



# **Understand Syndigo Product Portfolios**



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# 1. Overview

This course gives a glimpse of various stages of commerce loops where users can start to build their data with different product solutions which helps in data growth.

## 2. Objectives

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

- Understand an overview of Syndigo Product Portfolios.

## 3. Duration

The course duration is 59 minutes.

## 4. Agenda

### 4.1 Course 1: 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

## **4.2 Course 2: 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

## **4.3 Course 3: 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

## 4.4 Course 4: 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

## 5. Contact Us

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