



Learn what's new with your HP Certified Professional Program

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Accelerate to ProCurve certification

Are you Cisco certified? Add an HP ProCurve certification to your resume the easy way

Do you hold a Cisco networking certification? Would you like to build on your Cisco knowledge to attain an HP ProCurve technical integration certification the easy way? We have the right opportunity for you!

HP recognizes the extensive networking knowledge you have already built by attaining your Cisco certification. If you hold an approved third party certification from Cisco, you can take Web-based training from HP and pass a single exam to earn either of these certifications:

- [ASE – HP ProCurve Campus LANs \[2010\]](#)
- [Master ASE – HP ProCurve Campus LANs \[2010\]](#)

The following certifications are valid prerequisites to position you to attain the ASE – HP ProCurve Networking Campus LANs [2010] certification:

- CCNP - Cisco Certified Network Professional
- CCDP - Cisco Certified Design Professional
- CCSP - Cisco Certified Security Professional
- CCIP - Cisco Certified Internetwork Professional
- CCNP Wireless
- CCVP - Cisco Certified Voice Professional

Complete the core exam HP2-Z04: Building HP ProCurve Campus LANs to attain the ASE certification.

The following certifications are valid prerequisites to position you to attain the Master ASE – HP ProCurve Networking Campus LANs [2010] certification:

- CCIE Routing and Switching
- CCDE - Cisco Certified Design Expert
- CCIE Security
- CCIE Service Provider
- CCIE Storage Networking
- CCIE Voice
- CCIE Wireless

Complete the core exam HP2-Z04: Building HP ProCurve Campus LANs to attain the Master ASE certification.

For more information about this special certification offering, and to learn how you can qualify for a certification exam at no cost, click the link below for your geographic region.

North America: [ProCurve Accelerated Certification Program - NA](#)

Europe, Middle East, and Africa: [ProCurve Accelerated Certification Program - EMEA](#)

Asia Pacific and Japan: [ProCurve Accelerated Certification Program - AP](#)

Latin America: [ProCurve Accelerated Certification Program - LA](#)

Note: You will be asked to log in to your partner portal before viewing the details page. If you have not received access to Train & certify yet, you will be asked to agree to the program Terms & conditions, and then you will have to wait up to 3 business days to gain access before you can see this page.

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Your program benefits

New benefit for high level ASEs: The HP Certified Professional Technology Solution Series

We are pleased to announce a new program benefit designed especially for members at the highest levels of the HP Certified Professional Program, including our Master ASEs. This benefit is known as the HP Certified Professional Technology Solution Series, and it consists of a series of live (virtual) events developed and delivered by technology subject matter experts (SMEs). The presenters include senior HP technologists including Chief Technology Officers, architects, and engineers from HP business units.

The topic areas will focus on new and emerging technologies such as:

- Networking & Security
- Virtualization
- Matrix convergence
- Cloud Computing
- Converged Infrastructure

The content will cover technical strategies; technical roadmaps; tools for your job; tips and tricks for working with various products; and more.

These events are generally 1 to 2 hours long including a question and answer (Q&A) session, and may be presented live more than once as needed to accommodate a worldwide audience. The sessions are recorded for later access via The Learning Center. Each event provides credit toward continuous learning for HP channel partners.

The events are invitation-only. To receive your invitation to an event, you must:

- hold a recent Master ASE certification in the specific topic area of the event (for example, ProCurve Networking); for some webinars, HP Certified Professionals with ASE certifications will be invited
- be active in The Learning Center
- have elected to receive communications from us by marking your personal profile in your regional partner portal (see related 'email communications' article in this newsletter)

These events are intended to bring high value content to our high level technical integration and presales specialists.

The first worldwide webinar covers ProCurve Networking and Security and is presented by Mauricio Sanchez, HP ProCurve Chief Security Architect. Master ASEs with recent ProCurve certifications were invited to participate in the interactive session with Mauricio, with the opportunity to access a Q&A blog that Mauricio maintains for a month following the live event.

You can get more information on the HP Certified Professional Technology Solutions Series in the new Technical Resources section of the HP Certified Professional Benefits Dashboard, accessible via your HP partner/smart portal.

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Are you getting our email communications?

