

Brochure



# Optimize your skills

Unleash the power of HP solutions and thrive in the New Style of IT



“The growing popularity of cloud computing in IT organizations poses difficulties for...leaders and HR departments in terms of hiring employees who possess appropriate skills.”

—Gartner, “Close Infrastructure and Operations Skills Gaps to Achieve Future IT and Business Priorities,” March 12, 2013

The bedrock underpinning today’s social and mobile world, with its demands for constant connections and anywhere access, is nothing less than a New Style of IT. Made possible by convergence, cloud, and Big Data technologies, that foundation calls for new levels of technical and business skills from individuals and organizations alike. HP ExpertOne delivers those skills. We’ll equip you with the knowledge to design, implement, and capitalize on the New Style of IT.

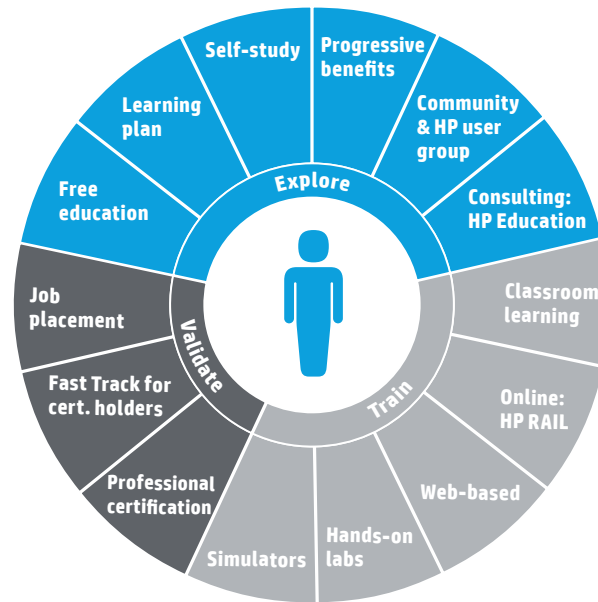
### Why old IT is old hat

Customers today expect access to information via a multitude of devices, from laptops and PCs to smartphones and tablets. They expect seamless connections and ubiquitous access at all times. Providing this level of service requires the ability to exploit advances in converged infrastructure, cloud computing, Big Data, and security, as well as software-defined networking, servers, and storage.

IT departments are getting pressure from the CXO suite and line-of-business managers to deliver on the promise of this technology, and they need new solutions and new ways to execute them. As a result, IT professionals can no longer remain siloed and deeply rooted in one technology area or another. Today’s IT challenges call for a broader view, one that is comfortable with pan-technology initiatives across servers, storage, networking, and mobility. They call for skills in converging technology or architecting a cloud. Equally important, these challenges require an understanding of how technology decisions are linked to business needs.



**HP ExpertOne provides avenues for skills exploration, training, and validation**



“Our solutions for the New Style of IT can take our customers from where their technology is today, to where it must be for them to compete in this new world order. And I believe we are best positioned to help our customers realize the benefits of this next-generation technology because of the breadth of our offerings.”

—Meg Whitman, HP CEO, October 9, 2013

**HP ExpertOne training in the New Style of IT**

These shifts also signal new opportunities. For instance, research firm IDC has found that 60 percent of IT executives say that it’s difficult to find enough qualified IT staff to design, deploy, or manage cloud or converged infrastructure projects.<sup>1</sup>

That’s where HP ExpertOne can open doors. HP ExpertOne provides training and certification for the most sought-after IT disciplines, including convergence, cloud computing, software-defined networking, and security. You get the hands-on experience you need to hit the ground running. And you learn how to design solutions that deliver business value.

