

# SAP CRM Training Tutorial – Learn SAP CRM Module

## SAP CRM Tutorial

Free SAP CRM training tutorials for all beginners and professional learners, learn SAP customer relationship management functional & technical module. This CRM tutorials are designed in an easy method that helps you to implement CRM module step by step with real time scenarios. If you are new to SAP, we recommend to refer what is SAP customer relationship management.

SAP CRM (Customer Relationship Management) is one of the important application of SAP business suite, it helps to optimize the customers interactions in order to maximize the success of business. CRM module is based on SAP NetWeaver platform that can be used for development and integration with SAP applications and third party systems. CRM divides into three parts i.e. Marketing, Sales & Services. CRM application can be integrated to SAP R/3 system, if we update a customer in CRM it will be automatically reflected in R/3 and vice versa.

SAP CRM module can be integrated with other [SAP modules](#) like SAP SCM (Supply Chain Management), SAP SD (Sales & Distribution), SAP PLM (Product life cycle management), SAP SRM (Supply Relationship management) and with various SAP applications.

### Important functions of SAP CRM module

1. CRM covers all the important activities of customer focused activities like Sales, Marketing, Services, etc.
2. It can be employed on various customer interaction channels like Internet, mobile client, interaction center, etc.
3. Discover new customers and maintain better and long term relation with customers.

### SAP CRM Architecture

The following are the channels through which we connect to the CRM system.

- IC Web Client
- SAP R/3 system
- BI system
- SCM
- Web UI
- E-Commerce
- Mobile Applications
- Partner Channel

### What you learn in this SAP CRM tutorials

1. CRM Architecture
2. CRM Middleware
3. Base Customization
4. CRM Web UI, GUI configuration

5. Business Partners
6. Marketing
7. Sales
8. Services
9. E-Commerce
10. Campaign Management
11. Pricing
12. Organizational Management
13. CRM tax configuration

Continue to read SAP CRM tutorials with real time business scenarios, interview questions and many more updates.

## SAP CRM

↳ [SAP CRM Tutorial](#)

SAP CRM - Enterprise Structure

SAP CRM - Architecture

SAP CRM Middleware

SAP CRM - Business Partner

SAP CRM - Marketing

SAP CRM - Sales

SAP CRM - Services

SAP CRM - Pricing

SAP CRM - Tax Configuration

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