Are you getting all our communications about the benefits, certifications and training that will reduce your workload and help you focus on taking care of your customers? It's quite possible you aren't. Because HP honors everyone's privacy rights, we don't send emails, faxes or mail or make phone calls to anyone without their explicit permission. You may be missing out on valuable communications by having your personal profile set to the default state, which is "do not contact me."

To ensure you are receiving all the relevant communications, check your personal profile to verify you have given us permission to contact you to keep you well informed. [View the HP privacy policy](#) to understand how we safeguard your privacy.

How to set your personal communication preferences

1. Login to your [regional partner portal](#).
2. From the left navigation menu, select "My Account."
3. If you reside in the Americas:
 - Look under "Manage my personal information" and select the option "Update my personal information."
4. If you reside in Europe, Middle East, Africa, Asia Pacific or Japan:
 - Select "My User Profile."
5. Scroll down to see your current privacy settings. A *checked box* means HP *cannot* communicate with you using that method. An *unchecked or open box* means we *can* communicate with you.
6. Select your communication preferences by unchecking the boxes. For example, an *unchecked* box next to "Do Not Email" means we *can* send you communications via email.
7. Click on "Save" to save your personal settings.

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How to access your HP Certified Professional Program benefits

Are you making full use of your HP Certified Professional Program benefits? Your benefits dashboard is customized specifically for you according to your certification(s) and your region of the world. You have access to: special tools and software downloads to help you do your job; HP Certified Professional insignias to place on your business cards and marketing materials; printable electronic certificates and ID cards to display your certification achievements; and a web store where you can order HP Certified Professional merchandise. Depending on your certification, you may be eligible for additional benefits.

For HP employees

If you work for HP, you can access your benefits via an internal Web site located [here](#).

For all other HP Certified Professionals

If you work for an HP channel partner or customer, you can access your benefits via your regional partner portal. Login to the partner portal and then click *Train & certify*. Under the *Details* menu, click *Certification program*. Under the menu *For HP Certified Professionals only*, click *My benefits*. This brings up your customized benefits dashboard.

If you haven't yet acquired access to your regional partner portal, [visit the HP Partner Learning website at http://www.hp.com/partnerlearning](http://www.hp.com/partnerlearning) to [get instructions for accessing your regional partner portal and The Learning Center](#). This is the only way to access your training, certification and benefits, even if you don't work for an HP channel partner.

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New certifications now available

We update our list of certifications frequently based on the evolving needs of the technology market. These [new certifications](#) are designed to keep you at the peak of your performance. Read more below and then get the details about each certification in The Learning Center.

- [AIS – HP BladeSystem \[2009\]](#)
- [ASE – HP BladeSystem \[2009\]](#)
- [APS – HP BladeSystem \[2009\]](#)
- [ASE – HP ProCurve Campus LANs \[2010\]](#)
- [Master ASE – HP ProCurve Campus LANs \[2010\]](#)
- [ASC – HP Virtualization Solutions \[2010\]](#)
- [APC – HP Virtualization Solutions \[2010\]](#)
- [AIS – HP Converged Infrastructure \[2009\]](#)
- [ASP – HP ProCurve Networking \[2009\]](#)

The new HP BladeSystem certifications are here!

Three new certifications pertaining to HP BladeSystem are now available worldwide:

- [AIS – HP BladeSystem \[2009\]](#)
- [ASE – HP BladeSystem \[2009\]](#)
- [APS – HP BladeSystem \[2009\]](#)

The HP BladeSystem is extremely popular as a platform for virtualization and server consolidation. If you plan to work with this platform, you need the [2009] training and certification to ensure you have the knowledge and skills to work with the latest HP products. These certifications focus on the latest generation of BladeSystem “G6” technologies, such as Virtual Connect Flex-10, HP Insight Control Suite, Dynamic Power Capping, next generation Lights-Out remote management, and much more. These are the features your customers want in the HP BladeSystem platform, and you need to know about them.

If you hold a [2007] version of an HP BladeSystem certification, you can follow the easy upgrade path to attain the corresponding [2009] certification:

- [AIS – HP BladeSystem \[2009\] upgrade from AIS – HP BladeSystem \[2007\]](#)
- [ASE – HP BladeSystem \[2009\] upgrade from ASE – HP BladeSystem \[2007\]](#)
- [APS – HP BladeSystem \[2009\] upgrade from APS – HP BladeSystem \[2007\]](#)

There is very limited time to upgrade your HP ProLiant Servers [2005] certification to a HP BladeSystem [2007] certification. View these upgrade requirements in The Learning Center.

