

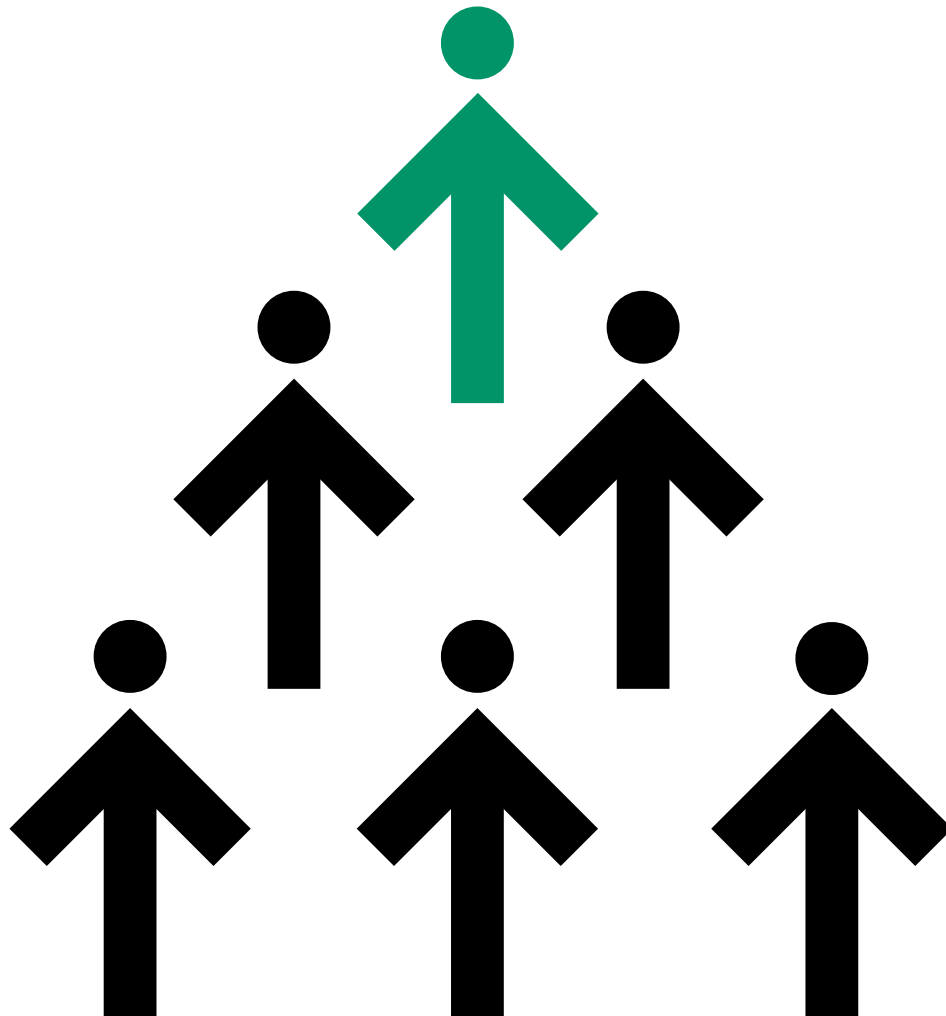
# Pearson VUE Marketing Portfolio





# A partnership for growth

Pearson VUE would like to become much more than simply your assessment solution provider. As your strategic marketing partner, we can offer you our expertise in helping to understand your market and increase test volumes through targeted campaigns, creative marketing initiatives and of course, access to the wider Pearson business network.



