

Generating Pipeline Analysis with Segmentation Transaction



Applies to:

SAP CRM 4.0 or SAP CRM 5.0 stand-alone.

Summary

This document covers, a simple way to extract funnel, pipeline and forecast information, from opportunities, in SAP CRM, without BW module, just using the master data, throughout Infosets. A further analysis of solution selling and SAP CRM, from the business perspective is presented also.

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Author Bio

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Preparing the infoset

First thing to do it's create the infoset. For functional consultants, it's possible to create reports, using the transaction set SQ03 (access group, where is defined the user who are able to access the infoset), SQ02 (Infoset creation) and SQ01 (Report creation). In our case, we skip the access group (just in case of necessity you can use it), and go directly to the Infoset creation with transaction SQ02. There's no use for SQ01. Instead of this, we use CRMD_MKTSEG.

One Infoset can be just one simple table, or a set of them, using a link named join. The infoset, we're going to use it's a join type, and here follows the database modeling:

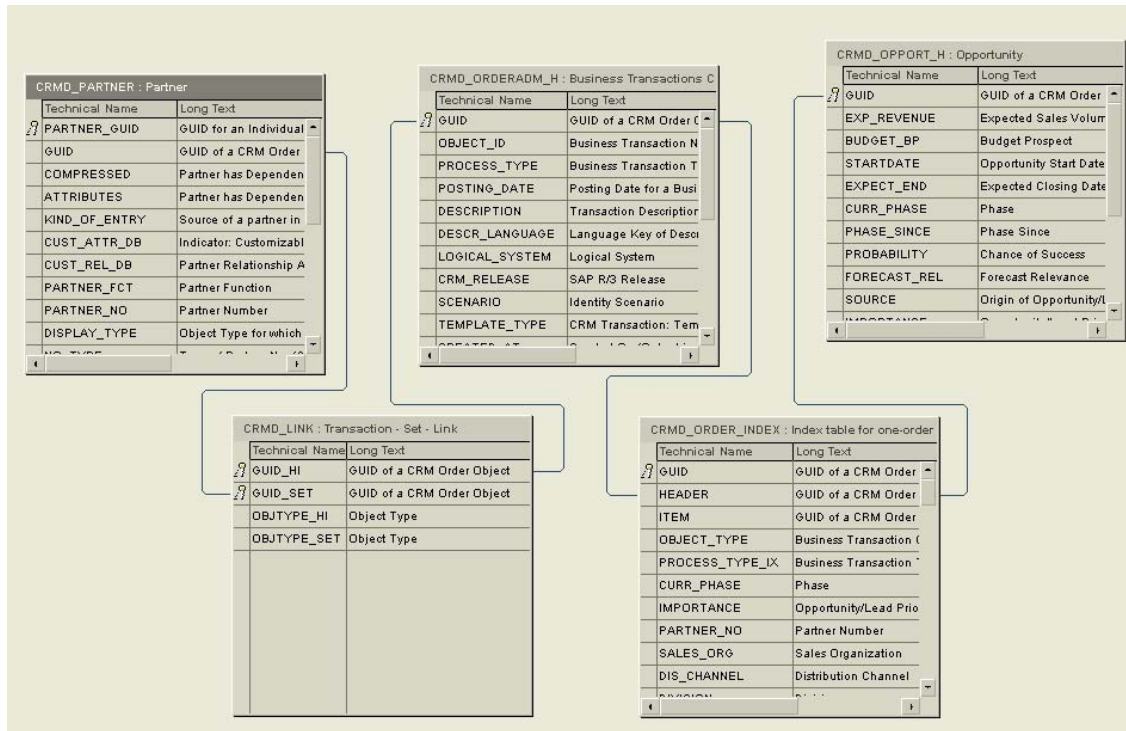


Figure 1 – Database model for the Infoset

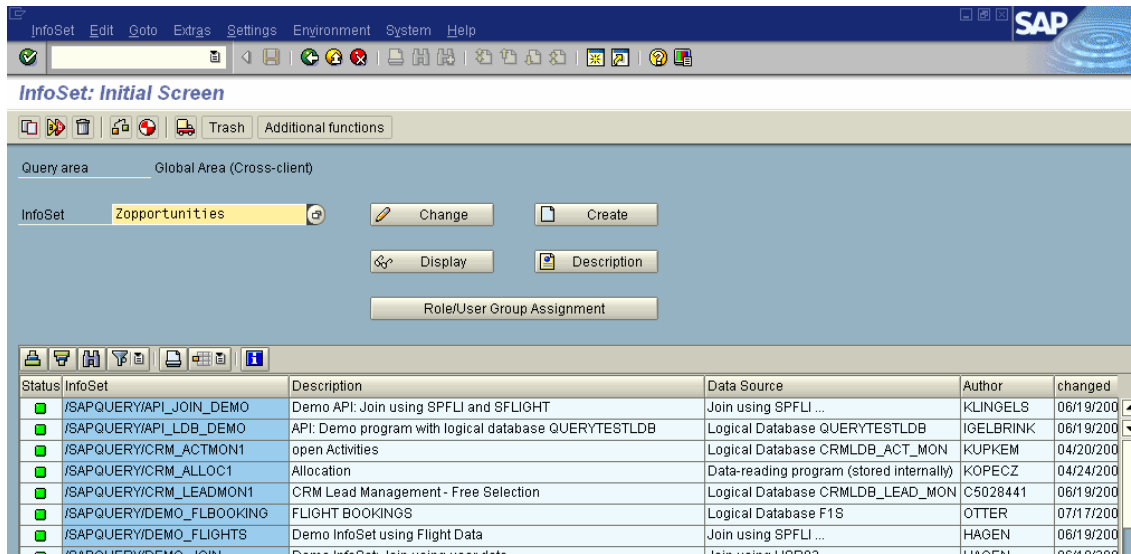
You have to configure it from the left to the right. In the image above is described also, the keys, whose must be linked. A summary:

- CRMD_PARTNER-PARTNER_GUID joins to CRMD_LINK-GUID_SET
- CRMD_LINK-GUID_HI joins to CRMD_ORDERADM_H-GUID
- CRMD_ORDERADM_H-GUID joins to CRMD_ORDER_INDEIX-HEADER
- CRMD_ORDER_INDEIX-HEADER joins to CRMD_OPPORT_H-GUID

Note: Just in case, if you need to improve the join above with some coding you can reduce the results, using the CRMD_LINK-OBJTYPE=7, what defines specific opportunities records.

Note: The information supplied just cover the business partner number, no data from BUT000 and related tables are covered in this paper.

1 - Access transaction SQ02:



Fill the field(s):

InfoSet: Zopportunities

2 - Press the  **Create** button.

