Course Length: 3 days

Target Audience
- SAP customers, SAP partners and SAP employees

Prerequisites
Recommended:
- IRT320 Pricing, Promotions, Markdowns
- Knowledge of Pricing

Course Goals
- Understand the retail business problems addressed by the SAP Demand Management application suite
- Understand the scope of SAP DM and its two components Regular Price Optimization and Markdown Optimization
- Understand the process used to collect and map customer business requirements to application functionality
- Define customer data required and the process of collecting, loading and processing customer data
- Understand the process flow of data, system configuration and demand model generation through the DM application
- Define model terminology and evaluation
- Execute basic application features and functions
- Analyze results and learn about tools available
- Understand how the solution is integrated into the SAP system landscape

Course Content
- Course overview
- The SAP DM-solution
  Core Concepts SAP DM
  - Retail business problems
  - Application process flow
  - Pricing implementation and execution
- Functional Requirements
  - Gathering Requirements
  - Market hierarchy options and effects
- Data Management
  - Technical system overview
  - Data preparation
- Demand Modeling
  - Data structures and hierarchies
  - Processing inputs and outputs
  - Application availability
- Model Evaluation
  - Model tuning concepts and evaluation
- Analyze results
  - Case studies
  - Application tools
- Integration to other SAP-systems
  - SAP DM Integration
    - Data feed (ERP and BW)
    - Integration regular pricing
    - Integration markdown
- Project Administration

Software Components
- SAP EhP01 for ERP 6.0 Retail
- BW 7.0 with BW Content 7.03 FP2
- PI 7.0
- SAP DM 6.4

Notes
- The focus of this workshop is to provide access to important information using early course material instead of using detailed course binders
- The course material is available in English only
- This workshop can also be offered in English or German (with English material) on demand at a local SAP subsidiary, at partner or customer site.

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