Oracle Commerce 11 Guided Search
Certified Implementation Specialist
Exam Study Guide
Getting Started

The Oracle Commerce 11 Guided Search Certified Implementation Specialist Exam Study Guide is designed to help you prepare for the Oracle Commerce 11 Guided Search Implementation Essentials Exam (1Z0-446).

Earning this certification helps OPN members differentiate in the marketplace through proven in-depth expertise, and helps their partner company qualify for the Oracle Commerce 11 Specialization.

Target Audience

Oracle Commerce 11 Guided Search Implementation Essentials exam audience defines the type of participants who are likely to pass the exam and targets individuals with a specific level of education and expertise:

Job Role:

- Technical Consultants with 2-5 years of experience

Level of Competency:

- Utilize component lifecycle and configuration layering principles to support application requirements
- Strong knowledge and expertise in Oracle Commerce Endeca Commerce
- Candidate must also have knowledge of the Java Programming Language, XML, SQL, as well as general e-commerce and merchandising concepts
- Lead consultant role with a proven track record in End-to-end auditing of Oracle Endeca Commerce Solution
- Up-to-date training and field experience are recommended

Exam Topics

Oracle Commerce 11 Guided Search Implementation Essentials Exam covers 9 topics:

- Oracle Commerce 11.1 Guided Search Architecture and Components
- Oracle Commerce 11.1 Guided Search Application Configuration
- Record Design in Oracle Commerce 11.1 Guided Search
- Pipeline Development
- Working with Search Features
- Overview of Query Types
- Application Development with the Assembler API
- Oracle Commerce 11 Experience Manager Concepts
- Oracle Commerce 11 Experience Manager Concepts
Levels of Knowledge

Each exam topic contains objectives and each objective is categorized by learner or practitioner level of knowledge.

**Learner** items test foundational grasp and require product comprehension (not recognition or memorization).

Example:

“When setting up price list modifiers in Advanced Pricing, which three steps must be completed in order to successfully activate surcharge and price break features?”

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

Example:

1) “You are creating price list modifiers in Advanced Pricing. Your customer has three requirements: X, Y, Z. Identify the two steps that must be completed in order to meet those requirements.

2) “You are running a two-instance database with six redo logs defined. You decide to add a third thread to support a third database instance, on the third node of the cluster.

Using command line administration, which two commands will you execute to achieve this?

Training Options

Throughout the study guide each exam topic recommends one or several training formats:

- **OPN Boot Camps**
- **Online Training**

While the Oracle PartnerNetwork facilitates free access to online training, in class trainings often require a fee.
Exam Details per Topic

This section covers details associated to all exam topics such as: exam topics overview, objectives, levels of knowledge, recommended trainings and sample questions. Specialization exams include all application functionalities not only the most frequently used ones.

**Topic 1: Oracle Commerce 11.1 Guided Search Architecture and Components**

<table>
<thead>
<tr>
<th>Objective</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Identify the key components of an Oracle Commerce 11.1 Guided Search solution</td>
<td>Learner</td>
</tr>
<tr>
<td>• Describe the functions of key components of an Oracle Commerce 11.1 Guided Commerce solution</td>
<td>Learner</td>
</tr>
<tr>
<td>• Describe workflow between components within Oracle Commerce 11.1 Guided Search</td>
<td>Learner</td>
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**Recommended Training**

Online Training

- *Coming soon*

**Sample Question**

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

- It allows for the creation of custom records that can target specific users
- **It allows for the creation of custom landing pages based on a set of inputs provided by the user’s website activities**
- It allows for the creation of a dynamic storefront including inventory, availability and up to the second pricing information
- It allows for the creation of targeted results sets based on a users session information
Topic 2: Oracle Commerce 11.1 Guided Search Application Configuration

Objective

- Utilize deployment templates in Oracle Commerce 11.1 Guided Search
- Configure and Optimize component settings for Oracle Commerce 11.1 Guided Search
- Configure and Optimize component settings for Oracle Commerce 11.1 Guided Search

Level

Practitioner

Recommended Training

Online Training

- Coming soon

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?

- Dgidx
- Dgraph
- Forge
- Content Acquisition System
- LoadGen
Topic 3: Record Design in Oracle Commerce 11.1 Guided Search

Objective

- Describe various approaches to record design in Oracle Commerce 11.1 Guided Search
- Describe the components of a record in Oracle Commerce 11.1 Guided Search
- Describe the business impacts of proper record design in Oracle Commerce 11.1 Guided Search
- Implement record design for Oracle Commerce 11.1 Guided Search

Level

- Learner
- Learner
- Learner
- Practitioner

Recommended Training

Online Training

- Coming soon

Sample Questions

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?

