Oracle Customer Hub and Oracle Data Quality Exam Study Guide

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Objective & Audience

Objective
Help you prepare to take the Oracle Customer Hub and Oracle Data Quality Essentials (1Z0-587) exam by providing pointers to resources that you can use in your preparation.

Targeted Audience

- Technical / Functional Consultants
- Strong foundation and expertise in implementing, configuring and designing the Oracle Customer Hub (UCM 8.2) and Oracle Data Quality solutions
- Participated in couple of Oracle Customer Hub (UCM 8.2) and Oracle Data Quality implementations
Exam Topics & Objectives

Exam Topics
The Oracle Customer Hub and Oracle Data Quality Essentials exam consists of eight topics:

1. Understanding Universal Customer Master (UCM)
2. UCM Batch / Bulk Import
3. Data Quality Matching
4. Data Cleansing and Address Validation
5. Data Quality Profiling
6. Data Stewardship, Survivorship, and Suspect Matching
7. Data Governance
8. UCM Integration Services

Exam Objectives
The exam objectives are defined by learner or practitioner level of knowledge:

• **Learner-level**: questions require the candidate to recall information to determine the correct answer.

   Example: Define the term network.

• **Practitioner-level**: questions require the candidate to derive the correct answer from the application of their knowledge, which can only be attained by extensive experience with the product.

   Example: The client requests xyz functionality, would you recommend a, b or c?
Training Options

For each exam topic there have been identified alternative training options that are available at Oracle. The training options are divided into three categories:

• **Boot Camps**
  The Boot Camps are designed as a "jump start" training to enhance your skills by providing role-based training on industry-leading Oracle solutions and services. The boot camps are built as concise, intensive, and real-time training to give partners a competitive advantage as they prepare to build powerful solutions for their own customer base. Partners can choose to attend these boot camps in class or in a live virtual class format to maximize the effectiveness and the time allocated to training.

• **Instructor-Led Training (delivered by Oracle University)**
  Partners can take any publicly-scheduled Oracle University courses at steep discounts. Benefit from hands on experience to gain real working skill and work toward Oracle certifications.

• **Online Training**
  Oracle Partners are entitled free access to the Oracle Knowledge Center (OUKC), a vast library of recorded product courses. New courses are regularly added to the library, providing partners with the latest information and training to master new products or to increase proficiency on the new releases.
Topic 1: Understanding Universal Customer Master (UCM)

Objectives

- Describe UCM components and functionality
  Level: Learner
- Describe UCM Extension Hubs and their functionality
  Level: Learner
- Use Cross referencing
  Level: Practitioner
- Register external systems
  Level: Practitioner
- Use Source Data and History tables
  Level: Practitioner
- Use Master Data Management (MDM) Analytics
  Level: Practitioner

Training Options

- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Questions

- Which function is NOT provided by Oracle Customer Hub (UCM)?
  A. Name Standardization
  B. Hierarchy Duplication
  C. Guided Merge
  D. Single view of customer
  E. Address Standardization

- Select the cross-reference table used for UCM Contact Cross References from external systems.
  A. S_CIF_CON_MAP
  B. S_DYN_HRCHY_REL
  C. S_UCM_DEDUP
  D. S_UCM_CON
  E. S_CONTACT_PER

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Topic 2: UCM Batch / Bulk Import

Objectives

- Describe the role of the Enterprise Integration Manager (EIM) and Source Data History (SDH) tables 
  Learner
- Use EIM to perform a batch import 
  Practitioner
- Use UCM Batch Manager to transfer records into the base tables 
  Practitioner
- Use UCM List Import to perform a batch import 
  Practitioner
- Correct incomplete transactions 
  Practitioner

Training Options

- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question

- Select the valid Job Parameter for UCM Batch Manager.
  A. UCM Batch Number 
  B. UCM Profile Cleansing Flag
  D. UCM Record Allocation
  D. UCM Search Specification
  E. UCM Product Attribute
Topic 3: Data Quality Matching

Objectives

- Describe the Data Quality Server (Learner)
- Configure the Data Quality Engine (Practitioner)
- Configure UCM for matching (Practitioner)
- Modify matching behavior (Practitioner)

