KOENIG SOLUTIONS · COURSE OUTLINE

Build and Extend MDM SaaS Data Models for 360 Applications

2 Days
DURATION

9
MODULES

54
TOPICS

COURSE OVERVIEW

Discover how to tailor the predefined MDM SaaS data models to fit your organization's business needs. Explore business entities, relationships, and hierarchies within Informatica's 360 applications, and learn to configure attributes, match rules, and data quality settings that shape how your business data is structured and governed. Build the skills to design a data model that supports accurate matching, survivorship, and reporting across your 360-application landscape. Applicable to October 2026 Release.

WHO THIS COURSE IS FOR

Developer

PREREQUISITES

- None

LEARNING OBJECTIVES

What You Will Learn

- Navigate the Business 360 Console and 360 Applications
- Customize predefined Business Entities and configure Dynamic Fields
- Configure Data Quality Rules and Survivorship
- Import Records and manage Related Records
- Configure Match Models and run Match and Merge Jobs
- Manage manual Merge Tasks and Business Events
- Explore data with CLAIRE Copilot and train adaptive AI Match Models
- Configure Hierarchies and analyze data with Dashboards
- Use public REST APIs to access and manage data

COURSE SYLLABUS

9 Modules, 54 Topics

MODULE 1

01

MDM SaaS and Business 360 Console Fundamentals

TOPICS

- Position MDM SaaS Within the IDMC Platform
- Explore MDM SaaS and the Business 360 Console Architecture
- Identify Technical Use Cases Across C360, S360, and P360
- Navigate User Interfaces Across 360 Applications and Business 360 Console
- Lab: Get Started
- Lab: Perform Data Purge

MODULE 2

02

Data Model Configuration

TOPICS

- Add Basic, Smart, Group, and Reference Fields to a Business Entity
- Configure Field Properties
- Configure Dynamic Pools and Dynamic Field Definitions
- Add Dynamic Field Values to Business Entities and Configure Inheritance
- Lab: Customize a Predefined Business Entity
- Lab: Configure Dynamic Pools, Field Definitions, and Field Values

MODULE 3

03

Data Quality and Survivorship Configuration

TOPICS

- Explore Types of Data Quality Rules
- Configure a Basic Data Quality Rule
- Configure Survivorship for Business Entities, Field Groups, and Dynamic Fields
- Lab: Add a Basic Data Quality Rule
- Lab: Configure Survivorship

MODULE 4

04

Data Onboarding

TOPICS

- Add New Records for C360, P360, and S360
- Manage Records, Related Records, and Dynamic Field Inheritance
- Import Business Entity Data from CSV Files
- Lab: Manage Customer, Product, and Supplier Records
- Lab: Import Business Entity Data from a CSV File
- Lab: Add Related Records and Verify Dynamic Field Inheritance

MODULE 5

05

Match Model Configuration and Automated Merge

TOPICS

- Explore Challenges with Duplicate Records
- Configure a Match Model
- Add Directed AI Match Rules
- Define and Run a Match and Merge Job
- Lab: Configure a Match Model
- Lab: Run a Match and Merge Job to Automatically Merge Records

MODULE 6

06

Record Merging with Manual Review and Workflow Approval

TOPICS

- Manage Business Events
- Generate Merge Tasks and Perform Manual Merge
- Match and Export Data Using an Existing Match Model
- Lab: Create a Business Event for Manual Merge Approval
- Lab: Match and Export Partner Contacts to Identify Existing Customers

MODULE 7

07

AI Features: CLAIRE Copilot and Adaptive AI Matching

TOPICS

- Explore Data with CLAIRE Copilot
- Explore Adaptive AI Match Models and Training Metrics
- Configure Match Fields for Adaptive AI Training
- Label Record Pairs and Evaluate Model Accuracy
- Lab: Discover and Explore Data with CLAIRE Copilot
- Lab: Train an Adaptive AI Match Model

MODULE 8

08

Hierarchies and Data Analysis

TOPICS

- Configure the Hierarchy Model
- Manage Hierarchy Instances
- Create Dashboards and Add Predefined Reports
- Explore the Match Analysis and Explainability Dashboard
- Monitor Usage and Job Metrics with the Usage Statistics Dashboard
- Analyze Relationships Using Relationship Graphs
- Lab: Manage Hierarchies and Analyze Relationships
- Lab: Create a Dashboard and Add Predefined Reports
- Lab: Monitor Usage and Job Metrics with the Usage Statistics Dashboard

MODULE 9

09

REST API Integration

TOPICS

- Explore Public REST API Overview and Guidelines
- Identify Resources Supported for C360, P360, and S360
- Manage Hierarchies Using the REST API
- Lab: Use REST APIs to Perform Tasks and Retrieve Data
- Lab: Manage Hierarchies Using the REST API

RECOMMENDED NEXT

Where to Go Next

- MDM SaaS: Manage Multidomain Data (Instructor Led or onDemand)
- Manage Master Data with MDM SaaS and 360 Applications (Instructor Led)
- MDM SaaS: Managing Localization and Translations (MicroLearning)
- Customer 360 SaaS Developer (Professional Certification)
- Product 360 SaaS Developer (Professional Certification)
- Supplier 360 SaaS Developer (Professional Certification)

WHAT IS INCLUDED

Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

ABOUT KOENIG

Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

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