- Build a caching mechanism at the page level to reduce incoming queries to the Endeca system
- Add memory to all MDEX hosts
- Modify the provisioning of the application to include additional dgraphs
- Add a script to warm up the caching on the MDEX engines
Topic 4: Pipeline Development

Objective

- Identify the role of the pipeline in Oracle Commerce 11.1 Guided Search  
  Level: Learner
- Utilize data ingestion methods in Oracle Commerce 11.1 Guided Search  
  Level: Practitioner
- Manage pipeline components, settings, and options in Oracle Commerce 11.1 Guided Search  
  Level: Practitioner
- Utilize the Content Acquisition System in Oracle Commerce 11.1 Guided Search  
  Level: Practitioner
- Manage partial pipelines in Oracle Commerce 11.1 Guided Search  
  Level: Practitioner
- Manage partial pipelines in Oracle Commerce 11.1 Guided Search  
  Level: Practitioner

Recommended Training

Online Training

- *Coming soon*

Sample Questions

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?

- **Use an XSLT transform on the adapter**
- Pre-process the XML to a supported format
- Use a custom adapter that can read the proprietary format
- Specify the XML dtd through passthroughs on the Adapter
Topic 5: Working with Search Features

Objective

- Configure search features at the indexing level in Oracle Commerce 11.1 Guided Search
- Manage Relevancy Ranking in Oracle Commerce 11.1 Guided Search
- Utilize search features at the query level in Oracle Commerce 11.1 Guided Search

Recommended Training

Online Training

- Coming soon

Sample Questions

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

- Search interfaces
- Aggregate record search
- Stemming
- **Record boost and bury**
- Relevancy ranking strategies
Topic 6: Overview of Query Types

Objective

- Describe query types and parameters in Oracle Commerce 11.1 Guided Search
- Build and optimize queries in Oracle Commerce 11.1 Guided Search

Level

- Learner
- Practitioner

Recommended Training

Online Training

- Coming soon

Sample Questions

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 navigation query
- A record query
- An aggregate record query
- A dimension query
- An Endeca query language query
Topic 7: Application Development with the Assembler API

Objective

- Describe the features of the Assembler API
- Utilize the Assembler API in Oracle Commerce 11.1 Guided Search
- Configure the Assembler API within a web application in Oracle Commerce 11.1 Guided Search
- Implement results handling with the Assembler API in Oracle Commerce 11.1 Guided Search

Level

Learner
Practitioner
Practitioner
Practitioner

Recommended Training

Online Training
- Coming soon

Sample Questions

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
Topic 8: Oracle Commerce 11 Experience Manager Concepts

Objective

- Describe the components of Experience Manager in Oracle Commerce 11.1
- Identify the business value of Experience Manager in Oracle Commerce 11.1
- Utilize Dynamic Content and Content Collections within Experience Manager
- Describe how Workflow and Permissions can be used in Experience Manager

Recommended Training

Online Training

- Coming soon

Sample Questions

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.
Topic 9: Oracle Commerce 11 Experience Manager Implementation

Objective

- Create and manage Content Items within Experience Manager
- Configure Experience Manager pages and components
- Configure Experience Manager pages and components
- Work with Assembler configurations to support Experience Manager development
- Work with Assembler configurations to support Experience Manager development

Recommended Training

Online Training

- Coming soon
Exam Registration Details

Full exam preparation details are available on the exam page Oracle Commerce 11 Guided Search Implementation Essentials (1Z0-446), including learning objectives, number of questions, time allowance, pricing and languages available.

The OPN Certified Specialist Exams appointments are available worldwide at Pearson VUE Testing Centers. Reservations can be made via phone or online.

Candidates must have an Oracle Web Account to access CertView and check their exam results. In order to have their certifications reflected on OPN Competency Center, both CertView and Pearson Vue accounts must be updated with the current OPN Company ID. Your Company ID can be obtained by contacting your local Oracle Partner Business Center or by signing in to your OPN account.

Additional Resources

- Oracle Commerce Knowledge Zone
- OPN Guided Learning Paths & Assessments
- OPN Certified Specialist Exam Study Guides