



PIM and DAM



Table of Contents

- 1 Overview 2
- 2 Objectives 2
- 3 Duration..... 2
- 4 Agenda 2
 - 4.1 Module 1: Data Modeling – 333 minutes..... 2
 - 4.2 Module 2: Data Onboarding – 59 minutes..... 2
 - 4.3 Module 3: Vendor Data Onboarding – 49 minutes 3
 - 4.4 Module 4: Data Management – 196 minutes 3
 - 4.5 Module 5: Digital Asset Management – 69 minutes 3
 - 4.6 Module 6: Data Governance – 217 minutes..... 3
- 5 Contact Us 4

1 Overview

This PIM & DAM takes you through the various business administration aspects of the Ascend Product Experience 360 (Ascend PX360) solution covering data onboarding, vendor data onboarding, data management, data modelling, digital asset management.

This journey also takes you through the fundamentals and administration level of courses to get a complete overview on Ascend 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:

- Data Modeling and how to update the data model
- Data management to manage the data
- Data governance in the platform

3 Duration

The course duration is 923 minutes.

4 Agenda

4.1 Module 1: Data Modeling – 333 minutes

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

4.2 Module 2: Data Onboarding – 59 minutes

- Data Onboarding Concepts
- Onboarding a single Item using UI Wizard
- Downloading Category-specific Excel Templates

- Onboarding Bulk Items using Excel Template

4.3 Module 3: Vendor Data Onboarding – 49 minutes

- External Vendor Collaboration Concepts
- Assortment Expansion for faster data onboarding
- Assortment Review for improved data quality
- Vendor Data Security

4.4 Module 4: Data Management – 196 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

4.5 Module 5: Digital Asset Management – 69 minutes

- Understand different types of digital assets
- How to onboard digital assets in the platform
- Supported file formats
- Understand how workflows can be applied on digital assets
- Understand how to link digital asset and item

4.6 Module 6: Data Governance – 217 minutes

- The Data Governance Concepts in the platform
- How the data governance rules are applied
- Business Condition for Computation and Validation use cases

5 Contact Us

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