Customer MDM Configuration for B2B

CMDM 341 - 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 for B2B.

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 and problem-solving exercises, conducted in self-paced online environment.

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Course Purpose

In this course, you will acquire the knowledge and skills to identify and configure the components of the Stibo Systems Customer MDM use cases which are specific to B2B.

Course Objectives

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

1. Grasp the concept of implementation styles for Co-existence and Centralized Customer MDM Solution Scenarios

2. Identify and combine the STEP components included in the Customer MDM enablement pre-configuration.

3. Demonstrate the skills to make adjustment to the STEP components included in the Customer MDM enablement pre-configuration.

4. Practice data modelling in the B2B Customer MDM domain.

5. Replicate the data flow of Customer MDM in the B2B Customer MDM domain.

6. Grasp the understanding and execution of CMDM related REST and web services.

7. Build data model and Web UI B2B customer hierarchies.

8. Grasp and understand the execution of standardising physical addresses.

9. Replicate the fundamental data steward activities in the WebUI.

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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 - Grasp the concept of implementation styles for Co-existence and Centralized Customer MDM Solution Scenarios.**

Learning objectives:

- Comprehend the four different implementation styles.

- Illustrate match between use case and implementation style.

- Recognize the difference between B2B Customer MDM solution scenarios.

- Outline the business value of Customer MDM.

> **Course Objective 2 - Identify and combine the STEP components included in the Customer MDM enablement pre-configuration.**

Learning objectives:

- List all Customer MDM specific components.

- Exemplify the Component Models used in the Customer MDM de-duplication solutioning.

- Explain the setup of the Inbound Integration Endpoints (IIEPs) used in Customer MDM solutions.

- Perform configuration of Match Event Queue.

- Determine how to configure Match Codes appropriately.

- Perform configuration of matching algorithm for Match and Merge.

> **Course Objective 3 - Demonstrate the skills to make adjustment to the STEP components included in the Customer MDM enablement pre-configuration.**

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 modelling in the B2B Customer MDM domain.**

Learning objectives:

- Utilize Attributes in CMDM Data Modeling.

- Implement Data Containers.

- Implement Reference Types.

- Implement Entity object types.

> **Course Objective 5 - Replicate the data flow of Customer MDM in the B2B Customer MDM domain.**

Learning objectives:

- Describe the data flows for Implementation Styles supported by the Customer MDM Enablement pre-configuration solution.

- Demonstrate the use of Workflows to govern the on boarding of B2B information through different personas.

> **Course Objective 6 - Grasp the understanding and execution of CMDM related REST and web services.**

Learning objectives:

- Comprehend the Business Value and use of the Find Similar webservice.

- Comprehend the Business Value and use of the Match and Merge webservice.

> **Course Objective 7 - Observe Web UI B2B Data Visualization**

Learning objectives:

- Comprehend the usage of the Data Visualization Web UI screen.

> **Course Objective 8 - Grasp the understanding and execution of standardizing physical addresses.**

Learning objectives:

- Exemplify the Component Models used in Customer MDM de-duplication solutioning.

- Comprehend the relevance and usage of standardising physical addresses.

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> **Course Objective 9 - 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).

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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**.