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Consult with customers on virtualization solutions

As more and more customers consider the benefits and methods of transforming their business and IT processes, it is clear that virtualization technologies and solutions are playing an increasing role in the planning and implementation of new computing environments. The solutions customers need often span from the desktop to the data center. HP already offers certifications that cover virtualization from a specific product viewpoint, such as BladeSystem and desktop clients. In September, HP introduced two new infrastructure virtualization certifications that provide a broader, more solution-focused coverage:

- [ASC – HP Virtualization Solutions \[2010\]](#)
- [APC – HP Virtualization Solutions \[2010\]](#)

These sales and presales consultant certifications position infrastructure virtualization within the Adaptive Infrastructure pillar of the HP Business Technology portfolio. The certifications and the training behind them provide you the competency to position, differentiate, design and scale the different virtualization offerings across HP server, storage, desktop, and services offerings. This will help you drive sales from a solution perspective, not a hardware perspective, and to focus on the functionality of the solution.

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Plan and design a converged infrastructure for your customers

We have updated and broadened the scope of the AIS – *Specialty in Insight Dynamics* – VSE certification, renaming it as:

- [AIS – HP Converged Infrastructure \[2009\]](#)

This updated certification and the associated training prepare you to plan, design and implement solutions based on HP BladeSystem Matrix. As an integrated IT infrastructure platform, the HP BladeSystem Matrix is designed to simplify the deployment of applications and business services by delivering IT capacity through pools of readily deployed resources. The goal of Matrix is to optimize IT capacity across a customer's physical and virtual environments while ensuring predictable delivery and service levels. BladeSystem Matrix integrates proven HP BladeSystem technologies including:

- BladeSystem c-Class infrastructure
- ProLiant and Integrity server blades
- Virtual Connect
- Insight Dynamics - VSE and its Insight Orchestration and Insight Recovery extensions
- Central management server

The platform is ideal for simplifying consolidation initiatives, high availability protection, and rapid deployment to production environments. BladeSystem Matrix is expected to be on a steep growth curve in the coming years. Once you hold the AIS – HP Converged Infrastructure [2009] certification, you'll be in a position to support growing customer demand for the platform.

Make more money selling HP services

Two new sales certifications are now available to help channel partners increase their sales by selling HP services for value products.

- [ASP – HP Service Sales \[2009\]](#)
- [ASC – HP Service Sales \[2009\]](#)

By taking the training and earning the ASP – HP Service Sales [2009] certification, you will be in a position to increase your sales by selling HP Care Pack Services. You will have basic knowledge of the overall upfront services portfolio.

If you want to help your customers by recommending the services needed to support their computing environments, you should earn the ASC – HP Service Sales [2009] certification. The training and certification puts you in a position to increase your sales by selling HP services for value products. You will have advanced knowledge of comprehensive services solutions.

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Prepare yourself to sell HP ProCurve networking solutions

The HP ProCurve solution offerings have expanded greatly in recent years in the areas of security, mobility and convergence. The mobility portfolio was vastly expanded with the purchase of Colubris Networks in November 2008. New training and a sales certification will help you develop the fundamental knowledge and skills to sell a broad range of HP ProCurve Networking technologies and products to meet a customer’s specific needs.

- [ASP – HP ProCurve Networking \[2009\]](#)

This certification focuses on selling HP ProCurve Layer 2, Layer 3, Wireless, Network Management, Network Appliances and WAN products.

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Inactive certifications

Certifications going inactive

The following certifications are going inactive and can no longer be acquired once they are inactive. Most of these certifications are being replaced by newer, more up-to-date certifications. A new certification version is released when there is a significant change in a skill, product or technology.

Inactive certifications continue to be recognized as part of the HP Certified Professional Program and remain valid toward program benefits. If you are working toward acquiring a certification with an inactive date assigned, you must complete the requirements and acquire the certification before the inactive date; otherwise, you will need to acquire the new version of the certification.

