

# PIMCORE

# TRAINING GUIDE

VERSION 1.0, MAY 2017

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## 1. Welcome to Pimcore

Pimcore training is a vital part of the total Pimcore customer experience. We want your team to be able to start their Pimcore journey seamlessly after the initial download and installation. We are dedicated to make sure that your team is on the right Pimcore track. To enable you to maximize the return on your investment, we offer several training offerings designed to meet your business needs.

This document provides an overview of the Pimcore training offerings and how to utilize them.

### 1.1. Pimcore training offerings

We provide three different offerings in English language. Each offering consists of several modules. The modules cover one topic of Pimcore each. The training is conducted through a combination of presentations, explaining Pimcore concepts based on the Pimcore documentation and demo set up and Q/A.

The three offering are:

- [Pimcore Basic Training – 2 Days](#)
- [Pimcore Professional Training – 5 Days](#)
- [Pimcore Advanced Training – 10 Days](#)

## 2. Pimcore Basic Training (2 Days)

The Basic Pimcore training is designed to give you a head start on various features available in Pimcore. This training provides an introduction into Pimcore, getting started with pimcore, working with pimcore elements, basic administration of pimcore and basics of the REST API available in pimcore. After finishing this training session you should know about the concepts of Pimcore, know where to find what, be able to get started and create your own simple solutions with pimcore.

### 2.1. Pre-requisites

- Profound knowledge of object orientated web development with PHP >= 5.6, based on the MVC (model view controller) pattern
- Good Knowledge of Zend framework
- Basic Knowledge of MySQL/MariaDB
- Knowledge of Ext Js 6.0 (Desirable)
- Basic Knowledge of Redis (Desirable)
- Notebook with installed virtual machine and provided image with Pimcore demo running, SSH access and PHP IDE with access to provided Pimcore demo sources is advantageous.

### 2.2. Training Agenda

DAY 1		
Topic	Description	Duration
Introduction to Pimcore	<ul style="list-style-type: none"> <li>• <u>What is Pimcore</u> Short Summary about Pimcore and its capabilities.</li> <li>• <u>General overview of what Pimcore is Not</u> Short summary of what Pimcore not is to get a clear separation to other products.</li> <li>• <u>Features of Pimcore with Project Showcase</u> Explaining features like PIM,CMS, DMS and commerce. Few Project showcase to show the feature implementations in real time.</li> <li>• <u>Ecosystem/Partnersystem</u> Short introduction to the Pimcore ecosystem - where to find what, where to get help etc.</li> </ul>	About 40 minutes

DAY 1		
Topic	Description	Duration
<b>Getting Started</b>	<ul style="list-style-type: none"> <li>• <u>Prerequisites &amp; System Requirements</u> Overview of System Requirements and Configuration requirements</li> <li>• <u>Pimcore Set up</u> Hands on installing Pimcore. Get started with login to Admin Interface.</li> <li>• <u>System Requirement Validation</u> Check PHP info, Server Info and other System requirements through Pimcore interface.</li> <li>• <u>File System Organization</u> Overview of how the File System is organized through Server File Explorer.</li> </ul>	About 30 minutes
<b>Getting familiar with Pimcore Basics</b>	<ul style="list-style-type: none"> <li>• <u>Basic Operating Principles</u> What are the basic Operating Principles - Inheritance, MVC, used technologies and components?</li> <li>• <u>Overview of Admin Backend</u> What are the basic Elements available in Pimcore (Documents/Assets/Objects) and their organization in Admin interface, overview of Dashboard and menu structure.</li> <li>• <u>System Settings Menu details</u> Detail walkthrough of System settings and their use.</li> </ul>	About 20 Minutes
<b>Digital Asset Management</b>	<ul style="list-style-type: none"> <li>• <u>Available Digital Asset Management features</u> Talk about things like how assets can be managed in Pimcore and what features are available like upload, download, meta-data, properties, versioning and scheduling</li> <li>• <u>Thumbnail</u> Create thumbnail for Assets and use various transformation features.</li> <li>• <u>Working with Assets Editor</u> How to use the Asset editor within Pimcore for image editing.</li> </ul>	About 30 Minutes

