulation (BPS) Strategic Enterprise Management (SEM). The integrated TPM system handles creating, executing, monitoring, and optimizing TPM programs at the key account level (e.g., a national grocery chain) as well as in-store promotions (e.g., for a local promotion in your neighborhood grocery store). SAP CRM TPM provides trade funds management, trade spend budgeting, account/product allocation, deductions management, and payment processing (Figure 3.8).

Ex Example

An international beverage bottler is spending over 50% of its annual advertising budget (which equates to around 30% of its annual sales revenue) on trade promotions with large retailers such as Sam's Club, Costco, and Wal-Mart. The retailer has historically invested heavily in trade promotions providing various price discounts, rebates, refunds, free and subsidized in-store displays, and so on. However, the company feels that perhaps only a quarter of the money it's spending is actually providing measurable results. The company wants more transparency and control over the management of its trade promotions with retailers, as well as stronger optimization, simulation, and analytical capabilities.

The screenshot displays the SAP CRM Trade Promotion Management (TPM) tool interface. The main window is titled "Trade Promotion: T-00000002, School promotion". The interface is organized into several sections:

- Trade Promotion Details:**
 - General Data:** Trade Promotion ID (T-00000002), Trade Promotion (School promotion), Account Type (Account), Planning Account (G1Megadire), Type (Long Term Promotion), Objective (Increase Revenue), Tactics, Product Planning Basis (Product Category and Product), Planning Profile Group, Employee Responsible (Tejashy Khatoli), and Territory (US Central).
 - Additional Data:** Funds Plan ID, Funds Plan Desc, Agreement ID, Agreement Description, Validation Profile ID (VS_PROFILE_TPM_MULTI), Currency, Priority (Medium), Parent, Exclusion, and Indirect Indicator.
 - Organization:** Sales Organization (US Sales Org) and Distribution Channel (Distribution channel 01).
 - Status:** Current Status (Released) and New Status.
- Notes:** A table with columns: Actions, Text Type, Text, Language, Date, Time. A note is listed: "Notes For Trade Promotion Management" in English, dated 2013-01-29 at 14:17.
- Products:** A table with columns: Actions, Product ID, Product, Unit, Product Category ID, Product Category, Except. Exist, Exclude, Effective From, Effective To. One product is listed: HT-1010, PC.
- Dates:** A table with columns: Date, Start Date, End Date, Weeks. Dates listed include Plan (29.01.2013 to 31.01.2013), Actual (01.02.2013 to 02.02.2013), and Buying (09.02.2013 to 04.02.2013).

Figure 3.8 Set Up Trade Promotions Using the SAP CRM TPM Tool

Lead Management

Manage leads
across all marketing
channels

So far, we've discussed marketing planning, budgeting, customer segmentation, list management, campaign management, and trade promotion management. Let's assume that your marketing efforts are a mega success, and customers and prospects are responding positively to your campaign. Customers are contacting you via email, phone, and the web, asking for more information. Now you need a tool to capture the leads and customer information. SAP CRM Lead Management functionalities allow you to manage leads across all marketing channels, including telemarketing, email marketing, web-based promotions, and so on.

Lead Management provides capabilities to generate leads on the web as well as to automatically qualify leads or to dispatch leads for qualification using workflow or business rules. You can also automatically generate follow-up activities with reference to leads. As shown in Figure 3.9, leads created in SAP CRM will have the following main fields:

