

Discover Salesforce Data 360 Fundamentals - SDC101 Training

COURSE CONTENT

GET IN TOUCH



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About Multisoft

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About Course

Discover Salesforce Data 360 Fundamentals (SDC101) training by Multisoft Systems is designed to help professionals understand how to unify and leverage customer data using Salesforce Data Cloud (formerly Data 360). This course provides a strong foundation in managing and activating customer data to create a comprehensive 360-degree view across multiple touchpoints.

Module 1: Introduction to Salesforce Data Cloud

- ✓ Define Salesforce Data Cloud
- ✓ Explore Core Capabilities and Benefits
- ✓ Navigate Key Features and Functionality
- ✓ Examine Data Cloud Use Cases
- ✓ Review Provisioning and Configuration Options
- ✓ Identify Roles and Permissions

Module 2: Data Modeling Overview

- ✓ Define Key Data Modeling Terminology
- ✓ Identify Data Modeling Objects, Fields, and Relationships
- ✓ Compare Normalized and Denormalized Data Structures
- ✓ Define Primary and Foreign Keys

Module 3: Data Preparation

- ✓ Review Data Usage Ethics
- ✓ Identify Data Sources
- ✓ Log Data Using a Data Dictionary

Module 4: Data Modeling with Salesforce Data Cloud

- ✓ Examine the Salesforce Customer 360 Data Model
- ✓ Compare Data Model Types Used in Data Cloud
- ✓ Define Data Cloud Object Categorization
- ✓ Identify the Functionality of Primary and Foreign Keys in Data Cloud

Module 5: Data Ingestion

- ✓ Define the Data Ingestion Process
- ✓ Examine Data Space Use Cases
- ✓ Identify Data Cloud Connectors and Data Sources

- ✓ Explore Data Ingestion Features in Data Cloud
- ✓ Define Batch and Streaming Data Transforms for real-time information

Module 6: Data Harmonization

- ✓ Define Key Data Harmonization Concepts
- ✓ Understand the Value of Data Harmonization
- ✓ Explore Data Cloud Mapping Capabilities

Module 7: Unified Profiles

- ✓ Define Identity Resolution
- ✓ Review the Profile Unification Process
- ✓ Identify Key Differences Between a Unified Profile and a Golden Record
- ✓ Configure Identity Resolution Rulesets, Match Rules, and Reconciliation Rules
- ✓ Inspect Identity Resolution Results

Module 8: Data-Driven Insights

- ✓ Define Calculated Insights
- ✓ Define Streaming Insights
- ✓ Identify Key Differences Between Calculated and Streaming Insights
- ✓ Review Options for Building Insights
- ✓ Examine Formula, Calculated Insight, Streaming Insight, and Segment Operator Use Cases

Module 9: Data Segmentation and Data Actions

- ✓ Define Key Data Segmentation Terminology
- ✓ Create Data Segments in Data Cloud
- ✓ Implement Calculated Insights and Suggested Values in Segmentation
- ✓ Publish Data Segments Using Activations
- ✓ Trigger Targeted Automation and Integrations Using Data Actions