

HP ATA – IT for Business



Introduction

In today's business environment, the lack of skills to execute IT technologies and cloud solutions is a roadblock for many companies trying to stay competitive. The **HP Accredited Technical Associate (ATA)** certification addresses those issues by providing business acumen and practical technology skills for both business and engineering students.

The HP ATA – IT for Business certification is designed to teach business students how to achieve business results through technology. The industry-leading curriculum includes learning how to leverage technologies such as information management, cloud computing, security, and converged infrastructure to drive business initiatives.

HP also offers technology certifications for computer science and engineering students. These are the industry's first architect-level, open-standards, cloud-focused curriculum designed for the academic environment. The technology certifications are designed to provide students with the ability to identify business challenges and objectives and architect end-to-end IT solutions for small and medium business environments.

Through the HP Institute program, the HP ATA certification covers these essential areas:

Technology Career Track

- HP ATA – Connected Devices
- HP ATA – Networks
- HP ATA – Servers and Storage
- HP ATA – Cloud

Business Career Track

- HP ATA – IT for Business

HP ATA – IT Architect*

This is a special recognition awarded to students who complete the technology and business tracks. This certification signifies to employers that the certificate holder has the ability to align and manage technology-driven business objectives.

* Awarded to students who achieve HP ATA – Cloud certification and HP ATA – IT for Business certification.

HP ATA certification helps students gain higher job and earning potential through industry-recognized certification and high-quality education that provides practical experience with HP and industry-standard technologies. The HP ATA – IT for Business certification validates the skills and knowledge to leverage IT to achieve business outcomes. This course is especially relevant to post-secondary business or technology students or professionals who want to have a better grasp of how business objectives can and should drive strategic IT projects.

In the course, students will learn the key IT solution elements and how they are used to solve business challenges. Students will identify business problems and opportunities, identify specific technologies that support those business objectives, and evaluate various solutions from a business perspective. Students will learn about hosted, co-located, and cloud solutions, as well as the differences in functionality and cost between those and traditional on-premises solutions. In addition, students will learn about how to classify and ensure data security in each environment. The course presents several business scenarios where students will gain practical experience in defining and executing the business-side responsibilities in a technology project, and identifying the key areas where technology initiatives can go off track.

Knowledge of basic business principles, accounting and finance fundamentals, and project management concepts are needed before taking this course.

Exam and course details

Course name: Achieving Business Results Through Technology (#00762824)

Exam name: IT for Business (HP4-A05)

For registration information, visit certiport.com/hpstudent.

Section	Objective
1. Identify the pillars of IT and describe how they are used to solve business challenges	1.1 Identify key infrastructure components and describe their business implications <ul style="list-style-type: none"> • Describe server trends and solutions • Describe storage trends and solutions • Describe networking trends and solutions • Describe client device trends and solutions • Define the business implication of a converged infrastructure approach
	1.2 Identify key business-relevant applications and describe their business implications <ul style="list-style-type: none"> • Describe key trends in the business applications market • Describe common application types and paradigms • Describe application paradigms
	1.3 Identify the importance and types of business data, and describe the business implications of proper data management <ul style="list-style-type: none"> • Describe key trends in data management • Describe how to get value from data
	1.4 Identify key security elements and describe their business implications <ul style="list-style-type: none"> • Describe key trends in the security market • Describe types of security • Describe security best practices
	1.5 Identify key management elements and describe their business implications <ul style="list-style-type: none"> • Describe key management trends • Describe technology enablers
	1.6 Identify types of services that a business consumes and describe their business implications <ul style="list-style-type: none"> • Describe ways to consume services: provide them yourself, buy them from someone, and use a combination of the two • Describe the types of services that a business can consume • Describe key trends in the cloud market