- › MAIN PARTNERS
- › QUALIFICATION LEVEL
- › LEAD GROUP
- › LEAD PRIORITY
- › LEAD ORIGIN

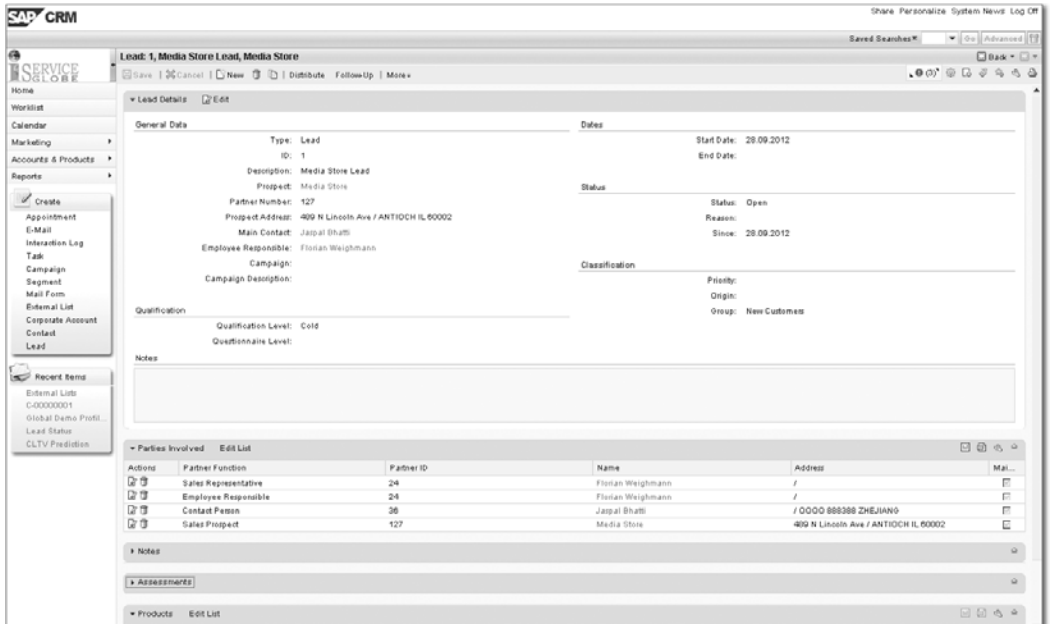


Figure 3.9 Creating Leads Using SAP CRM

EX Example

A large international software company uses the SAP CRM Interaction Center to qualify leads generated from trade shows, conferences, and customer events. Inside sales people telephone the customer to assess the level of interest in the company's products. The Interaction Center agents use a survey tool, which is integrated into the Interaction Center lead screen, to automatically qualify the lead based on the customer's responses to questions about the level of interest, desired quantity of product, product type, and expected time frame of purchase. If the customer indicates an interest but doesn't plan to buy for at least six months, the system might automatically qualify the lead as warm rather

Ex Example (Cont.)

than hot. However, if the agent also knows that a competitor is speaking with this customer, the agent might manually qualify the lead as hot. The manual qualification is recorded separately and does not override the automatic survey-based qualification. After the agent saves the lead, the SAP CRM system automatically routes the lead to the responsible sales person using business routing rules that the customer maintained via a tool called the SAP CRM Rule Modeler.

Backend ERP Integration

SAP CRM comes with standard out-of-the-box integration with the SAP ERP backend system. You may want to transfer a marketing project and marketing budget to SAP Project Systems (PS), which checks and monitors the marketing costs and sends alerts if you go over the planned budgets or if the planned costs are not compatible with the available funds. You can also set up integration with Controlling & Profitability Analysis in SAP (CO-PA) if you want to enter marketing costs and sales revenue and settle them to CO-PA.

Marketing Analytics

Closed-loop

SAP CRM is integrated with both SAP ERP and SAP NetWeaver BW, providing closed-loop marketing analytics that measure, predict, plan, and optimize marketing plans. Analytics help you to understand the effectiveness of your marketing activities, allowing you to convert data into actionable intelligence. For example, you can gain insights into why certain marketing activities didn't work and avoid duplicating them down the road. You can also discover which activities worked well and leverage them again for future marketing efforts.

Various types of marketing analytics are available, including campaign analytics, lead analytics, and trade promotion analytics. For example, you can view reports about customer marketing attributes, CLTV, churn propensity, and customer satisfaction level. Based on this data, you can more accurately predict customer behavior, anticipate customer needs, and generate appropriate marketing messages. See Figure 3.10 for full details regarding the analytical capabilities of SAP CRM Marketing.

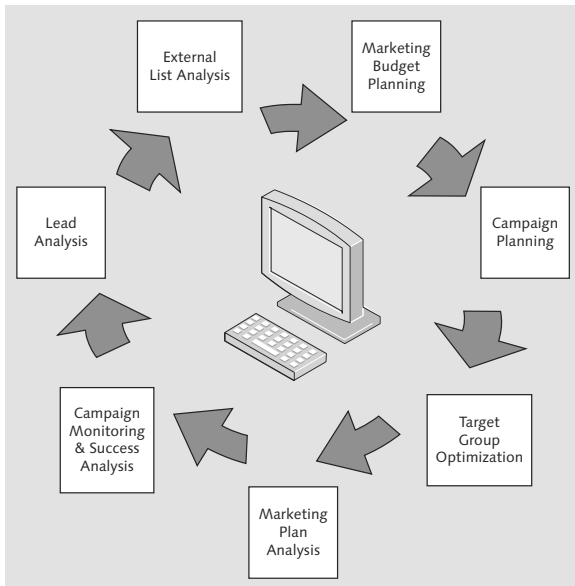


Figure 3.10 Closed-Loop SAP CRM Marketing Analysis Components

Case Study

The company in this case study is a world leader in digital media creation tools for film, video, audio, animation, games, and broadcast professionals. The company generates about \$1 billion in annual sales revenue.

