



EDS Customer MDM



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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.
- Define the Deterministic and ML-based match rules to help the application match the Source Record with the Golden Record.
- Define the Merge Threshold values to help the system perform Auto or Manual merge based on the match score calculated between Source Record and Golden Record.
- Explore the Golden Record Management stages the Source Record will undergo and enrich the values, such as Source Record Management (SRM), Address Record Management (ARM), and Golden Record Management (GRM).
- Understand Data Security concepts to secure the data in the application by granting access permissions to users based on their roles.
- Set up the permissions at entity and attribute levels in the application.
- Apply the Data Governance concepts to manage the business conditions for various computation and validation scenarios.
- View the entity data in the Graph, Hierarchy, and Organization view with the graph navigation menus.
- Understand Syndication concepts to publish the managed data in the application to target systems.

- Explore Data Visualization and Reporting to use the default analytics dashboards and reports.

3. Target Audience

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

4. Duration

The duration of the journey is 279 minutes/5 Hours.

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 Module 1: Know Your Learning Portal – 15 Minutes

- Important Note on Learning Portal Behaviour
- Recommended Screen Resolution
- Syndigo Accreditation Process

6.2 Module 2: Syndigo Product Portfolios – 6 Minutes

- Know About Syndigo
- Syndigo Suites – CES and EDS

6.3 Module 3: Syndigo Enterprise Data Suite – 23 Minutes

- MDM and PIM Basics
- Syndigo PIM and MDM Solutions
- Syndigo Product Principles

6.4 Module 4: EDS Foundational Solutions – 7 Minutes

- Overview of Syndigo EDS Foundational Solutions
- What is PIM Professional?
- What is PIM Premium?
- What is Customer MDM?

6.5 Module 5: EDS Customer MDM – 20 Minutes

- Concepts of Customer MDM
- Why Customer MDM?
 - Customer MDM
 - Customer Graph
 - Customer Insights
 - Intelligence Hub
- Customer MDM Tour

6.6 Module 6: Data Modeling – 32 Minutes

- Concepts of Data Modeling
- Base Data Model
- Reference Data Model

6.7 Module 7: Data Match – 36 Minutes

- Concepts of Data Match
- Deterministic Match Rules
- ML Based Match Rules
- Standardization
- Match Data Profiler

6.8 Module 8: Data Merge – 21 Minutes

- Concepts of Data Merge
- Auto Merge

- Manual Merge
- Merge Configuration

6.9 Module 9: Data Security – 22 Minutes

- Authentication and Authorization in application
- Permissions and Authorization Model
- Set Domain Level Permissions
- Set Entity Level Permissions
- Set Attribute Level Permissions
- Hide Entity Type

6.10 Module 10: Data Management – 17 Minutes

- Data Management & Enrichment Concepts
- Single Data Management
- Bulk Data Management
- Relationship Management

6.11 Module 11: Data Governance – 20 Minutes

- Concepts of Data Governance
- Why Data Governance?
- Entity Manage Object
- Business Language
- Business Rule Concepts
- Governance Model
- Business Rule Builder
- Populate GRM State Update
- Copy Account ID to MDM ID

6.12 Module 12: Analyzing Data – 12 Minutes

- Entity Network Viewer
- Hierarchy View
- Customer Hierarchy – Organization view

6.13 Module 13: Data Syndication – 4 Minutes

- Concepts of Data Syndication

6.14 Module 14: Data Visualization and Reporting – 24 Minutes

- Concepts of Data Visualization
- Overview of visual analytics
- Key features
- Reports
- Dashboards
- Entity Summary Report
- Data Quality Report
- Trend Report

6.15 Module 15: Customer MDM Knowledge Map – 20 Minutes

- Integrating the concepts from various modules
- Comprehending how these configurations work together within the application

7. Contact Us

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