Lenovo Data Center Storage Sales Certification Exam Study Guide (DCP-104C)

Business Partner Edition

August 2018   Version 1.1

Table of Contents

Job Role Description

The **Lenovo Certified Storage Sales Professional** works as a Lenovo internal or business partner seller. This individual can identify and describe basic components of a data center, and can apply their knowledge and expertise to how the components fit together. They can tell the Lenovo storage story. This individual also has knowledge of how to have a consultative business conversation.

Exam Information

- Number of questions   40
- Time allowed in minutes   60
- Passing score   72%
- Languages   English, Chinese, and Japanese

Recommended pre-requisite skills. This exam is intended for sellers with a minimum of six months experience selling data center.

This exam includes products announced as of June 26, 2017. Any product announcements or withdrawals made after that date are not reflected in this exam.

Exam Objectives

Section 1 - Product & Portfolio Overview (28%)
Identify the key characteristics of SAN, DAS, SDS, and tape storage
Identify the target applications, optimal workloads and use cases for the Lenovo SAN, DAS, and SDS offerings
Describe the benefits of the storage product line (SAN, DAS, SDS and tape)
Section 2 - Lenovo Value Proposition and Differentiators (18%)
Explain the Lenovo storage value proposition for the Lenovo storage product families
Give an elevator speech illustrating the value proposition and proof points for Lenovo storage offerings
Section 3 - Positioning (13%)
Identify keywords that indicate opportunities to introduce the Lenovo storage product family
Overcome common objections to implementing Lenovo storage offerings (technical and financial)
Section 4 - Business conversations (25%)
Identify common business and technical drivers that influence a customer to consider a storage solution
Identify Lenovo storage opportunities within a customer scenario by pain point
Identify Lenovo storage opportunities within a customer scenario by business goal
Identify Lenovo storage opportunities within a customer scenario by technical requirements
Use key discovery questions to identify a Lenovo storage opportunity
Section 5 - Market Opportunity for Lenovo (7%)
Identify the market opportunities for Lenovo storage
Explain the Lenovo point of view for storage

Section 6 - Partnerships (7%)
Describe and position the Lenovo / Cloudian partnership and the value it brings to our customers and partners
Describe and position the Lenovo / Nexenta partnership and the value it brings to our customers and partners
Describe and position the Lenovo / DataCore partnership and the value it brings to our customers and partners

Section 7 - Services (2%)
Describe and position Lenovo storage-related services to a customer

Recommended Training and Study Aids

Recommended training and resources are intended to help you gain knowledge related to the exam objectives. Completing this training, while comprehensive, does not guarantee that you will pass the exam. Experience and application are key components of preparation.

Business Partners can find online training on your region's learning system (LenovoPartner.com or Lenovo Partner Network). Follow the links for Training and e-learning. Under the Roadmap tab you will find a roadmap that includes all the recommended training for the Data Center Storage Sales Certification Exam.

ONLINE CURRICULUM		
☑ Title	Course Code	Resource Type
Lenovo Portfolio: Storage	SXSW1201	15 minute online learning
Family Introduction: Storage	SXSW1100 r3	10 minute online learning
Lenovo Storage Point of View (POV)	DSTOB100	60 minutes - videos and reference materials
Lenovo Storage Business Conversations for DCG Sellers	DSTOB001	14 minute online learning
Features and Benefits: IBM Storwize V5000 and V7000	SXSW2103	20 minute online learning
Features & Benefits of Lenovo Storage Direct Attached Storage	SXSW2104 r3	20 minute online learning
Features and Benefits: DX8200N Powered by NexentaStor	SXSW2155	20 minute online learning
Lenovo 3700 V2 Features and Benefits	SXSW2156	20 minute online learning
Features and Benefits V5030	SXSW2157 r3	15 minute online learning
Features and Benefits: DX8200C Powered by Cloudian	SXSW2158	20 minute online learning
Features and Benefits: Lenovo Storage DX8200D (Powered by DataCore)	SXSW2262	28 minute online learning
Features and Benefits: ThinkSystem DS Storage	SXSW2263	17 minute online learning
Family Portfolio: Gen6 Fiber Channel SAN Switches	SXNW1203	15 minute online learning
Positioning V Series Storage	DSTO001r2	15 minute online learning
Positioning SDS Storage	DSTO002	20 minute online learning