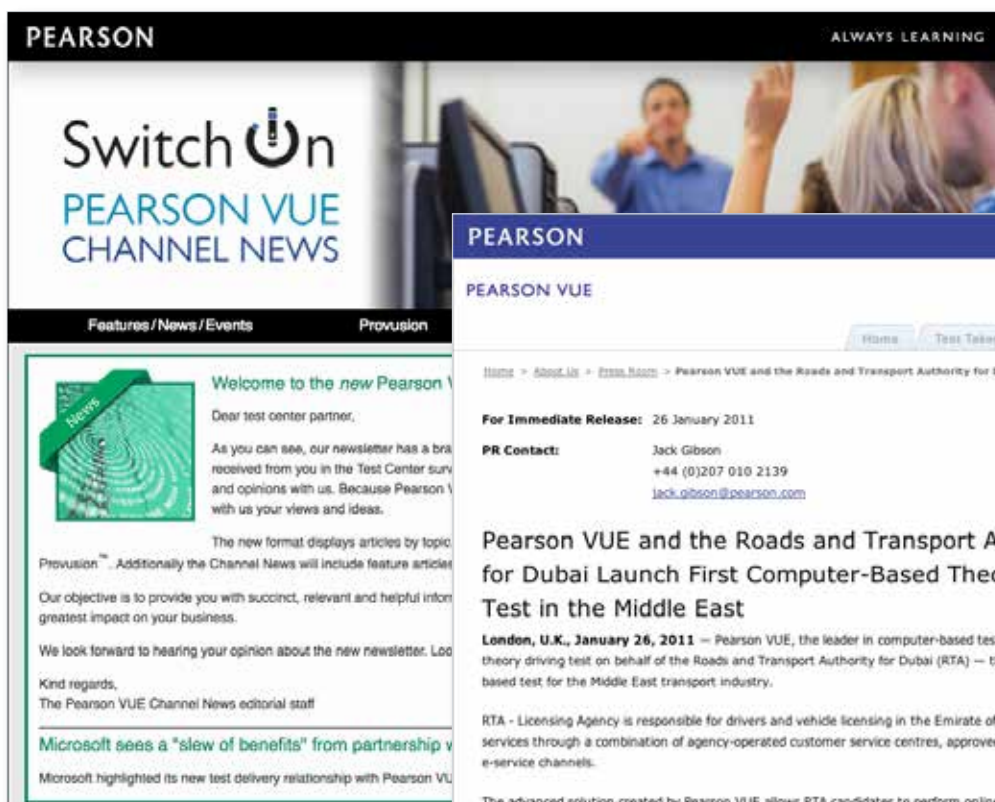
# Transition services are just the beginning...

Whether your program is transitioning from paper-and-pencil to computer-based testing (CBT) or whether your stakeholders are CBT-savvy and simply need to be informed of a change in procedure, Pearson VUE Marketing can help. In the last decade, we've helped more than 80 programs transition smoothly to computer-based testing through Pearson VUE.

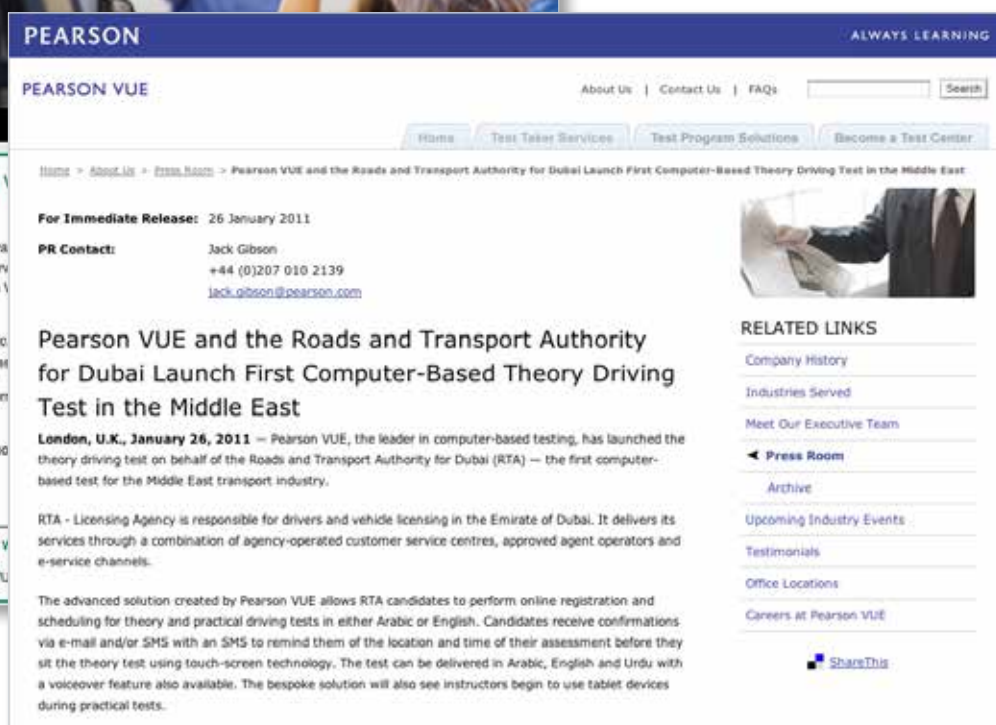
General transition communications are included in our core services. These include developing a joint news release announcing the relationship with Pearson VUE, as well as various stakeholder communications: FAQs for test takers, educators, board members

and testing centers; announcements for your organization's website and landing page on [pearsonvue.com](http://pearsonvue.com); sample newsletter articles; and email communications that explain the change in process and benefits of computer-based testing with Pearson VUE.

If appropriate, we can also provide you with information to distribute at key company events or even send a representative to answer questions from constituents. All of our transition efforts are focused on helping assure stakeholders that Pearson VUE is committed to providing them a professional, secure and streamlined testing experience.