An inactive certification will still appear in your record of certifications. However, HP partner programs may not accept inactive certifications as qualifications for the partner program. Check with your regional partner program for more information.

| Certifications becoming inactive | Planned inactive date | The inactive certification is replaced by |
|---|-----------------------|---|
| APS – HP BladeSystem [2007] | 15 November 2009 | APS – HP BladeSystem [2009] |
| ASE – ProCurve Networking & Mobility [2008] | 1 December 2009 | ASE – ProCurve Networking & Mobility [2009] |

| Certifications becoming inactive | Planned inactive date | The inactive certification is replaced by |
|--|-----------------------|---|
| ASP – ProCurve Networking [2008] | 1 December 2009 | ASP – HP ProCurve Networking [2009] |
| ASP – HP Service Sales [2008] | 1 December 2009 | ASP – HP Service Sales [2009] |
| ASC – HP Service Sales Consultant [2008] | 1 December 2009 | ASC – HP Service Sales [2009] |
| APC – HP ProLiant Server Solutions [2006] | 1 January 2010 | APC – HP ProLiant Server Solutions [2009] |
| AIS – HP Identity Management Software | 1 January 2010 | No replacement |
| AIS – HP Change and Configuration Management Software [2005] | 1 January 2010 | No replacement |
| AIS – HP Service Management Software [2006] | 1 January 2010 | AIS – HP Service Manager v7 |
| ASE – HP BladeSystem [2007] | 1 February 2010 | ASE – HP BladeSystem [2009] |
| AIS – HP BladeSystem [2007] | 1 February 2010 | AIS – HP BladeSystem [2009] |

(Note: Inactive dates may change depending on the availability of the replacement certifications.)

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Regional news – Europe, Middle East and Africa

Your seat in The Learning Center is reserved so accept it today!

At the end of 2008, HP launched The Learning Center—a single source for all HP Partner learning and certification opportunities. This replaces the old Student Portal in EMEA. The Learning Center is now the *only* portal for the important training required to obtain and keep HP certifications.

If you are among the remaining few who have yet to register for access to The Learning Center, please do so now. Please be advised that failure to complete the quick and easy migration steps could result in the loss of your HP learning history, including your HP certifications that count toward Preferred Partner Program criteria and benefits.

In most cases, your seat is already reserved as HP have set up a Learning Center account for you and therefore you may only need to accept the terms and conditions to complete the data migration process.

An HP Smart Portal login is required to complete the migration process and the [HP Partner Learning website](#) provides instructions for those who already have a login and for those who do not.

Detailed instructions to complete the transfer of training and certification history are provided [here](#). Once registered, you gain access to a broad range of HP training and certification opportunities.

If any further clarification is required to activate access to The Learning Center, please contact your Partner Account Manager as soon as possible.

Please cascade this information to all HP Certified Professionals in your organization.

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HP Enterprise Technology Summits coming in November and December 2009

Aimed at HP Partners, HP Enterprise Technology Summit 2009 is designed to ensure you stay on top of the latest in technology. At this intense annual event, you'll gain up-to-the-minute technical knowledge and make valuable contacts while completing Continuous Learning FY2010 plans.

Dates for the November/December 2009 HP Enterprise Technology Summits:

- 3rd – 6th November 2009, Birmingham, UK
- 1st – 4th December 2009, Boeblingen, Germany

The 2009 events, which last 3 ½ days each, will cover Enterprise Server and Storage Solutions; StorageWorks; Industry Standard Servers; Business Critical Servers; Scalable Computing Infrastructure; Energy Efficiency; ProCurve Solutions; ESS and HP Software. There also will be a strong focus on systems management and virtualization, with sessions covering SAP, Oracle and Microsoft.

Notable enhancements for 2009 include:

- More sessions on how to outperform the competition (e.g. IBM, Dell, Sun and Cisco)
- More sessions on ProCurve Networking solutions
- New hands-on labs for Insight Orchestration and Insight Dynamics-VSE
- New presales tools focusing on total cost of ownership and return on investment
- More repeated sessions so you can attend more of those you want

Registration is now only available for the Germany event and will close on November 16, 2009. Registration fees are €1,700 per person and include:

- Attendance at the summit along with conference materials
- Morning and afternoon tea and lunches
- Welcome cocktail and gala dinner
- Onsite testing facilities
- Four nights accommodation

Don't miss out on this opportunity to boost your skills, grow professionally and continue your journey to the top! Space is limited, so register early to avoid disappointment. Login to the Smart Portal to [register for the event](#).

