SAP Customer Data Platform Implementation Training

- This course illustrates the main functionalities and concepts of SAP Customer Data Platform. It is designed to provide an in-depth understanding of the implementation of the key business scenarios of the SAP Customer Data Platform solution. Multiple hands-on exercises are used to facilitate the configuration options in the SAP Customer Data Platform. Hands-on activity includes customizing Profile and Activity Schema, ingesting data using build-in source applications, creating Indicators and Segments, downstreaming data to outbound applications and personalization marketing campaigns using audiences, CX Flows and Journeys. The course describes the B2B capabilities using Customer Data Platform Groups and Relationships. We recommend that you use your own machine for the best training experience.

Odbiorcy szkolenia

- Business End Users
- Functional Consultants
- Solution Architects
- Technical Consultants

Korzyści

- This course will prepare you to:
  - Discuss the product capabilities and features of the Customer Data
  - Navigate the console and describe its functionalities

- Navigate the Admin console and describe its functionalities
- Identify the structure of a Customer Schema concept to create a new schema and interpret merging rules
- Structure data and define how to link groups
- Identify and outline privacy and trust mechanisms to ingest and downstream data
- Explain the two views offered by SAP Customer Data Platform based on the confidence in the accuracy of the data
- Explain the many ways to setup applications to ingest customer data
- Classify your customer data by applying different criteria based on attributes, behaviors or activities
- Connect SAP Customer Data Platform into destination systems to downstream customer data
- Explain how SAP Customer Data Platform uses Audiences, CX Flows, and Journeys to group customers and personalize experiences
- Describe the B2B capabilities using Customer Data Platform Groups and Relationships.

Program szkolenia

- Getting Started with CDP
  - Introducing Customer Data
  - Discovering SAP Customer Data Platform Terms and Definition
- Discovering the SAP Customer Data Platform Console
  - Navigating the CDP Console
  - Discovering the Tenant model
- Defining a Customer Schema
  - Using Customer Schema
  - Using the Activity Schema
- Creating Processing Purpose
  - Discovering Processing Purpose
- Applying Identity Resolution
  - Distinguishing between Unified and Contextual Customer Profiles
  - Using Matching and Merge Rules
- Implementing Data Ingestion
  - Uncovering How Customer Data Platform Ingests Data?
  - Applying Source Application Event
- Applying Activity Indicators and Segments
  - Using Activity Indicators
  - Using Segments
- Creating Outbound Applications and Downstream
  - Downstreaming Data from the SAP Customer Data Platform

- Creating and configuring Journeys, CX flows, and Audiences
  - Applying Audiences within the Customer Data Platform
  - Discovering CX Flows
  - Designing CX Journeys and Milestones
- Discovering the Admin, Security, and Monitoring Functionalities
  - Navigating the Admin Console
  - Navigating the Monitoring Dashboard
- Using REST API´s with SAP Customer Data Platform (APIs)
  - Using the SAP Customer Data Platform APIs
  - Authenticating an API call using OAuth2
  - Implementing the Ingesting APIs
  - Implementing the Query API
- Implementing Customer Data Platform for B2B
  - Discovering Groups and Relationships
- Hands-on Exercises
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Oczekiwane przygotowanie uczestnika

Essential
- Watch: SAP Customer Platform Videos
  (https://learning.sap.com/search?query=customer+data+platform)

Recommended
- Explore:
- SAP Customer Data Platform Essentials eLearning on learning.sap.com
- Administering SAP Customer Data Platform eLearning on learning.sap.com

Czas trwania

3 dni / 21 godzin

Język

Materiały: angielski

Uwaga! Szkolenie realizowane są w języku polskim lub angielskim. Tryb szkolenia (zdalne / stacjonarne) i język szkolenia jest uzależniony od konkretnego terminu. W celu uzyskania szczegółowych informacji, ustalenia terminu, bądź informacji o trybie szkolenia i wersji językowej prośba o kontakt z opiekunem handlowym.