The business challenges facing this company include a standalone marketing system and an apparent disconnect between the marketing and sales departments. These issues make the success of a marketing campaign hard to estimate.

To face these challenges, the company has the following business objectives:

Business objectives

- › Monitor campaign effectiveness in real time by measuring the sales revenue generated by a campaign.
- › Create integrated marketing analytics that help analyze and adjust the marketing programs.
- › Improve overall customer and dealer satisfaction.

On the technology side, the company faces two challenges: integrating the marketing and sales systems, and creating a CRM system that integrates seamlessly with the backend SAP ERP system.

Solution The solution deployed to meet these challenges initially included an SAP CRM 7.0 system, an SAP ERP system, and an SAP NetWeaver BW 7.0 system. The value achieved by deploying this solution included an integrated marketing and sales system wherein a prospect is created and upgraded to a customer when an order is placed. As a result, the customer data redundancy inherent in standalone marketing system was eliminated.

Another benefit is that all of the interactions with the prospect/customer are visible in the customer interaction history.

Finally, the marketing programs are being managed, monitored, and adjusted in real time using marketing analytics.

Conclusion

In this chapter, we covered the major components of SAP CRM Marketing. The key things you should remember about this component include:

- › SAP CRM Marketing is a comprehensive tool that supports marketing as well as campaign planning and execution using a variety of communication channels, such as telephone marketing, email marketing, web-based marketing, and postal mail marketing.
- › SAP CRM Marketing provides all the tools necessary for marketing managers to successfully execute marketing campaigns.
- › SAP CRM Marketing is fully integrated with SAP ERP and SAP NetWeaver BW.

This chapter has provided you with the details you need to understand what a great tool SAP CRM Marketing is and how you can benefit from using it.

In the next chapter, we'll cover SAP CRM Sales.

Index

360-degree view, 247

A

ABAP Objects, 243
ABAP Workbench, 231
ABC analysis, 65, 316
ABC classification, 324
Access sequence, 269
Account and contact management, 78, 79, 285
Account management, 180
Account planning, 180
Actionable intelligence, 298
Activity management, 78, 180
Adobe Forms, 232
Adobe Interactive Form, 233
Advanced Business Application Programming (ABAP), 243
Advertising sales management, 285
AdWords, 154
Agent behavior, 146
Agent desktop productivity tools, 138
Allgemeiner Berichts Aufbereitungs Prozessor, 243
Analytical method, 300
 measurement, 300
 optimization, 300
 planning, 300
 prediction, 300
Analytical queries, 301
Analytical scenario
 customer, 301
 interaction channel, 301
 marketing, 301
 product, 301
 sales, 301
 service, 301
Analytics, 74, 298
Application platform, 231
Appointment scheduling, 105
Appointment solutions, 358

ASAP methodology, 348
ASAP phase, 350
Asset management and accounting, 284
Attribute set type, 258
Automotive industry, 274
Available-to-promise, 89

B

Backend ERP integration, 74
Batch management functionality, 276
Billing, 90
Billing and Contract Management, 78, 89
Biotechnology, 280
Blended business scenario, 143
Brand management, 277
Budget forecast, 63
Business analytics, 288
Business application/business engine layer, 243
Business attributes, 264
Business blueprint, 351
Business channels, 29
Business development, 288
Business layer, 242
Business Object Layer (BOL), 242
Business package, 236
Business partner
 category, 250
 master data, 249
 relationship, 253
Business partner classification, 252, 253
 account group, 252
 competitor, 253
 consumer, 253
 customer, 253
 prospect, 253
Business partner role, 250
 account, 251

