



# Customer MDM Configuration for B2C

## Customer MDM Configuration for B2C – Course Outline

AUTHOR: Stibo Systems MDM Academy

CONFIDENTIALITY LEVEL:

Public



### Target group

Consultants assigned with the task of implementing a Customer MDM-solution based on the Customer MDM-enablement pre-configuration and previously gathered business requirements.



### Pre-requisites for participation

Stibo Systems Academy courses MDM 101 - MDM Solution Fundamentals or the knowledge taught in this course acquired in other ways.



### Course duration

The course duration is 4 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 trainees.



### Course purpose

In this course, you will acquire the knowledge and skills to identify and configure the components of the Stibo Systems Customer B2C MDM use cases.



### Course objectives

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

- Identify the STEP components included in the Customer MDM enablement pre-configuration.
- Combine the STEP components into a Customer MDM solution proof of concept.
- Demonstrate the skills to make adjustment to the STEP components.
- Practice data modelling in the Customer MDM domain.
- Replicate the data flow of Customer MDM.
- Replicate the fundamental data steward activities in the WebUI.
- Observe the difference B2B and B2C Customer MDM solution scenarios.
- Grasp the concepts of implementation styles for B2B and B2C use cases.



## 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 – Identify the STEP components included in the Customer MDM enablement pre-configuration.**

#### **Learning objectives:**

- Identify component models used in Customer MDM de-duplication solutioning.
- List all Customer MDM specific components.
- Explain the concept of the match and merge configuration.
- Explain the setup of the inbound integration endpoint used in Customer MDM solutions.

### **Course objective 2 - Combine the STEP components into a Customer MDM proof of concept.**

#### **Learning objectives:**

- Recall the use of inbound integration end point (IIEP).
- Perform configuration of matching event queue.
- Perform configuration of match actions for match and merge.
- Implement matching algorithms.
- Exemplify the use of component models.
- Perform setup of survivorship rules.

### **Course objective 3 - Demonstrate the skills to make adjustment to the STEP components.**

#### **Learning objectives:**

- Identify the impact of data model, algorithm, event processor and IIEP changes.
- Execute data model, algorithm, event processor and IIEP changes.

#### **Course objective 4 - Practice data modeling in the Customer MDM domain.**

##### **Learning objectives:**

- Utilize attributes in Customer MDM data modeling.
- Implement reference types.
- Implement data containers.
- Implement entity object types.

#### **Course objective 5 - Replicate the data flow of Customer MDM.**

##### **Learning objectives**

- Describe the data flow for implementation styles supported by the enablement pre-configuration.
- Describe the data flow within STEP.

#### **Course objective 6 - Replicate the fundamental data steward activities in the WebUI.**

##### **Learning objectives**

- Describe the role of the data steward within in Clerical Review.
- Recall the data steward core activities within the WebUI (Clerical Review).

#### **Course objective 7 - Observe the difference B2B and B2C Customer MDM solution scenarios.**

##### **Learning objectives**

- Recognize the difference between B2B and B2C Customer MDM solution scenarios.

**Course objective 8 - Grasp the concepts of implementation styles for B2B and B2C use cases.**

**Learning objectives**

- Comprehend the four different implementation styles.
- Illustrate match between use case and implementation style.
- Recognize the difference between B2B and B2C Customer MDM solution scenarios.
- Outline the business value of Customer MDM.
- Describe the role of Customer MDM within customer 360.

## About Stibo Systems

Stibo Systems, the master data management company, is the trusted source of MDM. Our solutions are the driving force behind forward-thinking companies around the world that have unlocked the strategic value of their master data, empowering them to improve the customer experience, drive innovation and growth and create an essential foundation for digital transformation. We give companies the transparency they require and desire – a single, accurate view of their master data – so they can make informed decisions and achieve goals of scale, scope and ambition. Stibo Systems is a privately-held subsidiary of the Stibo A/S group, founded in 1794, and is headquartered in Aarhus, Denmark. For more information, visit [stibosystems.com](https://stibosystems.com)

For questions regarding training:

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