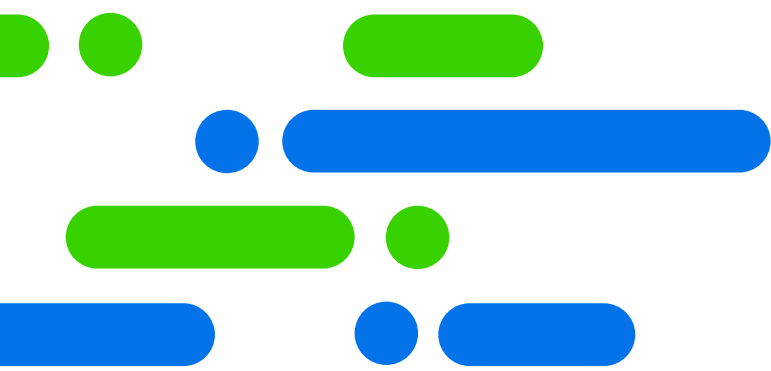


Customer MDM



Contents

- 1. Overview 2
- 2. Objectives 2
- 3. Target Audience 2
- 4. Duration 2
- 5. Criteria 2
- 6. Agenda 2
 - 6.1 Course 1: Know About Syndigo – 8 Minutes 2
 - 6.2 Course 2: Know about PXM and MDM Overview – 15 Minutes 3
 - 6.3 Course 3: Know about PXM Solutions – 21 Minutes 3
 - 6.4 Course 4: Know about PIM and MDM Solutions – 14 Minutes 4
 - 6.5 Course 5: Know about Industry Offering Overview – 9 Minutes 4
 - 6.6 Course 6: Know about MDM Application Navigations and Features
Overview – 15 Minutes 5
- 7. Contact Us..... 5

1. Overview

The Foundational Learning journey takes you through the various fundamental aspects of the Customer MDM delivery covering Syndigo Overview, Enterprise Data Suite, Concepts of Customer MDM Solution, Data Modeling, Data Match, Data Merge, Data Security, Data Management, Data Governance, Analyzing Data, Data Syndication, and Data Visualization.

Note that this is a mandatory learning journey for all learners.

This journey is designed with a “Tell Me” and “Show Me” learning format to cover all the foundation-level theoretical concepts.

2. Objectives

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

- Understand the Syndigo Product Portfolios, PIM Foundational Solutions, and an overview of the Customer MDM Solution.
- Understand Data Modeling concepts, various entity types, their Attributes, and Relationships.

3. Target Audience

This journey includes the foundational training that is relevant to all roles.

4. Duration

The duration of the journey is 92 minutes.

5. Criteria

To get yourself awarded with our certificate of journey completion, remember:

- The completion ratio is 100% for this self-paced journey.
- Learners need to achieve a score of 80% or above on all quizzes.

6. Agenda

6.1 Course 1: Know About Syndigo – 8 Minutes

- Understand the Syndigo Platform Ecosystem
- Explain PXM and MDM Concepts

- Compare Brand and Retailer solutions
- Identify PIM and MDM capabilities
- Explore Industry and Product offerings

6.2 Course 2: Know about PXM and MDM Overview – 15 Minutes

- PXM Overview
 - Product Experience & Business Challenge
 - PXM Foundations & Evolution
 - PXM Capabilities & Business Value
 - Syndigo Product Experience Cloud
 - Bringing It All Together
- MDM Overview
 - Why Master Data Matters
 - What Is Master Data?
 - What Is Master Data Management (MDM)?
 - Problems MDM Solves
 - MDM and Data Governance
 - The Role of AI in Modern MDM
 - Business Value of MDM
 - MDM in the Data-to-Experience Journey

6.3 Course 3: Know about PXM Solutions – 21 Minutes

- PXM for Brands Overview
 - Understanding PXM for Brands
 - What PXM Means for Brands
 - Syndigo's Complete & Composable PXM

- Core PXM Capabilities for Brands
- Powered by Agentic AI
- Business Value of PXM for Brands
- PXM for Retailers Overview
 - Evolution & Expectation of the Commerce Experience
 - Composable & Comprehensive Commerce Ecosystem
 - Detailed Solution Overview

6.4 Course 4: Know about PIM and MDM Solutions – 14 Minutes

- MDM Solutions Overview
 - Customer MDM
 - Vendor MDM
 - Location MDM
- Product Information Management Overview
 - PIM Solutions
 - PIM Professional
 - PIM Premium

6.5 Course 5: Know about Industry Offering Overview – 9 Minutes

- What Does Syndigo Offer?
 - Automotive Aftermarket
 - Automotive Aftermarket Offering – ACES App
 - Automotive Aftermarket Offering – PIES App
 - Document Management System
 - ETIM-Based Parts Management
 - Nutrition & Wellness

6.6 Course 6: Know about MDM Application Navigations and Features Overview – 15 Minutes

- Syndigo Customer MDM Tour
 - Customer MDM Application Demo

7. Contact Us

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