- Business partner role (Cont.)
 - bill-to party*, 252
 - business partner (gen)*, 250
 - consumer*, 251
 - contact person*, 251
 - employee*, 252
 - payer*, 252
 - prospect*, 251
 - ship-to party*, 252
 - sold-to party*, 252
 - Business process integration, 230
 - Business Server Pages (BSP), 241
 - Business validation, 347
 - Business-to-business (B2B), 27
 - Business-to-consumer (B2C), 27
- C**
-
- Calendar and task management, 180
 - Call center, 121, 279
 - Campaign and trade promotion management, 180
 - Campaign management, 46, 68, 285
 - campaign automation*, 205
 - marketing calendar*, 205
 - marketing planner*, 205
 - Canadian Blood Services, 357
 - Case management, 108, 290
 - Catalog management, 155
 - Category management, 278
 - Central repository, 108
 - Channel commerce, 198
 - partner order management*, 198
 - Channel intermediary, 197
 - Channel marketing, 198, 204
 - campaign management*, 205
 - catalog management*, 205
 - lead management*, 206
 - marketing funds*, 206
 - partner communication*, 205
 - partner locator*, 207
 - Channel partners, 195
 - Channel sales, 198, 208
 - account and contact management*, 208
 - activity management*, 209
 - Channel sales (Cont.)
 - channel sales analytics*, 210
 - opportunity management*, 210
 - Channel service, 198, 215
 - complaints and returns management*, 218
 - knowledge base*, 216
 - live support*, 217
 - service order management*, 217
 - Chat, 135
 - Chemical industry, 275
 - Closed-loop, 74
 - analytics*, 299
 - Clustering, 324
 - Collaboration room, 203
 - Collaborative selling, 211
 - Collaborative showroom, 212
 - Company culture, 31
 - Complaint management, 180
 - Complaints, 112
 - Condition record, 268, 269
 - Condition table, 269
 - Condition technique, 268, 269
 - Condition type, 269
 - Configurable products, 157, 256
 - Constituent services, 289
 - Consumer products (CP), 276
 - Contact center, 121
 - Contract management, 86, 180, 293
 - Contract pricing, 267
 - CO-PA, 74
 - CRM business needs, 29
 - CRM Marketing
 - marketing plan*, 60
 - marketing strategy*, 60
 - CRM principles, 34
 - CRM Service
 - Contract and Entitlement Management*, 103
 - CRM Service Order Management, 111
 - CRP methodology, 355
 - Customer analytics, 324
 - churn management*, 324, 325
 - customer loyalty*, 324
 - customer migration*, 324

Customer analytics (Cont.)
customer satisfaction and loyalty,
 327
 Customer fact sheet, 298
 Customer Lifetime Value (CLTV), 37,
 93, 232, 324, 326
 Customer retention, 60
 Customer segmentation, 154
 Customer self-service portal, 134
 Customer-first, 35, 36
 Customer-specific pricing, 266
 Cycle methodology, 354

D

Dashboard, 93, 299
 Data mining, 298
 Delivery-related billing, 90
 Demand generation, 154
 Design layer configuration, 341

E

E-Commerce, 156
 EDI transaction document
EDI 940, 163
EDI 945 shipment confirmation form,
 163
 Embedded analytics, 298
 Employee interaction center (EIC),
 145
 End-to-end deployment, 347
 Enterprise business functions, 228
 Enterprise Java Beans (EJB), 235
 Entitlement Management, 104
 E-Service, customer self-service, 167
 External List Management (ELM), 66

F

Field sales, 48
mobile sales, 51
 Financial services, 282
 Functional design, 346

G

Generic interaction layer (GenIL), 242
 Global, 32
 Grantor Management, 290
 Groupware integration, 238

H

Handheld device, 173
BlackBerry, 174
 Hierarchies, 155
 High-tech, 278
 Historic reports, 146
 Home and home office business
 (HHO), 28

I

Implementation methodologies, 343
 Incentives and commissions
 management, 78, 90
 Incident management, 110
 Independent software vendors, 228
 Industry vertical, 26
 Industry vertical solution, 273
banking, 274
financial services, 274
insurance, 274
leasing, 274
media, 274
professional services, 274
public sector (government), 274
retail, 274
telecommunications, 274
utilities, 274
 In-House Repair, 114
 Inquiries, 88
 Installed base management, 99
iBase, 99
individual object, 99
iObject, 99
 Integration Broker, 230, 234
 Interaction Center, 48, 279, 297
global consolidation, 144
operations and administration, 146

Interaction channel analytics, 302, 328
interaction center, 330
web channel, 329
 Interactive reporting, 93
 Interactive selling, 157
 Interactive voice response (IVR), 131
 Internet Customer Self-Service (ICSS), 135
 Internet Sales, 152
 Intuitive Surgical, Inc., 373
 IP-PBXs, 127
 IT help desk, 145

