Syndigo

Syndigo Academy

Class is now in session!



Welcome to Syndigo Academy!

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Built for Real Learning

Training based on user feedback

Hands – on practice

Opportunities to follow along, work through examples, and apply concepts in your Syndigo account!

Access to Syndigo Experts

Office hours and 1:1 Q&A sessions to maximize the availability of Syndigo experts.

Personalized Learning

Learn what content types, features, and workflows work best for you based on your organizations needs and goals.

Networking with Peers

Get to know your neighbors! Share both your challenges and successes so that we can all learn from each other.

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What would success look like for you?

"I would love to go through some examples of **the most efficient way to organize and structure** new categories without disrupting what we've already built out..."

"To **be comfortable in the platform**... mapping will be huge for me!"

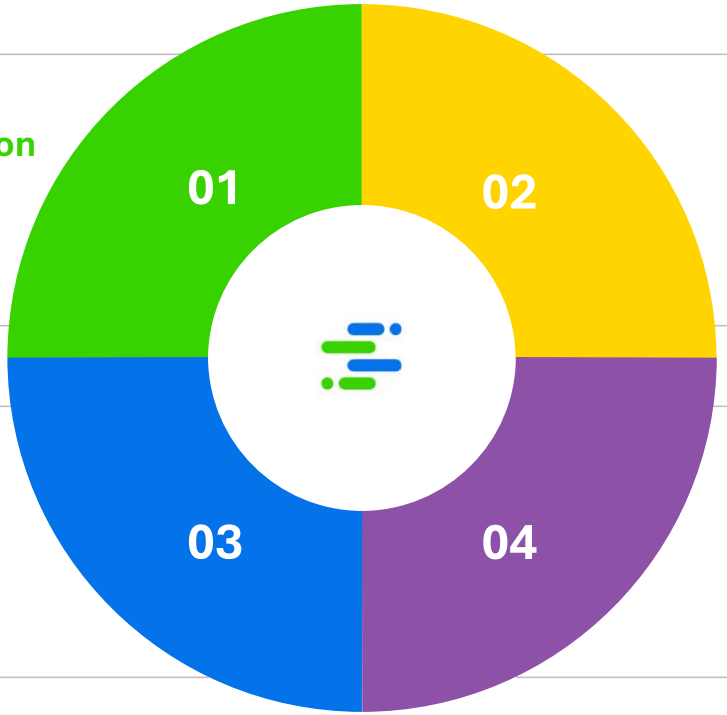
"I'd like to understand how Syndigo can help us with **editing/creating product data for LLMs**."

"I want to get a better understanding of **how to update images**!"

"I'm not sure?!?"

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Learn, Practice, Ask, Apply



Whole Group Instruction

Foundational Context and key concepts that everyone should understand

Small-group breakouts

Focused sessions aligned to content types, workflows, or areas of interest

Hands-on Learning

Opportunities to pause and apply the lessons learned within your account.

