

# Developer Enablement Bootcamp

## *Adobe Experience Platform Deep Dive Edition*

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### 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		-
12:00 - 12:45 PM	Introduction & Customer Scenario	Lecture	Walk through the goals for the bootcamp and introduce the customer scenario that everyone will be working on
12:45 - 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
01:30 - 01:45 PM	Break		
01:45 - 02:15 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
02:15 - 03:00 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
03:00 - 04:00 PM	SID Methodology - Identify Part 1	Lecture Lab	Learn to identify other schemas that are not part of the Real-Time Customer Profile
04:00 - 04:15 PM	Break		
04:15 - 05:15 PM	SID Methodology - Identify Part 2	Lecture Lab	Learn to identify identities, relationships and required fields for the Real-Time Customer Profile bound schemas
05:15 - 0530 PM	Break		
05:30 - 06:30	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

Tuesday		Modeling the Real-Time Customer Profile	
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08:00 - 09:00 AM	Breakfast		
09:00 - 09:30 AM	SID 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 - 10:15 AM	XDM Schema Basics	Lecture	Learn the basic concepts around how to model schemas using the Experience Data Model (XDM)
10:15 - 10:30 AM	Break		
10:30 - 11:15 AM	Setup Postman and Authenticate	Lab	Configure Postman and generate your access token validating you can access your sandbox
11:15 - 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 Demo & Lab	Lab	Work with the UI to design and build the Customer Account schema
02:45 - 03:15 PM	Identities, Relationships and Enabling for Real-Time Customer Profile	Lecture	
03:15 - 03:45 PM	Identities, Relationships and Enabling for Real-Time Customer Profile	Lab	
03:45 - 4:15 PM	Recap of XDM	Lecture	

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 - 10:30 AM	Load the Stores to Data Lake	Lab	Work with AEP UI to ingest Stores data and Customer Accounts data into Data Lake
10:30 - 10:45 AM	Break		
10:45 AM - 11:30 AM	Data Transformation and Cleansing	Lecture	Learn various ways to prep, cleanse and transform the data into XDM and the limitations during the process
11:30 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 - 01:30 PM	Working with Hierarchies	Lecture	Learn about the support for hierarchies and the support to transform hierarchical data using Data Prep
01:30 - 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	Lab	Understand ingestion of data into AEP using Streaming Sources. Reusability of the Data Prep jobs
03:00 - 03:15 PM	Break		
03:15 - 04:00 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
04:00 - 04:30 PM	Monitoring, Debugging and Error Handling	Lecture	Validate data from source to Profile

Thursday		Activating the Real-Time Customer Profile	
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 - 12:30 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.
12:30 - 01:30 PM	Lunch		
01:30 - 02:30 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.
02:30 - 03:00 PM	Destinations Deep Dive	Lecture	Understand how destinations work and their relationship with segments
03:00 - 04:00 PM	Setting up a Destination in UI (Part 1)	Lab	Activate a segment to destination by understanding the mapping interface, understand profile exports, and validate activation. Goal: 1) Streaming, 2) File
04:00 - 04:15 PM	Break		
04:15 - 04:45 PM	Setting up a Destination in UI (Part 2)	Lab	Activate a segment to destination by understanding the mapping interface, understand profile exports, and validate activation. Goal: 1) Streaming, 2) File
04:45 - 05:00 PM	Recap	Lecture	
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 Expeirence 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		