Purpose of the Exam Preparation Guide

The intent of this guide is to set expectations about the content and the context of the exam and to help candidates prepare for the exam. In this guide, you will find recommended HP training courses, reference and study material, and sample test items to help you achieve a passing score.

Studies conducted by HP and Prometric show that a combination of course attendance and self-study maximizes the likelihood of passing the exam on the first attempt.

Audience

This exam is designed for technology or market-aligned sales specialists and who require an in-depth view of ProLiant closed distribution products, options, technologies, and solutions from HP so they can offer end-to-end support to customers, and computer professionals pursuing an HP Accredited Sales Consultant (ASC) certification.

Certification requirements

This exam, Selling ProLiant Enterprise Solutions –HPO 966 is one of the core requirements to be certified as an HP Accredited Sales Consultant (ASC.)

This level of certification measures the competencies required for hands-on planning and the integration and support of technical solutions in business class, networked environments. Given a set of customer business requirements, this individual is expected to be able to design, support and integrate platform, operating system, storage, network and option components to solve business needs. The ideal candidate is anyone who deploys business class solutions based on HP technologies.

Prerequisites

HP strongly recommends that students taking this course have the following credentials. (The instructor will deliver this course under the assumption that students have attained this level of experience.)

- ASP— Selling the HP ProLiant Family
Exam details

At the beginning of the exam, you will be asked to answer several survey questions. The survey has been designed to assist the exam development team define the final exam forms and set the passing score. Your honest responses will assist the exam team in properly tailoring this exam to the appropriate audience.

The following are details about the exam:

- Number of items 44
- Item types Multiple choice, click the exhibit, and drag and drop
- Time commitment 1 hour
- Passing Score 75%

Comments on the exam

During the exam, participants can make specific comments about the items (i.e., accuracy, appropriateness to audience, etc.) HP welcomes these comments as part of our continuous improvement process.

Exam content

The following testing objectives represent the specific areas of content covered in the exam. Use this outline to guide your study and to check your readiness for the exam. The exam measures your understanding of these areas.

**Selling ProLiant Enterprise Solutions –HPO 966 Exam Content**

1.0 Recognize and describe the HP ISS product portfolio
   
   1.1 Describe the ISS servers
   1.2 Describe the use of product roadmaps
   1.3 Summarize ProLiant server positioning and target markets
   1.4 Describe and compare ProLiant options
   1.5 Describe ProLiant operating systems

2.0 Explain how HP provides customer value
   
   2.1 Describe the ProLiant advantages
2.2 Discuss how HP ProLiant and 3rd party software portfolio solves problems

2.3 List the servers offered by HP

3.0 Explain product market place/competitive positioning

3.1 Explain benefits of HP R&D expenditures

3.2 Discuss the HP ROI and TCO story

3.3 Use analyst reports and performance benchmarks as proofpoints of HP ProLiant market strength

3.4 Identify the key competitors in the industry standard server arena

3.5 Identify key competitor strategies relative to HP in each market segment

3.6 Compare ISS products to competitor offerings

3.7 Compare ISS solutions to competitor offerings

4.0 Describe the "Value Proposition" of buying from HP

4.1 Describe the HP value proposition

4.2 Describe the advantages of HP go-to-market approach over the competition

4.3 Compare and contrast HP company-wide strategies with the competition

4.4 Compare and contrast ESS-specific strategies with the competition

4.5 Describe the advantages of HP products and solutions over the competition

4.6 Describe how the HP alliances with business partners provide customer advantages

4.7 Describe the customer advantages of using HP services to implement HP ProLiant solutions

4.8 Describe the customer advantages of using HP Financial Services to implement HP ProLiant solutions

4.9 Articulate how HP offers customers a better Total Customer Experience (TCE) than the competition

4.10 Identify and describe the contents of the HP ProLiant Essentials Foundation Pack

4.11 Identify and describe HP ProLiant Essentials Value Packs

4.12 Describe additional software tools such as Foundation Pack Extras

5.0 Sales process and the associated sales tools

5.1 Identify where to find resources, tools, and contacts to support the sales process
Recommended Training and Study References

This section lists training courses and documents that can help you acquire a majority of the knowledge and skills needed to pass the exam. You must also gain the practical experience outlined in this guide.

You are not required to take the courses listed in this section. However, HP strongly recommends that you attend the classes, participate in class labs, and thoroughly review all course material and documents before taking the exam, even if you believe you have sufficient on-the-job experience.

- ASP—Selling the HP ProLiant Family
- ASC—Selling HP ProLiant Enterprise Solutions.
- www.hp.com/go/training

Sample Test Items

The sample test items give you a preview of what the actual test items will look like. It is important to note that these items WILL NOT be on the exam itself. However, they are representative of the actual items, and they should help you become familiar you with the format and complexity of the test items. These sample test items are not a check for readiness.

Module 1 --- Recognize and describe the HP ISS product portfolio

1.1 In an HP ProLiant BL solution, a failed blade is removed and the newly installed blade is automatically provisioned to match the original blade. What is this feature called?
   A. Capacity on Demand
   B. online spare
   C. hot swap
   D. rip and replace
   E. rapid deployment

1.2 Which features are included in the HP ProLiant DL740 and DL760 servers, but are not included in the ProLiant DL560 and DL580 servers? Select TWO.
   A. expandable to eight processors
   B. Smart Array 5i
   C. hot-plug RAID memory
   D. integrated Lights-Out (iLO)
   E. online spare memory
Module 2 --- Explain how HP provides customer value

2.1 Which HP ProLiant server components are included in the Pre-Failure Warranty?
   A. Fan, memory, and processor
   B. Fan, memory, and hard drive
   C. Hard drive, memory, and power supply
   D. Hard drive, memory, and processor

Module 3 --- Explain product market place/competitive positioning

3.1 HP meets the requirements of the heavy workload computing market segment with scale-up and scale-out architecture offerings. Which HP competitors have limited blade offerings and low investment in IPF platforms? Select TWO.
   A. Sun
   B. IBM
   C. Dell
   D. Unisys

Module 4 -- Describe the "Value Proposition" of buying from HP

Module 5 -- Sales process and the associated sales tools

Conclusion

HP wishes you success in the HP Certified Professional Program and in passing the exam for which you are preparing.
Answer Key

Module 1 --- Recognize and describe the HP ISS product portfolio

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   C. hot swap
   * D. rip and replace
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1.2 Which features are included in the HP ProLiant DL740 and DL760 servers, but are not included in the ProLiant DL560 and DL580 servers? Select TWO.
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   * C. hot-plug RAID memory
   D. integrated Lights-Out (iLO)
   E. online spare memory

Module 2 --- Explain how HP provides customer value

2.1 Which HP ProLiant server components are included in the Pre-Failure Warranty?
   A. Fan, memory, and processor
   B. Fan, memory, and hard drive
   C. Hard drive, memory, and power supply
   * D. Hard drive, memory, and processor

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