



# Understanding Foundational Solutions



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# 1 Overview

This Foundational solution takes you through the various solutions offered by the platform to plan, build, and maintaining the product data. The part of foundational solutions starting from Product Experience (PX) 360, Customer Experience (CX) 360, Master Data Management (MDM), Product Principles, and GTM Segments.

Note that this journey is designed with Tell Me learning formats so that you get the maximum benefits.

## 2 Objectives

By the end of this journey, you will be able to understand:

- PX360, CX360, and MDM solutions
- Product principles
- GTM segments

## 3 Duration

The course duration is 66 minutes.

## 4 Agenda

### 4.1 Module 1: Understand Syndigo Foundational Solutions – 66 Minutes

- Challenges in information supply chain
- Master data Vs. Transaction data
- What is Product Information Management (PIM)
- What is Master Data Management (MDM)
- Benefits of MDM
- An overview of solutions
- What is product experience 360
- What is customer experience 360
- What is master data management
- Product principles of solutions
- An overview of GTM platforms
- Concepts of MDM
- Why MDM

- Golden core
- Multi-domain
- Integration hub
- Intelligence hub

## 5 Contact Us

For any additional information on the available catalogue, please write to us at the following address [university@syndigo.com](mailto:university@syndigo.com)