3 - Another screen appears:

InfoSet : Title and Database

Name

Authorization group

Data Source

Table join using basis table

Direct read of table

Logical database

Selection screen version

Data retrieval by program

Data structure

Integrated program

External program:

Options

no automatic text recognition

Fixed point arithmetic

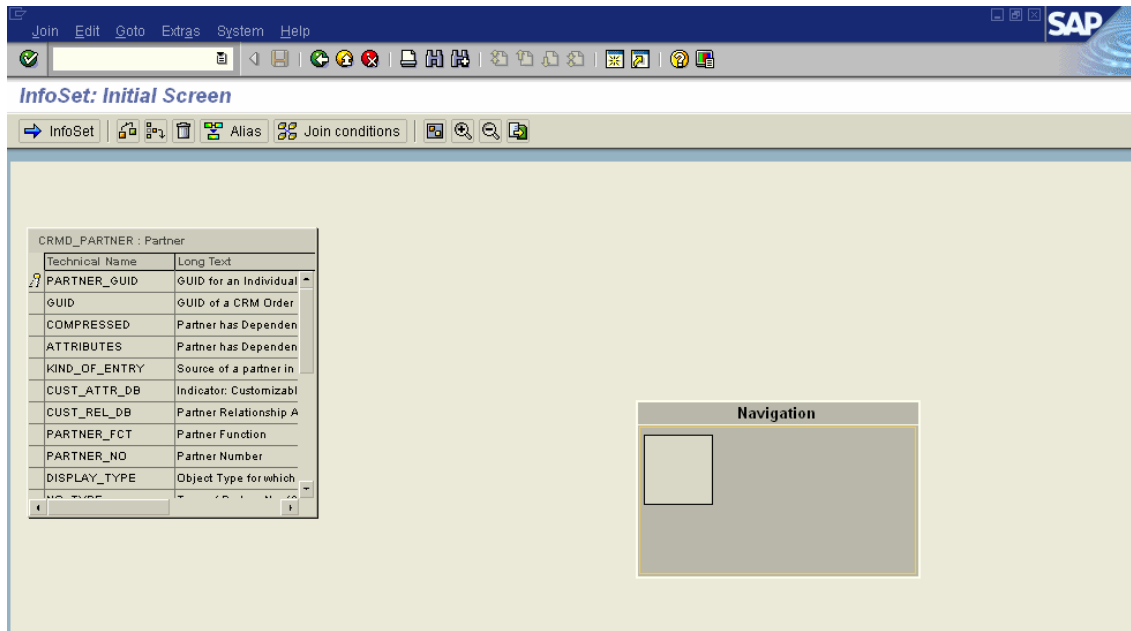
Fill the field(s):

Name : Zopportunities, are other description you desire.

Choose "Table join using basis table", and enter CRMD_PARTNER in the field.

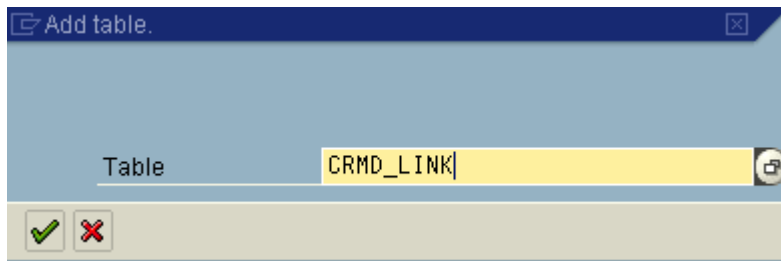
4 - Press the  button.

5 - The following screen appears:




6 - Press the  (link table) button.

7 - The Warning add table appears:



Fill the field(s):

Table: CRMD_LINK

8 - Press the  button.

It automatically creates two links between the tables. Leave then for now.

Create another link for the following tables (repeat steps 6 to 8):

- CRMD_ORDERADM_H
- CRMD_ORDER_INDEX
- CRMD_OPPORT_H

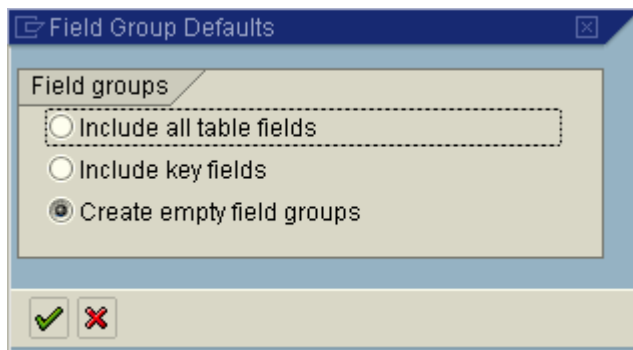
9 – Reorder the link to have the same “modeling” as described in figure 1, and respecting the rules:

- CRMD_PARTNER-PARTNER_GUID joins to CRMD_LINK-GUID_SET
- CRMD_LINK-GUID_HI joins to CRMD_ORDERADM_H-GUID
- CRMD_ORDERADM_H-GUID joins to CRMD_ORDER_INDEX-HEADER
- CRMD_ORDER_INDEX-HEADER joins to CRMD_OPPORT_H-GUID


Note: If needed you can any other tables in the join model. It’s possible to join information in CRMD_MKTSEG also, using diferente attribute lists.

10 – Press the  button

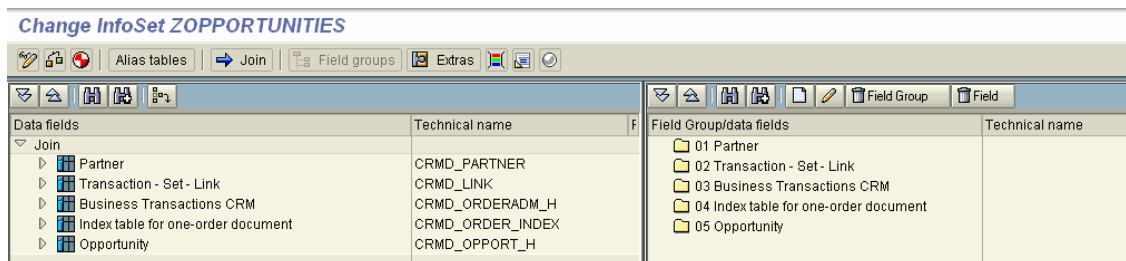
11 – The following screen appears:



12 – Choose the Create empty field groups

13 – Press the  button.

