

C4H630

Customer Data Platform Implementation - ILT

COURSE OUTLINE

Course Version: 2305

Course Duration:

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Typographic Conventions

American English is the standard used in this handbook.

The following typographic conventions are also used.

| | |
|--|---|
| This information is displayed in the instructor's presentation |  |
| Demonstration |  |
| Procedure |  |
| Warning or Caution |  |
| Hint |  |
| Related or Additional Information |  |
| Facilitated Discussion |  |
| User interface control | <i>Example text</i> |
| Window title | <i>Example text</i> |

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Course Overview

TARGET AUDIENCE

This course is intended for the following audiences:

Lesson 1: Introducing Customer Data

Lesson Objectives

After completing this lesson, you will be able to:

- Define customer data and discuss how it is useful for understanding customer behaviors and user experience.
- Define the SAP customer data platform and discuss how it is different than other data stores.

Lesson 2: Discovering SAP Customer Data Platform Terms and Definitions

Lesson Objectives

After completing this lesson, you will be able to:

- Recognize and define key terms in SAP Customer Data Platform and relate these terms when configuring SAP Customer Data Platform.
- Explain the business case scenario used in this training.

Lesson 1: Navigating the CDP Console

Lesson Objectives

After completing this lesson, you will be able to:

- Navigate the CDP console.

Lesson 2: Discovering the Tenant Model

Lesson Objectives

After completing this lesson, you will be able to:

- Explain the basics of the Tenant Model, including Workspace and Business Units.

Lesson 1: Using the Customer Schema

Lesson Objectives

After completing this lesson, you will be able to:

- Define the Customer Schema and how it supports SAP Customer Data Platform.

Lesson 2: Using the Activity Schema

Lesson Objectives

After completing this lesson, you will be able to:

- Define an Activity and demonstrate how to create a new Activity Schema.

Lesson 1: Discovering Processing Purpose

Lesson Objectives

After completing this lesson, you will be able to:

- Apply Processing Purposes to ingest and downstream data observing the specified customer data privacy compliance.

Lesson 1: Distinguishing between Unified and Contextual Customer Profiles

Lesson Objectives

After completing this lesson, you will be able to:

- Differentiate Unified or Contextual Customer Profile according to the appropriated usage scenario.

Lesson 2: Using Matching and Merge Rules

Lesson Objectives

After completing this lesson, you will be able to:

- Define identifier attributes from customer schema that could be used for matching existing customer data with incoming ingested data.
- Determine if the incoming customer data will be overridden, discarded, or added upon data ingestion.

Lesson 1: Uncovering How Customer Data Platform Ingests Data

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how the SAP Customer Data Platform ingests Customer Data.

Lesson 2: Applying Source Application Events

Lesson Objectives

After completing this lesson, you will be able to:

- Show how to Create, Model, and Map a new Event.

Lesson 1: Using Activity Indicators

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how Activity Indicators can be used to measure the performance of various business areas based on customer behaviors.

Lesson 2: Using Segments

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how Segments enable you to classify customers.

Lesson 1: Downstreaming Data from SAP Customer Data Platform

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how SAP Customer Data Platform downstreams customer data to actively engage with customers.
- Create, Model, and Map a new Action.

Lesson 1: Applying Audiences within the Customer Data Platform

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how Audiences are used to group customers.

Lesson 2: Discovering CX Flows

Lesson Objectives

After completing this lesson, you will be able to:

- Discover how flow are used to personalize experiences.

Lesson 3: Designing CX Journeys and Milestones

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how Journeys and Milestones are used to personalize experiences.

Lesson 1: Navigating the Admin Console

Lesson Objectives

After completing this lesson, you will be able to:

- Navigate the Admin Console to manage the users in the user administration.

Lesson 2: Navigating the Monitoring Dashboard

Lesson Objectives

After completing this lesson, you will be able to:

- Navigate the monitoring functionalities.

Lesson 1: Using the SAP Customer Data Platform APIs

Lesson Objectives

After completing this lesson, you will be able to:

- Discover available APIs in SAP Customer Data Platform.

Lesson 2: Authenticating an API Call Using OAuth2

Lesson Objectives

After completing this lesson, you will be able to:

- Discover how to authenticate an API call using OAuth2.

Lesson 3: Implementing the Ingesting APIs

Lesson Objectives

After completing this lesson, you will be able to:

- Explain ingesting APIs.

Lesson 4: Implementing the Query API

Lesson Objectives

After completing this lesson, you will be able to:

- Implement Query APIs.

Lesson 1: Discovering Groups and Relationships

Lesson Objectives

After completing this lesson, you will be able to:

- Discover the usage of Groups and Relationships in the Customer Data Platform.
- Explain the B2B usecase scenario for Groups and Relationships.