HP ExpertOne gives you:

- A full range of skill levels, from foundational to master
- Personalized learning plans and resources through My ExpertOne
- Certifications that command some of the highest pay premiums in the industry<sup>2</sup>
- A focus on end-to-end integration, open standards, and emerging technologies
- Maximum credit for certifications you already hold
- A supportive global community of IT professionals
- A curriculum of unprecedented breadth from HP, the world’s most complete technology company

<sup>1</sup>IDG, “Note to CIOs: Train and Certify Your Way Out of the Skills Gap”

<sup>2</sup>Foote Partners, LLC, “2013 IT Skills Demand and Pay Trends Report,” August 2013

## Explore

The HP ExpertOne journey begins with exploration. With My ExpertOne, your personalized IT skills resource, you can easily find what you need based on your role and area of interest. In fact, you can explore multiple technologies and career paths—and benefit from a wide range of free content—right from your own desk.

### Get free content

Head over to My Learning Spotlight, and choose from wide variety of learning opportunities. You'll find a wealth of detailed information about a variety of data center topics, much of it available at no charge to you.

### Try HP ExpertOne free!

Go to [MyExpertOne.com](http://MyExpertOne.com). Log in using your HP Passport credentials, or create your login.

Then visit My Learning Spotlight to find a variety of learning opportunities and get free memberships in Connect Worldwide and Vivit Worldwide, the approved HP user groups. Or dive right in and start working on your learning plan or path to certification.

### Subscribe to a learning plan

Drop into the My Learning Plans area. From here, you can create an individualized learning plan based on your interests and career objectives, or you can design a plan around a particular product or technology. As you acquire more knowledge and progressively increase your skill level, your learning plan will help ensure that you take the most efficient path toward your goal.

### Succeed with self-study

Self-study guides and exam prep materials from HP Press let you study when and where you want. Learn top-of-mind technologies like cloud computing and networking at your own speed. See the wide variety of study materials—including free content—at [hpress.com](http://hpress.com).

### Manage change with education consulting

HP Education Consulting can also help you get ready for the New Style of IT. We work with your team to develop strategies and learning organization structures that continuously and systematically improve productivity, lead to better business outcomes, and provide higher return on your organization's IT investment.

### Join the community

When you join HP ExpertOne, you enter a unique global community with more than 700,000 members. Engineer or associate, architect or administrator, student or sales staff, you'll find peers and partners to connect with. Targeted forums and other tools help you immediately network with IT pros and HP experts for guidance, problem-solving, best practices, and expertise. You can get to know HP-certified professionals, and even find tips and tricks for passing certification exams. Plus, you'll enjoy free memberships in Connect Worldwide and Vivit Worldwide, HP's largest approved user groups.

The HP ExpertOne community is a great resource for employers to find certified professionals through the HP job boards. Our job boards give organizations an effective way to fill open positions for full-time staff or contracted work.

### My ExpertOne is your one-stop shop for skills and benefits

- 1 Create your own learning plan
- 2 View the certifications recommended specifically for you
- 3 Find free and fee-based learning opportunities
- 4 See which benefits you are eligible for

The screenshot displays the 'My ExpertOne' user interface. At the top, it says 'Welcome Member' and 'HP Learner ID PL70327265'. Below this, there's a section 'Know more. Sell more.' with a button 'See the latest HP sales training'. A central image shows two men looking at a laptop. To the right, 'My Benefit Level' is shown as 'Active Learner' with a dropdown menu. Below that, it states 'You are earning program benefits at the Active Learner level.' and '4'. The main content area is divided into four numbered sections: 1. My Learning Plans (with a 'Create My Learning Plan' button), 2. My Certification Coach, 3. My Learning Spotlight (with a 'See Learning Spotlight opportunities' link), and 4. My Events (with a 'Technology Solutions Series' link). On the far right, there's a 'My Interests' section with a list of checkboxes for various IT topics and an 'Update My Interests' button.



## Train

With ExpertOne, you can quickly put together a personalized learning plan and start acquiring invaluable IT skills—knowledge you can put to use immediately. We offer training in fast-growing fields, such as cloud computing, converged infrastructure, Big Data, software-defined networking, and security, along with foundational technologies like servers, storage, networking, and IT management.

HP is a worldwide leader in IT education and training, with more than 600 courses, 800 instructors, and 22,000 square feet of lab training facilities around the world. In 2013, IDC identified HP as a MarketScape Leader in its IT Education and Training analysis.<sup>3</sup> Our acclaimed training and certification programs have helped more than two million IT professionals prepare for the New Style of IT.