14 – The following screen appears:



15 – What you have to do now it’s drag and drop the field from the left to the right, in the related group, keeping the hierarchy seen on the left. You must have an screen as follows:

Data fields	Technical name	Field Group/data fields	Technical name
Join		01 Partner	
Partner	CRMD_PARTNER	GUID of a CRM Order Object	CRMD_PARTNER-GUID
Client	CRMD_PARTNER-CLIENT	Partner Function	CRMD_PARTNER-PARTNER
GUID for an Individual Partner	CRMD_PARTNER-PARTNER_G...	Address type (1=Organization, 2=Person)	CRMD_PARTNER-ADDR_TY
GUID of a CRM Order Object	CRMD_PARTNER-GUID	Person number	CRMD_PARTNER-ADDR_NF
Partner has Dependent, Compressed Records	CRMD_PARTNER-COMPRESSED	Address number	CRMD_PARTNER-ADDR_NF
Partner has Dependent Attributes	CRMD_PARTNER-ATTRIBUTES	Partner Number	CRMD_PARTNER-PARTNER
Source of a partner in a transaction	CRMD_PARTNER-KIND_OF_EN...		
Indicator: Customizable Attributes for Partner Availa	CRMD_PARTNER-CUST_ATTR...	02 Transaction - Set - Link	
Partner Relationship Available	CRMD_PARTNER-CUST_REL...	03 Business Transactions CRM	
Partner Function	CRMD_PARTNER-PARTNER_FC...	04 Index table for one-order document	
Partner Number	CRMD_PARTNER-PARTNER_NO...	05 Opportunity	
Object Type for which Partner Number is to be Sho	CRMD_PARTNER-DISPLAY_TYPI		
Type of Partner No. (GUID, pers. no., for example),	CRMD_PARTNER-NO_TYPE		
Main Partner (For Ambiguous Partner Functions)	CRMD_PARTNER-MAINPARTNER		
Business Partner GUID	CRMD_PARTNER-RELATION_P...		
Address number	CRMD_PARTNER-ADDR_NR		
Person number	CRMD_PARTNER-ADDR_NP		
Address type (1=Organization, 2=Person, 3=Contac	CRMD_PARTNER-ADDR_TYPE		
Origin of a Partner Address	CRMD_PARTNER-ADDR_ORIGI...		
Standard Business Partner Address(Dependent Or	CRMD_PARTNER-STD_BP_AD...		
Transaction for BP Address Determination	CRMD_PARTNER-ADDR_OPER...		
Maintain Calendar for the Partner?	CRMD_PARTNER-CALENDAR		
No INBOX Selection for the Partner	CRMD_PARTNER-DISABLED		
Checkbox	CRMD_PARTNER-ERROR_FLAG		
Logical System From Which Partner Originates	CRMD_PARTNER-PARTNER_S...		

Data fields	Technical name	Field Group/data fields	Technical name
Join		01 Partner	
Partner	CRMD_PARTNER	02 Transaction - Set - Link	
Transaction - Set - Link	CRMD_LINK	GUID of a CRM Order Object	CRMD_LINK-GUID_HI
Client	CRMD_LINK-CLIENT	GUID of a CRM Order Object	CRMD_LINK-GUID_SET
GUID of a CRM Order Object	CRMD_LINK-GUID_HI	Object Type	CRMD_LINK-OBJTYPE_HI
GUID of a CRM Order Object	CRMD_LINK-GUID_SET	Object Type	CRMD_LINK-OBJTYPE_SET
Object Type	CRMD_LINK-OBJTYPE_HI	03 Business Transactions CRM	
Object Type	CRMD_LINK-OBJTYPE_SET	04 Index table for one-order document	
Business Transactions CRM	CRMD_ORDERADM_H	05 Opportunity	
Index table for one-order document	CRMD_ORDER_INDEX		
Opportunity	CRMD_OPPORT_H		

Data fields	Technical name	Field Group/data fields	Technical name
Join		01 Partner	
Partner	CRMD_PARTNER	02 Transaction - Set - Link	
Transaction - Set - Link	CRMD_LINK	03 Business Transactions CRM	
Business Transactions CRM	CRMD_ORDERADM_H	GUID of a CRM Order Object	CRMD_ORDERADM_H-GUID
Client	CRMD_ORDERADM_H-CLIENT	04 Index table for one-order document	
GUID of a CRM Order Object	CRMD_ORDERADM_H-GUID	05 Opportunity	
Business Transaction Number	CRMD_ORDERADM_H-OBJECT...		
Business Transaction Type	CRMD_ORDERADM_H-PROCE...		
Posting Date for a Business Transaction	CRMD_ORDERADM_H-POSTIN...		
Transaction Description	CRMD_ORDERADM_H-DESCR...		
Language Key of Description	CRMD_ORDERADM_H-DESCR...		
Logical System	CRMD_ORDERADM_H-LOGICA...		
SAP R/3 Release	CRMD_ORDERADM_H-CRM_R...		
Identity Scenario	CRMD_ORDERADM_H-SCENAR...		
CRM Transaction: Template Type	CRMD_ORDERADM_H-TEMPLA...		
Created On (Output in User Time Zone)	CRMD_ORDERADM_H-CREATE...		
User that Created the Transaction	CRMD_ORDERADM_H-CREATE...		
Changed On (Output in User Time Zone)	CRMD_ORDERADM_H-CHANG...		
Transaction Last Changed By	CRMD_ORDERADM_H-CHANG...		
Time of Last Change to the Transaction	CRMD_ORDERADM_H-HEAD_C...		
Business Transaction Category	CRMD_ORDERADM_H-OBJECT...		
Indicator whether the business transaction can be	CRMD_ORDERADM_H-ARCHIV...		
Transaction Description (Capital Letters)	CRMD_ORDERADM_H-DESCR...		
Indicator Whether Business Transaction Number is	CRMD_ORDERADM_H-OBJECT...		
Time of Last Archiving Attempt	CRMD_ORDERADM_H-VERIFY...		
Time of Last Change in CRM Online	CRMD_ORDERADM_H-CRM_C...		
Time at Which Transaction is Saved for Postproces	CRMD_ORDERADM_H-POSTPR...		

