C4H63

Customer Data Platform Implementation

COURSE OUTLINE

Course Version: 2511
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	*Example text*
Window title	*Example text*

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Course Overview

TARGET AUDIENCE
This course is intended for the following audiences:

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UNIT 1 Getting Started with CDP

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.

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UNIT 2 Discovering the CDP Console

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.

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UNIT 3 Defining a Customer Schema

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.

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UNIT 4 Creating Processing Purposes

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.

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UNIT 5 Applying Identity Resolution

Lesson 1: 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.

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UNIT 6 Implementing 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.

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UNIT 7 Applying Activity Resolution

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.

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UNIT 8 Creating Outbound Applications and Downstream

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.

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UNIT 9

Creating and Configuring Journeys, CX Flows, and Audiences

Lesson 1: Applying Customer Explorations and Audiences

Lesson Objectives

After completing this lesson, you will be able to:

- Explain how Explorations and 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.

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UNIT 10

Discovering the Admin, Security, and Monitoring Functionalities

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.

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UNIT 11

Using REST APIs with SAP Customer Data Platform

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.

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UNIT 12

Implementing Customer Data Platform for B2B

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.

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