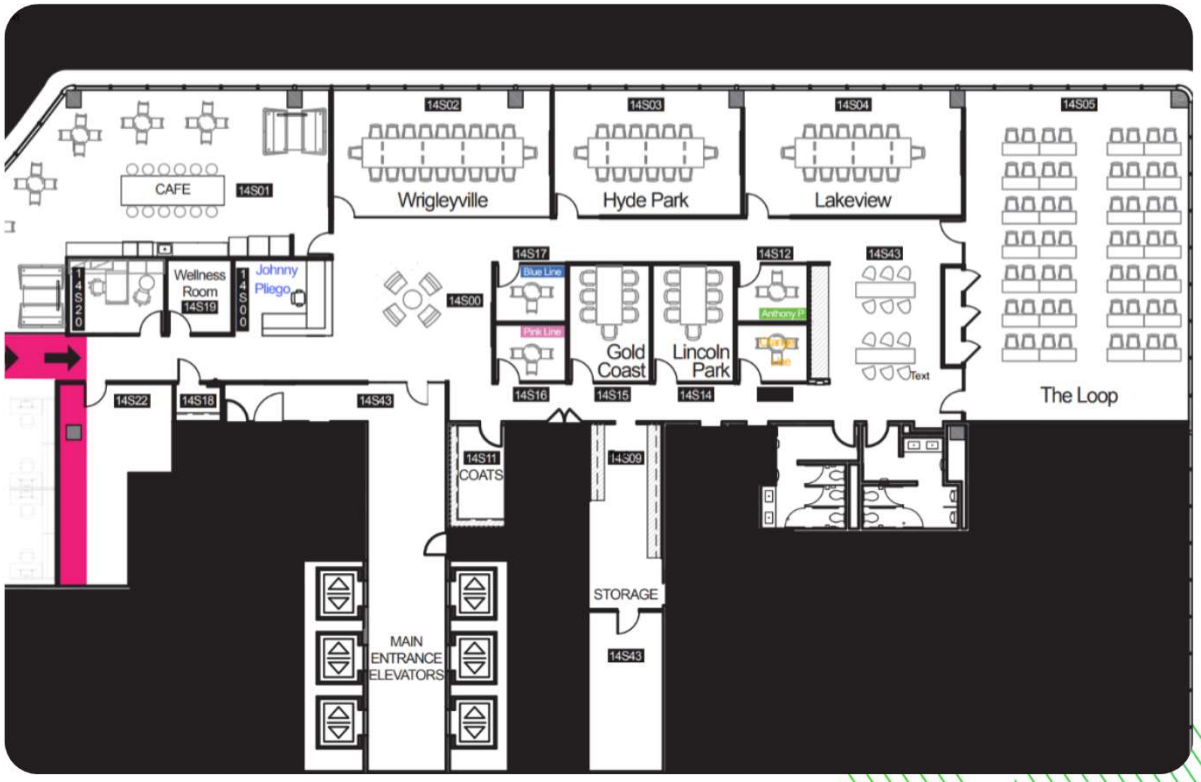
Office Hours & Support

Time for personalized questions, account-specific challenges, and additional coaching

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Know Where to Go

- Breakouts rotate, so choose two topics based on your needs.
- Help us stay on schedule by returning promptly from breaks.
- If you need assistance finding your next session, stop anyone wearing a Syndigo staff badge!



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Setting a Solid Foundation

Madi Anema | Senior Manager Customer Training and Enablement




FLOUR
SUGAR
BROWN SUGAR
POWDERED SUGAR
BAKING
CHOCOLATE
OATS
CHOCOLATE CHIPS
NUTS
COCONUT
SPRINKLES
UTENSILS
CHOCOLATE CHIP COOKIES
BAKING PLAN
☑ Gather Ingredients
☑ Preheat Oven
☑ Mix Dry Ingredients
☑ Mix Wet Ingredients
☑ Bake
☑ Cool & Enjoy!
ALL-PURPOSE FLOUR
SUGAR
BUTTER
MIX
EGGS
VANILLA
DRY INGREDIENTS

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A strong Syndigo foundation is not about configuration. It is about creating the conditions for success.

- ✓ Better data
- ✓ Faster publication
- ✓ Greater retailer success
- ✓ Improved team efficiency
- ✓ Future AI readiness

Winning in this market is not about starting with AI. It is about building the data foundations that make AI possible.

Foundation → Quality → Visibility → Growth

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Why Foundations Matter

Many customers jump straight to publishing – the most successful ones build the base first

What strong customers do first

- Configure the account properly
- Set user access and governance
- Standardize product setup
- Establish retailer connections
- Build data quality processes

What weak foundations cost

- Rework and duplicated effort
- Failed or delayed publications
- Inconsistent product data
- Slow retailer expansion

What foundations create

- Faster onboarding
- Better publication success
- Higher data quality
- Easier retailer expansion
- Improved AI-readiness

The Syndigo view

- Governed, structured, complete product data drives visibility, trust, and business value.

