long text model in ERP and CRM

Both CRM and ERP are using the same text model and API for text management. For example, the below screenshot is how basic long text is read out for material in ERP:

And this screenshot below is how text is read out for product in CRM:

The only difference varies in the value passed into the parameter of API:

TBOJECT TDID
CRM PRODUCT GRUN
ERP MATERIAL BASE

The long text in ERP:

The long text downloaded in CRM:
The basic text discussed so far is maintained in settype COMM_PR_LGTEXT1 in CRM. Product Sales text maintained via sales text tab in ERP:

![Change Material 1440 (Trading goods)](image)

Text object in CRM for sales text: PROD_SALES
<table>
<thead>
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<th>Object</th>
<th>Description</th>
<th>Format</th>
<th>Save Mode</th>
<th>Interface</th>
<th>Line Width</th>
<th>Style</th>
<th>Form</th>
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<td>Sales Texts</td>
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