

# SAP CRM - INTEGRATION WITH SAP SD

## Advertisements

The SAP ECC and CRM are closely integrated with each other and they have to be synchronized in some configurational areas like Sales, Customer master records, Organizational model, etc.

**Example** – An organization model defines the sales area you should use in CRM and check in SAP ECC system. Sales area contains the following components –

- Sales Organization
- Distribution channel
- Divisions

You download the data from sales area to ECC system and this is performed when you configure the CRM module. You need to verify the configurational data in ECC before setting up in the CRM.

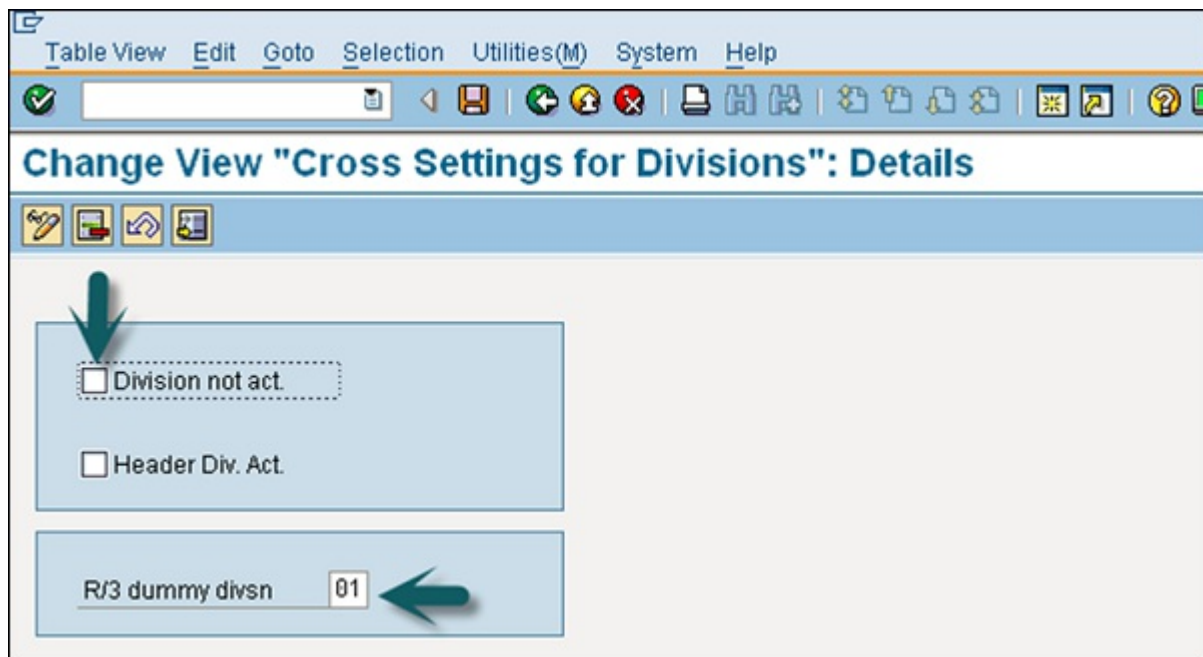
## Maintaining Divisions in CRM

You can select if you want to work with divisions in SAP CRM. When you are using CRM with ECC, there is a need to maintain a dummy division or you can also use a header division in CRM so that dummy division for data transfer is not required.

**Go to CRM → Master Data → Organizational Management → Division Settings → Define Use of Division and Dummy Division.**

If you don't want to define a division in CRM, you can select the check box – “Division not act”. In this case, you would need to enter a dummy division. The division that you enter in this window should be available in the ECC system.

To use this division at header level in business transactions in CRM, you can select the indicator- “Header Div Act”.



## Define Divisions and Distribution Channels for CRM

You can also define divisions for CRM in addition to divisions copied from the ECC system. If your CRM system is standalone, then divisions are maintained manually.

To define division in CRM, go to **CRM → Master Data → Organizational Management → Division Settings → Define Divisions.**

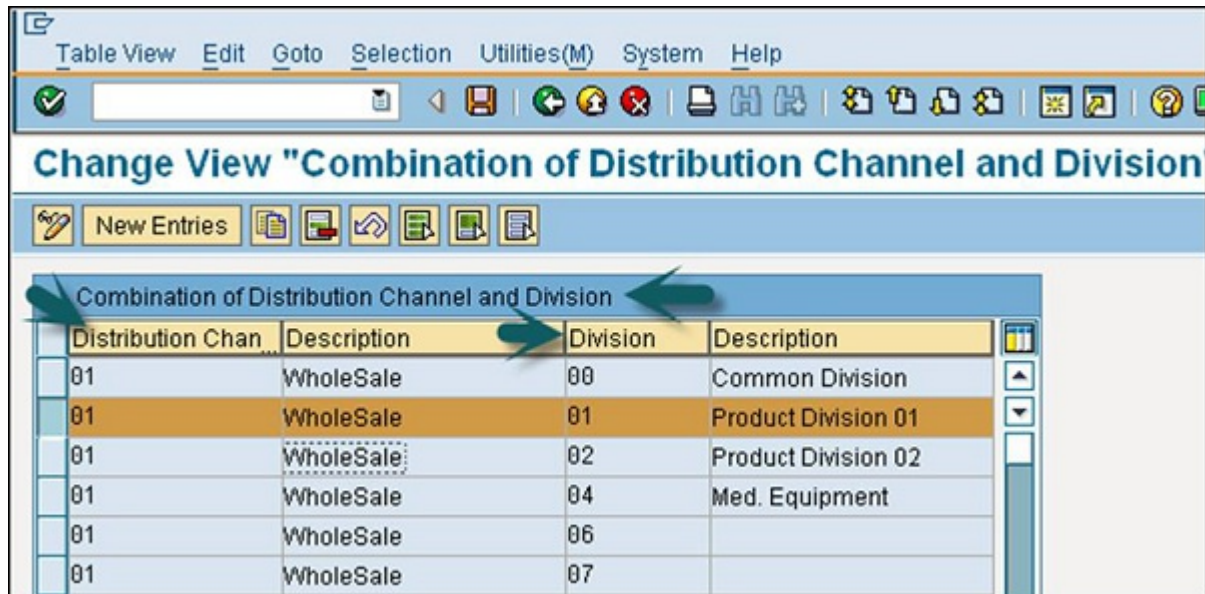
In a similar way, you can define distribution channels in Organizational Management as well.

Go to **CRM → Master Data → Organizational Management → Organizational Data for Sales Scenarios → Define Distribution Channels**.

## Define Combination of Distribution Channels and Divisions

You can also define combinations of distribution channels and divisions that can be assigned as attributes to the sales organization to define a sales area.

To define a combination of division and distribution channel, go to **CRM → Master Data → Organizational Management → Organizational Data for Sales Scenarios → Define Combination of Distribution Channel and Division**.



The screenshot shows a SAP window titled "Change View 'Combination of Distribution Channel and Division'". The window contains a table with the following data:

Distribution Chan...	Description	Division	Description
01	WholeSale	00	Common Division
01	WholeSale	01	Product Division 01
01	WholeSale	02	Product Division 02
01	WholeSale	04	Med. Equipment
01	WholeSale	06	
01	WholeSale	07	