



OCSP Exam Study Guide

OMNITURE CERTIFIED SALES PROFESSIONAL™



Purpose of OCSP Exam Guide

Omniture University created and published this Exam Guide to help prepare those partners who are actively seeking accreditation in the Omniture Certified Professional program. This Exam Guide, while designed to describe the exam in detail and provide as much information as possible, is not meant to be the sole means of exam preparation. Omniture University offers courses that go into much more depth about the exam content. Hands-on experience with Omniture's suite of online marketing tools is also a critical element in preparation to pass any Omniture certification exam.

OCSP EXAM OVERVIEW

The OCSP certification exam is to verify that the candidate has the specific skills and knowledge necessary to effectively sell Omniture's award-winning web analytics and online business optimization solutions. This exam presupposes that the OCSP candidate has the background sales foundation upon which Omniture-specific strategies can be deployed.

EXAM SPECIFICS

The Omniture Certified Sales Professional Exam consists of the following:

- 39 multiple choice questions (time limit of 90 minutes)

Passing Criteria

- Passing score of 80%

EXAM PREPARATION

Although the OCSP course will prepare the candidate to pass the culminating exam, fulfilling certain prerequisites will assure a more beneficial learning experience.

Ideally the candidate OCSP will do the following to prepare for the certification:

Acquire a general knowledge of the web analytics space and how online business optimization helps companies meet their business goals.

- Read about the "Company" section of the Omniture corporate website.
- Read the Omniture IPO prospectus to better understand how the Company depicts itself. This can be viewed on the SEC site at <http://www.sec.gov/>
- View the "SiteCatalyst New User Orientation" and "SearchCenter v2 User Training" on-demand videos located within SiteCatalyst.

Scheduling Exams

OCSP Exams are not regularly scheduled via Omniture University. Please contact your company's Omniture channel sales manager to schedule this exam for you or your team.

POTENTIAL EXAM TOPICS

Industry Overview

- Industry segmentation
- Online marketing tools and the major players
- Conversions
- Key marketing roles
- Typical KPIs by industry
- Omniture solutions in an industry framework
- ROI

Omniture Case Studies

- Discussion of how to access and use Omniture case studies
- Automotive
- Finance
- Retail
- Travel and tourism, etc.

Competitive Overview

- Discussion of the competitive landscape by competitor level
- Identification of competitor sales strategies and their weaknesses
- Discussion of how to select wins against competition for future use

Omniture Corporate Overview

- Omniture corporate history
- Omniture cultural advantage in the sales process
- Omniture's attractiveness to key customers
- Independent research reports and Omniture

The Omniture Sales Cycle and the OCSP

- Omniture sales nomenclature

Prospecting Using the Omniture Website Review Process

- Description and overview
- Articulating the Omniture Advantage
- Showing immediate ROI for the customer

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ABOUT OMNITURE

Omniture, Inc., is a leading provider of online business optimization software, enabling customers to manage and enhance online, offline and multi-channel business initiatives. Omniture's software, which it hosts and delivers to its customers on-demand, enables customers to capture, store and analyze information generated by their Web sites and other sources and to gain critical business insights into the performance and efficiency of marketing and sales initiatives and other business processes. In addition, Omniture offers a range of professional services that complement its online services, including implementation, best practices, consulting, customer support and user training provided through Omniture University. Omniture's customers include eBay, AOL, Wal-Mart, Gannett, Microsoft, Oracle, GM and HP. www.omniture.com.

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