

Developer Enablement Bootcamp

Adobe Experience Platform Deep Dive Edition

Course Description:

Gain a deep architectural knowledge of how the Experience Platform was built to deliver real-time experiences across any channel. Learn how to approach customer systems and quickly deconstruct their data pipelines to design and build the Real-Time Customer Profile. Go hands on in labs with real world scenarios and learn not only how to use the Experience Platform by why certain choices are made at design time to achieve the business objectives.

This advanced ****FREE**** course made available to partners who've previously attended the AEP Foundational Developer Bootcamp provides prescriptive guidance and teaches enterprise architects, data architects, data engineers, and application administrators about well-architected best practices for automation of varied marketing/experience automation use cases on top of Adobe Experience Platform.

- It covers common Adobe Experience Platform design patterns and challenges
- Partners will learn how to map business use cases for engagement, conversion, retention, and integrations with existing customer ecosystems and how to lay down a solid platform architecture for accelerated iteration of use cases.
- Attendees should have familiarity with the AEP concepts, terminology, services, and tools that are covered in the AEP Foundation Bootcamp course.

| Monday | | Designing the Real-Time Customer Profile | |
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| 11:00 AM - 12:00 PM | Arrival / Lunch | | Lunch will be provided |
| 12:00 - 12:15 PM | Introduction | Lecture | Walk through the goals for the bootcamp |
| 12:15 - 01:00 PM | Real-Time Customer Profile Deep Dive | Lecture | Gain a deep understanding of how the Real-Time Customer Profile is built so that you understand how to work with it |
| 01:15 - 01:30 PM | Break | | |
| 01:30 - 01:45 PM | Introduction to methodology for translating relational data architecture into NoSQL (SID Methodology) | Lecture | A quick introduction into the methodology (SID) and objectives for the upcoming day's lectures and labs |
| 01:45 - 02:15 PM | SID Methodology - Sort Lecture & Lab | Lecture Lab | Learn to sort the primary and supporting entities of the Real-Time Customer Profile in the existing relational data model |
| 02:15 - 03:00 PM | SID Methodology - Identify Part 1 | Lecture Lab | Learn to identify other schemas that are not part of the Real-Time Customer Profile |
| 03:00 - 03:15 PM | Break | | |
| 03:15 - 04:00 PM | SID Methodology - Identify Part 2 | Lecture Lab | Learn to identify identities, relationships and required fields for the Real-Time Customer Profile bound schemas |
| 04:00 - 04:45 PM | SID Methodology - De-normalize | Lecture Lab | Learn to how to approach de-normalizing other schemas that are not part of the Real-Time Customer Profile as well as handling use case specific requirements |
| 04:45 - 5:15 PM | Recap / Q&A | Lecture | Review what we did with the Connection 5G and how we used the SID methodology to translate the relational model to a NoSQL data architecture |
| Tuesday | | Modeling the Real-Time Customer Profile | |
| 08:00 - 09:00 AM | Breakfast | | |
| 09:00 - 09:30 AM | SID Methodology Recap | Lecture | Review what we did with the Connection 5G and how we used the SID methodology to translate the relational model to a NoSQL data architecture |
| 09:30 - 10:00 AM | XDM Schema Basics | Lecture | Learn the basic concepts around how to model schemas using the Experience Data Model (XDM) |
| 10:00 - 11:00 AM | Build Schema via UI Demo & Lab | Lab | Work with the UI to design and build the Customer Account schema |
| 11:00 - 11:15 AM | Break | | |

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| 11:15 - 12:00 PM | Identities, Relationships and Enabling for Real-Time Customer Profile | Lecture Lab | Discuss Identity Graph, building schema relationships and enabling schema's to be used with the Real-Time Customer Profile and then go hands on doing it |
| 12:00 - 01:00 PM | Lunch | | |
| 01:00 - 02:00 PM | Setup Postman and Authenticate | Lecture Lab | Configure Postman and generate your access token validating you can access your sandbox |
| 02:00 - 02:15 PM | Break | | |
| 02:15 - 03:45 PM | Build Schema via API | Lecture Lab | Go hands on with the schema API's and learn how to build the Orders schema. |
| 03:45 - 04:15 PM | Review the Connection SG Final Data Architecture | Lecture | Go through the Connetion SG final data architecture and review the data pipeline architecture |
| 4:15 - 4:45 PM | Recap / Q&A | | Recap the day's topcis and Q&A |

