



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.

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Training Courses Overview

Depending on the products used and the roles 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 solutions. 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 / headless 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 dependencies concerning the order in which those courses should be taken.

Please refer to the courses' descriptions for details.

Participation

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

Open course schedules and booking

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

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

Course requests

Not all courses mentioned in this document are scheduled in advance for open registration on our bookings page. In case you cannot find a course, or the published courses don't suit your schedule and/or language, please contact our training team via training@crowpeak.com for available options.

Please provide the requested training course type(s), your desired time frame, the number of participants, their time zone(s) and language options (we can provide courses in German or English).

Course duration and pricing

Please refer to the table at the end of this document for information about pricing and duration.

Minimum participant count

Our general minimum participant count is four customer and/or partner attendees per course. While there might be individual exceptions, in general we reserve the right to cancel (or not set up) courses with less than four participants. To be able to offer training for smaller groups or individuals, we might coordinate multiple requests with less than four participants to set up "combined" courses with four or more persons from different customers and/or partners.

Course modes

Depending on the product and course, we offer most courses as "class based" remote courses while others follow a "self-learning" approach.

In "class based" courses, the participants work together with a Crownpeak trainer. They alternate between trainer's explanations and demos and practical exercises for the participants "on the product". This allows a very good exchange also between the participants and leverages valuable discussions resulting in 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 etc.) and exercises they can do on their own. This allows participants to work at 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

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
- Security and permission concepts of FirstSpirit
- Multisite Management: Mechanisms for content distribution
- FirstSpirit Cloud + modules in the Cloud
- Other Crownpeak DXP products

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 at least on a basic level is recommended.

Participation in the FirstSpirit Architecture Training is recommended – preferably but not necessarily before the DTB.

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 for editors 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 structured content
- Header functions for database queries and navigation
- Template syntax needed for ContentCreator functionality
- Basics of FirstSpirit-Workflows
- Applying usability features correctly

Developers

FirstSpirit Developer Training Advanced (DTA)

FirstSpirit can be easily extended using its JAVA API. The Advanced Training (DTA) 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)
- Recommended: Basic understanding of classloading mechanisms

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 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 (basics)
- Various approaches to invoke module functionality
- Using renderscripts
- ContentCreator JavaScript API
- Implementing Drag&Drop

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 Content-as-a-Service (CaaS) in a target independent format. This allows content to be queried via a REST API and used dynamically by apps, e-commerce shops, IoT devices, portals, single page applications and websites.

Participants learn the requirements, use cases and functionalities of FirstSpirit CaaS, how to retrieve content in applications and how to integrate their frontend application into the editing environment to allow WYSIWYG editing.

Our recommendation for frontend developers is to also attend a DTB to gain better/broader understanding of the system in general. However, having attended a DTB *before* CAAS training is not required to be able to follow the content of this course. We can provide a short (30-45 minutes) “basic introductory session” ahead of this course.

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.
- Advanced JavaScript skills, especially DOM manipulation and REST queries
- Recommended: Experience with SPA/PWA development
- Basic understanding of FirstSpirit project structure and template principles (e.g. DTB or introductory session).

Contents

- FirstSpirit CaaS architecture and use cases
- Requesting content via REST API (incl. filters, pagination, sorting etc.)
- Deployment and usage of content and media objects
- Management of permissions via API keys
- Project configuration - project components and schedules
- Integrating the FirstSpirit navigation structure
- Defining and using Aggregations
- Using GraphQL
- Integration of frontend applications (SPA/PWA) into the ContentCreator editing environment via Omnichannel Manager (OCM)

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 (HTTP, HTML, CSS, JavaScript etc.).
- 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

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 usually limited to ten participants.

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)

The time for this course depends on the project implementation and required training scope.

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

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. A course usually takes 10-12 hours - depending on the project and required training scope, this may change.

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

Course Pricing and Duration

Training course	Rate per person		Duration		Type
	EUR	USD	Time (approx.)	Usual distribution	
FirstSpirit Developer Training Basic (DTB)	2,600	2,800	30 h	5 days	class
FirstSpirit Developer Training Advanced (DTA)	2,400	2,600	24 h	4 days	class
FirstSpirit Headless - CaaS & OCM Training (CAAS)	2,200	2,350	22 h	3 days	class
FirstSpirit Architecture (ARCH)	1,600	1,700	12 h	2 days	class
FirstSpirit Personalization Training (PERT)	1,600	1,700	14 h	4 x ½ day	class
FirstSpirit Editor Training Custom (EDTC)	custom		8-24 h	custom	class
DXM Developer Training & Certification	free		2-4 days	self-paced	self-learning
Introduction to DQM	free		1 h	-	class
DXM End-User training	free		3 h	-	class
DXM User training – Custom	custom		10-12 h	custom	class

Course duration

The duration (in hours) represents the usual “net duration” of the courses without lunch breaks or preparation time. Depending on course specific factors (e.g. participants’ background knowledge, group size, questions etc.), the final duration usually varies slightly.

The “distribution” of those hours may be different for concrete course schedules depending on participants’ and trainers’ availability and time zones (due to time differences). Minor adjustments can be decided upon within the course’s group (incl. trainer).

Pricing conditions

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

Rates are always **net per participant** and do not include any kind of tax (e.g. VAT or withholding tax) or travel expenses (for on-site courses at your premises) - those will be charged additionally. We might request payment in advance depending on the concrete situation.

Crownpeak partners receive a discount according to their partner level.