Test center newsletter



RTA news release



# The Future of PTCB

Beginning in 2007, PTCB will transition the Pharmacy Technician Certification Exam (PTCE) to a computer-based format

## certification through computer-based testing

**Rapid Turnaround of Results** – Preliminary exam results will be available to candidates immediately upon completion of the exam. Official results will be mailed to the candidate after the conclusion of each five-week testing period. Having immediate results allows candidates to begin work as a certified pharmacy technician, and

**Additional Testing Locations** – Testing centers are located throughout the United States and are not only convenient, but also reduce the wait time. This service is available at [www.PTCB.org](http://www.PTCB.org).

**Increased Testing Flexibility** – Exams can be taken during four periods a year, giving candidates a wider choice of exam appointment choice regarding when and where.

**Easier Registration and Scheduling** – PTCB exams simple and scheduling PTCB exams simple and exams up to 48 hours prior to the exam.

**Enhanced Testing Experience** – Testing environments designed solely for HP encourage peak performance from candidates. The Pearson-owned and testing experience in the industry.

**Increased Exam Security** – With the most advanced security procedures, HP's enhanced security procedures prevent unauthorized access to exam content.

PTCB transition FAQs

PEARSON

PEARSON VUE

About Us | Contact Us | FAQs

Home | Test Taker Services | Test Program Solutions | Become a Test Center

Language: 中文 | 日本語 | 英文

hp

Locate a Test Center

Testing Portal

HP Voucher Store

View Available Exams

Customer Service

IMPORTANT LINKS

Steps to Create a Testing Profile (361 KB pdf)

Steps to Purchase Web-Based Exams (683 KB pdf)

Steps to Purchase a Voucher Within HP Voucher Store (1.4 MB pdf)

Steps to Purchase an HP Exam Voucher in Africa (50 KB pdf)

HP ExpertONE Program

HP ExpertONE Exams

Obtain an HP Learner ID

The Learning Center

FREQUENTLY ASKED QUESTIONS

简体中文 (186 KB pdf)

繁體中文 (232 KB pdf)

français (53 KB pdf)

Deutsch (57 KB pdf)

italiano (53 KB pdf)

日本語 (143 KB pdf)

HP ExpertONE Certification Testing

Effective February 1, 2012, HP ExpertONE certification exams are delivered by Pearson VUE. A list of Frequently Asked Questions about the change to Pearson VUE appears below. For questions not answered by the FAQ document, you may [contact HP ExpertONE support](#).

HP ExpertONE Certification News

Effective May 15, 2012, HP is announcing small pricing adjustments for both proctored test-center (HP0) and online (HP2) exams. The HP exam price adjustments are associated with several improvements to the ExpertONE certification program, including:

- Streamlined processes: candidates no longer have to maintain separate testing accounts for online and test center exams
- Enhanced exam security: HP is committed to protecting the value and integrity of an individual's certification
- Convenience: HP offers a wide network of test centers globally, and exams priced in specified local currencies

For more information, please review the [FAQs associated with this pricing update](#) (424 KB pdf).

Creating a Profile With Pearson VUE

- Create a testing profile within the [Testing Portal](#). (English only)
- Activate Profile. Within a few minutes of creating a profile, an email will be sent to the email address you provided asking you to activate your profile by entering the activation code supplied within the email notification. During this step, you will be asked to choose a unique username and password.
- Log into the [Testing Portal](#) using the username and password chosen when you activated your profile.

Scheduling or Purchasing an Exam with Pearson VUE

To schedule a proctored exam, or purchase a web-based exam or web-based practice exam:

- Log into the [Testing Portal](#) using the username and password chosen when you activated your profile.
- On the Candidate Landing Page, click either "Schedule Proctored Exams" to schedule a proctored exam or "Purchase Web-Based Exams" to purchase a web-based exam or a web-based practice exam.
- On the screen listing the exams, choose your exam and follow the on-screen instructions to complete your transaction.

Transition information on HP landing page

# Our approach

In addition to the transition services we provide, Pearson VUE Marketing also offers clients a range of additional services designed to strengthen, enhance and grow your program. Our marketing support will be focused on partnering with you to grow your reach, revenue and customer satisfaction with concrete and measurable goals. As partners, we will discuss your programs, needs and targets for different markets.

