

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.

Course Benefits:

- Understand the architecture of Real-Time Customer Profile and how it enables real-time customer led experiences
- Get hands on experience with using the Experience Platform to better understand how to implement specific use case patterns
- Access to deeper education content that aligns to AEP certification
- Ongoing engagement with platform organization and ongoing support from the partner development including access to additional training assets as they are being developed
- Support to develop GTM offerings

Pre-work		
Adobe Experience Cloud Essentials	Lecture	A comprehensive overview of the Experience Cloud and its various services
Adobe Experience Platform Essentials	Lecture	Technical overview of how the Experience Platform is built/deployed to deliver real-time in the moment experiences across all channels

Monday		Designing the Real-Time Customer Profile	
11:00 AM - 12:00 PM	Arrival / Lunch		-
12:00 - 12:30 PM	Introduction & Customer Scenario	Lecture	Walk through the goals for the bootcamp and introduce the customer scenario that everyone will be working on
12:30 - 01:30 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 - 03:00 PM	SID Methodology - Part 1	Lab	Be able to quickly break down and design a high-level XDM diagram using the SID Methodology
03:00 - 03:15 PM	Break		
03:15 - 04:15 PM	SID Methodology - Part 2	Lab	Be able to quickly break down and design a high-level XDM diagram using the SID Methodology
04:15 - 05:00 PM	Review - Designing XDM on Paper	Lecture	Review best practices for how to tackle some common scenarios in the design process when translating from an IT system to the Experience Platform
Tuesday		Modeling the Real-Time Customer Profile	
08:00 - 09:00 AM	Breakfast		
09:00 - 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	Setup Postman and Authenticate	Lab	Configure Postman and generate your access token validating you can access your sandbox
11:00 AM - 12:00 PM	Build Schema via API	Lab	Work with the API's to design and build the Orders schema
12:00 - 01:00 PM	Lunch		
01:00 - 01:45 PM	Build Schema via API	Lab	Work with the API's to design and build the Orders schema
01:45 - 02:45 PM	Build Schema via UI	Lab	Work with the UI to design and build the Customer Account schema
02:45 - 03:00 PM	Break		
03:00 - 03:30 PM	Profile Lookup Schemas	Lecture	Understand how to leverage traditional RDBMS dimensional entities (i.e. lookup/classification tables) to enrich the segmentation experience in the Real-Time Customer Profile
03:30 - 04:00 PM	Build Store Lookup Schema	Lab	Work with either the UI or API to build the Store lookup schema
04:00 - 04:30 PM	Enabling Schema's for the Real-Time Customer Profile	Lecture	Learn how to enable schema's for the Real-Time Customer Profile and validate the Union Schema
04:30 - 05:00 PM	Enable and Validate Schema's	Lab	Work with the UI to enable schemas for the Real-Time Customer Profile and check the union schema configuration

Wednesday		Hydrating the Real-Time Customer Profile	
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 - 11:00 AM	Load the Stores and Customer Accounts to Data Lake	Lab	Work with AEP UI to ingest Stores data and Customer Accounts data into Data Lake
11:00 - 11:15 AM	Break		
11:15 AM - 12:00 PM	Data Transformation and Cleansing	Lecture	Learn various ways to prep, cleanse and transform the data into XDM and the limitations during the process
12:00 - 01:00 PM	Lunch		
01:00 - 02:00 PM	Load the Orders data (historical via batch and live data via Streaming) to Data Lake	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
02:00 - 03:00 PM	Monitoring, Troubleshooting, Debugging and Error handling	Lab	Leverage AEP UI to monitor the labs created so far, look for errors and understand how to handle errors
03:00 - 03:15 PM	Break		
03:15 - 03:45 PM	Edit and iterate over data transformations	Lab	Update Data transformation rules to address the errors found in the Lab and make data corrections
03:45 - 04:15 PM	Validate Data from Source to Real-Time Customer Profile	Lab	Validate data from source to Profile
04:15 - 05:00 PM	Understanding Profile Composition	Lab	Use Dashboards and SQL techniques to Understand Profile Composition

Thursday		Activating the Real-Time Customer Profile	
08:00 - 09:00 AM	Breakfast		
09:00 - 10:00 AM	Segmentation: Deep Dive	Lecture	Cover topics on merge policies, 3 types of segmentation, hierarchical audiences, rules, inventory view, UI & API, estimator, churn statistics, audience analysis, JSON on Profile, RTCDP I,
10:00 AM - 12:00 PM	Building Segments in the UI with Validation: Batch & Streaming,	Lab	Build a Batch & Streaming, validate and deploy. We will cover areas such as filtering on arrays, aggregation
12:00 - 12:30 PM	Segmentation: Best Practices, Tips & Tricks, Other Topics	Lecture	Cover topics including building computed attributes with Query Service, Data Modeling impact on Segmentation, PQL, ad hoc segments, monitoring jobs
12:30 - 01:30 PM	Lunch		
01:30 - 02:30 PM	Destinations: Deep Dive	Lecture	Cover topics on types of destination types at the hub, personalization destinations at the edge including Adobe Target, destination insights, Destination APIs, Monitoring
02:30 - 04:00 PM	Setting up a Destination with Validation	Lab	Activate a segment to destination by understanding the mapping interface, understand profile exports, and validate activation. Goal: 1) Streaming, 2) File
04:00 - 04:30 PM	Break		
04:30 - 05:00 PM	Destinations Best Practices, Other Topics	Lecture	Best practices around debugging issues, match rate, campaign analytics, AJO demo if possible

Friday		Utilizing the Real-Time Customer Profile in Other Applications
8 - 9 AM	Breakfast	
9 - 9:30	Recap the week	What the objectives were and what we learned
9:30 - 10:30 AM	Review App Service Architectures	Showcase the other application architectures and how they will utilize this Real-Time Customer Profile
10:30 - 11:00 AM	Blueprints Program	Highlight the blueprints program and where you can find technical content for various Adobe Experience Cloud applications
11:00 - 11:30 AM	Whats coming next?	Talk about the evolution of the course and how additional modules giving deep in Journey Optimizer, Customer Journey Analytics and other Experience Cloud applications is on roadmap
11:30 AM - 12:00 PM	Survey / Feedback	Gather feedback and input from the group on what needs improvement and what they liked seeing
12 - Beyond	Lunch / Travel Home	