Section	Objective
<p>2. Define the business problem or opportunity to be addressed</p>	<p>2.1 Discover and describe the organization's business context</p> <ul style="list-style-type: none"> • Discover and describe the corporate objectives and strategy • Discover and describe the macro industry trends • Discover and describe the organization's competitors • Discover and describe value from the organization's perspective (value – benefit - investment) • Discover and describe how to deliver quantifiable business value <p>2.2 Identify the desired business outcomes</p> <ul style="list-style-type: none"> • Identify the most common desired business outcome • Discover and document business needs <p>2.3 Assess ways in which technology can address a stated business problem</p> <ul style="list-style-type: none"> • Identify and describe the ways in which IT can contribute to the business outcome • Describe and identify the approach to achieve the desired outcome <p>2.4 Define the key success factors and constraints for a proposed solution</p> <ul style="list-style-type: none"> • Identify key success factors—what has to occur for you to achieve the business outcome (get started) <p>2.5 Identify key success measurements</p> <ul style="list-style-type: none"> • Identify an on-target measurement (expected outcome achieved such as increased revenue/reduced costs) • Identify an on-time measurement • Identify an on-budget measurement • Set metrics that are SMART (specific, measurable, achievable, realistic, time bound)
<p>3. Evaluate alternative solutions (collaborate with the project team members)</p>	<p>3.1 Analyze and prioritize potential solutions</p> <ul style="list-style-type: none"> • Perform analysis (TCO/ROI/TTR) • Perform prioritization <p>3.2 Recommend a solution that aligns with the business goals and constraints</p> <ul style="list-style-type: none"> • Recommend a delivery mode based on functionality and financial criteria (available CAPEX vs. OPEX), time to market, resource availability, geography, and mobility <p>3.3 Evaluate the proposed solution against the impact on the business</p> <ul style="list-style-type: none"> • Identify the compliance, risk, and security issues of a proposed solution for a specific industry (people, process, governance, and compliance) • Identify existing investments (skill sets, technologies, and infrastructure) • Identify the tradeoffs of supporting legacy solutions and innovating new strategies • Identify the transformational aspects of what you are proposing • Assess the gap between stakeholder expectations and the functionality of the proposed solution <p>3.4 Quantify the business value of the solution in terms of</p> <ul style="list-style-type: none"> • Revenue, productivity, cost, competitive differentiation, time to value, reputation and customer differentiation, time to value, reputation, and customer satisfaction • Understand operating expense (OPEX) vs. capital expense (CAPEX) as it applies to technology <p>3.5 Identify the components of a high-impact business case</p> <ul style="list-style-type: none"> • Identify the information and approach appropriate to a specific audience when presenting a proposal • Prepare an executive summary that lists alternatives and provides recommendations

Section

Objective

4. Plan, execute, and monitor a project that produces an IT solution

4.1 Collaborate with an IT project manager to prepare a business-side project plan

- Compare and contrast an IT project plan with a business-side project plan and describe the interaction between them
- Identify key business stakeholders and team members and describe their roles in the project
- Define the purpose for and elements of a detailed business-side project plan
- Evaluate a work breakdown structure to determine whether it can guide the project to success

4.2 Execute the business-side project plan

- Monitor the project to ensure that it is on target, on time, and on budget
- Manage the business-side project scope and stakeholder expectations of the IT functionality being developed
- Monitor and track escalations
- Recognize that IT feature creep leads to scope creep and assess its impact on both the business and IT side
- Describe and evaluate acceptance testing
- Obtain stakeholder signoff
- Roll out and validate the solution against user requirements

4.3 Perform business-side post-release activities

- Monitor and document the solution
- Validate and document that the solution delivers the expected business value

Grow your career

The skills associated with the HP ATA – IT for Business certification are useful to entrepreneurs, business analysts, management information systems (MIS) professionals, or any business professional looking to drive alignment between IT and business.

For HP ATA certification, training is delivered through Certiport authorized centers and approved learning institutions. Certiport is the largest provider of academic certification programs in the world and is working with HP to deliver the HP Institute program worldwide. To find a participating school near you or to register for an exam, please visit certiport.com/hpstudent.

Exam details

To maximize results, HP recommends that students successfully complete the training prior to taking the exam. The following are details about this exam:

• Item types

Multiple choice

• Exam time

50 minutes

• General exam rules

No online or hard copy reference material allowed

An email notification of test results will be sent 2 to 5 days after you have taken the exam.

Continuing career development

To continue your career development, **HP ExpertOne** provides everything you need to stay relevant and able to support the evolving needs of business and IT. ExpertOne provides training and certification for architecting, implementing, and supporting complete, end-to-end IT solutions with skill levels ranging from professional to master.

HP Institute graduates get exclusive access to HP and industry experts through the MyExpertOne community to further drive business and IT alignment.

Resources

Students who want more information can visit certiport.com/hpjobready

For information about HP Institute, visit hp.com/go/Institute

For information about HP ExpertOne, visit hp.com/go/ExpertOne

For information about Certiport, visit certiport.com/hp

Certiport and HP Institute

HP is partnering with Certiport to co-develop and distribute the HP Institute program. Certiport is the world leader in performance-based certification program management solutions with more than 12,000 academic institutions worldwide. HP and Certiport have developed a complete set of academic solution components. The academic components include HP Official Courseware textbooks, HP Remote Lab facilities, practice tests, and certification exams.

All of these are designed for use by educators directly in the classroom environment.

HP ExpertOne

HP helps organizations address the widening IT expertise gap with HP ExpertOne, the industry's first end-to-end learning and expertise program. It delivers comprehensive knowledge with real-world, hands-on experience to help professionals attain the critical skills needed to architect, design, and integrate multivendor, multiservice converged infrastructure, and cloud solutions. HP Institute extends the ExpertOne approach, bringing the industry's first academic architect-level certification to high school and secondary schools, as well as traditional two- and four-year institutions. By injecting business value and practical experience into technology education, HP Institute helps academic institutions prepare more qualified IT professionals. Graduates will have the business insight and knowledge of HP and industry-standard solutions needed to be productive from day one—the same skills employers seek most to help their businesses implement critical new technology strategies and solutions.

For more information on the HP Institute or how you can be involved, please contact hpinstituteprogram@hp.com.