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The 5 Pillars of a Solid Foundation

The house framework – each pillar supports the next

Navigation

Know where everything lives in the platform.

Account Setup

Configure your environment for how your business works.

Product Data

Create a trusted source of truth.

Retailers

Connect products to the right recipients.

Support & Success

Leverage Syndigo's enablement resources.

Navigation

Understand the Ecosystem

Ask yourself how all the components in the platform flow together to create a seamless experience?

Know your workspace:

- **Dashboards**
- **Tab navigation**
- **Workflows**
- **Product table configurations**
- **Connections**
- **Support resources**

Confidence starts with navigation.

Account Setup Essentials

Foundation checklist

Poor setup creates downstream problems — get these right as soon as possible.

Users & Permissions

Right people have access; clear responsibilities

Notifications

Stay informed on activity; avoid surprises

Company Dictionary

Help Syndigo recognize your language

Vendor Choices

Ensure correct business configuration

Brand Setup

Organize products correctly from day one

Product Readiness Starts with Quality Data

Before publishing, ask:

Is my product complete? Are required attributes populated? Are assets attached? Does my content meet recipient requirements?

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Focus areas

Product creation · Asset management · Required attributes · Data quality · Content completeness

Content quality drives

Findability · Shopper confidence · Retailer acceptance · Better digital shelf performance

Key message

Readiness is a data problem before it is a publishing problem.

Retailer Connections & Publication Success

The publication journey

Publishing isn't the finish line. It is the result of good preparation.

Step	What you do	Why it matters
1. Configure	Set up the retailer connection	*Nothing flows without it*
2. Link	Attach products to the recipient	*Right products, right retailer*
3. Complete	Meet recipient requirement sets	*Avoids rejections*
4. Resolve	Clear critical errors	*Blocks publication if ignored*
5. Publish	Send content to the recipient	*The result of preparation*
6. Monitor	Track results and readiness	*Catch issues early*

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Your Syndigo Success Toolbox

Resources available to every customer:

Syndigo University — self-paced courses

Workshops — weekly instructor-led sessions

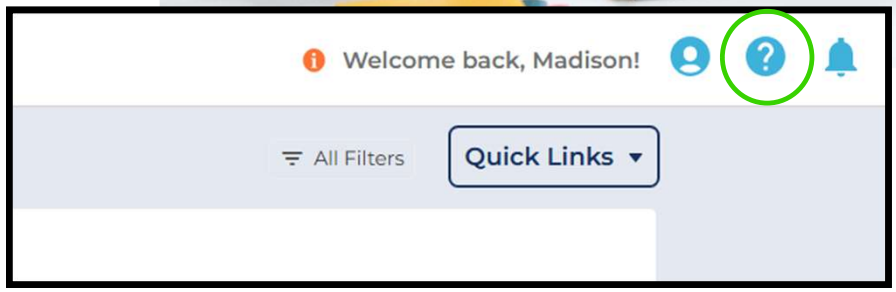
Help Center — guides and documentation

Support Team — issue resolution and troubleshooting

Coming soon:

The Syndigo Community — peer collaboration and support





Make the most of your time with us

- ✓ Work in your platform with us
  - *If you prefer, you can create a test product*
- ✓ Follow along and complete the tasks
- ✓ Use the time to ask questions
- ✓ Talk to an expert one-on-one during office hours
- ✓ Learn from your peers



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What Happens Next?

Breakouts will repeat after a 15-minute break

Mastering the Basics
Core & GDSN: connections, notifications, product readiness, publication

Dive deeper into how to set a solid foundation when preparing yourself to publish core content to intended recipients with ease.

THE LOOP

A Solid Start
Enhanced content & analytics: assets, URLs, website connections, analytics

Set yourself up for success when managing your assets and URLs for enhanced content and analytics.

WRIGLEYVILLE

Office Hours

See us for one-on-one coaching in account set up.

HYDE PARK

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