



Demoing MDM Solutions

SAL 201 - Course outline

STEP Version: 10.3

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CONFIDENTIALITY LEVEL:

Public



Target group

This course is targeted at consultants responsible for pre-sales activities at Stibo Systems Channel Sales Partners. This course is by invitation only.



Pre-requisites for participation

- For this course it is required to have passed the MDM 101 - MDM Solution Fundamentals exam.
- You need to complete the Positioning Stibo Systems online course, including the upload of the following assignments:
 1. Do it yourself – Uncovering MDM opportunities.
 2. Do it yourself – SWOT for your MDM market.
- At least one year of experience in consultancy and/or system implementation.
- Confidence in presenting for larger groups.
- Experience in doing software demonstrations.



Course duration

The in-person training is 3 days. The virtual classroom is 2 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 learn to perform a prescribed / initial demo of the STEP MDM capabilities for new potential customers.



Course objectives

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

1. Explain the competitive advantage of STEP.
2. Explain the standard STEP demo configuration.
3. Build a storyline to match the business requirements.
4. Perform the prescribed demo with confidence.
5. Communicate the Stibo Systems roadmap.
6. Handle the next steps after the demo.



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 the competitive advantage of STEP.

Learning objectives:

- Discuss STEP value proposition in the current IT landscape.
- Transcribe statements from analysts.
- Explain STEP's strengths.
- Compare STEP vs. Competition battlecards.

Course objective 2 - Explain the standard STEP demo configuration.

Learning objectives:

- Explain the STEP components in the demo configuration.
- Discuss the reason behind the demo configuration.
- Identify the limitations of the demo configuration.

Course objective 3 - Build a storyline to match the business requirements.

Learning objectives:

- Consolidate business requirements.
- Relate demo configuration to business requirements.
- Prepare demo to demonstrate Business First MDM.
- Plan the non- technical parts of the demo.

Course objective 4 - Perform the prescribed demo with confidence.

Learning objectives:

- Utilize STEP components in a live demo environment to solve business requirements.
- Teach the provided demo manual by 'show and tell'.
- Execute the demo with passion and perfection.

Course objective 5 - Communicate the StiboSystems roadmap

Learning objectives:

- Outline StiboSystems 36-month roadmap for the 3 domains - PMDM, CMDM and Spire PLM.

Course objective 6 - Handle the next steps after the demo

Learning objectives:

- Give examples of questions to ask to clarify the next steps.
- Explain the collaboration process.

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

For questions regarding training:

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