Introduction

This exam datasheet provides you with information about the content and the context of the exam and helps you prepare for it. You will find recommended HP eLearning, an outline of the exam topics and objectives, and references used in developing the test items to help you achieve a successful passing score.

ASC Exam

This exam is one of two required exams for candidates seeking the credential Accredited Sales Consultant (ASC) – HP Software Strategy Solutions. To achieve this credential, these two core exams must be successfully completed:

- HP Software Foundation Solutions Exam (HP2-N 11)
- HP Software Strategy Solutions Exam (HP2-N 13)

Key Topics

These are the key topics covered in this exam.

- HP Software Business Technology (BTO) Strategy Overview
- Project and Portfolio Management (PPM) Center
- Service-Oriented Architecture
- Center Integration

Audience

This exam is targeted for sales personnel who have experience in selling HP software. Job roles include:

- Partners, VARs, OEMs, SIs, Distributors
- HP Software Direct Sales
Exam Specifications

- Number of items: 60
- Passing Criteria: 71%
- Time Allocated: 90 minutes
- Format: Multiple choice Internet-based Test (IBT)

Exam Preparation

This certification test was developed to test your knowledge of the new HP Software Strategy Center and solutions. The study materials are strongly recommended to assist you in passing the certification exam.

Please refer to the HP Software University web site (http://www.hp.com/learn/hpsu) to take the eLearning. A log-in account is required to enter HP Software University (HPSU). Use the document codes below to locate the study material in HPSU. Contact your regional partner representative for more information about access to the recommended training.

<table>
<thead>
<tr>
<th>JIT Name or Other Source</th>
<th>HPSU Search Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BTO CFD Pitch (I) (15 min)</td>
<td>Close_BTO_11-2006</td>
</tr>
<tr>
<td>Demand and Portfolio Management (17 min)</td>
<td>FI_DPM_PPM_12_2006</td>
</tr>
<tr>
<td>Phase III: Project and Portfolio Management Center (1 hr)</td>
<td>GTE_PHASE3_PPM</td>
</tr>
<tr>
<td>Systinet Intro to SOA Governance (11 min)</td>
<td>GSE_SOA_Gov_09_2006</td>
</tr>
</tbody>
</table>

Exam Content

The following outline represents 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. The approximate percentage of exam questions dedicated to each major content area is included in parenthesis. The higher the percentage, the more questions will be on the exam.

1. BTO Strategy Overview (3%)
   1.1 Assess the customer need for a BTO Strategy solution
   1.2 Identify BTO Strategy solutions
       - Validate knowledge of the Strategy Centers
• Identify components of BTO Strategy offerings

1.3 Determine BTO Strategy selling solutions

1.4 Establish the BTO Strategy solution packaging

2 Project and Portfolio Management (PPM) (48%)

2.1 Assess the customer need for a PPM solution
• Describe PPM customer challenges
• Identify IT demands that qualify customers for a PPM solution
• Recognize target markets and/or customers for PPM opportunities

2.2 Identify the PPM solution
• Validate knowledge of a PPM solution approach
• Describe the components within the PPM Center
• Describe the benefit to the CIO when implementing the PPM tool set
• Recognize a quantifiable value proposition

2.3 Determine the PPM selling solution
• Recognize the primary competition when selling PPM solutions
• Establish buying roles for prospective PPM customers
• Identify qualifying questions for a potential PPM solution
• Propose a PPM solution that meets specific customer requirements

2.4 Establish the PPM solution packaging
• Recognize pricing levels and number of users for PPM software
• Identify components of PPM solution packaging
• Recognize user types for role-based pricing
• Identify licensing discounts for PPM software packages

3 Service-Oriented Architecture (SOA) (42%)

3.1 Assess the customer need for an SOA solution
• Identify business drivers
• Recognize key initiatives
• Identify the customer most impacted by the business need
• Describe stakeholder responsibilities
• Recognize target markets and/or customers for SOA opportunities

3.2 Identify the SOA solution
• Validate knowledge of SOA Center solution components
• Identify features and benefits of SOA software
• Identify key elements of the HP lifecycle approach to SOA solutions
• Identify HP Software products comprising an end-to-end solution for SOA
• Describe the key phases of SOA implementation support
• Describe the HP Software approach to a customer's SOA transformation

3.3 Determine selling solutions for SOA
• Recognize the primary competition when selling SOA solutions
• Validate knowledge of solution selling within the SOA center
• Establish key value propositions in selling SOA solutions
• Identify SOA solution offerings
• Recognize product components of a Systinet (SOA Governance) sale
• Identify a qualified lead for SOA Governance

