

SAP Retail Promotions



Odbiorcy szkolenia

- Application Consultant
- Business Process Owner / Team Lead / Power User
- Industry Specialist
- Program/Project Manager
- Solution Architect
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Korzyści

- This course will prepare you to:
 - Understand the goals and benefits of SAP Promotion Management for Retail, main process steps, and basic architecture.
 - Understand how to use imported master data and how to define local master data.
 - Define and manage templates in PMR and understand how to use them.
 - Understand how to plan a promotional event step by step from scheduling, assigning templates, and offering content all the way to exporting event data to desktop publishing systems.
 - Create promotional offers including selection of products and promotional format, forecasting the results, and evaluating the financials.
 - Understand the possibility to record vendor funding
 - Understand configuration and administration tasks as well as the standard integration with other systems.



Program szkolenia

- Data Management
 - Product Management
 - Location Management
 - Product/Location Management
 - Transportation Lane Management
- Template Management
 - Block Templates and Area Templates
- Event and Campaign Planning
 - Creation and management of promotional events and campaigns
 - Partition definition and Template Assignment
- Offer Planning
 - Selection of relevant master data and promotional format
 - Financial Planning
- Forecast
 - Offer Simulation
- Vendor Funding
 - Recording of financial support supplied by vendors
- Offer Assignment & Export
 - Event Content Assignment & Financial Analysis
- Analytics
 - PMR reporting functionality
- Integration
 - Standard integration of PMR with the SAP landscape
- Configuration & Administration
 - IMG Settings
 - Administration Tasks
 - User Roles



Oczekiwane przygotowanie uczestnika

Recommended

- [S4IRT](#) Function Overview in SAP for Retail,
- Knowledge of Pricing and Promotions



Czas trwania

3 dni / 23 godzin

Język

Materiały: angielski

Szkolenie: angielski