Data fields	Technical name	Field Group/data fields	Technical name
Index table for one-order document	CRMD_ORDER_INDEX	01 Partner	
Client	CRMD_ORDER_INDEX-CLIENT	02 Transaction - Set - Link	
GUID of a CRM Order Object	CRMD_ORDER_INDEX-GUID	03 Business Transactions CRM	
GUID of a CRM Order Object	CRMD_ORDER_INDEX-HEADER	04 Index table for one-order document	
GUID of a CRM Order Object	CRMD_ORDER_INDEX-ITEM	GUID of a CRM Order Object	CRMD_ORDER_INDEX-HEA...
Business Transaction Category	CRMD_ORDER_INDEX-OBJECT	05 Opportunity	
Business Transaction Type	CRMD_ORDER_INDEX-PROCE...		
Phase	CRMD_ORDER_INDEX-CURR...		
Opportunity/Lead Priority	CRMD_ORDER_INDEX-IMPORT...		
Partner Number	CRMD_ORDER_INDEX-PARTNE		
Sales Organization	CRMD_ORDER_INDEX-SALES...		
Distribution Channel	CRMD_ORDER_INDEX-DIS_CH		
Division	CRMD_ORDER_INDEX-DIVISION		
Service Organization	CRMD_ORDER_INDEX-SERVIC		
Sales Office	CRMD_ORDER_INDEX-SALES...		
Sales Group	CRMD_ORDER_INDEX-SALES...		
Purchasing Organization	CRMD_ORDER_INDEX-PURCH...		
Sold-to Party's External Reference No. (in Capital L	CRMD_ORDER_INDEX-PO_NU...		
Transaction is Still Open	CRMD_ORDER_INDEX-STAT_O...		
Postprocessing Required	CRMD_ORDER_INDEX-STAT_P...		
Status: Released	CRMD_ORDER_INDEX-STAT_R...		
Select for Billing Document	CRMD_ORDER_INDEX-STAT_BI		
Selection Control Station	CRMD_ORDER_INDEX-STAT_S...		
Status: Planned	CRMD_ORDER_INDEX-STAT_P...		

Data fields	Technical name	Field Group/data fields	Technical name
Join		01 Partner	
Partner	CRMD_PARTNER	02 Transaction - Set - Link	
Transaction - Set - Link	CRMD_LINK	03 Business Transactions CRM	
Business Transactions CRM	CRMD_ORDERADM_H	04 Index table for one-order document	
Index table for one-order document	CRMD_ORDER_INDEX	05 Opportunity	
Opportunity	CRMD_OPPORT_H	Expected Sales Volume	CRMD_OPPORT_H-EXP_RE
Client	CRMD_OPPORT_H-CLIENT	Budget Prospect	CRMD_OPPORT_H-BUDGET
GUID of a CRM Order Object	CRMD_OPPORT_H-GUID	Opportunity Start Date	CRMD_OPPORT_H-STARTD
Expected Sales Volume	CRMD_OPPORT_H-EXP_REVE... 0	Expected Closing Date	CRMD_OPPORT_H-EXPECT
Budget Prospect	CRMD_OPPORT_H-BUDGET_BP 0	Phase	CRMD_OPPORT_H-CURR_F
Opportunity Start Date	CRMD_OPPORT_H-STARTDATE 0	Phase Since	CRMD_OPPORT_H-PHASE_
Expected Closing Date	CRMD_OPPORT_H-EXPECT_E... 0	Chance of Success	CRMD_OPPORT_H-PROBAE
Phase	CRMD_OPPORT_H-CURR_PHA... 0	Forecast Relevance	CRMD_OPPORT_H-FOREC#
Phase Since	CRMD_OPPORT_H-PHASE_SIN... 0	Origin of Opportunity/Lead	CRMD_OPPORT_H-SOURC#
Chance of Success	CRMD_OPPORT_H-PROBABILITY 0	Opportunity/Lead Priority	CRMD_OPPORT_H-IMPORT
Forecast Relevance	CRMD_OPPORT_H-FORECAST... 0	Sales Cycle	CRMD_OPPORT_H-SALESC
Origin of Opportunity/Lead	CRMD_OPPORT_H-SOURCE 0	Opportunity Address	CRMD_OPPORT_H-ADDRES
Opportunity/Lead Priority	CRMD_OPPORT_H-IMPORTANCE 0	Opportunity Group	CRMD_OPPORT_H-TYPE
Sales Cycle	CRMD_OPPORT_H-SALESCYCLE 0	Status Since	CRMD_OPPORT_H-STATUS
Opportunity Address	CRMD_OPPORT_H-ADDRESS... 0	Chance of Success of Opportunity - Calc	CRMD_OPPORT_H-SYS_PR
Opportunity Group	CRMD_OPPORT_H-TYPE 0	Opportunity Description	CRMD_OPPORT_H-DESCRI
Status Since	CRMD_OPPORT_H-STATUS_SI... 0	Phase of registration project	CRMD_OPPORT_H-CUSTOM
Chance of Success of Opportunity - Calculated by S	CRMD_OPPORT_H-SYS_PROB... 0		
Opportunity Description	CRMD_OPPORT_H-DESCRIPTI... 0		
Phase of registration project	CRMD_OPPORT_H-CUSTOMER... 0		

Note: you can add any field you need. This are the fields necessary to make some basic work, for the data sources and attribute lists.


16 – Press the  (generate) button.

Perhaps the following screen appears:

The screenshot shows a dialog box titled "Create Object Directory Entry". At the top, there is a field for "Object" containing the text "R3TR AQSG ZOPPORTUNITIES". Below this is a section labeled "Attributes" with several input fields: "Package" (containing "/SAPQUERY/DEMO"), "Person Responsible" (containing "DEMOUSER"), "Original System" (containing "CRD"), and "Original language" (containing "EN English"). At the bottom of the dialog, there are four buttons: "Local Object" (with a floppy disk icon), "Lock Overview" (with a magnifying glass icon), a button with a document icon, and a close button (with an "X" icon).

In this case you can use the Package /SAPQUERY/DEMO, or any other. Confirm in what package it's possible to generate, requesting this information from an abapper programmer.

In any case, you always use the \$tmp.

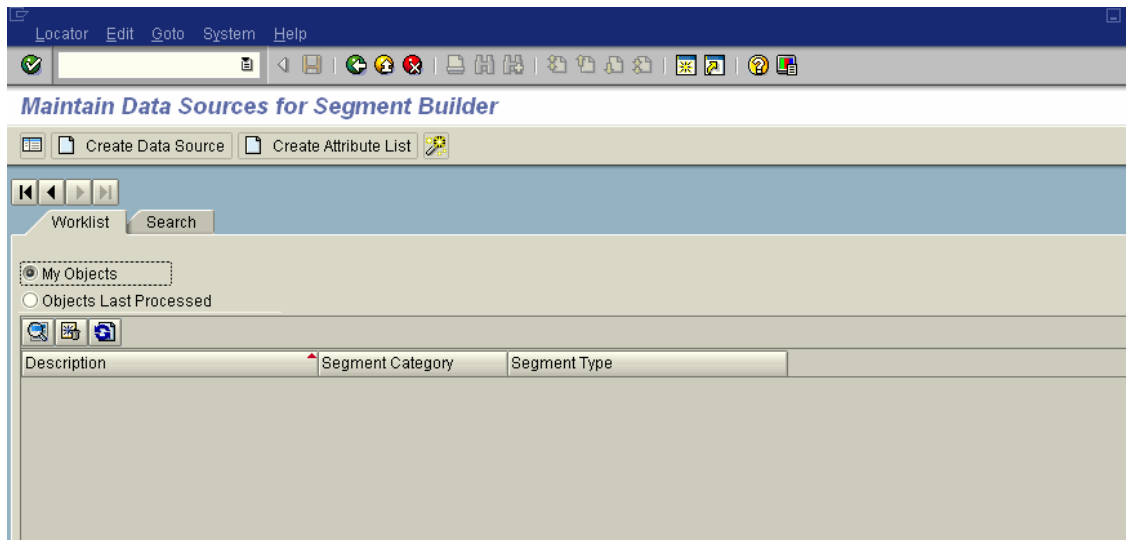
17 – Press the  button.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Utenim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in.

