

# SAP Customer Data Platform Implementation Training

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**Course Number: C4H63**

**Duration: 3 days**

## Overview

## Skills Gained

This course will prepare you to:

- Discuss the product capabilities and features of the Customer Data
- Navigate the console and describe its functionalities
- Navigate the Admin console and describe its functionalities
- Identify the structure of a Customer Schema concept to create a new schema and interpret merging rules
- Structure data and define how to link groups
- Identify and outline privacy and trust mechanisms to ingest and downstream data
- Explain the two views offered by SAP Customer Data Platform based on the confidence in the accuracy of the data
- Explain the many ways to set up applications to ingest customer data

- Classify your customer data by applying different criteria based on attributes, behaviors, or activities
- Connect SAP Customer Data Platform into destination systems to downstream customer data
- Explain how SAP Customer Data Platform uses Audiences, CX Flows, and Journeys to group customers and personalize experiences
- Describe the B2B capabilities using Customer Data Platform Groups and Relationships

## Who Can Benefit

- Business End Users
- Functional Consultants
- Solution Architects
- Technical Consultants

## Prerequisites

- Essential: Watch SAP Customer Platform Videos
- Recommended: Explore SAP Customer Data Platform Essentials eLearning and Administering SAP Customer Data Platform eLearning

## Audience

### Course Details

#### Getting Started with CDP

- Introducing Customer Data
- Discovering SAP Customer Data Platform Terms and Definition

#### Discovering the SAP Customer Data Platform Console

- Navigating the CDP Console
- Discovering the Tenant model

#### Defining a Customer Schema

- Using Customer Schema
- Using the Activity Schema

#### Creating Processing Purpose

- Discovering Processing Purpose

## Applying Identity Resolution

- Distinguishing between Unified and Contextual Customer Profiles
- Using Matching and Merge Rules

## Implementing Data Ingestion

- Uncovering How Customer Data Platform Ingests Data?
- Applying Source Application Event

## Applying Activity Indicators and Segments

- Using Activity Indicators
- Using Segments

## Creating Outbound Applications and Downstream

- Downstreaming Data from the SAP Customer Data Platform

## Creating and configuring Journeys, CX flows, and Audiences

- Applying Audiences within the Customer Data Platform
- Discovering CX Flows
- Designing CX Journeys and Milestones

## Discovering the Admin, Security, and Monitoring Functionalities

- Navigating the Admin Console
- Navigating the Monitoring Dashboard

## Using REST APIs with SAP Customer Data Platform (APIs)

- Using the SAP Customer Data Platform APIs
- Authenticating an API call using OAuth2
- Implementing the Ingesting APIs
- Implementing the Query API

## Implementing Customer Data Platform for B2B

- Discovering Groups and Relationships

## Hands-on Exercises