

### Adobe Commerce Business Practitioner Training (Expert)

OEM: Adobe • Duration: 5 Days (40 hrs) • Code: AD0-E708

#### COURSE MODULES & TOPICS

##### Core Features / General Configuration (46%)

- Identify the features of Adobe Commerce Open Source Edition and Commerce Edition
- Distinguish differences among all Adobe Commerce product editions
- Determine product types and features for customer requirements
- Interpret requirements and mockups against native functionality capabilities
- Demonstrate knowledge of the admin panel and the location of common features
- Import/export capabilities for Adobe Commerce entities
- Native cart and checkout configuration
- Evaluate the native available shipping methods in Adobe Commerce and how they apply to common use cases
- Create and publish styled content using CMS and Page Builder
- Manage order lifecycle with native tools
- Configure gifting options including gift cards, wrapping, and messages
- Configuring and modifying transactional emails
- Customer self-service and loyalty program features in B2B

##### Merchandising (10%)

- Create promotions meeting business criteria and affecting final pricing
- Manage categories and products
- Understand pricing configurations and their impact on final price

##### Digital Marketing (4%)

- Recommend SEO best practices using native features
- Assess Google Analytics and BI metrics

##### Add-on Modules and Additional Products (18%)

- Describe B2B functionality and common scenarios
- Apply requirements using Multi-Source Inventory (MSI)
- Explain advantages and usage of Business Intelligence
- Distinguish the differences between native search and LiveSearch
- Apply tax, duty, and exemption configurations in B2B

- Apply tailored pricing for B2B customers
- Compare native product recommendations versus Adobe Sensei recommendations

### **Systems Architecture (10%)**

- Evaluate requirements for websites, stores, and store views
- Identify and analyze performance metrics for improvements
- Understand external system integration methods
- Differentiate between headless approaches and traditional

### **Compliance / Security (12%)**

- Secure data access using roles and permissions
- Understand privacy law and payment security basics
- Explain common security aspects of Adobe Commerce projects
- Understand tax law basics and configuration