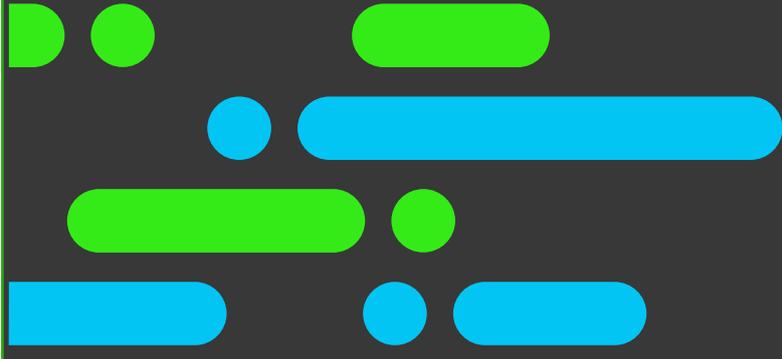




# Product Information Management (PIM)



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# 1 Overview

The Product Information Management (PIM) course takes you through the various aspects of the PIM Professional solution covering Data Onboarding, Vendor Data Onboarding, Data Management, Data Modelling, and Digital Asset Management.

This course also takes you through the fundamentals and administration level of courses to get a complete overview on PIM Professional delivery. Note that this journey is designed with Tell Me, Show Me, and Try Me learning format, so that you get the maximum benefits.

## 2 Objectives

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

- Understand Data Modeling and how to update the Data Model.
- Understand Data Management to manage the data.
- Data Governance in the application.

## 3 Duration

The course duration is 577 minutes.

## 4 Agenda

### 4.1 Module 1: Data Modeling & Data Onboarding – 65 minutes

- Data Modeling concepts
- Base data model
- Nested Attributes
- Taxonomy and classification
- Reference data model and dependent attributes
- Variant model
- Context model
- Data onboarding concepts
- Onboarding a Single Item using UI Wizard
- Downloading Category-Specific Excel Templates

- Onboarding Bulk Items using Excel Template

## **4.2 Module 2: Vendor Data Onboarding – 53 minutes**

- External Vendor Collaboration Concepts
- Assortment Expansion for faster data onboarding
- Assortment Review for improved data quality
- Vendor/Supplier Data Security

## **4.3 Module 3: Data Management – 162 minutes**

- Data Management
- Data Enrichment Concepts and Scenarios
- Data Contextualization Concepts and Scenarios
- Data Governance Concepts and Scenarios
- Business Rules
- Internal Enrichment Process Flow

## **4.4 Module 5: Digital Asset Management – 67 minutes**

- Understand Types of Digital Assets
- How to onboard Digital Assets in the PIM?
- Supported file formats in DAM
- Digital Asset Management Personalization
- How to search Digital Assets?
- How to manage Digital Assets?
- How Workflows can be applied to Digital Assets?

## **4.5 Module 6: Data Governance and Business Process – 230 minutes**

- Data Governance Overview
- Concept of Data Governance
- Why do you need to exercise Data Governance?
- How does the Data Governance rule get applied?

- Business Conditions for Validation and Computation Types
- Business Language and Keywords
- Business Rule Builder
- Knowledge-Based Automation
- Sample Business Use Cases

## 5 Contact Us

For any additional information on the available catalog, please write to us at the following address [university@syndigo.com](mailto:university@syndigo.com)