



Crownpeak Training Program



Qualified employees are the capital of successful companies and a central factor for optimal web project implementation. Our training program provides your development teams, editors, project managers and trainers with the required knowledge to implement projects with Crownpeak – with pinpoint accuracy, competence, and efficiency.

Crownpeak Technology GmbH

Stockholmer Allee 24
44269 Dortmund
Germany
+49 231 477 77 0

Crownpeak Technology Inc.

707 17th Street, Floor 38
Denver, CO 80202
United States of America
+1-720-800-9600

training@crowpeak.com
https://app1.edoobox.com/eSpirit/

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Training Courses Overview

Depending on the products used and the role of the users to be trained, we offer a variety of training courses.

Practical – individual – flexible

The Crownpeak training courses cover all project scenarios and topics dealing with every aspect of implementation and use of our software. They follow the modular structure of our solution and alongside basic and advanced qualifications, we also offer training for the various modules.

Project-independent basic training

These courses convey how to create projects and how to purposefully use our solution. All include practical examples and exercises.

Individual coaching

During various project phases, training in the customer specific scenario complements the basic training by providing additional project relevant knowledge.

Small groups

With a maximum of usually six (developer courses) to ten (editor courses) participants, our experienced trainers can easily cater to each participant individually.

Remote / On-site

Our courses usually take place remotely. On-site courses at the customer’s premises are also possible on request.

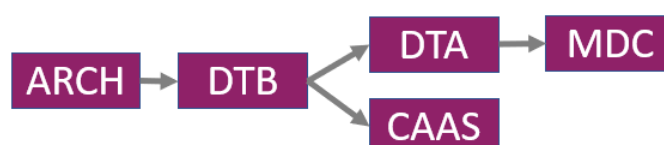
Open training courses

Crownpeak offers most training courses as “open courses” on a regular basis. Partners and customers can book individual seats for participants.

FirstSpirit Developers’ learning path(s)

Due to its flexibility, extensibility, and hybrid approach, FirstSpirit offers a wide area of possible website architectures with different focus. Depending on a developer’s role within the project (website frontend / FirstSpirit backend) and project technology (pre generation / PWA / SPA), there are different sets of courses we recommend.

The “general basis” for developers is the “*Developer Training Basic (DTB)*” where developers learn about the technical background and concept of FirstSpirit. From there, depending on your concrete project approach, multiple “paths” can be taken. As some courses extend or specialize knowledge and “build upon” others, there are some dependences concerning the order in which those courses should be taken:



Please refer to courses’ descriptions for details.

Certification

Participants in our training programs acquire comprehensive knowledge on the use of our products, which enables them to deliver high quality projects. We acknowledge this skill with a certificate.

Participation

If you have any questions regarding our training courses, the requirements and contents or need an individual proposal for our on-site course rates, please contact us – we will be pleased to help you: training@crowpeak.com

Participation in our regular open training courses can be booked online. You can find all upcoming dates and register for a course here:

<https://app1.edoobox.com/eSpirit/>

Course duration

The courses' duration is given in „full“ days. Courses might be spread over more, then “shorter” days.

Course modes

Depending on the product and course, we offer some “class based” courses while other courses follow a “self-learning” approach.

In “class based” courses, a group of participants works “live” together with a Crownpeak trainer. They consist of a permanent change between the trainer's explanations and demos and practical exercises for the participants “on the product”. This format allows a very good exchange also between the participants and leverages valuable discussions which help to develop deeper understanding. The trainer can also permanently track the participants' progress and lead them in the right direction.

For “self-learning” courses, participants are provided with preparation and learning material (documentation, videos) and exercises they can do on their own. This allows participants to work in their own pace.

Architects and Project Managers

FirstSpirit Personalization Training (PERT)

For personalization use cases FirstSpirit uses the AI-based Personalization Platform Dynamic Yield. In this training workshop you will learn how to use and drive value with FirstSpirit in combination with Dynamic Yield.

This training course offers an introduction to the basic functionalities of Dynamic Yield including exercises and hands-on based on an e-Commerce Demo-Project.

You will learn how to create content with FirstSpirit and deliver it dynamically for specific audiences using the Dynamic Yield Platform. The business part of the training covers the setup of a personalization roadmap, a typical personalization project approach and the configuration and analysis of A/B tests.

Prerequisites

Participants should have basic knowledge about online marketing and website structure.

