

# Certification Data Sheet

HP Certified Professional Program



**Certification:** ASP - HP Imaging and Printing Solutions [2009]

**Availability:** 01 December 2008

**Updated:** 10 October 2011

## Overview:

This certification helps prepare the sales professional to sell solutions that include document workflow, print management and document security.

## Target Audience:

This certification is aimed at the HP channel partner who is in an Elite or Specialization program focused on Office Printing or Office Printing Solutions.

## Summary of Requirements:

The candidate for certification must complete 1 core requirement exam from the choices provided below. No prerequisites are necessary.

## Prerequisite:

None

## Core Requirement:

**The candidate must complete any 1 of the following exams.**

Exam HP2-B80 Selling HP Imaging and Printing Solutions

## Recommended Training :

Course # 00310030: Selling HP Imaging and Printing Solutions, Rev. 11.21

Delivery Format: Instructor led training (ILT)

Typical Duration: 8 hours

Exam HP2-B46 Large Format Printing Sales

For experienced learners:

Course # 00110555: HP Designjet Printers for Technical and Office Applications

Delivery Format: Web Based (Self-Paced)

Typical Duration: 1 ½ hours

**-and-**

Course # 00110557: HP Designjet Printers for Photo, Fine Art, and Proofing

Delivery Format: Web Based (Self-Paced)

Typical Duration: 1 ½ hours

**-or-**

For new learners:

Course # 00110554: HP Large Format Printing Sales:  
Part 1 - HP Designjets for Technical and Office Applications  
Part 2 - HP Designjets for Photo, Fine Art & Proofing Applications

Delivery Format: Instructor led training (ILT)

Typical Duration: 8 hours for each Part 1 and Part 2

**-or-**

Exam HP2-B65 HP Imaging and Printing Sales Fundamentals

Course # 00281058: HP Imaging and Printing Sales Fundamentals, Rev. 11.1

Delivery Format: Instructor led training (ILT), Web Based (Self-Paced)

Typical Duration: 8 hour

**-or-**

Course # 00122058: HP Imaging and Printing Sales Fundamentals - Rev. 10.2 (available until 01 March 2011)

Delivery Format: Instructor led training (ILT), Web Based (Self-Paced)

Typical Duration: 8 hour

**-or-**

Exam HP2-B77HP Web Jetadmin Printer Fleet Management - Sales

Course # 00280128: HP Web Jetadmin Printer Fleet Management Sales Rev. 11.1

Delivery Format: Instructor led training (ILT)

Typical Duration:

**-or-**

Exam HP2-B52 HP Web Jetadmin Printer Fleet Management – Sales (inactive)

Course # 00122310: HP Web Jetadmin Printer Fleet Management-Sales - Rev.9.4 (available until 03 May 2011)

Delivery Format: Instructor led training (ILT)

Typical Duration: 1 day

**-or-**

Exam HP2-B50 HP Enterprise Imaging and Printing Sales (available until 30 November 2011)

Course # 00123433: HP Enterprise Imaging and Printing Sales - Rev.9.4 (available until 30 November 2011)

Delivery Format: Instructor led training (ILT)

Typical Duration: 2 days

**-or-**

Exam HP2-B33 Selling HP Color Effectively

Course # 00100921: Selling HP Color Effectively - Rev 9.1

Delivery Format: Instructor Led Training (ILT)

Typical Duration: 1 day

**-or-**

Exam HP2-B24 Large Format Printing Sales v8.1

Course # 00071326: HP Large Format Printing Sales - Rev.8.1

Delivery Format: Instructor Led Training (ILT)

Typical Duration: 8 hours

**-or-**

Exam HP2-B51 Selling HP Document Solutions

Course # 00123360: Selling HP Document Solutions - Rev.9.4

Delivery Format: Instructor led training (ILT)

Typical Duration: 1 day

**-or-**

Exam HP2-B67: HP Imaging and Printing Assessment and Design

Course # 00189219: HP Imaging and Printing Assessment and Design, Rev. 10.3

Delivery Format: Instructor led training (ILT)

Typical Duration: 16 hours

**-or-**

Exam HP2-B48 Large Format Printing Sales Professional

Course # 00134214: HP Large Format Printing Sales Fundamentals - Rev.10.1

Delivery Format: Instructor led training (ILT)

Typical Duration: 2 day

**-or-**

Exam HP2-B66 Large Format Printing Sales Professional

Course # 00187849: Large Format Printing Sales Professional, Rev. 10.3

Delivery Format: Instructor led training (ILT)

Typical Duration: 16 hours

**-or-**

Any of the following inactive exams:

- Exam HP2-B22 IPG Sales Fundamentals v8.1 (inactive)
- Exam HP2-B23 HP Web Jetadmin Printer Fleet Management - Sales (inactive)
- Exam HP2-943 Balanced Deployment Sales Professional v5.4 (inactive)
- Exam HP2-B19 Selling HP Color Effectively v8.1 (inactive)
- Exam HP2-B35 HP Imaging and Printing Sales Fundamentals (inactive)
- Exam HP2-B36 HP Web Jetadmin Printer Fleet Management-Sales (inactive)
- Exam HP2-B27 Enterprise Printing and Imaging Sales v8.2 (inactive)
- Exam HP2-B20 Selling HP Document Solutions v8.1 (inactive)
- Exam HP2-B55 HP Printer Fleet Assessment and Design (inactive)
- Exam HP2-B60 HP Imaging and Printing Sales Fundamentals (inactive)
- Exam HP2-B52 HP Web Jetadmin Printer Fleet Management – Sales (inactive)

## Why earn this certification:

The sales professional who attains this certification will be highly skilled in selling HP's best-in-class imaging and printing products and solutions to meet customers' unique printing needs, focusing on improving overall efficiencies in printing and imaging infrastructure optimization, management and document workflow. The certification focuses on the fundamentals of selling the entire portfolio of HP imaging and printing products. The emphasis is on consultative selling, which ultimately means higher margins and longer customer relationships; for example, moving from single sales to annuity sales motions.

The candidate for certification can choose from a number of elective topics, which allows for the development of expertise in a particular area of imaging and printing. Only one exam is required for certification.

## Superseded certification and upgrade path:

The certification ASP – HP Imaging and Printing Solutions [2009] replaces the certification ASP – HP Imaging and Printing Solutions, which is now inactive. The superseded certification can no longer be acquired and may not be accepted by regional partner programs. However, the holder of ASP – HP Imaging and Printing Solutions is still eligible for benefits in the HP Certified Professional Program.

Due to the significant amount of new information in the [2009] certification, there is no upgrade path. The candidate for the [2009] certification must complete any 1 of the core requirement choices above.

## Next level of certification:

ASC - HP Imaging and Printing Solutions [2009]

## Notes:

This data sheet was last updated 10 October 2011. The information presented here is for planning purposes only. For the most accurate and complete information about prerequisites and core requirements, consult The Learning Center.

For information on how this certification may be used to support partner authorization, consult your regional partner program.

For information on how to prepare for your preferred exam, see the corresponding Exam Preparation Guide in The Learning Center.