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Increase your business revenue with new HP Service Sales certifications

With the introduction of two new sales certifications, we aim to help HP Partners increase revenues when selling the HP services portfolio.

[ASP – HP Service Sales Professional \[2009\]](#) is aimed at HP Certified Professionals in a sales role. Candidates taking the training for this certification will acquire basic knowledge of the overall upfront services portfolio. ASP – HP Service Sales Professional [2009] supersedes the previous certification ASP- HP Service Sales Professional [2008], which cannot be acquired after **1st December 2009**. Due to the new content in the training course (Course ID: 00113295) and the numerous updates in the sales programs, there is no upgrade path from the [2008] version to the [2009] version of the certification. All candidates for the [2009] certification should complete the new training and must complete the exam HP2-E24.

Targeted at HP Certified Professionals in a sales consulting role, the [ASC – HP Service Sales Consultant \[2009\]](#) certification ensures that HP channel partners are well prepared to increase their revenues by selling HP's services portfolio for value products. ASC – HP Service Sales Consultant [2009] supersedes the previous certification ASC – HP Service Sales Consultant [2008], which cannot be acquired after **1st December 2009**. Due to the new content in the training course (Course ID: 00113297) and the numerous updates in sales programs, there is no upgrade path from the [2008] version to the [2009] version of the certification. All candidates for the [2009] certification should complete the new training and must complete the exam HP2-E25.

Click on the certification names above to view each certification's data sheet (summary of requirements). Plan to earn your [2009] certification soon in order to capture your share of the revenue stream from selling HP services.

Partner Corner

Training and certifications support the new HP sales campaigns

If you work for an HP Channel Partner, you may have heard about the five streamlined sales campaigns designed to help your company win more business. These campaigns are built around HP enterprise storage, servers and networking products and solutions. They are:

1. ProLiant G6 Infrastructure Refresh
2. Server Migration and Install Base Modernization
3. Converged Infrastructure
4. ProCurve Growth
5. Storage Virtualization

Your company will be calling on you to support the sales, presales or technical integration aspects of these campaigns. Are you ready to answer the call? We have the training and certifications you need to support any and all of these campaigns.

There are no-cost web-based trainings that will help you understand how to position these HP solutions to best meet your customers' needs. To access the curricula for each topic listed below, login to your regional partner portal and enter the name of the curricula in the "search" box at the top of the portal screen. Then follow the link to access the curricula in The Learning Center.

| Campaign | Curricula for Sales and Presales Technical Professionals |
|--|--|
| ProLiant G6 Infrastructure Refresh | Getting Started Selling ProLiant G6 Infrastructure Refresh |
| | Building ProLiant G6 Infrastructure Refresh Knowledge |
| Server Migration and Install Base Modernization | Getting Started Selling Sun Migration and Install Base Modernization |
| | Building Sun Migration and Install Base Modernization |
| | Technical Training for Sun Migration and Install Base Modernization |
| Converged Infrastructure | Getting Started Selling Converged Infrastructure |
| | Building Converged Infrastructure Knowledge |
| ProCurve Growth | Getting Started Selling ProCurve Growth |
| | Building ProCurve Growth Knowledge |
| Storage Virtualization | Getting Started Selling Storage Virtualization |
| | Building Storage Virtualization Knowledge |

In addition to the basic positioning curricula, there are certifications and corresponding training courses to prepare you to support the new sales campaigns. See the tables below to view the important certifications and corresponding training. There are other certifications and trainings available as well. (Note that some of the certifications may have prerequisites in addition to the required exam(s) and recommended training. See The Learning Center for complete details on certification requirements.)

