Design and Build Effective Solutions with Data 360 (SDC301)

OEM: Salesforce • Code: SDC301

COURSE DESCRIPTION

In this 3-day instructor-led class, learn best practices for designing and implementing Data 360 (formerly known as Data Cloud) solutions by connecting, harmonizing, and unifying multiple datasets to gain valuable insights and improve AI initiatives. Discover how you can get the most value out of Data 360 and set yourself up for success.

AUDIENCE PROFILE

- This course is designed for architects, developers, and anyone responsible for implementing or understanding how to use Data 360 to achieve business goals. Completion of SDC101 is strongly encouraged to establish the foundational knowledge necessary for maximizing the value of this course.

PREREQUISITES

- Prepare for your Trailhead course by completing this prework before your session starts — Discover Salesforce Data Cloud Fundamentals, via Trailhead Academy.

COURSE OBJECTIVES

By the end of this course, participants will be able to:

- Demonstrate an understanding of the core capabilities and benefits of using Salesforce Data 360.
- Apply best practices to designing with multiple Data 360 ingestion options.
- Understand the importance of transforming source data for use in Data 360.
- Apply data modeling best practices to data for effective use in Data 360.
- Demonstrate an understanding of the purpose of data unification and how to define and verify unification rules.
- Identify capabilities for acting on data to improve customer engagement and ground AI initiatives using Data 360.

COURSE OUTLINE

Module 1: Designing Data 360 Solutions

- ReviewData 360 Purpose and Uses
- Introduce and Analyzing the Course Use Case
- Get Started with Data 360 Solution Design

- Introduce the Data 360 Consumption Model

Module 2: Designing Data Ingestion for Data 360

- Review Data Streams
- Design Data Ingestion with a Batch Processing Pattern
- Design Data Ingestion with a Data Federation Design Pattern
- DesignData Ingestion with a Near Real-Time Streaming Pattern
- Decide Between Ingestion Patterns
- Explore Unstructured Data Ingestion

Module 3: Designing Data Transformation for Data 360

- Identify why Data Transformation is Needed
- Review Data Transformation Options in Data 360

Module 4: Designing Data Harmonization for Data 360

- Select a Data Model for your Implementation
- Map a Use Case in Data 360
- Design Data Governance for Data 360
- Troubleshoot Common Issues in Data Harmonization

Module 5: Designing the Data Unification Phase

- Design Rulesets
- Create Rulesets
- Review and Compare Ruleset Results

Module 6: Designing for Data 360 Data Utilization

- Gain Insights Inside Data 360
- Utilize Data Graphs
- Choose Between Segmentation Options

Module 7: Utilizing Data 360 Data

- Use External Tools To Gain Insights
- Explore Data Actions and Data Activation Capabilities
- Use Data 360 data in Salesforce CRM

Module 8: Ground Agents with Data 360

- Define Retrieval Augmented Generation (RAG)
- Ground Agentforce Agents with unstructured data in Data 360
- Create Search Indexes and Custom Retrievers for structured data
- Use Data Graphs to Ground Prompt

- Ground Agentforce Agents with structured data in Data 360
- Capstone: Build an Employee Agent using web content