DAY 1		
Topic	Description	Duration
<b>Content Management</b>	<ul style="list-style-type: none"> <li>• <u>Documents &amp; Templates</u> Introduction to documents and templates and how they can be used to create website pages.</li> <li>• <u>Documents Types</u> Overview of available document types- Page, Snippet, Hard Link/Link, Folder, Email.</li> <li>• <u>Content Page</u> Simple example of creating a content page and providing a layout with header, footer, sidebar etc.</li> <li>• <u>Document Features</u> Talk about features like Settings, Properties, File Structure and controllers and View Helpers.</li> <li>• <u>Editables</u> Talk about the basic editables available and uses of these editables – Input, image, snippet, textarea, select, link etc. Overview of complex editables – Block, Area, Areablock, Bricks, Renderlet</li> </ul>	About 120 Minutes
<b>Content Management - Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Navigation</u> Setting up Navigation in the frontend, and covering topics like configurable properties, redirects, pretty URLs etc.</li> <li>• <u>Custom Document types</u> Simple example of creating a custom document type and using Predefined properties</li> <li>• <u>Thumbnails for images</u> Simple example of using Thumbnails in documents</li> <li>• <u>Website Settings</u> Setting up configurable Website Settings and using them across websites</li> <li>• <u>Static Routes</u> Working with Static Routes</li> <li>• <u>MultiLanguage and Multi Domain Sites</u></li> </ul>	About 90 Minutes

DAY 1		
Topic	Description	Duration
	<p>Setting up multi-language sites by using language trees, content master documents and website translations. Setting up multi domain websites with Pimcore.</p> <ul style="list-style-type: none"> <li>• <u>Tag &amp; Snippet Management</u> Working with the built in tag &amp; snippet management of Pimcore.</li> <li>• <u>SEO</u> Getting an overview of the SEO functionalities of Pimcore.</li> </ul>	

DAY 2		
Topic	Description	Duration
<b>Product Management</b>	<ul style="list-style-type: none"> <li>• <u>Overview of Objects and Classes</u> Setting up data model using Pimcore object classes and inheritance concept.</li> <li>• <u>Class Management</u> Go through features available for classes like create, delete, export, import, define layout and add attributes.</li> <li>• <u>Data Types</u> Overview about various types of data types available and their uses.</li> <li>• <u>Object Management</u> Walkthrough of features available for Objects like add, edit, delete, publish, concept of child object and variants, import and export through CSV, Versions, Scheduling etc.</li> <li>• <u>Additional features</u> Explore various other features available in the Admin UI like Show in Tree, Lock/UnLock, Dependencies, Copy, Paste, Rename etc., Object listing, filters, Search, Batch Update etc.</li> </ul>	About 90 Minutes
<b>Product Management -</b>	<ul style="list-style-type: none"> <li>• <u>Custom Layouts</u></li> </ul>	About 90

DAY 2		
Topic	Description	Duration
<b>Advanced</b>	<p>Setting up Custom Layouts for additional views</p> <ul style="list-style-type: none"> <li>• <u>Object Bricks</u> Go through Object bricks to learn how to add specific/selective attributes on objects</li> <li>• <u>Field Collections</u> Go through Field Collections to learn how to add repetitive group of attributes on objects</li> <li>• <u>Localization</u> Setting up localized attributes for Products</li> <li>• <u>Database Overview</u> Getting an overview of the general database schema of Pimcore and talk about which tables are used for what.</li> </ul>	minutes
<b>Additional Features</b>	<p>Various additional topics to know:</p> <ul style="list-style-type: none"> <li>• What is Key/Value configuration and how to use it</li> <li>• Perspective and Custom Views</li> <li>• Search</li> <li>• Tag management</li> <li>• Custom Reports – how to create reports and use them to create charts, add filters to reports, use charts on Dashboard</li> </ul>	About 90 Minutes
<b>Administration</b>	<p>Various topics of Pimcore administration like</p> <ul style="list-style-type: none"> <li>• User Management</li> <li>• Role Management</li> <li>• Application logger</li> </ul>	About 30 Minutes
<b>REST Web services</b>	<p>Walkthrough of the REST services available in Pimcore and what is required to use these services</p>	About 20 Minutes