| Campaign | Certification | Recommended Training |
|--|---|--|
| ProLiant G6 Infrastructure Refresh | APC – HP ProLiant Server Solutions [2009] | Course 00110885: Planning and Designing HP ProLiant Solutions for the Enterprise Rev. 9.21 |
| | AIS – HP BladeSystem [2009] | Course 00115801: Implementing HP BladeSystem Rev. 9.31 |
| Server Migration and Install Base Modernization | ASC – Selling HP Integrity Server Solutions [2008] | Course 00092729: BCS – Products & Solutions, Rev. 8.41 |
| | APC – HP Integrity Servers [2009] | Course 00107677: Planning and Design of HP Integrity Server Solutions |
| | AIS – HP Integrity BladeSystem [2008] | Course 00117511: BL860c/BL870c c-Class Blade Solutions I – Technologies and Planning (BCS Edition), Rev 9.31 |
| Converged Infrastructure | AIS – Converged Infrastructure [2009] | 00115387 HP Insight Control Infrastructure Implementation and Integration Rev. 9.21 -and- 00115386 HP Insight Dynamics – VSE Virtualization Implementation and Integration, Rev. 9.21 -and- 00078160 Planning and Designing HP Infrastructure Software Solutions - Rev.8.21 |
| ProCurve Growth | ASC –HP ProCurve Networking [2009] | Course 00096212: HP ProCurve Accredited Sales Consultant v9.11 |
| | ASP – HP ProCurve Networking [2009] | Course 00114010: HP ProCurve Accredited Sales Professional, Rev 9.31 |
| | AIS – HP ProCurve Networking [2008] | The recommended course depends on which core exam you take. See The Learning Center for details. Course # 00090004: ProCurve Accelerated ASE Mobility- Rev 8.41 -or- Course # 00089999: Adaptive Edge Fundamentals- Rev.8.41 -or- Course # 00071501: ProCurve Networking Primer -or- Course # 00092983: ProCurve Core Competencies Rev 8.41 |
| Storage Virtualization | ASC – HP Virtualization Solutions [2010] | Course 00117625: Selling HP Virtualization Solutions, Rev 9.41 |
| | APC – HP Virtualization Solutions [2010] | Course 00117630: Designing HP Virtualization Solutions, Rev 9.41 |
| | AIS – Specialty in HP LeftHand SAN Solutions [2009] | Course 00109539: HP LeftHand SAN Technology Sizing and Design - and - Course 00110153: HP LeftHand SAN Presales Overview POD - and - Course 00110362: HP LeftHand P4000 SAN Solutions – Install and Configure |

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Get ready for Continuous Learning [FY2010]

HP will continue to offer the Continuous Learning program through 2010 following a similar structure to 2009. Sign up for Continuous Learning [FY2010] starting in November and gain access to a selection of up-to-date training and new product introductions (NPI) that build upon the certifications you already hold.

Continuous Learning helps employees within Partner organizations to keep their knowledge of the latest HP products, solutions and technologies up-to-date. This results in improved customer engagements, shorter sales cycles and improved revenue and margin opportunities through cross- or up-selling.

Getting started is easy with our user guide, which explains the steps of how to access the Continuous Learning paths and activities. To access the user guide and to find out further information, log in to your regional [Smart/Partner Portal](#), select “Train & certify” from the menu, select “Continuous learning” in the “Details” section of the Train & certify page, then click the link under “View Program details.”

Participate in as many of these activities as is relevant to your area of expertise. HP highly encourages you to take more than one activity and to frequently check back for new content and activities. Each activity, on average, lasts two hours.

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Coming soon: Training on the HP StorageWorks SAN Virtualization Services Platform (SVSP)

The HP SVSP is one of the new innovative technologies from HP that enables customers to bring the benefits of virtualization to the storage infrastructure. SVSP is a network-based storage virtualization solution that helps customers improve efficiency, simplify operations, and lower total cost of ownership (TCO) by enabling the pooling and sharing of heterogeneous SAN attached storage. In addition, the HP SVSP comes with a very comprehensive set of data services that allow the customer to streamline operations, protect data and increase productivity, including non-disruptive data migration, volume management, thin provisioning, copy services (clones and snapshots) and mirroring (synchronous and asynchronous).

Benefits of implementing the HP SVSP and its associated services, in combination with server virtualization, include:

- up to 300% increase in capacity utilization (depending on starting point)
- 3x the amount of storage managed per storage administrator
- 80% reduction in backup times
- 300% to 600% return on investment (ROI), with payback periods of 4 to 6 months

To help you prepare to sell, position and consult with your customers on the HP SVSP solution and its associated data services, HP will soon offer sales and technical presales training through The Learning Center. The training courses will be launched in November and December 2009.

Do not miss your opportunity to develop your knowledge and skills on the exciting new SAN Virtualization Services Platform and to position your company to sell this solution. Watch for more information coming soon about the training for channel partners.

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