



# ORACLE®

## **Oracle Endeca Commerce 3.1 Implementation Developer Essentials Exam Study Guide**

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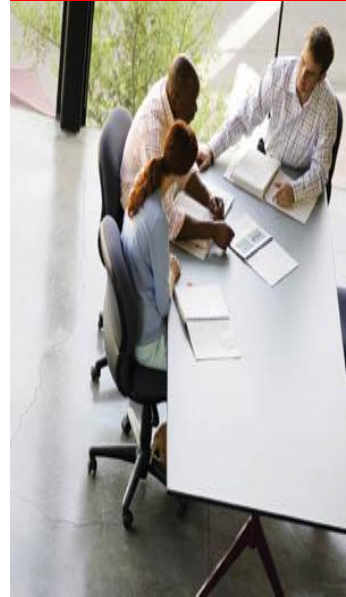
# Objective & Audience

## Objective

This guide is designed to help you prepare for [Oracle Endeca Commerce 3.1 Implementation Developer Essentials \(1Z0-471\)](#) by providing pointers to resources that you can use in your Preparation.

## Targeted Audience

- Technical Consultants with 2-5 years experience



# Exam Topics & Objectives

## Exam Topics

The Oracle Endeca Commerce 3.1 Implementation Developer Essentials Exam consists of nine topics:

1. Product Overview
2. Architectural Overview
3. Application Configuration
4. Record Design
5. Pipeline Development
6. Working with Search Features
7. Experience Manager Concepts
8. Overview of Query Types
9. Application development with the Assembler API



## Exam Objectives

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

**Learner-level:** Learner items test foundational grasp and require comprehension (not recognition or memorization)

**Practitioner-level:** Practitioner items present on-the-job scenarios and require the ability to integrate and apply knowledge in new contexts, analyze, troubleshoot, and solve problems.

# Training Options

On the following slides, course options for each exam topic have been defined. Please note that not all training options are available for all exam topics. Additional choices may be developed over time.

- **Instructor-Led or Live Virtual Training (delivered by Oracle University)**

Partners can take any publicly-scheduled Oracle University courses at a discount. Benefit from hands on experience to gain working skill sand work towards OPN Specialization.

- **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.

- **On Demand Training**

Oracle Training on Demand is classroom content delivered via high definition video classes over the internet. These classes feature full length lecture, white board and demonstration. Classes follow the recommended flow of the classroom material, or participants can play, and replay, segments in any order. Classes are closed caption and allow for word search of the scripted material. All coursed include downloadable course manual (eKit) and bonus material.

# Topic 1: Product Overview

## Objectives

- Identify each Oracle Endeca Commerce Product
- Articulate the value propositions of an Oracle Endeca Commerce Solution
- Map product features, capabilities, and benefits to customer business needs and requirements

## Level

Learner  
Learner  
Learner

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**How does Experience Manager provide the business user with control over customizing the customer's experience?**

- a. It allows for the creation of custom records that can target specific users.
- b. It allows for the creation of custom landing pages based on a set of inputs provided by the user's website activities.
- c. It allows for the creation of a dynamic storefront including inventory, availability and up to the second pricing information.
- d. It allows for the creation of targeted results sets based on a users session information.

**Answer: b**

## Topic 2: Architectural Overview

### Objectives

- Identify the key components of an Oracle Endeca Commerce solution
- Describe the functions of key components of an Oracle Endeca Commerce solution
- Describe common interactions between components within Oracle Endeca Commerce

### Level

Learner

Learner

Learner

### Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

### Sample Question

**Which component within Oracle Endeca Commerce is responsible for the ingestion and manipulation of data in order to create a set of binary records for indexing?**

- a. Dgidx
- b. Dgraph
- c. Forge
- d. Content Acquisition System
- e. LoadGen

**Answer: c**

# Topic 3: Application Configuration

## Objectives

- Utilize deployment templates in Oracle Endeca Commerce
- Configure and optimize component settings for your Oracle Endeca Commerce Environment
- Manage your Oracle Endeca Commerce application

## Level

Practitioner  
Practitioner  
Practitioner

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**In order to manage the holiday season, it is determined that your Oracle Endeca Commerce application will experience a heavy load that cannot be handled by the existing architecture. What should be done to increase the capability of the system to handle the increased holiday traffic?**

- a. Build a caching mechanism at the page level to reduce incoming queries to the Endeca system
- b. Add memory to all MDEX hosts
- c. Modify the provisioning of the application to include additional dgraphs
- d. Add a script to warm up the caching on the MDEX engines

**Answer: c**

# Topic 4: Record Design

## Objectives

|   | Level        |
|---|--------------|
| • Convey various approaches to record design in Oracle Endeca Commerce      | Practitioner |
| • Describe the components of a record in Oracle Endeca Commerce             | Learner      |
| • Identify how the business impacts record design in Oracle Endeca Commerce | Learner      |
| • Implement record design for Oracle Endeca Commerce                        | Practitioner |

