SAP CRM - CAPABILITIES

The SAP CRM components provide different capabilities. SAP CRM is a complete software suite and is part of the SAP Business software.

CRM Core

The core functions in SAP CRM are provided by CRM Application server ABAP and CRM Application server Java. You can further enhance the core functions by adding other software units. CRM Application server and Java application server enables you operate large range of business processes.

To enhance the capabilities, you can add other software like CRM Mobile application to enable use of marketing, sales and service functionalities in offline mode or use of Business Intelligence SAP NetWeaver for analytical reporting.

The SAP CRM Application server ABAP consists of the following components −

- SAP CRM ABAP 6.0
- SAP AP 7.00
- SAP WEB AS 7.00 (SAP NetWeaver 7.0 Application Server ABAP)
- SAP CRM UIF 6.0

SAP CRM Application Server Java consists of the following components −

- SAP JAVA data dictionary 5.0
- CRM IPC Mobile 6.0
- CRM IPC MOBILE 6.0
- CRM JAVA APPLICATIONS 6.0
- CRM JAVA COMPONENTS 6.0
- CRM JAVA WEB COMPONENTS 6.0
- SAP SHARED JAVA APPLIC. 6.0
- SAP SHARED JAVA COMPONENTS 6.0
- SAP SHARED WEB COMPONENTS 6.0
- TEALEAF 4.5 (Optional)

The SAP NetWeaver Application Server Java consists of the following component −

- SAP WEB AS 7.00

You can easily differentiate between CRM core Java components and CRM core non Java components. For a few business processes, you don't need CRM Application server Java components as they can run on Application Server ABAP components.

You should have SAP Core with CRM Java Components (JCRM) for the following business scenarios in SAP CRM −

CRM Web Channel WCEM − Business scenarios in which you want to use the product configuration. For example: the business process Sales Order Processing in CRM.

User Interfaces − The CRM web client is an integrated, clearly arranged web based user interface. You can perform the following functions in the user interface −

- Clearly arranged page layout

- Flexible and easy-to-use interface configuration

- Toolbar for functions

- Terminology that is suited to the new user interface

- Simple and intuitive navigation

- Easy-to-use personalization

- Enhanced search concept

- Access online help and tutorials

CRM Web Client is based on a web browser, so you would need to install a web browser on the client side. The CRM Web Client is fully based on the CRM Application Server ABAP using Business Server Page (BSP) technology. On the server side, the CRM Web Client is based on a multilayer architecture –

- Presentation Layer

- Business Object Layer

- At the top CRM Web Client UI