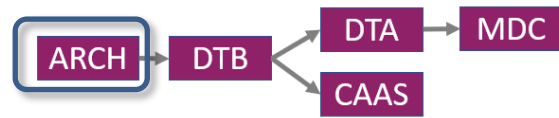
Contents

- Definition and motivation of personalization
- FirstSpirit/Dynamic Yield prerequisites
- Personalization basics
 - Standard workflow
 - Site personalization
 - Messaging
 - Custom actions
 - Testing methods
 - Recommendation strategies
 - FirstSpirit Dynamic Yield Integration
 - Architecture
 - Setup
 - Use Cases & Best Practices
 - Managing projects with FirstSpirit and Dynamic Yield
 - Best practices for A/B tests
 - Use cases prioritization

Duration: 2 days (if remote: usually split into 4 “half” days)

Mode: class

Architects and Project Managers



FirstSpirit Architecture Training (ARCH)

This workshop deals with the architecture of FirstSpirit and conveys how to use it optimally in projects. This Course is a high-level overview of the basic principles and approaches used within FirstSpirit.

Target Groups

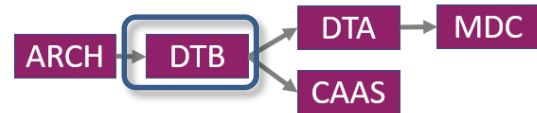
- Project Managers / Architects of FirstSpirit projects
- Developers in FirstSpirit projects (optional but recommended for overview)

Contents

- The basic architecture of FirstSpirit
- Functional overview of FirstSpirit SiteArchitect and ContentCreator
- Features and interfaces of the FirstSpirit server
- Separation of content (text, media, data sources), structure and layout
- The pre-generating approach of FirstSpirit
- Integration of databases and applications
- Optional standard modules for FirstSpirit and our technology partners
- Security and authorization concepts of FirstSpirit
- Server and project scaling
- Multisite Management: Means for content distribution using FirstSpirit
- Standard project management approach

Duration: 2 days

Mode: class



Developers

FirstSpirit Developer Training Basic (DTB)

The Developer Training Basic (DTB) is aimed at customers and partners who want to develop their own projects with FirstSpirit. It teaches the principles of FirstSpirit project and object structure and focusses on template development (creating forms for editors and the corresponding output) with the objective of creating a complete demo project.

Note: this course does not cover operational topics such as installing and configuring a FirstSpirit server.

Target Group(s)

- Developers in a FirstSpirit project: Mandatory
- Project Managers / Architects who want to dive deeper into the technical area

Prerequisites

Participants need general knowledge in the following areas: HTML, CSS, scripting languages (e.g. JavaScript). Knowledge of object-oriented programming and relational databases is recommended.

Participation in the FirstSpirit Architecture Training is recommended.

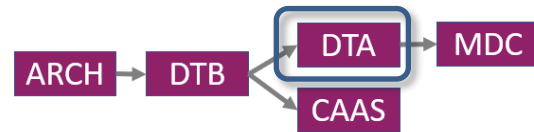
Contents

- Basics of architecture and project management in FirstSpirit
- Components and structure of the SiteArchitect
- Features of the ContentCreator
- Working with the online documentation of FirstSpirit (ODFS)
- Template-types: page-, section-, format-, link- and table templates
- Definition of forms with input components
- Output of editorial content
- Using template-syntax for conditions, loops and formatting
- Creating dynamic, rule-based forms to optimize the editorial process and validate user based input
- Managing global content for re-use and configuration purposes
- Relational databases for managing and rendering strictly structured content
- Header functions for database queries and navigation
- Template-syntax needed for ContentCreator functionality
- Basics of FirstSpirit-Workflows
- Using usability features correctly

Duration: 4 days

Mode: class

Developers



FirstSpirit Developer Training Advanced (DTA)

FirstSpirit can be easily extended using its JAVA API. The Advanced Training teaches the basics of developing FirstSpirit modules (FSMs). It complements the Developer Training Basic and addresses experienced FirstSpirit developers.

Target Group

- Developers who want to create project specific FirstSpirit extensions / plugins

Prerequisites

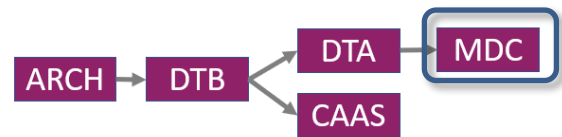
- Attendance of a FirstSpirit Developer Training Basic
- Java programming skills (no framework knowledge needed)
- Experience using an IDE (e.g. IntelliJ or Eclipse)

Contents

- Options for extending FirstSpirit
- Introduction to the FirstSpirit API
- The FirstSpirit object model: reading, changing and creating objects
- Using the beanshell console, developing scripts in the editor
- Module development within the IDE
- Deepening FirstSpirit API the knowledge by creating an extensive example
- Debugging of modules
- Types of module components: ServerService, ProjectApp, Executable, ValueService, PermanentPlugin, ClientService, WebApp
- Structure and creation of FSMs
- Various approaches to invoke module functionality
- Using renderscripts
- ContentCreator JavaScript API
- Implementing Drag&Drop

Duration: 3 days

Mode: class



Developers

FirstSpirit Module Development – Cloud (MDC)

Crownpeak’s FirstSpirit SaaS offering comes with features and processes that make it easier for developers to create and deploy FirstSpirit modules (FSMs) to their FirstSpirit cloud instances.

