



PIM and DAM

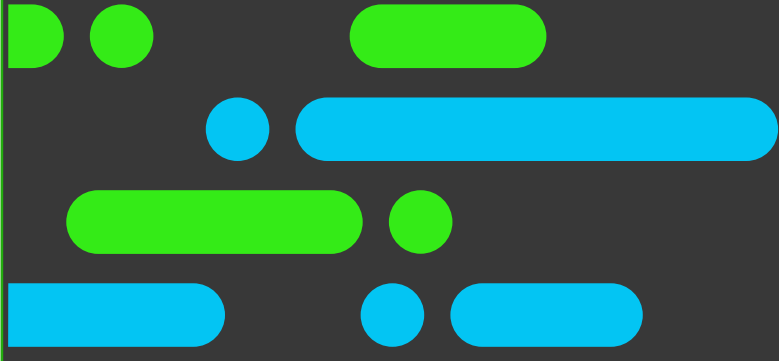


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1 Overview

This PIM & DAM takes you through the various business administration aspects of the Product Experience 360 (PX360) solution covering data onboarding, vendor data onboarding, data management, data modeling, digital asset management, and data governance. This journey also takes you through the fundamentals and administration level of courses to get a complete overview of Product Experience 360 delivery.

Note that this journey is designed with Tell Me, Show Me, and Try Me learning format, so that you get the maximum benefits.

2 Objectives

After successfully completing this course, you should be able to understand:

- Understand the data modeling concepts
- Data management to manage the data
- Understand the vendor data onboarding
- Data governance in the platform

3 Duration

The course duration is 690 minutes.

4 Agenda

4.1 Module 1: Data Modeling – 225 minutes

- Data modeling concepts
- Base data model
- Taxonomy and classification
- Reference data model and dependent attributes
- Variant model
- Context model

4.2 Module 2: Data Onboarding – 87 minutes

- Data onboarding concepts
- Onboarding a single item using UI wizard
- Downloading category-specific excel templates
- Onboarding bulk items using excel template

- External vendor collaboration concepts
- Assortment expansion for faster data onboarding
- Assortment review for improved data quality
- Vendor data security
- Digital asset management concepts

4.3 Module 3: Data Management – 99 minutes

- Data enrichment concepts
- Searching data and managing data in the platform
- Data contextualization concepts
- Manage the data in multiple contexts
- Governance concepts and scenarios

4.4 Module 4: Data Governance – 270 minutes

- Data governance concepts in the platform
- How the data governance rules are applied
- Business condition for computation and validation use cases
- Concepts of workflow
- Business scenarios
 - Exit criteria
 - Skip criteria
 - Activity entry
 - Activity exit
 - Activity resume
- Introduction to entity graph processor
- Computation post-process Rules for graph processing
- Send related entity for graph processing

5 Reference Materials

For any additional information on the available catalogue, please write to us at the following address university@syndigo.com