### 3. Pimcore Professional Training (5 Days)

The Professional Pimcore training is designed to get you started on your Pimcore Journey by providing insights into capabilities of Pimcore and providing hands on sessions. This training provides an introduction into Pimcore, installation and configuration of pimcore, working with pimcore elements, basic administration, overview of REST API available and how to extend and customize Pimcore. Each training session has hands on lab with pre-defined assignments where you can implement topics from each session.

After finishing this training session you should know about the concepts of Pimcore, how to install and configure, know where to find what, create your own solutions and extend pimcore with Plugins.

#### 3.1. Pre-requisite

- Profound knowledge of object orientated web development with PHP >= 5.6, based on the MVC (model view controller) pattern
- Good Knowledge of Zend framework
- Basic Knowledge of MySql/MariaDB
- Knowledge of Ext Js 6.0 (Desirable)
- Basic Knowledge of Redis (Desirable)
- Notebook with installed virtual machine and provided image with Pimcore demo running, SSH access and PHP IDE with access to provided Pimcore demo sources is advantageous.

#### 3.2. Training Agenda

DAY 1		
Topic	Description	Duration
Introduction to Pimcore	<ul style="list-style-type: none"> <li>• <u>What is Pimcore</u> Short Summary about Pimcore and its capabilities.</li> <li>• <u>General overview of what Pimcore is Not</u> Short summary of what Pimcore not is to get a clear separation to other products.</li> <li>• <u>Features of Pimcore with Project Showcase</u> Explaining features like PIM, CMS, DMS and commerce. Few Project showcase to show the feature implementations in real time.</li> </ul>	About 30 minutes

DAY 1		
Topic	Description	Duration
	<ul style="list-style-type: none"> <li>• <u>Ecosystem/Partnersystem</u> Short introduction to the Pimcore ecosystem - where to find what, where to get help etc.</li> </ul>	
<b>Getting Started</b>	<ul style="list-style-type: none"> <li>• <u>Prerequisites &amp; System Requirements</u> Overview of System Requirements and Configuration requirements</li> <li>• <u>Pimcore Set up</u> Hands on installing Pimcore. Get started with login to Admin Interface.</li> <li>• <u>System Requirement Validation</u> Check PHP info, Server Info and other System requirements through Pimcore interface.</li> <li>• <u>File System Organization</u> Overview of how the File System is organized through Server File Explorer.</li> </ul>	About 60 minutes
<b>Getting familiar with Pimcore Basics</b>	<ul style="list-style-type: none"> <li>• <u>Basic Operating Principles</u> What are the basic Operating Principles - Inheritance, MVC, used technologies and components</li> <li>• <u>Overview of Admin Backend</u> What are the basic Elements available in Pimcore (Documents/Assets/Objects) and their organization in Admin interface, overview of Dashboard and menu structure.</li> <li>• <u>System Settings Menu details</u> Detail walkthrough of System settings and their use.</li> </ul>	About 20 Minutes
<b>Digital Asset Management</b>	<ul style="list-style-type: none"> <li>• <u>Available Digital Asset Management features</u> Talk about things like how assets can be managed in Pimcore and what features are available like upload, download, meta-data, properties, versioning and scheduling</li> <li>• <u>Thumbnail</u> Create thumbnail for Assets and use various transformation features.</li> </ul>	About 40 Minutes