- Bullet 1
- Bullet 2



Creating the attribute list

18 – Go to the transaction CRMD_MKTDS. The following screen is presented:



19 – Press the  button

20 – The following screen appears:

Origin Type	InfoSet		 0
RFC dest.			
Name of InfoSet	Zopportunities		
Business Partner	CRMD_PARTNER-PARTNER_NO		
Function Module			
Sampling InfoSet			
Sample			
Object			
Partner Function			
Description	Data from opps		


Fill the field(s)


Origin type: Infoset

Name of Infoset: Zopportunities

Business Partner: CRMD_PARTNER-PARTNER_NO

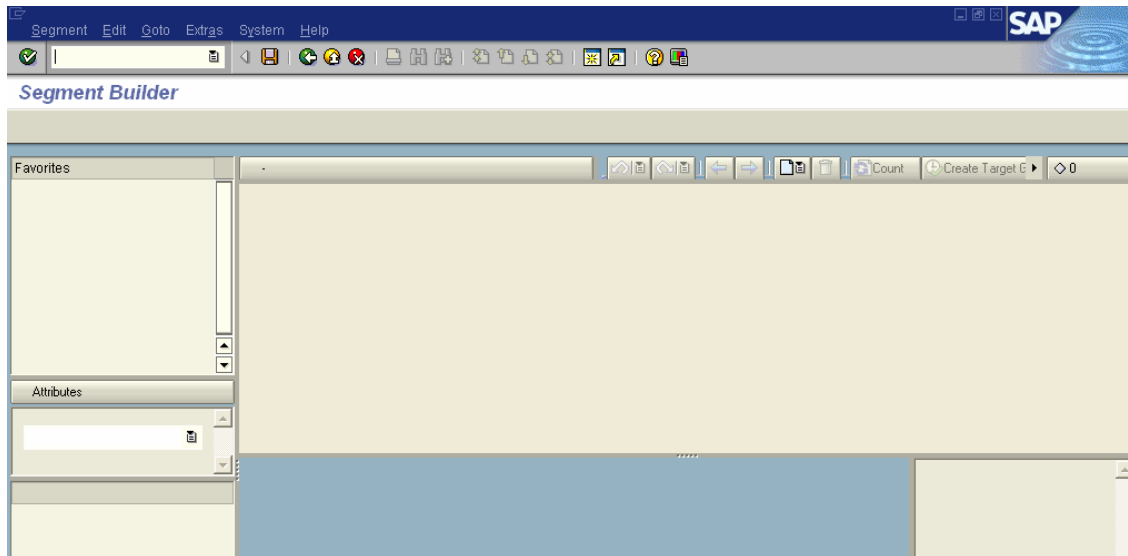
Description: Data from opps


21 – Press the  button

22 – Press the  button

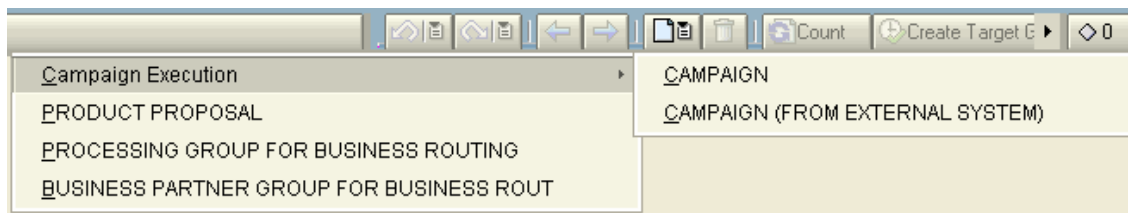
Creating the segmentation for the opportunities

33 – Go to the transaction CRMD_MKTSEG

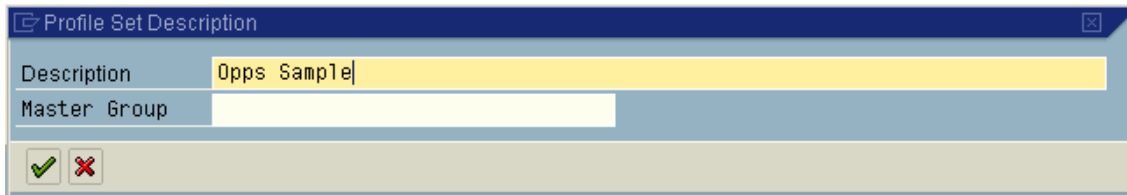


34 – Create a new profile set, pressing the  button.

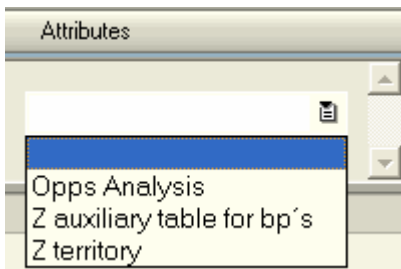
35 – Pick the option Campaign Execution >> Campaign.



36 – Give a name of “Opps Sample”:

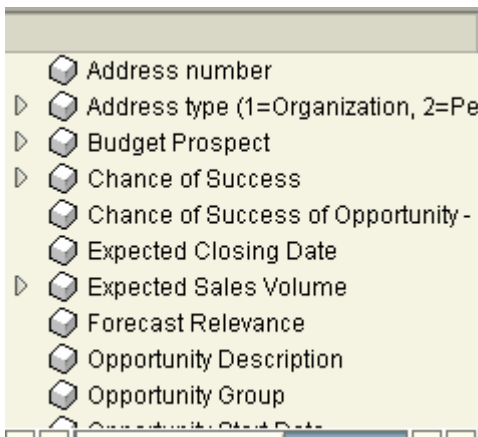


37 – Now that you have a fresh new profile, you can use it as being a sandbox for pipeline analysis. Go to the Attributes section area:

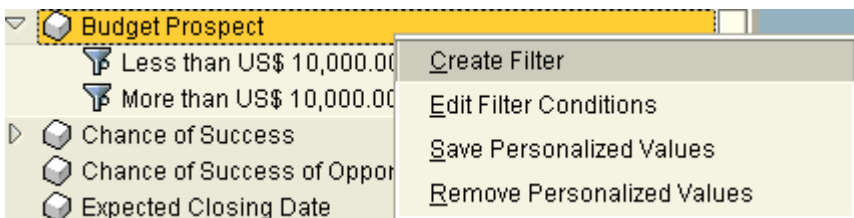


And pick Opps analysis, we created before.

