

C4C Course Content

<p><u>Week - 1</u></p> <p>Introduction of C4C</p> <ul style="list-style-type: none">• Evolution of C4C as a product from SAP• C4C base architecture• Data center and concepts of system and tenants• Public vs Private tenant• Launch methodology• Hybrid Methodology• Project Scoping• Questionnaires• Fine-tune activities <p>Master Data</p> <ul style="list-style-type: none">• Organization Structure• Territory Management• Customer Master Data• Product Master• Registered Products• Product warranty• Product Categories• Employee Master data	<p><u>Week - 2</u></p> <p>Activity Management</p> <ul style="list-style-type: none">• Phone call activity• Integration of C4C to email exchange server like outlook, lotusnotes, gmail etc• Email activity• Task activity• Appointment activity <p>Sales Process</p> <ul style="list-style-type: none">• Leads• Opportunities• Sales Quotes• Internal Pricing• External Pricing• Sales Orders• Sales Forecasts• Sales Target planning• Opportunity forecasts <p>Service Process</p> <ul style="list-style-type: none">• Installed base• Service ticket management• SLA response and SLA resolution configuration
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C4C Course Content

Week - 3

Marketing

- Target groups
- Individual customers
- Campaigns

Concepts Common to all Processes

- Work flows
- Notifications
- Approvals

Integration Scenarios

- Mashups and Web services
- Email integration
- Mobile integration
- Code list mapping
- ID mapping for integration
- UI enhancements
- UI personalization
- Home screen configuration
- Reporting capabilities

Roles and Authorizations

- Business Roles configuration
- Business user configuration