



PIM and DAM

For Public Domain

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PIM & DAM

Overview

This PIM & DAM takes you through the various business administration aspects of the Product Experience 360 (PX 360) solution covering data onboarding, vendor data onboarding, data management, data modeling, digital asset management, and data governance. This journey also takes you through the fundamentals and administration level of courses to get a complete overview of Riversand Product Experience 360 delivery.

Note that this journey is designed with Tell me, show me, and Try me learning format, so that you get the maximum benefits.

Objectives

After successfully completing this course, you should be able to understand:

- Understand the data modelling concepts.
- Data management to manage the data.
- Understand the vendor data onboarding.
- Data governance in Riversand Platform.

Duration

The course duration is 690 minutes.

Agenda

Module 1: Introduction to Riversand PX 360 – 7 minutes

- Concepts of Riversand PX 360
- Riversand PX 360
 - PIM and DAM
 - Experience Apps
 - Syndication Apps
 - Intelligence Hub

Module 2: Data Modelling – 225 minutes

- Data modelling concepts
- Base data model
- Taxonomy and classification
- Reference data model and dependent attributes
- Variant model
- Context model

Module 3: Data Onboarding – 87 minutes

- Data onboarding concepts
- Onboarding a single item using UI wizard
- Downloading category-specific excel templates
- Onboarding bulk items using excel template
- External vendor collaboration concepts
- Assortment expansion for faster data onboarding
- Assortment review for improved data quality
- Vendor data security
- Digital asset management concepts

Module 4: Data Management – 99 minutes

- Data enrichment concepts
- Searching data and managing data in the platform
- Data contextualization concepts
- Manage the data in multiple contexts
- Governance concepts and scenarios

Module 5: Data Governance – 270 minutes

- The Data governance concepts in Riversand platform
- How the data governance rules are applied
- Business condition for computation and validation use cases
- Concepts of workflow
- Business scenarios
 - Exit criteria
 - Skip criteria
 - Activity entry
 - Activity exit
 - Activity resume
- Introduction to entity graph processor
- Computation post-process Rules for graph processing
- Send related entity for graph processing