DAY 1		
Topic	Description	Duration
	<ul style="list-style-type: none"> <li>• <u>Working with Assets Editor</u> How to use the Asset editor within Pimcore for image editing.</li> </ul>	
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments on Login, Dashboard and Asset Management and getting familiar with Admin Interface</li> </ul>	About 30 Minutes
<b>Content Management</b>	<ul style="list-style-type: none"> <li>• <u>Documents &amp; Templates</u> Introduction to documents and templates and how they can be used to create website pages.</li> <li>• <u>Documents Types</u> Overview of available document types- Page, Snippet, Hard Link/Link, Folder, Email.</li> <li>• <u>Content Page</u> Simple example of creating a content page and providing a layout with header, footer, sidebar etc.</li> <li>• <u>Document Features</u> Talk about features like Settings, Properties, File Structure and controllers and View Helpers.</li> <li>• <u>Editables</u> Talk about the basic editables available and uses of these editables – Input, image, snippet, textarea and WYSIWYG.</li> </ul>	About 120 Minutes

DAY 2		
Topic	Description	Duration
<b>Content Management - Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Complex Editables</u> Overview of complex editables – Table, Checkbox, Date, Video, Select, Href, Link, Block, Area, Areablock and Bricks</li> <li>• <u>Navigation</u> Setting up Navigation in the frontend, and covering topics like configurable properties, redirects, pretty URLs etc.</li> </ul>	About 150 minutes

DAY 2		
Topic	Description	Duration
	<ul style="list-style-type: none"> <li>• <u>Custom Document types</u> Simple example of creating a custom document type and using Predefined properties</li> <li>• <u>Thumbnails for images</u> Simple example of using Thumbnails in documents</li> <li>• <u>SEO</u> Getting an overview of the SEO functionalities of Pimcore.</li> <li>• <u>Marketing Settings</u> Getting an overview of the marketing settings provided by Pimcore in combination with documents.</li> </ul>	
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments to create a Content Type, Define Layout, Create Page and Editable, Use thumbnail in documents etc.</li> </ul>	About 90 Minutes

DAY 3		
Topic	Description	Duration
<b>Content Management - Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Website Settings</u> Setting up configurable Website Settings and using them across websites</li> <li>• <u>Static Routes</u> Working with Static Routes</li> <li>• <u>MultiLanguage and Multi Domain Sites</u> Setting up multi-language sites by using language trees, content master documents and website translations. Setting up multi domain websites with Pimcore.</li> <li>• <u>Tag &amp; Snippet Management</u> Working with the built in tag &amp; snippet management of Pimcore.</li> </ul>	About 30 minutes
<b>Product Management</b>	<ul style="list-style-type: none"> <li>• <u>Overview of Objects and Classes</u></li> </ul>	About 120

DAY 3		
Topic	Description	Duration
	<p>Setting up data model using Pimcore object classes and inheritance concept.</p> <ul style="list-style-type: none"> <li>• <u>Class Management</u> Go through features available for classes like create, delete, export, import, define layout and add attributes.</li> <li>• <u>Data Types</u> Overview about various types of data types available and their uses.</li> <li>• <u>Object Management</u> Walkthrough of features available for Objects like add, edit, delete, publish, concept of child object and variants, import and export through CSV, Versions, Scheduling etc.</li> <li>• <u>Additional features</u> Explore various other features available in the Admin UI like Show in Tree, Lock/UnLock, Dependencies, Copy, Paste, Rename etc., Object listing, filters, Search, Batch Update etc.</li> </ul>	Minutes
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments on create a new class, add layout and fields, add objects etc.</li> </ul>	About 90 Minutes

DAY 4		
Topic	Description	Duration
<b>Product Management - Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Custom Layouts</u> Configuring Custom Layouts for Object editing</li> <li>• <u>Object Bricks</u> Go through Object bricks to learn how to add specific/selective attributes on objects</li> <li>• <u>Field Collections</u> Go through Field Collections to learn how to add repetitive group of attributes on objects</li> <li>• <u>Localization</u></li> </ul>	About 120 Minutes