This training complements the “FirstSpirit Developer Training Advanced (DTA)” by enabling developers to use those cloud specific features in an optimal way.

Target Group

- FirstSpirit module developers in cloud projects

Prerequisites

- Attendance of a FirstSpirit Developer Training Advanced
- Experience with version control systems – especially: GIT
- Basic understanding of build pipelines/processes

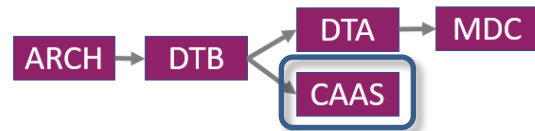
Contents

- Recap: FirstSpirit module development
- Cloud module development overview
- Prerequisites – per developer / project / module
- Setup access to repositories and artifactory
- Basic IDE setup
- Initial repository content and needed adjustments
- Gradle module plugin features overview
- Defining dependencies
- Using class annotations to create module.xml entries automatically
- Cloud SaaS build pipeline: Branches and processes
- Module rollout to instances
- Cases requiring crownpeak support actions

Duration: 4 hours

Mode: class

Developers



FirstSpirit Headless: CaaS & OCM Training (CAAS)

As a hybrid CMS, FirstSpirit supports headless architectures perfectly. Editorial content created in FirstSpirit can be deployed to FirstSpirit CaaS (Content-as-a-Service) using a target independent format that can be requested via REST API calls. This allows all content to be used dynamically by apps, e-commerce shops, IoT devices, portals, single page applications and websites. The CaaS approach offers all the needed flexibility to deliver experiences to multiple channels.

Based on comprehensive examples with suitable exercises you will be taught the requirements, use cases and functionalities of FirstSpirit CaaS. You learn how to deploy content from FirstSpirit into CaaS and how to dynamically edit, retrieve and use this content in front-end applications or other endpoints.

Our developer workshop offers exercises including hands-on using a FirstSpirit example project and a provided single-page application.

Target Group

- Web frontend developers (PWA/SPA) in a FirstSpirit headless project

Prerequisites

- Computer with prepared software installation. Participants will receive download and setup instructions before the course.
- Attendance of a Developer Training Basic (DTB) or equivalent experience with FirstSpirit project structure and template development
- Advanced JavaScript skills, especially DOM manipulation and REST queries
- Recommended: Experience with SPA/PWA development and JavaScript frameworks like Angular, Vue.js, React etc.

Contents

- FirstSpirit CaaS architecture and use cases
- JSON best practices
- Output validation
- Deployment to CaaS
- Requesting content using JavaScript via REST API
- Integration of single-page applications (SPAs) into the preview
- Omnichannel Manager (OCM)
- Creating/mapping the navigation structure
- Handling of special content (images, rich text / formatted content, links, etc.)

Duration: 2 days

Mode: class

Developers

DXM Developer Training & Certification

The DXM developer training course provides developers with practical knowledge of developing content management experiences using Crownpeak DXM and is based on a series of online self-paced training courses and labs.

Target Group

- Developers in a Crownpeak DXM project

Prerequisites

- Understanding of the world wide web and the technologies used in making that work (HTTP, HTML, CSS, JavaScript and so forth).
- The DXM templating system uses C# but we expect that anyone with some development experience, whether in JavaScript, Java or C#, will be comfortable with the technical components of the training.
- Please read and review the "[New to Crownpeak DXM Development](#)" article on the Community site.
- The course is very heavily lab-based meaning that you will be expected to be working on code alongside the training material. To facilitate this, it is strongly recommended that you have access to two monitors -- one to view the online course materials on and one for you to work on.

Contents

- Introduction to Crownpeak
- Overview of DXM & Implementation Process
- Classic Templates
- Search G2
- Translation Model Framework
- Component Library
- Master Pages
- Modular Templates
- Web Content Optimizer
- Project Branching
- Developer Certification Exam

Duration: 3-4 days, depending on the self-learning speed

Mode: self-learning

Editors

During editor training courses, employees responsible for content maintenance are prepared for their daily work. We offer “standard” courses that work with a standard demo project and training courses tailored to the specific customer project implementation. To ensure a productive learning atmosphere, editor courses are limited to ten participants each.