	StorageTALK: D1212/D1224 Overview	DSTO008	21 minute webinar
	StorageTALK: D3284 Overview	DSTO012	31 minute webinar
	Lenovo DB400D/DB800D Fibre Channel SAN Directors Overview	DSTO0016	23 minute online learning
	Positioning Lenovo DS Series	DSTO031	13 minute online learning
	Positioning DAS Storage	DDASP100	15 minute online learning
	Family Briefing: Lenovo DAS Storage Products	DDDO100	PDF file
	Positioning Lenovo Tape Storage	DTP100	PDF file
	Lenovo StorSelect Deployment Services	DDXV001	PDF file
	Services for Lenovo Storage	DSTO032	PDF file

Sample Questions

Sample questions provide a quick look at the type of questions presented on the certification exam.

1. You are working on a storage consolidation opportunity, and the customer tells you most of the current storage space is being used by transactional databases. They need a storage device that can manage a high volume of transactions with lower response times.

   Which type of storage will meet these requirements?

   A. SAN
   B. JBOD
   C. Tape
   D. DAS

2. Which feature allows applications to use only the space they are actually using and not the total space that was allocated to them?

   A. Thick provisioning
   B. Transparent cloud tiering
   C. Image mode volumes
   D. Thin Provisioning

3. Which question can be used to identify an on-premises backup and archive opportunity?

   A. What is your current storage capacity, and how fast is it growing?
   B. Are you considering the public cloud for your object data storage?
   C. What is the status of your fibre channel network?
   D. Do you use any type of data tiering in your existing storage network?

4. Which Lenovo storage offering is referenced in the question, "Do you have object data such as medical records, social media videos, and photos that need to be archived?"

   A. DX8200C
   B. DX8200N
   C. DX8200D
   D. DS6200

Answers
1. A
2. D
3. B
4. A

Online Practice Exam

The online practice exam includes 34 questions of similar content and difficulty as questions on the certification exam. Passing the practice exam does not result in certification. However, taking the practice exam can help you determine whether or not you are ready to register for the certification exam, or help identify areas where additional study may be needed.

To schedule a practice exam go to www.pearsonvue.com/lenovo. Login to your account, select an exam, and enter your payment method. Practice exams are unproctored and can be taken immediately after scheduling.

Take your first practice exam free! Lenovo is currently waiving the USD 30 test fee for your first practice exam. When scheduling your exam enter coupon code FREE-DCP104P on the payment screen. This coupon is valid for one attempt only. Any subsequent attempts are subject to the USD 30 test fee.

Register for the Certification Exam

Register for your certification exam at www.pearsonvue.com/lenovo. Lenovo certification exams only require a web browser and internet connection. Login to your account, select an exam, and enter your payment method. Exams are unproctored and can be taken immediately after scheduling.

LENOVO EMPLOYEE: You must include your Lenovo email address and employee number when creating an account so that certifications earned can be added to your Grow@Lenovo transcript.

LENOVO BUSINESS PARTNER: You must use your business email address as your primary address. Not using your business email address can negatively impact your company's partner status.

If you pass your exam and meet all requirements for a credential, you will receive an e-mail from Lenovo within 72 business hours with instructions to access your certificate, logo and digital badge through the Lenovo certification tracking system called CertMetrics.

Exam Delivery Period

The exam delivery period is 30 days from registration. After 30 days, the exam delivery period expires and you will not receive a refund and will not be able to take the exam. You will need to register and pay again to take the exam.

Cancellation Policy

You may cancel this exam as long as the exam has not been started, and the delivery period has not expired (30 days from registration).

Retake Policy

Certification exams. There is no waiting period to retake an exam a second time. However, if you do not pass on your second attempt there is a 30-day waiting period before attempting the exam a third and each subsequent time. The full published fee must be paid for all retake exams.

Practice exams. There is no waiting period to retake a practice exam. There is no discount for retake exams; the full published fee applies.

Contact Us

Contact the Lenovo Certification Program team at LenovoCerts@lenovo.com with questions or feedback.