

# Salesforce Data Cloud Training

*COURSE CONTENT*

## GET IN TOUCH



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## About Multisoft

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## About Course

Multisoft Systems offers an extensive Salesforce Data Cloud training program designed to equip professionals with essential skills in data management and integration within the Salesforce ecosystem.

## 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 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

## 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 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 Automations and Integrations Using Data Actions