

Sap Crm Technical Principles And Programming Ebook

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SAP CRM Basics: Build an essential SAP CRM foundation: learn about technical design, data modeling and BADIs, and development tools and techniques. 2. Data Modeling Tools: Once you understand the SAP CRM data model, discover how to use the Application Enhancement Tool, marketing attributes, and more to extend and enhance the data model to meet business requirements without coding.

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SAP Customer Relationship Management (which we'll refer to through-out the book as SAP CRM) is a software solution delivered by SAP to aid businesses in their management of relationships between the company, their current customers, and their potential customers. A successful SAP CRM implementation provides tools that allow the business to manage

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SAP CRM: Technical Principles and Programming If you've ever had to work on the SAP CRM backend, this book is the resource you've been waiting for. You'll establish a working knowledge of SAP CRM architecture, and then learn how to use the development tools and options that SAP provides to tailor the system.

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For instance it explains why SAP CRM is a separate system and not an add-on to SAP ERP and it explains the pillars of the SAP CRM system: Business Partners, Products, One Order (Business Transactions), etc. I would go as far as stating that these first 2 chapters are a mandatory read for every developer that has to work on a SAP CRM system.

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In this practical guide to SAP CRM, you'll establish a firm understanding of the essential concepts and principles of SAP CRM backend architecture and programming. You'll then find increasingly technical and complex information extracting and loading data, creating print output, and when and how to use the most common enhancements in SAP CRM functionalities.

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He has worked with the SAP CRM solution as a developer providing enhancements to the standard platform for SAP customers since 2001 in both consulting and application support roles. During this time frame, he has gradually become a functional/technical resource on SAP CRM and will claim that he only codes when necessary or is just in the mood.

[Stephen Johannes in portrait - SAP CRM: Technical ...](#)

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