J

Java 2 Platform Enterprise Edition (J2EE), 86, 235
 Java Database Connectivity (JDC), 235
 Java Message Service (JMS), 235
 Java Virtual Machine (JVM), 236

K

Key performance indicator (KPI), 230
 Knowledge article, 106, 110
 Knowledge management, 106, 168, 230

L

Laptop, 177
 Large enterprise business, 28
 Lead business systems analyst (BSA), 346
 Lead list, 66
 Lead management, 47, 72
 Leads, 88
 Leasing, 283
 Legacy system, 366
 Life sciences, 280
 List management, 66

M

Marketing
automation, 64
budget, 63
 Marketing analytics, 47, 74, 303
campaign monitoring and success, 306
campaign planning, 304
lead analysis, 306
market budget planning, 304
market plan analysis, 305
target group optimization, 305
 Marketing plan
campaign, 60
trade promotion, 60
 Marketing resource management (MRM), 46, 61
 Master data, 247
business partner, 252
customer, 252
 Media, 285
 Micro apps, 191
 Microsoft Project (MSP), 63
 Microsoft Windows, 226
 Mobile Application Studio (MAS), 175, 239
 Mobile client, 175
 Mobile Service
Laptop solution, 179, 186
service order management, 186
 Mobile system landscape, 176
 Model View Controller (MVC), 241
 Multi-channel access, 229
 Multi-channel integration, 138
 Multi-channel interaction center, 126
 Multi-level hierarchies, 100

O

Object, 99
component, 99
 Oil and gas, 279
 OLTP, 330
 Operational planning, 82

Opportunities, 88
 Opportunity management, 78, 84, 180
 Order to cash, 160
 Organizational master data, 261
 organizational attributes and business attributes, 263
 organizational object, 262
 Organizational unit
 responsibility, 264

P

Partner and channel analytics, 218
 Partner management, 198
 partner compensation, 204
 partner networking, 203
 partner planning and forecasting, 204
 partner profiling and segmentation, 201
 partner recruitment, 199
 partner training and certification, 201
 Partner order management, 210
 collaborative showrooms, 212
 distributed order management, 213
 interactive selling and configuration, 212
 POS and channel inventory, 212
 quotation and order management, 211
 Pay-for-promotion, 71
 PBXs, 127
 PDA Companion, 335
 Personalization, 155
 Pharmaceutical, 280
 Planning and forecasting, 82
 Point of sale (POS) data, 278
 Portals, 236
 Positions, 262
 Presentation layer, 242
 Price optimization, 279
 Pricing, 157, 159
 Pricing and financial mathematics, 284
 Pricing master data, 266
 Pricing procedure, 269
 Processing of third-party business relationships, 284
 Procurement, 163
 Product analysis
 product profitability, 328
 Product analytics, 327
 cross-selling proposals, 328
 Product attribute, 258
 Product category, 259
 Product configuration and pricing, 78, 85
 Product hierarchy, 259
 Product master data, 256
 design, 256
 Product Modeling Environment, 86
 Product relationship, 260
 Product search and display, 180
 Product type, 257
 financial services, 258
 financing, 258
 intellectual property, 258
 material, 258
 service, 258
 warranty, 258
 Professional services, 286
 Public sector, 289

Q

Quality notification, 112
 Queue levels, 146
 Quotation and contract management, 284
 Quotation and order management, 78, 87

R

Real-time analytics, 330
 Resource planning, 105
 route optimization, 106
 van stock, 106
 Retail, 290