Training Options

- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question

- Which function is supported by the Oracle Data Quality Matching Server?
  - A. Incremental Data Load Support
  - B. Product Record Parsing
  - C. Support for Matching on Business Component level
  - D. Validation Rule Distribution
  - E. Hierarchy Reallocation Support
Topic 4: Data Cleansing and Address Validation

Objectives

- Describe the Data Quality Parsing and Standardization Server
  Level: Learner
- Configure UCM for address validation
  Level: Practitioner
- Validate and standardize addresses
  Level: Practitioner

Training Options

- Boot Camp
  Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question

- Which is NOT a value used by the Account/Contact Match Against parameter for multiple address matching?
  A. Account: All Address
  B. Contact: Primary Address
  C. Account: Primary Address
  D. Contact: All Address
  E. Account: Secondary Contact
Topic 5: Data Quality Profiling

Objectives

- Describe the Data Quality Profiling Server
- Use scorecards and generate Profiling Reports
- Create reference data

Level

- Learner
- Practitioner

Training Options

- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question

- In order to run profiling jobs what needs to be active?
  - A. Analyst Service
  - B. Cleanse Service
  - C. Model Buffer
  - D. Validation Service
  - E. Data Record Buffer
Topic 6: Data Stewardship, Survivorship, and Suspect Matching

Objectives

- Configure survivorship rules
- Examine and process suspect match records
- Merge records and use guided merge
- Unmerge records

Training Options

- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Questions

- To activate rule-based survivorship, knowledgebase includes a set of Survivorship rules. Which rule is included?
  A. Address Closest
  B. Account Longest
  C. Household Completeness
  D. Contact Highest
  E. Hierarchy Accuracy

- ABC Company is implementing Oracle Customer Hub (UCM 8.2). They would like to utilize the guided merge capability to manage specific pieces of data. In order to do this successfully, what must be configured specifically related to merge?
  A. Survivorship Monitoring for Oracle Customer Hub
  B. Oracle Data Quality for data cleansing
  C. UI tasks for Oracle Customer Hub
  D. Oracle Data Quality for Distribution Management
  E. Runtime events for Oracle Customer Hub
Topic 7: Data Governance

Objectives
- Use Data Governance Manager
- Configure Privacy Tools
- Use Hierarchy Management

Level
- Practitioner

Training Options
- Boot Camp
  - Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question
- A customer wants to view an additional attribute for account hierarchies. Which step is NOT required?
  A. Modify the node section of the Oracle Hyperion Data Relationship Manager UCM Import profile
  B. Add the new field to the Dynamic Hierarchy Relationship DRM business component
  **C. Merge the node in Oracle Hyperion Data Relationship Manager**
  D. Undeploy the Integration Object DRM Import File Format in the runtime database
Topic 8: UCM Integration Services

Objectives
• Describe the UCM integration capabilities
  Level: Learner
• Configure UCM web services
  Level: Practitioner
• Use out-of-the-box Oracle AIA PIPs
  Level: Practitioner
• Configure Publish/Subscribe
  Level: Practitioner

Training Options
• Boot Camp
  – Oracle Customer Hub (UCM 8.2) and Oracle Data Quality Implementation Boot Camp

Sample Question
• Which is a valid operation of PersonCrossReferenceService?
  A. getPersonCrossReference
  B. queryPersonCrossReference
  C. modifyPersonCrossReference
  D. developPersonCrossReference
  E. cleansePersonCrossReference
Exam Registration

• **How to register for the exam?**
  You can register for all Oracle certification exams with Pearson VUE. Before a registration can be submitted, a Pearson VUE profile must be created using your Company ID. Your Company ID can be obtained by contacting your local Oracle Partner Business Center or by signing in to your OPN account. Your Company ID is located in the section on the right under "Company information".

  Please follow these instructions in order to properly set-up your Pearson VUE account for the first time.

• **Have you completed an Oracle Certification Exam in the past?**
  Due to systems enhancements, each partner who has completed an Oracle Certification Exam will need to update their Pearson VUE profile in order to receive credit and for those records to appear in the OPN Competency Center.

• **How to get full recognition as Certified Implementation Specialist?**
  To get full recognition as a Certified Implementation Specialist you need to:
  A. Update your Pearson VUE profile with your Company ID
  B. Activate your Certview Account

  Please follow these instructions and your records will be properly recorded.
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