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**You created a record design for a clothing retailer. Each store has a list of products available. Every product comes in multiple sizes and colors. In order to maximize record specificity and avoid using record aggregation, what three items must be in your record specifier?**

- a. The color of the product
- b. The size of the product
- c. The price of the product
- d. The store identifier
- e. The product identifier

**Answer : a, b, e**



# Topic 5: Pipeline Development

## Objectives

- Identify the role of the pipeline in Oracle Endeca Commerce
- Utilize data ingestion methods in Oracle Endeca Commerce
- Manage pipeline components, their settings and options in Oracle Endeca Commerce
- Utilize CAS in Oracle Endeca Commerce
- Manage partial pipelines in Oracle Endeca Commerce
- Identify approaches to resolve issues with baseline updates in Oracle Endeca Commerce

## Level

Learner  
Practitioner  
Practitioner  
  
Practitioner  
Practitioner  
Practitioner

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**You are required to ingest XML data stored in a proprietary format (non-Endeca record XML) through the pipeline with a record adapter. What approach will you need to use to ensure the format can be read by the record adapter?**

- a. Use an XSLT transform on the adapter
- b. Pre-process the XML to a supported format
- c. Use a custom adapter that can read the proprietary format
- d. Specify the XML dtd through passthroughs on the Adapter

**Answer: a**

# Topic 6: Working with Search Features

## Objectives

- Configure search features at the indexing level in Oracle Endeca Commerce
- Manage Relevancy Ranking in Oracle Endeca Commerce
- Utilize search features at the query level in Oracle Endeca Commerce

## Level

Practitioner

Practitioner

Practitioner

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

The stratify relevancy ranking module provides ordering by pre-defined groups. This module is used to power what feature?

- a. Search interfaces
- b. Aggregate record search
- c. Stemming
- d. Record boost and bury
- e. Relevancy ranking strategies

Answer: **d**

# Topic 7: Experience Manager Concepts

| Objectives   | Level        |
|--|--------------|
| <ul style="list-style-type: none"><li>Describe the components of Experience Manager in Oracle Endeca Commerce</li></ul>                        | Learner      |
| <ul style="list-style-type: none"><li>Configure Experience Manager components in Oracle Endeca Commerce</li></ul>                              | Practitioner |
| <ul style="list-style-type: none"><li>Create and Manage Experience Manager templates and cartridges in Oracle Endeca Commerce</li></ul>        | Practitioner |
| <ul style="list-style-type: none"><li>Identify the business value of Experience Manager and its components in Oracle Endeca Commerce</li></ul> | Practitioner |
| <ul style="list-style-type: none"><li>Manage Merchandising Rules in Oracle Endeca Commerce</li></ul>   | Practitioner |

## Training Options

- Instructor-Led Training
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## Sample Question

The business user would like to customize an area of the page based on the category the user has selected. In some categories this area will contain a rotating banner and in others it will contain some text describing the category. How would you configure this in Experience Manager?

- Create a landing page for each Category, specifying either a banner or text cartridge depending on which brand.
- Create a landing page for Category pages. Then create a content collection to represent the area with varying content. Add cartridges to the content collection specified by rules around what Category is selected.
- Create a landing page for Category pages. Use filtering by Category to determine which cartridge (banner or text) should be rendered to the user based on their selection.
- Create a landing page for each Category with both a banner and text. Allow the web application to dynamically select which section to render.

Answer: **b**

# Topic 8: Overview of Query Types

## Objectives

- Describe the query types and their parameters in Oracle Endeca Commerce
- Identify advanced query scenarios in Oracle Endeca Commerce
- Build and optimize queries in Oracle Endeca Commerce

## Level

Learner

Practitioner

Practitioner

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**On an online merchandising company's site, when navigating the clothing category, you must group the results list by SKU in order to ensure the user only sees each type of shirt rather than each color and size variation. What type of query is required to handle this request?**

- a. A navigation query
- b. A record query
- c. An aggregate record query
- d. A dimension query
- e. An Endeca query language query

**Answer: a**

# Topic 9: Application development with the Assembler API

## Objectives

|  | Level        |
|--|--------------|
| • Describe the features of the Assembler API in Oracle Endeca Commerce           | Learner      |
| • Utilize the Assembler API in Oracle Endeca Commerce                            | Practitioner |
| • Configure the Assembler API within a web application in Oracle Endeca Commerce | Practitioner |
| • Implement results handling with the Assembler API Oracle Endeca Commerce       | Practitioner |

## Training Options

- Instructor-Led Training
  - [Oracle Endeca Commerce 3.1 Implementation Developer Boot Camp](#)
- Online Training
  - [Oracle Endeca Commerce 3.1 Implementation Specialist](#)

## Sample Question

**You want to integrate Assembler and Oracle Endeca Commerce into your existing PHP application. What would you need to do in order to accomplish this?**

- Deploy an instance of the discover application to use the XML services provided
- Create a standalone Assembler servlet to utilize the web services layer provided
- Include the PHP Assembler API packages along with your PHP application
- Create a custom bridge API to communicate with the Assembler API

**Answer: b**

# 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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