- Return material authorization (RMA), 112
- Returns, 112
- S**

- Sales analytics, 78, 180, 311
 - activity management*, 312
 - billing*, 317
 - contract management*, 314
 - opportunity management*, 312
 - sales funnel*, 315
 - sales performance*, 316
 - sales pipeline*, 314
 - sales quotation and order management*, 312
 - territory management*, 312
- Sales application, 77
- Sales Configuration Engine (SCE), 86, 267
- Sales order management, 180
- Sales patterns, 328
- Sales planning and forecasting, 78
- Sales Pricing Engine (SPE), 86, 267
- SAP Advanced Planning and Optimization, 89
- SAP Business Communications Management, 49, 127, 368
- SAP BusinessObjects Dashboards, 93
- SAP CRM, 41
 - integrate third-party solution*, 360
 - mobile applications*, 173
 - project methodologies*, 348
 - sales force automation system*, 91
- SAP CRM Analytics, 52, 297
 - Interaction Center analytics*, 52
 - marketing analytics*, 52
 - sales analytics*, 52
 - service analytics*, 53
- SAP CRM Field Service, 185
- SAP CRM Interaction Center, 121
- SAP CRM Marketing, 46
- SAP CRM Middleware, 238, 252
- SAP CRM Mobile application, 297
 - Mobile Sales Laptop (MSA LPT)*, 174
- SAP CRM Mobile Sales, 174, 281
 - recommendations*, 95
- SAP CRM on-demand, 42
- SAP CRM on-premise, 42
- SAP CRM Partner Channel Management solution map, 45, 197
- SAP CRM Rule Modeler, 85
- SAP CRM Sales, 47, 78
 - activity management*, 177
 - analytics*, 92
- SAP CRM Service, 98
- SAP CRM Service Analytics, 115
- SAP CRM Service Manager, 190
- SAP CRM Web Client UI, 156, 242, 338
- SAP Enterprise Portal, 226
- SAP ERP, 42
 - integration*, 374
- SAP ERP Sales and Distribution (SD), 252
- SAP HANA, 65, 330
- SAP Incentive and Commission Management (ICM), 204, 282
- SAP Internet Pricing and Configurator (IPC), 86, 157, 160, 267
- SAP Mobile BI (NetWeaver), 175
- SAP Mobile Time and Travel, 78, 92, 180
- SAP NetWeaver, 225
 - integration*, 228
 - TREX*, 232
- SAP NetWeaver Application Server, 229, 231
- SAP NetWeaver Business Process Management, 230
- SAP NetWeaver Business Warehouse (BW), 82, 226, 230, 232, 298
- SAP NetWeaver Master Data Management (MDM), 230, 248
- SAP NetWeaver Mobile, 226, 229, 234, 337
- SAP NetWeaver Portal, 229, 232, 236
- SAP NetWeaver Process Integration (PI), 226, 230, 234
- SAP Partner Directory, 203

SAP Price and Margin Management, 268, 279

SAP Project Systems (PS), 63, 74

SAP Real-Time Offer Management (RTOM), 60, 140

SAP Solution Manager, 348

SAP Strategic Enterprise Management (SEM), 93, 312

SAP Web Channel Experience Management, 48, 151, 292

E-Commerce, 152

E-Marketing, 152

E-Service, 152

Web Channel Analytics, 152

Sarbanes-Oxley Act, 280

Segment and list management, 46

Segment Builder, 65

Segmentation, 64

customer segment, 64

Service analytics, 115, 318

service quality, 319

Service Contract Management, 104

Service level agreement (SLA), 103

Service management, 169

Service order, 111, 279

Service order management, 108, 180

Service request, 111

Service request functionality, 374

Service Request view, 109

Service Resource Planning, 105

Service ticket, 279

Service-oriented architecture (SOA), 226

Shared-Service Center, 144

Shelf management, 180

Small and medium business (SMB), 28

Smartphone, 173, 337

SOAP, 230

Software as a Service (SaaS), 56

Solution Database (SDB), 234

Strategic planning, 82

Subscription sales, 285

Survey integration, 88

Sybase Mobile Sales, 188

application for SAP CRM, 174

Sybase Unwired Platform, 173, 188

T

Tablets, 335

Taxes, 86

Technical design, 347

Technical migration, 126

Telecommunications, 291

provider order, 292

Telephone system hardware, 126

Territory management, 78, 83, 180

Text Retrieval and Extraction (TREX) engine, 106

Third-party fulfillment, 163

Three pillars of SAP CRM, 43

TimeTrade, 358

Total cost of ownership (TCO), 31

Trade Promotion Management (TPM), 47, 70

Transaction Tax Engine (TTE), 86

Transaction-related billing, 90

U

User acceptance testing (UAT), 347

User access mode

desktop/PC, 334

handheld, 337

laptop, 334

notebook computers, 334

User access modes, 334

Utilities, 293

Interaction Center, 293

V

Variant configuration, 268

Variant pricing, 268

Vendor integration, 284

Virtual interaction center, 122

Virtual Machine Container, 231

Visit planning and route optimization, 180

W

Warranty claims, 102
Warranty Management, 101
Web auctions, 166
Web callback, 132
Web Channel, 297
Web Channel Analytics, 170
Web form, 133
Web service, 227, 232

Web Service Description Language
(WSDL), 232
Windows Mobile SE, 335

X

XML, 230

Y

Yaskawa, 365