3.4 Establish the SOA solution packaging
• Identify components of Systinet (SOA Governance) solution packaging
• Recognize the amount of packaged services for Systinet (SOA Governance)
• Identify significant price changes for Systinet (SOA Governance)

4 Center Integration (7%)

4.1 Assess the customer needs for an integrated Center solution
• Establish the customer "buyer" of BAC for SOA

• Establish qualifying questions to determine a customer need for SOA Management

4.2 Identify the Center integration solutions

• Establish HP products linked to SOA initiatives

4.3 Determine selling solutions requiring Center integration

• Identify the components comprising SOA Management solutions

4.4 Establish the solution packaging

Exam References

The study material and references in this exam data sheet pertain to source content used in the creation of this exam. They comprise the source content from which this exam was developed. Note that changes to any source content after November 1st are not reflected in this list and were not used in the development of this exam.

<table>
<thead>
<tr>
<th>JIT Name or Webinars</th>
<th>HPSU Search Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>BTO CFD Pitch (I)</td>
<td>Close_BTO_11-2006</td>
</tr>
<tr>
<td>Demand and Portfolio Management</td>
<td>FI_DPM_PPM_12_2006</td>
</tr>
<tr>
<td>Phase III: Project and Portfolio Management Center</td>
<td>GTE_PHASE3_PPM</td>
</tr>
<tr>
<td>PPM 7.0 Introduction to Project and Portfolio Management Center</td>
<td></td>
</tr>
<tr>
<td>Systinet Intro to SOA Governance</td>
<td>GSE_SO_A_Gov_09_2006</td>
</tr>
<tr>
<td>SOA Center Overview Webinar</td>
<td>HPVT-SALES-SOA-A-20070507</td>
</tr>
<tr>
<td>Systinet Intro to SOA Governance - CFD</td>
<td>GSE_SO_A_Gov_09_2006</td>
</tr>
<tr>
<td>HP Partner Portal - Sales Information</td>
<td></td>
</tr>
<tr>
<td>HP BTO for SOA Solution Brochure</td>
<td></td>
</tr>
<tr>
<td>HP SOA Governance Customer Facing Deck</td>
<td></td>
</tr>
<tr>
<td>BTO for SOA Presentation</td>
<td></td>
</tr>
<tr>
<td>BTO US Price Guide</td>
<td></td>
</tr>
<tr>
<td>HP SOA Governance Customer Facing Deck</td>
<td></td>
</tr>
<tr>
<td>SOA Transformation</td>
<td></td>
</tr>
<tr>
<td>SOA Manager Datasheet</td>
<td></td>
</tr>
</tbody>
</table>
The following examples represent the type of items and question formats that you could see on the exam.

1. Which statement best describes the IT business impact Business Technology Optimization (BTO) can have for your client organization?
   A. BTO allows clients to better map products to IT areas.
   B. BTO helps your client deliver consistent, high-quality business outcomes from IT.
   C. BTO focuses on helping your client achieve maximum return on IT investments.
   D. BTO provides communication links between the business and IT.
2. In the BTO model, which two centers make up the Strategy functional area? (Select two.)
   E. Project and Portfolio Management
   F. Business Availability Center
   G. Performance Center
   H. Change and Configuration Management Center
   I. SOA Center
   J. Security Center

Exam Scenario

In the actual exam, you will find this scenario. Please review it prior to taking the exam to reduce the time required reading it and to familiarize yourself with the situation.

Sales Scenario:

As a sales person, you are in the process of qualifying a new prospective customer. The company is a large food retailer and food distributing company. During your initial conversation, you recognize that the top corporate initiatives are revolving around improving supply chain management efficiency and reworking warehouse management processes and systems.

The company is currently executing on an enterprise-wide initiative to develop new warehouse management systems. All obsolete legacy systems must be replaced. The IT group is heavily involved in all aspects of this ambitious corporate charter.

The IT organization recognizes that it requires increased visibility into what IT is really doing with its time, resources and budget. The IT group is struggling with a semi-manual project management process that is dependent upon Microsoft Project. The IT group found Microsoft Project to be difficult to use and the adoption was very slow because of the lack of training on the tool.

The company wants a simpler project management solution that ties to both a centralized repository and a demand management component. Managing the IT budget and the financials are also a difficult process for this customer. Since the IT projects were not clearly identified, reviewed and specified, the IT annual fiscal budgets are, at best, rough estimates.
Conclusion

HP wishes you success in the HP Certified Professional Program and in passing the exam for which you are preparing. Your exam results will provide valuable feedback to guide you in assessing your areas of strength or weakness. Successful completion of the exam confirms your competency in HP Software Strategy Solutions skills.