MDM Solution Fundamentals

MDM 101 - Course outline

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CONFIDENTIALITY LEVEL:

Public

STIBO SYSTEMS
MASTER DATA MANAGEMENT

Target Group

Project managers, application and business consultants, architects, developers, or anyone who wants to understand the added value of the STEP Solution within the Master Data Management domain.

Pre-Requisites for Participation

There are no prerequisites for MDM Solution Fundamentals. However, you will benefit from having experience within the following areas:

- e-commerce solutions
- Master Data Management (MDM)
- ERP
- CRM

Course Duration

- The in-person course duration is 3 days.
- For the online version of this training, we would recommend planning an effective duration of 1.5 days.

Training Delivery Method

☒ In person classroom
☐ Virtual classroom
☒ Self-paced online

The course activities will be a combination of lectures, case studies in teams, problem solving exercises and presentations by the trainers.

🎯 Course Purpose

In this course, you will discover how STEP can be used to address business problems through a hands-on overview of the basic functionalities of the STEP Multidomain MDM platform.

Course Objectives

Upon completion of this course, participants will be able to:

1. Explain Stibo Systems' core business and the unique value we add for customers in different vertical markets.

2. Explain the key components available in STEP and the business purpose they serve.

3. Communicate the differences between STEP Workbench and Web UI.

4. Use Stibo Systems MDM solution to capture, maintain, and distribute data.

5. Communicate how data modelling is used in STEP to meet business objectives.

6. Explain the role of STEP in common system landscapes.

Learning Objectives

The objectives below describe precisely what is taught during the training: (please note that the learning objectives can belong to more than one course objective).

> **Course Objective 1 - Explain Stibo Systems' core business and the unique value we add for customers in different vertical markets.**

Learning objectives:

- Illustrate Stibo Systems as a company, business, global representation, and value proposition.

- Explain the unique selling points of Stibo Systems MDM solution, the main difference the Stibo Systems MDM solution offers compared to other systems in the market, and examples of business benefits for customers.

- Give examples of the different verticals / business areas / industry sectors Stibo Systems has most experience in implementing STEP.

- Describe the advantage of Stibo Systems' global representation.

> **Course Objective 2 - Explain the key components available in Stibo Systems MDM solution and the business purpose they serve.**

Learning objectives:

- Memorize the predominant reasons for configuring user privileges in STEP.

- Give examples of STEP language capabilities.

- Name an efficient way of updating multiple objects in a single operation in STEP.

- Know what to add to the import configuration used in STEP to ensure data quality.

- Comprehend that new products and assets can be scheduled to be imported into STEP using STEP Workbench.

- Indicate the use of a data profile / completeness score configuration widget to guide efficient data maintenance in a Web UI.

- Recall the usage of Reference Types and Links.

- Indicate where to go to find all the active and non-active data processes in STEP.

- Comprehend how types of data are accepted as Attribute Values in STEP.

- Articulate challenges related to poor customer data quality.

- Describe the usage of a workflow.

- Recall the elements in STEP that are used in a workflow.

Course Objective 3 - Communicate the differences between STEP Workbench and Web UI

Learning objectives:

- Comprehend that some configurations are performed in STEP Workbench only.

- Summarize the function of the Product tab in STEP Workbench.

- Summarize the function of the References and Referenced By tabs in STEP.

- Recall that data maintenance can be performed in STEP Workbench and Web UI.

Course Objective 4 - Use Stibo Systems MDM solution to capture, maintain and distribute data

Learning objectives:

- Recall that data import can be performed by using an import configuration in STEP.

- Outline the import process when using a data import configuration in STEP Web UI.

- Give examples of maintenance that can be performed in STEP Web UI.

- Comprehend that data export can be performed by using an export configuration in STEP.

- Outline the basic mechanisms for releasing data for downstream systems.

- Articulate how PDX Onboarding solution collects product information from suppliers.

- Articulate how PDX Syndication solution syndicates product information to receiving channels.

- Illustrate how PDX Onboarding and PDX Syndication solutions fit in the MDM solution landscape.

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> **Course Objective 5 - Communicate how data modeling is used in STEP to meet business objectives**

Learning objectives:

- Summarize the function of the Primary Product Hierarchy in STEP.

- Summarize the function of Classification in STEP.

- Memorize that customer data model consists of entities and relationships.

- Summarize how data inheritance works in STEP.

- Comprehend what an Attribute is.

- Articulate the difference between Description and Specification Attributes.

- State that STEP CMDM comes with a preconfigured data model.

> **Course Objective 6 - Explain the role of STEP in common system landscapes**

Learning objectives:

- Exemplify the role of STEP in the four MDM implementation styles.

- Recognize CMDM base functionalities.

- Exemplify the usage of address data standardization.

- Exemplify the usage of address data quality validation.

- Exemplify the usage of Geo Codes.

- Outline the characteristics of CRM and ERP customer data source systems.

- Articulate system ownership of Customer Data.

- List the customer data source types.

BETTER DATA.
BETTER BUSINESS.
BETTER WORLD.

About Stibo Systems

Stibo Systems is a leading enabler of trustworthy data through AI-powered master data management. Built on a robust and flexible platform, our SaaS solutions empower enterprises around the globe to deliver superior customer and product experiences. Our trusted data foundation enhances operational efficiency, drives growth and transformation, supports sustainability initiatives and bolsters AI success. Headquartered in Aarhus, Denmark, Stibo Systems is a privately held subsidiary of Stibo Software Group, which guarantees the long-term perspective of the business through foundational ownership. More at **www.stibosystems.com**.