FirstSpirit Editor Training Custom (EDTC)

The course is designed as “learning on the job” – inside the actual FirstSpirit customer project, editors practice the tasks they will later perform independently. Under these real conditions they learn how to accomplish their future everyday work.

Target Group

- Content editors in a FirstSpirit project

Prerequisites

- Existing FirstSpirit customer project including the relevant editor features

Contents (examples - may vary based on project implementation)

- FirstSpirit concepts and basic architecture
- Meaning of the various object stores: pagestore, mediastore, sitestore, contentstore
- Explanation of the available controls, menu levels, page references
- The FirstSpirit start page
- Working with the page preview
- Creating new sections and content
- Creating, cropping and using media objects
- Defining the navigation structure
- Using workflows to release or delete objects
- Content search options
- Assigning permissions for objects
- Tips and tricks (shortcuts)

Duration: ½ to 2 days
depending on the type of project and required training scope

Mode: class

Editors

DXM End-User Training

The DXM End-User Training session has been designed for users who are brand new to the DXM content authoring experience or are returning after a long hiatus and would like a refresher on best practices.

This training is intended for content authors and non-technical users of Crownpeak DXM.

For this course, 'Surety', our DXM demonstration website, is used. We also offer training within your own custom project implementation – see “DXM User Training Custom” below.

Target Group

- Content authors in a Crownpeak DXM project

Prerequisites

- none

Contents

- Crownpeak Essentials such as how to log in, change preferences, and set up your workspace
- Creating content in DXM using Crownpeak's best practices
- Editing live content
- Publishing environments and the workflow feature
- Managing images and other static content
- Creating and saving reports

Duration: 3 hours

Mode: class

Editors

DXM User Training – Custom

In contrast/addition to the general DXM User Training, this course will be held in your project specific environment. This gives content authors the possibility for “learning-on-the-job” as it will guide trainees through the introductory course designed based on customer and project specific templates, components, use cases and workflows.

This training is intended for content authors and non-technical users of Crownpeak DXM.

Target Group

- Content authors in a Crownpeak DXM project

Prerequisites

- An existing and/or fully implemented Crownpeak DXM project ready for content management

Contents (examples - may vary based on project implementation)

- General DXM End User Training – review of the following topics in relation to customer-specific components, templates and use cases
 - Introduction to Crownpeak Fundamentals
 - Content Creation
 - Content Workflow
 - Content Editing
 - Scheduling
 - Digital Asset Management
 - Reports
- Custom Content Creation and Management
 - Deep dive into Customer’s CMS Implementation to ensure that end users can effectively manage the Customer instance on Crownpeak DXM.
- Questions and Answers

Please note that the content of the training is subject to change based on the needs, questions and areas of interest that are identified during the delivery of the training.

Duration: Usually 10-12 hours, depending on project and required training scope

Mode: class

Editors

Introduction to DQM

The Introduction to DQM training is designed for users brand new to the Crownpeak Digital Quality Management solution, or those looking for a refresher on best practices. This 1-hour session is intended to get you up and running in DQM quickly and with confidence.

Target Group(s)

- Users working with Crownpeak DQM - e.g. content authors, web asset managers, brand compliance managers

Prerequisites

- none

Contents

- Navigating Crownpeak's Digital Quality Management Tool
- Understanding Dashboard configuration and the checkpoint library
- How to identify issues on your sites using the Page Analyzer
- Using the Inventory to gather insights on your scanned sites
- Installing and utilizing the Page Checker tool
- Using Custom Groups for detailed reporting and analytics
- Introduction to customization and tailoring DQM to your brand's needs

Duration: 1 hour

Mode: class

Pricing information

All rates contained in this document are non-binding standard rates. If, e.g. in the course of individual agreements or registration via our website, different rates are mentioned, those have precedence.

All rates mentioned exclude VAT and (for on-site courses at your premises) travel expenses.

Crownpeak partners receive a discount according to their partner level.

Training	Rate		Duration	Type
	EUR	USD		
FirstSpirit Developer Training Basic (DTB)	2.600	2.600	4 days	class
FirstSpirit Developer Training Advanced (DTA)	2.400	2.400	3 days	class
FirstSpirit Module Development – Cloud (MDC)	500	500	½ day	class
FirstSpirit Headless - CaaS & OCM Training (CAAS)	1.600	1.600	2 days	class
FirstSpirit Architecture (ARCH)	1.600	1.600	2 days	class
FirstSpirit Personalization Training (PERT)	1.600	1.600	2 days	class
FirstSpirit Editor Training Custom (EDTC)	individual		0.5–2 days	class
DXM Developer Training & Certification	free		2-4 days	self-learning
Introduction to DQM	free		1 hr	class
DXM End-User training	free		3 hrs	class
DXM User training – Custom	Individual		~10-12 hrs	class