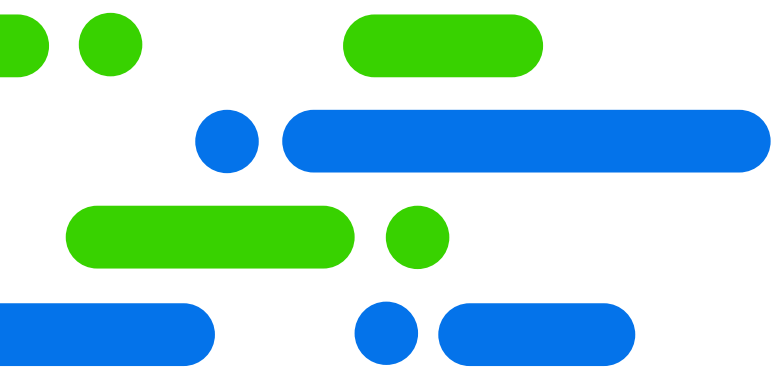


# Experience Apps



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# 1. Overview

This course takes participants through the various business user aspects of the Customer MDM delivery covering Experience Apps, Data Syndication, Data Integrations, and Restful APIs.

Note that this course is designed with a Tell Me and Show Me learning format to cover all the required theoretical concepts at the advanced level and the Try Me and Assessment formats cover the various business use cases.

## 2. Objectives

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

- Understand the basic usage of D&B Identification, Address Enrichment, Deduplication Check, and Segmentation Apps.
- Understand the concept of Data Syndication.
- Understand the Integration profile configurations, system profiles, and import/export profiles.
- Understand API concepts, Query Requests, and Responses of various API services.

## 3. Duration

The course duration is 1836 minutes.

## 4. Agenda

### 4.1 Module 1: Experience Apps – 36 Minutes

- Understand D&B Identification App
- Understand Address Enrichment App
- Understand Deduplication Check App
- Understand Segmentation App

### 4.2 Module 2: Data Syndication – 4 Minutes

- Concepts of Data Syndication

### 4.3 Module 3: Data Integrations – 932 Minutes

#### Data Integration

- Data Integration
- Features Of Data Integration
- Integration Framework

- Content Onboarding and Distribution
- Data Integration Profiles, And OOTB Profiles
- Setup Import Profile from a specific source
- Setup Export Profile to publish data
- Schedule Export Profile
- Integration Profiles

### **Best Practices of Data Integration**

- System Integration Landscape
- Integration Building Blocks
- Integration Patterns
- Export Governance Practices
- Guidelines for Exports and Imports
- Guidelines for Integration Profile
- Guidelines for API usage
- Integration Scheduling Options

## **4.4 Module 4: RESTful APIs – 864 Minutes**

- API Concepts
- Postman Application
- Entity App Services
- Entity Configuration and Authorization Services
- Create Entity Query Requests and Response
- Get Entity Query Request and Response
- Entity App Service
- Entity App Model Service
- Entity Configuration Service
- Entity Authorization Service
- Entity Govern Service
- Bulk Entity Service
- Best Practices of Restful APIs

## **5. Contact Us**

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