| Wednesday | | Hydrating the Real-Time Customer Profile | |
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| 08:00 - 09:00 AM | Breakfast | | |
| 09:00 - 10:00 AM | Designing Data Pipeline's with Experience Platform | Lecture | Learn how to prepare source data for hydrating the Real-Time Customer Profile from streaming or batch based source systems |
| 10:00 - 10:30 AM | Loading Lookup Store Data | Lab | Work with AEP UI to setup a source connector, create a flow and ingest the Lookup Store data |
| 10:30 - 10:45 AM | Break | | |
| 10:45 - 11:15 AM | Data Transformation and Cleansing | Lecture | Learn various ways to prep, cleanse and transform the data into XDM and the limitations during the process |
| 11:15 AM - 12:00 PM | Load the Customer Accounts to Data Lake applying transformations | Lab | Learn transforming the incoming data by leveraging Calculated Fields and Data Prep functions |
| 12:00 - 01:00 PM | Lunch | | |
| 01:00 - 01:45 PM | Review Lab and Lecture on Working with Hierarchies | Lecture | Learn about the support for hierarchies and the support to transform hierarchical data using Data Prep |
| 01:45 - 02:30 PM | Load the Orders data historical via batch and performing JSON operations | Lab | Work with UI to create mapping sets and establish connections to source systems, reuse the mapping set created in historical load for live data load to load data to the Data Lake and Profile |
| 02:30 - 03:00 PM | Streaming Sources and Reusability of the Data prep | Lecture | Understand ingestion of data into AEP using Streaming Sources. Reusability of the Data Prep jobs |
| 03:00 - 03:15 PM | Break | | |
| 03:15 - 03:45 PM | Reuse historical orders mapping, ingest to Streaming Inlet, use Postman to ingest data | Lab | Update Data transformation rules to address the errors found in the Lab and make data corrections |
| 03:45 - 04:15 PM | Monitoring, Debugging and Error Handling | Lecture | Validate data from source to Profile |
| 04:15 - 05:00 | Recap / Q&A | | Recap the day's topcis and Q&A |

| Thursday | | Activating the Real-Time Customer Profile | |
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| 08:00 - 09:00 AM | Breakfast | | |
| 09:00 - 09:30 AM | Real-Time Customer Profile Data Store | Lecture | Cover topics on how data is stored in Profile Data Store and Identity Graph. |
| 09:30 - 10:45 AM | Inspecting the Real-Time Customer Profile | Lab | Inspect the Real-Time Customer Profile and understand how all the data comes together. |
| 10:45 - 11:00 AM | Break | | |
| 11:00 - 11:30 AM | Segmentation Deep Dive | Lecture | Cover topics on how segmentation works and evaluation types |
| 11:30 - 12:15 AM | Building Segments in UI (Part 1) | Lab | Learn how to build a segment based on use case requirements and evaluate it for streaming and batch. |
| 12:15 - 01:15 PM | Lunch (Edge Segmentation Lecture) | | Learn about the capabilities of edge segmentation and how it relates to hub segmentation |
| 01:15 - 03:00 PM | Building Segments in UI (Part 2) | Lab | Learn how to build a segment based on use case requirements and evaluate it for streaming and batch. |
| 03:00 - 03:15 PM | Break | | |
| 03:15 - 03:45 PM | Sequential & Dynamic Segmentation | Lab | See the benefits of having immutable events with sequential segmentation while gaining a better understanding building dynamic segments in the UI |
| 03:45 - 04:45 PM | Destinations Deep Dive | Lecture | Understand how destinations work and their relationship with segments |
| 04:45 - 05:15 PM | Recap / Q&A | | Recap the day's topics and Q&A |
| Friday | | Utilizing the Real-Time Customer Profile in Other Applications | |
| 08:00 - 09:00 AM | Breakfast | | |
| 09:00 - 10:15 AM | Setting up a Destination in UI | Lab | Activate a segment to a destination and see the resulting payload in real-time. Understand the mapping interface, profile exports and destination validation |
| 10:15 - 11:30 AM | Recap & What's on the Horizon | | Review of what was covered during the week and what you should walk away with. Preview of what's next, certification and where to go to learn more about Adobe Experience architectures |
| 11:30 - 12:00 PM | Survey & Feedback | | Quick survey to provide feedback on the course and its content |
| 12:00 - Beyond | Lunch / Travel Home | | Lunch will be provided |