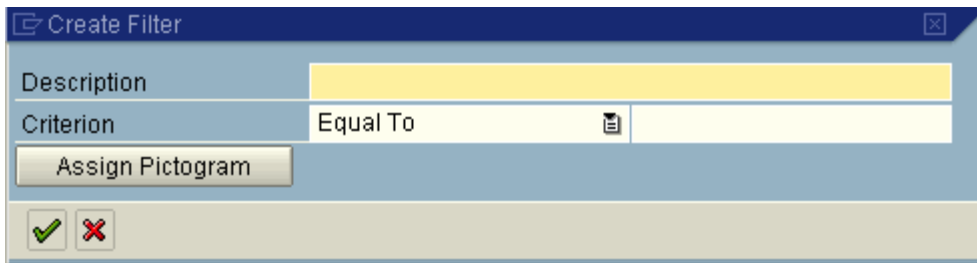
38 – A list of the attributes, is listed:



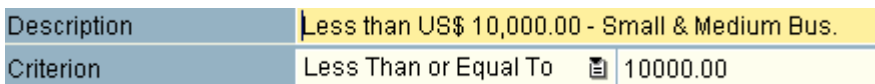
39 – In this step, you can specify any attributes you wish to make the analysis. Let's create for example a simple analysis in terms of customer budget (entered in transaction CRMD_BUS2000111 - Sales -> Maintain Opportunities). Right click "Budget Prospect", and a menu appears:




40 - Pick "Create Filter". Another Screen appears:

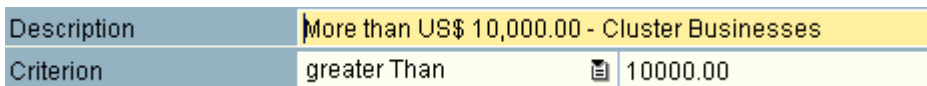


Fill the fields:

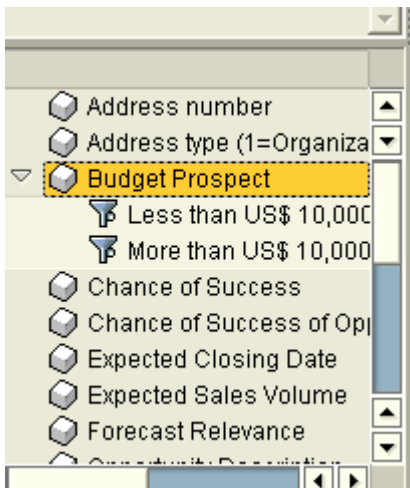


41 – Press the  button.

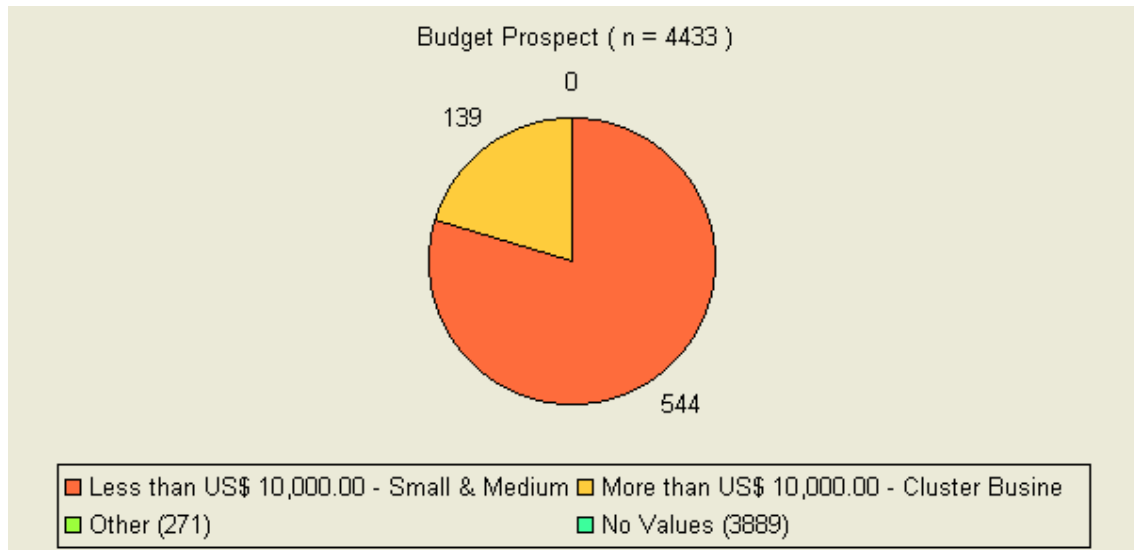
42 – Repeat the step 39 to 41, changing:



