CRM Integration

Purpose
The integration of the SAP BW, SAP CRM and SAP IS-U systems makes it possible to model and analyze all sales processes - from customer acquisition through product ordering to billing - across all systems.

Integration
All sales and marketing activities from the customer service area of IS-U have been transferred to CRM. Analyses previously performed in IS-U now run in BW. CRM performs all activities relating to customer interaction. Various channels, such as call centers, Internet and laptops can be used to communicate with customers. Data objects are synchronized via the Middleware and exchanged with the backend and analysis systems. CRM: Customer Interaction SystemCRM is the front-end system used for interaction with the customer. It contains the full range of functions from the areas of marketing, sales, and customer retention. CRM supports communication with customers via a number of channels:- Internet Integration of Web-based applications (Internet sales and marketing) in the CRM system. - Contact center Integration of telephony systems in CRM via CTI interface. All call center scenarios are fully telephony-compatible. - Mobile clients

The most important data and functions contained in CRM are accessible via laptop in offline applications. Data is synchronized with the online system via the Middleware. IS-U: System for Device Management, Contract Accounts Receivable and Payable, Billing, and InvoicingIS-U is the backend system. Information on new customers is not transferred to IS-U until a contract has been concluded with the customer. It contains all the data and transactions for the following areas: device management, contract accounts receivable and payable, billing, and invoicing. These areas cover the installation of devices, calculation and request of budget billing amounts, entry of meter reading results, billing, invoicing, generation payment requests, and monitoring of payment receipts. BW: System for Analyses, Planning, Monitoring, and Success ChecksBW: When integrated, serves as instrument for analyses, planning, monitoring, and success checks. BW enables you to gather information from any system (CRM, FI, IS-U as well as external systems) in InfoCubes and evaluate them based on your requirements. Furthermore, these analyses are not restricted to one InfoCube; you can use any number. For each SAP solution, SAP supplies specific BW contents. These provide the necessary conditions for importing data into BW; they also contain predefined reports and analyses that you are free to enhance. These contents are filled by extractors that transfer the data from the various systems to BW. Data Synchronization between CRM and IS-U Both IS-U and CRM can operate independently and in combination with external systems. This necessitates the existence of central objects in both systems. In an integrated scenario, there are a few objects that are synchronized via the Middleware since they must be available in both systems. The integrated scenario SAP CRM and SAP IS-U supports the automatic synchronization of the following objects:- Business partners and their contract accounts- Contracts- Connection objects and points of delivery- IS-U contacts in CRM activitiesTo ensure data consistency and transparency, changes to objects in one system are immediately synchronized in the other system. For more information see the cookbooks IS-U/CRM Integration of Technical Objects, IS-U CRM Integration of Residential Customers, and Integration Marketing-Prozess. See also the business scenario descriptions for IS-U/CRM integration. These documents are available in the SAP Service Marketplace, http://service.sap.com. Choose Login now and log on with your user and password. Select Solution Details ® Industry Portfolios ® SAP for Utilities ® Product Information ® mySAP CRM for Utilities.

Constraints
The mobile applications currently do not support the complete functions. Currently, no utilities-specific processes can be performed across both systems. These include contract conclusion, creation of contract accounts and integration of the customer sales summary.