### **Train the way you want to**

Choose from a variety of training avenues, including:

- In-person, instructor-led classroom education at hundreds of authorized training centers worldwide
- Remote or online instructor-led training for the working student who still can commit time to instruction at a scheduled hour
- Flexible Web-based training for the busy professional

### **Get real-world experience**

With HP ExpertOne, you gain experience and build your skills via:

- Hands-on labs in a classroom setting
- Remote, real-time access to labs equipped with live IT equipment setups and hardware
- Online simulators

<sup>3</sup>Anderson, Cushing, IDC MarketScape: Worldwide IT Education and Training 2013 Vendor Analysis, January 2013

“Compared to nearly 300 other IT certifications, HP certified professionals earn some of the highest pay premiums in the industry.”<sup>4</sup>

**HP ExpertOne learning and professional career certifications span the full range of HP enterprise and SMB hardware and software**

- Application lifecycle management software
- Cloud computing
- Converged infrastructure/data center
- Big Data/information optimization
- IT performance software
- Mobility applications
- Networking
- Operations management software
- Operating systems
- Personal computing
- Graphic solutions
- Printing/all-in-one products
- Security
- Servers and blades
- Software-defined networking
- Storage
- Wireless technology

**Validate**

HP ExpertOne certificates are recognized—and prized—by companies around the globe. In fact, when compared to nearly 300 other IT certifications, HP-certified professionals earn some of the highest pay premiums in the industry.<sup>4</sup>

An IDC study<sup>5</sup> found that having IT staff members with certified skills was the single biggest predictor of IT project success. HP ExpertOne career certifications validate your ability to design, implement, or support HP technology solutions for organizations of all sizes. An HP certificate establishes your credibility as someone with the skills to create technical solutions that deliver real business benefits.

**Advance through multiple levels**

The HP ExpertOne program offers certifications representing everything from entry-level contributor to master engineer.

**HP ExpertOne professional career certifications validate your skills**

<b>Certification</b>	<b>What it means</b>
HP Accredited Technical Associate (ATA)	Basic level of business and technical skills for a wide array of IT challenges.
HP Accredited Technical Professional (ATP)	Basic certification for HP SMB and midmarket solutions. This individual can design and architect HP solutions, install and configure HP equipment and software, and administer and support the solutions.
HP Accredited Solutions Expert (ASE)	Indicates multilayered technical skills for complex enterprise technologies. This person can design, implement, administer, or deploy and support effective global IT solutions aligned to a specific job role.
HP Master Accredited Solutions Expert (MASE)	The pinnacle of ExpertOne certification. This individual has demonstrated rich technical skills in advanced enterprise solutions, combined with IT business acumen. The MASE can align information technology to an organization’s financial and business goals, and is able to design and implement complex solutions—from the proposal stage to live deployment.

<sup>4</sup> Foote Partners, LLC, “2013 IT Skills Demand and Pay Trends Report,” August 2013

<sup>5</sup> IDC Market Spotlight: Benefits of IT Training and Certification, paper sponsored by HP, January 2013



**Enjoy placement assistance**

When you are ExpertOne certified, potential employers can view your profile and confirm your credentials on our elite job board. And when our customers and partners come looking for qualified HP professionals, they can contact ExpertOne certification owners who have the desired skills.

