

DISCUSS SAP CRM

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SAP Customer Relationship Management (SAP CRM) is key component of SAP Business Suite and it is used not only to address an organization's short term goals, but it also helps in reducing cost and increase the decision making ability by defining future strategy. SAP CRM also helps in achieving differentiated capabilities to compete effectively and to meet long term objectives.

This is a fundamental tutorial that covers the basics of SAP CRM and how to deal with its various components and sub-components.