DAY 4		
Topic	Description	Duration
	<p>Setting up localized attributes for Products</p> <ul style="list-style-type: none"> <li>• <u>Database Overview</u> Getting an overview of the general database schema of Pimcore and talk about which tables are used for what.</li> </ul>	
<b>Additional Features</b>	<p>Various additional topics to know:</p> <ul style="list-style-type: none"> <li>• What is Key/Value configuration and how to use it</li> <li>• Search</li> <li>• Tag management</li> <li>• Translationexport (XLIFF)</li> </ul>	About 60 Minutes
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments for Custom Layout, Object, collections and Search</li> </ul>	About 60 Minutes

DAY 5		
Topic	Description	Duration
<b>Server Architecture</b>	<ul style="list-style-type: none"> <li>• Insights into server setup, database setup, load balancing, Pimcore cloud setup</li> </ul>	About 20 Minutes
<b>Administration</b>	<p>Various topics of Pimcore administration like</p> <ul style="list-style-type: none"> <li>• User Management</li> <li>• Role Management</li> <li>• Application logger</li> <li>• Updating Pimcore</li> </ul>	About 30 Minutes
<b>REST Web services</b>	<ul style="list-style-type: none"> <li>• Walkthrough of the REST services available in Pimcore and what is required to use these services</li> </ul>	About 40 Minutes
<b>Customizing and Extending Pimcore/Plugin Development</b>	<ul style="list-style-type: none"> <li>• <u>General</u> Getting insights into the concepts of startup.php, constants.php and phpDI.</li> <li>• <u>Events</u> How to use server-side and client-side events.</li> <li>• <u>Plugins</u> Jumpstart in plugin development covering plugin anatomy, event manager, extension of Pimcore backend, composer, etc.</li> </ul>	About 90 Minutes

DAY 5		
Topic	Description	Duration
Assignments	<ul style="list-style-type: none"><li>Hands on assignments on creating simple extension</li></ul>	About 60 Minutes

## 4. Pimcore Advanced Training (10 Days)

The Advanced Pimcore training is designed to take you deeper into Pimcore and its capabilities after going through the basic features. This training provides an introduction into Pimcore, installation and configuration of pimcore, working with pimcore elements, basic administration, overview of REST API available and how to extend and customize Pimcore. Additionally you will learn about advance topics like workflows, perspectives, personalization, web2print, deployment and hosting. A detailed understanding of the e-commerce framework is also provided. Most of the training sessions have hands on lab with pre-defined assignments where you can implement topics from each session.

After finishing this training session you should have deep knowledge of Pimcore, getting started, use of pimcore elements, how to extend pimcore, use the workflow engine, be able to create catalogue with Web2print feature and build ecommerce solutions along with the knowledge of hosting and deployment.

### 4.1. Pre-requisite

- Profound knowledge of object orientated web development with PHP >= 5.6, based on the MVC (model view controller) pattern
- Good Knowledge of Zend framework
- Basic Knowledge of MySql/MariaDB
- Knowledge of Ext Js 6.0 (Desirable)
- Basic Knowledge of Redis (Desirable)
- Notebook with installed virtual machine and provided image with Pimcore demo running, SSH access and PHP IDE with access to provided Pimcore demo sources is advantageous

### 4.2. Training Agenda

**Note:** Agenda for Day 1 to Day 5 would be same as the [Pimcore Professional Training \(5 Days\)](#) as mentioned in section 3. Agenda for Day 6 to 10 is mentioned below.