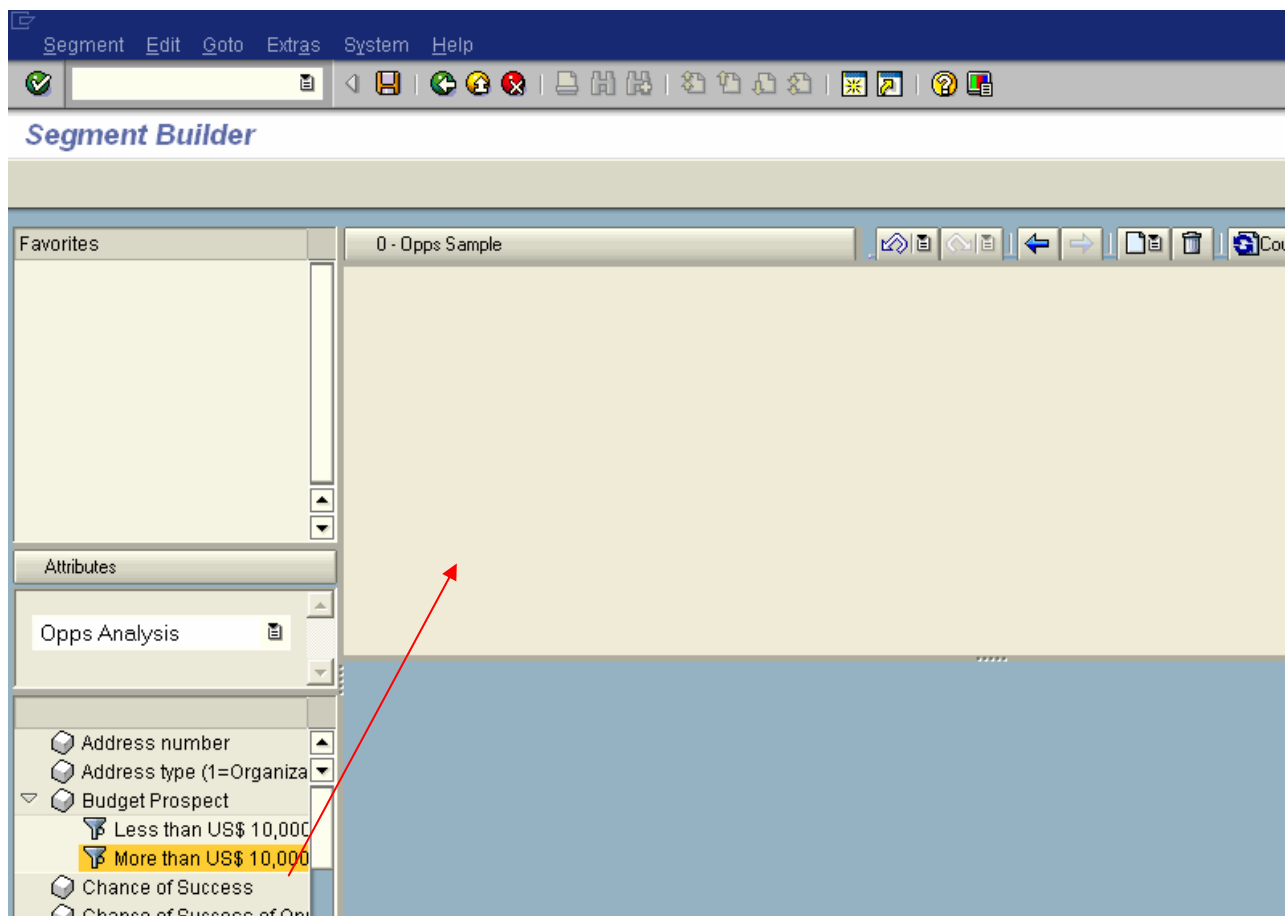
43 – Now you can have a simple graphical analysis. Double click Budget Prospect:



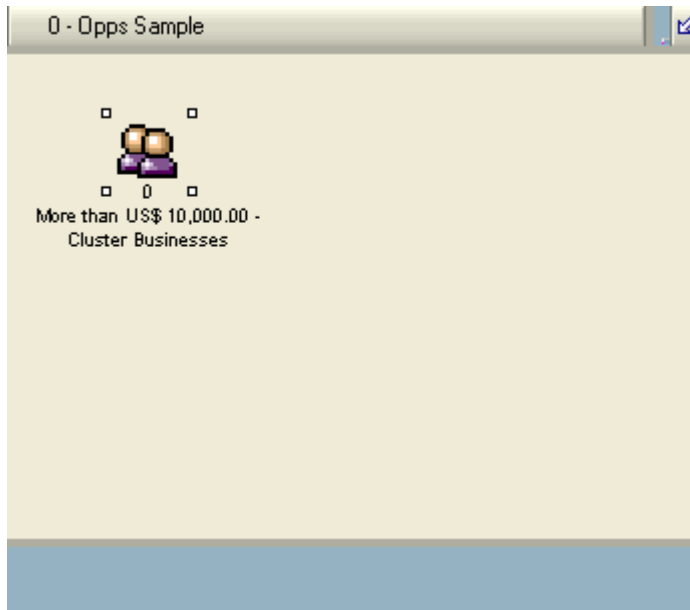
The following result appears:



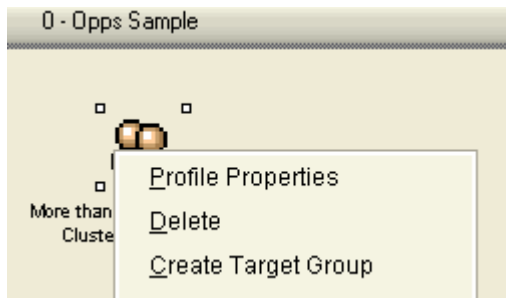
44 – Create a list of the Cluster customers: Click the “More than US 10,000.00...”, drag and drop it inside the area described with the red arrow



As result shown we have the following screen:



45 – Right click the Icon above:

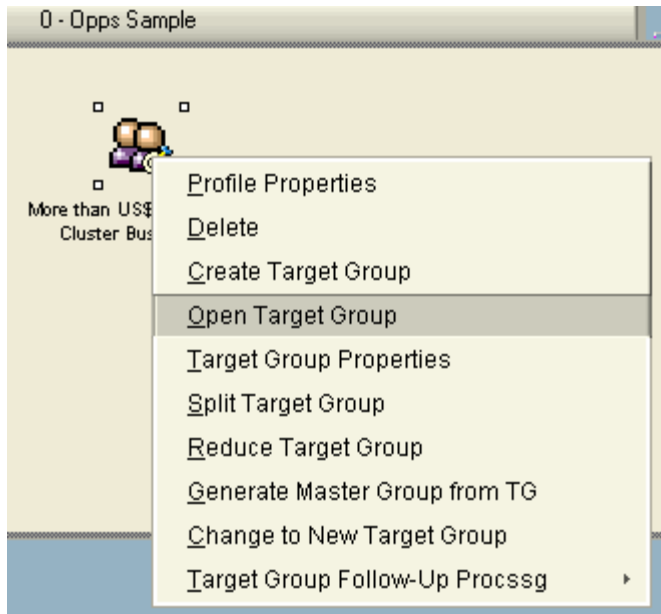


Pick the “Create Target Group” option.

The icon changes, with a target & arrow and a number (total records found):



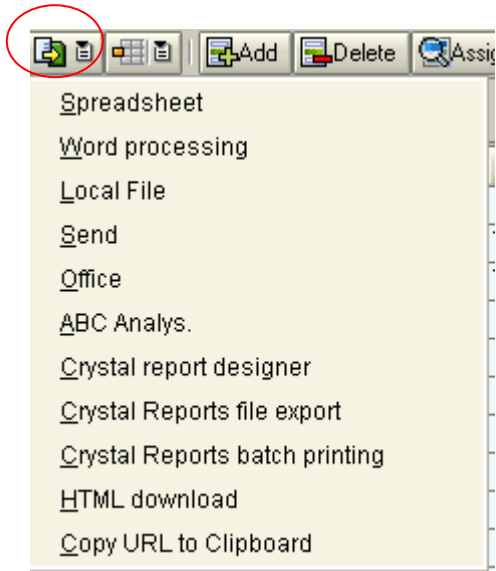
46 – Now you can see who are the for example the cluster customers, right clicking the Icon above, and picking the “Open Target Group” option:




