

G472 - Oracle CRM 11i – Pricing

Course Objectives

Oracle CRM is the family name for an integrated group of applications that support the management of corporate customer facing services including Sales, Marketing and Service.

This training programme has been designed to introduce users of the application to the full functionality of the CRM 11i Pricing module and to provide hands-on experience and tutoring of its application and use.

Who Should Attend	Prerequisites	Duration
CRM Consultants	Oracle 11i Navigation	2 Days
CRM Users		
CRM Super Users		

Course Contents

Introduction

Role of Pricing within Oracle CRM Suite
 Role of Pricing within the Oracle Financials Suite and integration elements
 Role of Pricing in relation to Supply Chain (Order Management)

Set-up

Understanding the set-up and configuration of Pricing within the broad context of Oracle CRM
 Implementation issues
 Translating the business pricing model to a functional pricing matrix
 Concepts and Definitions
 Pricing responsibilities and controls
 Pricing Profile Controls

Configuration Controls

Pricing Lookup Controls
 Event Phases
 Source Systems

Implementation

Inventory Management
 Catalogue Set-up and Control
 Inventory Flexfields
 Defining Qualifiers
 Creating Modifiers
 Creating Price Formulas
 Redeeming Accruals
 Price Agreements – overview

Creating Pricing Agreements

Agreement Content
 Agreement Pricing
 Agreement Payment

Price Control

Price Lists
 Secondary Lists
 Price List Qualifiers
 Pricing Attributes
 Price Breaks
 Price list control – copy; adjust; add;
 General Services
 Administration overview
 GSA Pricing
 Modifiers
 Discounts/Charging

Pricing Maintenance

Incorporating Pricing within the CRM Customer Model
 Price Adjustments
 Price Control Structures
 Price Reporting