DAY 6		
Topic	Description	Duration
<b>Pimcore Review</b>	<ul style="list-style-type: none"> <li>• Recap of Pimcore basic capabilities</li> </ul>	About 20 Minutes
<b>Content Management – Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Glossary</u> An easy yet powerful feature to warm up the session.</li> </ul>	About 90 Minutes



DAY 6		
Topic	Description	Duration
	<ul style="list-style-type: none"> <li>• <u>Renderlets</u> Working with renderlets - the connection between objects and documents</li> <li>• <u>Models and Helpers</u> Concept and Usage of Models and Helpers</li> <li>• <u>Targeting and Personalization</u> Concept and Usage of personalization features - Global Targeting Rules, Persona, personalization in Documents</li> </ul>	
<b>Newsletter</b>	Working with Newsletter features <ul style="list-style-type: none"> <li>• Set up Newsletters</li> <li>• Define Custom Email templates for Newsletters</li> <li>• Personalize Newsletters and add placeholders</li> </ul>	About 60 Minutes
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments on Personalization, Global Targeting and Newsletter</li> </ul>	About 60 Minutes

DAY 7		
Topic	Description	Duration
<b>Web2Print</b>	<ul style="list-style-type: none"> <li>• Overview of features available in Web2Print</li> <li>• Implement Web2Print feature for Documents</li> </ul>	About 60 Minutes
<b>Product Management Advanced</b>	<ul style="list-style-type: none"> <li>• <u>Perspectives</u> Customizing the Pimcore backend with perspectives and custom views</li> <li>• <u>Parent Class</u> A concept for extending functionality of pimcore objects.</li> </ul>	About 40 Minutes
<b>Cache Mechanism</b>	<ul style="list-style-type: none"> <li>• Overview of various cache levels in pimcore and how they work</li> </ul>	About 20 Minutes
<b>Google Analytics (GA)</b>	<ul style="list-style-type: none"> <li>• <u>Basics of Google Analytics</u> How to configure GA and set up reports and view them for documents</li> </ul>	About 30 Minutes

DAY 7		
Topic	Description	Duration
<b>Additional Admin Features</b>	Various additional features <ul style="list-style-type: none"> <li>• How to use Tag and Snippet Management</li> <li>• Work with Admin Translations</li> <li>• Overview of Magic Parameters available in Pimcore</li> <li>• Overview of CLI Scripts available in Pimcore</li> </ul>	About 40 Minutes
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments on Web2Print, Perspective etc.</li> </ul>	About 60 Minutes

DAY 8		
Topic	Description	Duration
<b>Custom Reports</b>	<ul style="list-style-type: none"> <li>• Custom Reports – how to create reports and use them to create charts, add filters to reports, use charts on Dashboard</li> </ul>	About 30 Minutes
<b>e-Commerce</b>	<ul style="list-style-type: none"> <li>• ecommerce Plugin Setup</li> <li>• Walk-through of the Process flow</li> <li>• What is Data model design of the ecommerce</li> <li>• Understanding of the Configuration and its use</li> <li>• How to implement Product Pages</li> <li>• How to use filters on Product Pages</li> </ul>	About 140 Minutes
<b>Assignments</b>	<ul style="list-style-type: none"> <li>• Hands on assignments on Custom reports, set up ecommerce Plugin and code walkthrough</li> </ul>	About 60 Minutes

DAY 9		
Topic	Description	Duration
<b>e-Commerce</b>	<ul style="list-style-type: none"> <li>• Overview of how to implement Shopping Cart</li> <li>• Overview of how to implement Check out Process</li> <li>• Overview of how to integrate Payment Gateway</li> <li>• Overview of how to implement Order Summary</li> </ul>	About 120 Minutes
<b>Workflow Management</b>	<ul style="list-style-type: none"> <li>• Setting up and configuring the pimcore workflow engine</li> </ul>	About 60 Minutes
<b>Assignments and Review</b>	<ul style="list-style-type: none"> <li>• Assignment on workflow and ecommerce review</li> </ul>	About 60 Minutes

DAY 10		
Topic	Description	Duration
Review	<ul style="list-style-type: none"><li>• Review of concepts</li><li>• Review of hands on assignments</li><li>• Questions and Answers</li></ul>	