And the results appear:


BusPartner	Type	Grp.	External BP Number	Search Term 1	Search Term 1/2
111	1	0002			
113	1	0002			
116	1	0002			
122	1	0002			
123	1	0002			
1332	1	0002			
1382	1	0002			
1475	1	0002			
1524	1	0002			
1526	1	0002			

You can export it for an excel spreadsheet, or any other document:

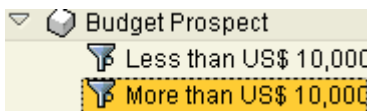


47 – It's possible for example to check what are the chances to close the deal also. Create the following attributes for "Chance of Success" (repeat steps from 39 to 41) :

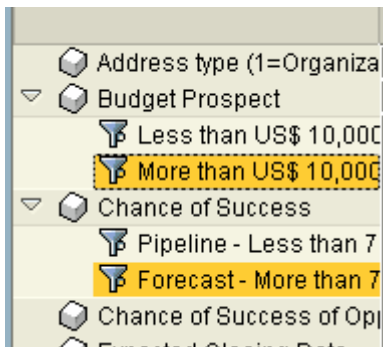
Description	Pipeline - Less than 70% chance
Criterion	Less Than  70

Description	Forecast - More than 70% chance
Criterion	Greater Than or Equal To  70

48 – Go to the attribute "More than US\$ 10,000.00 - Cluster Businesses", an click on it;



49 – Hold the [CTRL] key on keyboard, and click on "Forecast - More than 70% chance". It makes a double selection:



50 – Drag and drop it as the same described in step 44. Repeat steps 45 and 46. In this report, you have the bigger customers (cluster), with good chances to close the deal.

Improvements

The standard SAP CRM is ready to use infoSet for leads. Go to step 19, and pick the /SAPQUERY/CRM_LEADMON1. Other InfoSet's can be used also, and very usefull for marketing plans:

CRM_MKTTG_BP_BIRTHDATE	Birthday
CRM_MKTTG_BP_ADDR	BP Address
CRM_MKTTG_BP_ADDR_SMP	BP Address with Sampling
CRM_MKTTG_BP_CENTRAL	BP Central Data
CRM_MKTTG_BP_CENTRAL_SMP	BP Central Data with Sampling
CRM_MKTTG_BP_GRP	BP Master : Relations of Groups
CRM_MKTTG_BP_GRP_SMP	BP Master : Relations of Groups with Sampling
CRM_MKTTG_BP_PER	BP Master :Relations of Persons
CRM_MKTTG_BP_PER_SMP	BP Master :Relations of Persons with Sampling
CRM_MKTTG_BP_BNK	BP Master: Bank Data
CRM_MKTTG_BP_BNK_SMP	BP Master: Bank Data with Sampling
CRM_MKTTG_BP_BNK_CARD	BP Master: Payment Card Data
CRM_MKTTG_BP_CARD_SMP	BP Master: Payment Card Data with Sampling
CRM_MKTTG_BP_GEN	BP Person Data
CRM_MKTTG_BP_ORG_SMP	BP: Contact Person Relations of Org with Sampling
CRM_MKTTG_BP_ORG	BP: Contact Person Relations of Organisations
CRM_MKTTG_BP_PRTFUNC	BP: Partner Function
CRM_MKTTG_BP_PRTFUNC_SMP	BP: Partner Function With Sampling
CRM_MKTTG_BP_ORG_CDE	Contact Person Rel. for Organizations with Postal Code
CRM_MKTTG_BP_ORG_CDE_SMP	Contact Person Relationships for Org. with Postal Code
CRM_MKTTG_BP_PSTCD	CRM Marketing: Business Partner by Postal Code
CRM_MKTTG_RESPONSE_MODEL	Response Prediction Model
CRM_MKTTG_BP_RESPNSE	Response Rate for Hyperlink in an E-Mail Campaign
CRM_MKTTG_BP_RESPNSE_SMP	Response Rate for Hyperlink in an E-Mail CRM_MKTTG_RFM
CRM_CHM_PDM_CLASSIF	Channel Partner Classifications
/SAPQUERY/CRM_LEADMON1	CRM Lead Management - Free Selection
/SAPQUERY/CRM_ALLOC1	Allocation
/SAPQUERY/CRM_ACTMON1	Open Activities

One good point to relate the analysis is to link the lead infocset, with the opportunity above created. This can bring to the manager a possibility to check effectiveness of marketing campaigns.

Another good point, for the managers and executives this functionality can be a powerful tool to make the cadence meeting with the sales team. In this paper it's possible to split the analysis by sales volume, territory, and odds to win the opportunity. With some additional customization, it should be able to work with vertical markets, or industry specific. Furthermore for the executives, segmentation can be customized to reflect, their own parameters, and then fit it, respecting the process, following for example the solution selling methodology:

Milestone	Yield	Milestone Description
T		Territory <ul style="list-style-type: none"> <input type="checkbox"/> Opportunity identified in territory <input type="checkbox"/> Meets marketing criteria <input type="checkbox"/> Potential sponsor identified <input type="checkbox"/> Initial contact established (verifiable)
S	10%	Qualified suspect <ul style="list-style-type: none"> <input type="checkbox"/> Pain admitted by sponsor <input type="checkbox"/> Sponsor has a valued buying vision <input type="checkbox"/> Sponsor agreed to explore <input type="checkbox"/> Sponsor granted access to power <input type="checkbox"/> Agreed to above in sponsor letter
D	25%	Qualified sponsor <ul style="list-style-type: none"> <input type="checkbox"/> Access to power sponsor <input type="checkbox"/> Pain admitted by power sponsor <input type="checkbox"/> Power sponsor has a valued buying vision <input type="checkbox"/> Power sponsor agreed to explore <input type="checkbox"/> Evaluation plan proposed <input type="checkbox"/> Evaluation plan agreed upon
C	50%	Qualified power sponsor <ul style="list-style-type: none"> <input type="checkbox"/> Evaluation plan underway <input type="checkbox"/> Preproposal review conducted <input type="checkbox"/> Asked for the business <input type="checkbox"/> Proposal issued, decision due* <input type="checkbox"/> Verbal approval received
B	75%	Decision due <ul style="list-style-type: none"> <input type="checkbox"/> Contract negotiation in progress
A	90%	Pending sale <ul style="list-style-type: none"> <input type="checkbox"/> Signed documents
W	100%	Win <ul style="list-style-type: none"> <input type="checkbox"/> Update prospect database

*Premature delivery of a proposal is not a sign of progress

A follow-up business transaction, can be created from the results you have. Action plans, and tasks, can be linked to the opportunities, from segmentation transaction, but again, it's necessary additional customizing.

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