

SAP Retail Promotions

OEM: SAP • Code: W26PMR



COURSE DESCRIPTION

This section doesn't contain any content.

AUDIENCE PROFILE

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

Essential

- None

Recommended

- S4IRT Function Overview in SAP for Retail,
- Knowledge of Pricing and Promotions

COURSE OBJECTIVES

By the end of this course, participants will be able 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.

COURSE OUTLINE

Module 1: Data Management

- Product Management
- Location Management
- Product/Location Management
- Transportation Lane Management

Module 2: Template Management

- Block Templates and Area Templates

Module 3: Event and Campaign Planning

- Creation and management of promotional events and campaigns
- Partition definition and Template Assignment

Module 4: Offer Planning

- Selection of relevant master data and promotional format
- Financial Planning

Module 5: Forecast

- Offer Simulation

Module 6: Vendor Funding

- Recording of financial support supplied by vendors

Module 7: Offer Assignment & Export

- Event Content Assignment & Financial Analysis

Module 8: Analytics

- PMR reporting functionality

Module 9: Integration

- Standard integration of PMR with the SAP landscape

Module 10: Configuration & Administration

- IMG Settings
- Administration Tasks
- User Roles