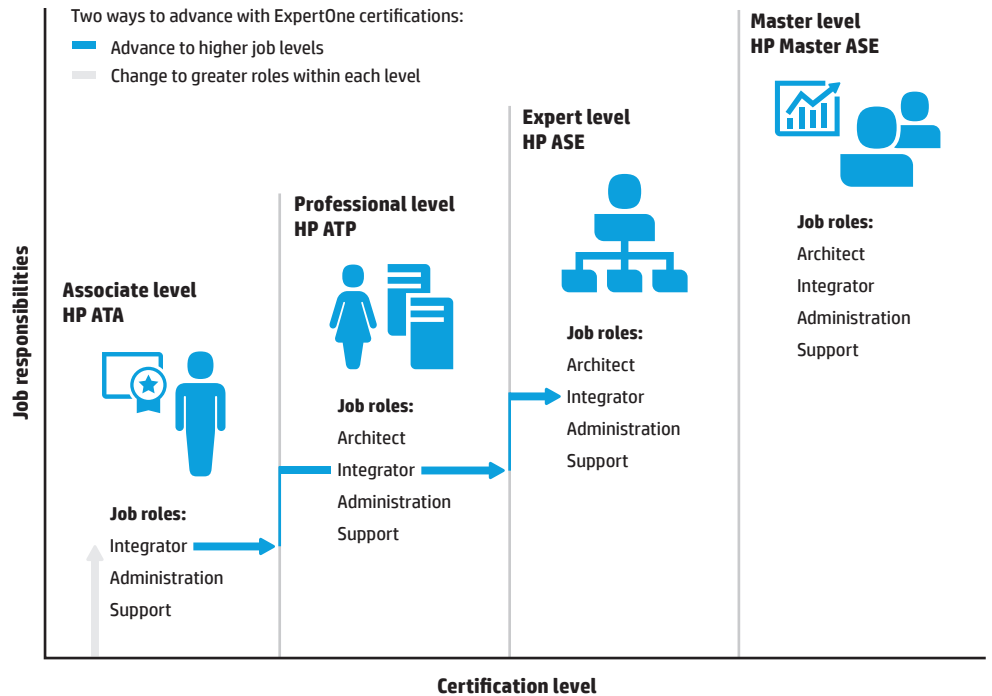
**Get progressive benefits and rewards**

The ExpertOne program rewards you with progressively greater benefits and rewards. These depend on your status in the program, and can include invitation-only seminars and presentations, along with access to HP technologists and other HP resources. You may also qualify for discounts on merchandise and HP Press publications.

**Affiliate certifications for HP partners**

If you're employed by an HP reseller, you can acquire HP Affiliate (partner-restricted) certifications. Exclusively for HP channel resellers, these certifications are designed to validate the skills required to meet HP partner program and service support qualifications.

**With HP ExpertOne certifications, you can advance to progressively more responsible job levels, and also change roles within each level**



## Master the new IT pillars

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### Cloud and converged infrastructure

- Cloud and converged infrastructure enable the unified, service-oriented IT foundation necessary for today's rich user experiences and anywhere, anytime information access.
- Learn to design, implement, manage, and administer pan-technology solutions combining servers, storage, networking, and cloud computing.
- Lead the transformation of data centers from rigid, siloed architectures to adaptive IT. Advance from foundational learning to expert to our most exclusive professional certification—the HP Master ASE – Data Center and Cloud Architect.

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### Big Data

- Big Data focuses on optimizing, monetizing, and converting the massive flow of everyday facts and figures into business value.
- Learn to apply HP software such as Vertica and the HP IDOL platform—as well as open-source tools such as Hadoop—to manage, transform, and identify relationships between key data.
- Become a certified ATP or ASE on an HP Big Data solution, and position yourself for advancement in this rapidly growing area of technology and contribute to your organization's business success.

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### Security

- Security includes the knowledge and hands-on skills necessary to fortify the modern IT environment, where the increasing use of personal mobile devices, coupled with new compliance requirements and growth in cloud computing, introduce a host of new risks and uncertainty.
  - Learn how to plan, install, configure, and manage HP security solutions to proactively manage risk and mitigate threats.
  - Discover how to defend your company's applications, networks, and data from today's advanced threats and high-profile attacks.
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## How to get started

HP ExpertOne equips you with the knowledge to architect, deploy, and take advantage of HP solutions for cloud computing and the New Style of IT. To start your learning journey, search My ExpertOne for free Web-based training, or step right onto an HP certification path.

Learn more at  
[myexpertone.com](http://myexpertone.com)

Sign up for updates  
[hp.com/go/getupdated](http://hp.com/go/getupdated)



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