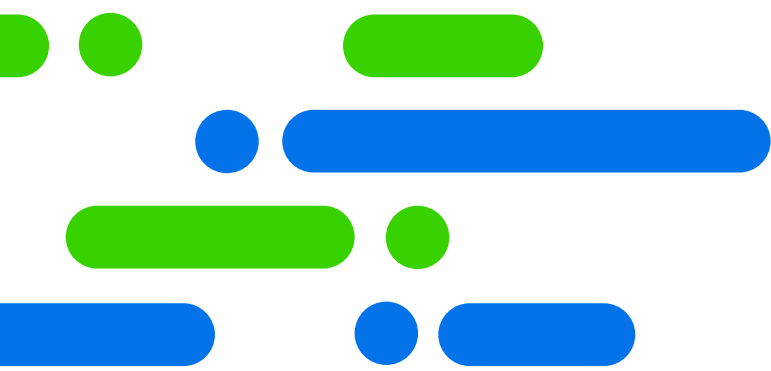


Getting Started



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1. Overview

This course introduces the fundamentals of Brand PXC and helps you get started with managing product information. You will learn how to navigate the platform, understand key product data concepts such as relationships, variants, and packaging hierarchies, and complete a basic product publishing workflow.

2. Objectives

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

- Navigate the Brand PXC interface and understand its key capabilities.
- Explain product relationships, variants, and packaging hierarchies.
- Create and manage products in Brand PXC.
- Generate product content using AI-assisted capabilities.
- Manage recipients and publish product information.
- Upload products and assets to onboard catalog data.
- Create or update products in bulk.
- Describe the end-to-end workflow from product creation to publication.

3. Duration

The duration of the course is **35 minutes**.

4. Agenda

4.1. Course 1: PXC for Brand - Getting Started in Brand PXC – 35 Minutes

- Introduction to Brand PXC
 - PXC for Brand Overview
 - PX Cloud Navigation and Features Overview
- Understanding the Data Model
 - How to Manage Product Relationships
 - How to Manage Variants
 - How to Manage Packaging Hierarchy
- Your First Product Publishing Journey
 - How to Create a New Product
 - How to Generate Content Using AI
 - How to Manage Recipients

- How to Update and Publish Product Details to a Recipient
- Loading Your Catalog at Scale
 - How to Upload Products
 - How to Upload Assets
 - How to Create or Update Products in Bulk

5. Contact Us

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