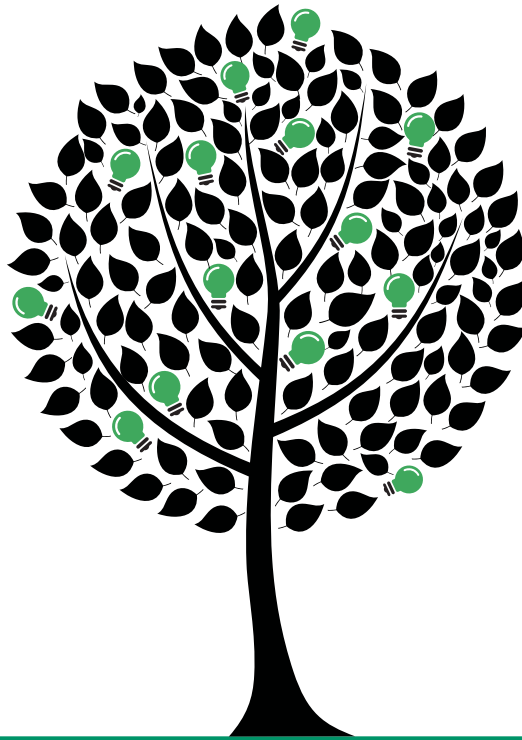
Consequently, we will define and plan activities to increase knowledge of a particular market or candidate behavior through market research, build partnerships in new markets, or run creative campaigns that will increase awareness and volumes. We will build on successful initiatives that help our clients reach desired results. We bring unparalleled creativity, resources, and execution to the table—backed by the promise of the CEO of Pearson, an \$8.5 billion business and the world's largest education company.

## Unique benefits of Pearson VUE's marketing services:

- Access to the world's largest test center/training network
- Strategic marketing planning based on an unrivalled understanding of testing programs across sectors
- Extensive experience running global campaigns
- Integrated, full-service model with comprehensive marketing communications capabilities.

Marketing services may be funded by your test delivery contract, be billed individually, or even be structured so that you only pay for services that directly result in incremental growth.

Pearson VUE's marketing services are targeted toward growing your reach, revenue, and customer satisfaction with concrete and measurable goals, e.g., eliminating the fear of failure as a barrier to taking a test or increasing the train-to-test ratio.



## List of additional services

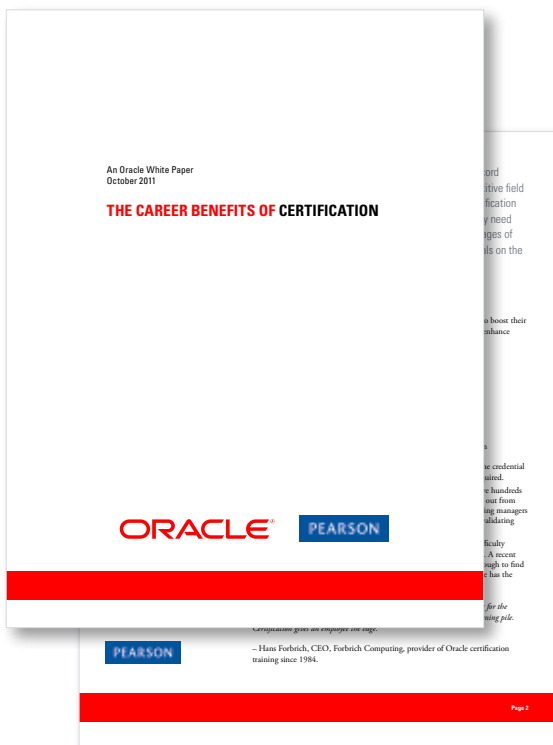
- Advertising
- Brand awareness
- Brochures
- Conferences & events
- Data mining/Research
- Direct mail
- E-Marketing
- Newsletters
- Social media
- Specialty items
- Sponsorships
- Test center marketing
- Videos
- Web design

The following pages highlight a wide variety of marketing services that Pearson VUE has developed and implemented to promote various credentialing programs. We invite you to take a look.

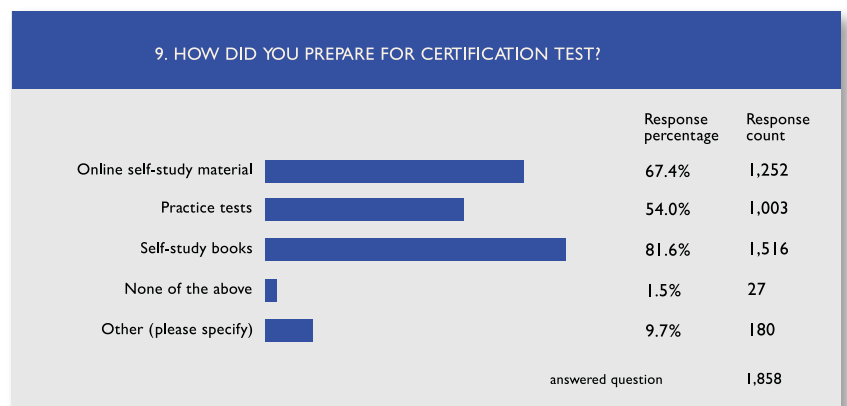
# Using market research to fine tune your testing program

Our marketing team can work with you to conduct candidate research to inform and support your program strategy and marketing campaigns. For example, we can help you design electronic surveys to collect market data around candidate or training providers' behavior and perception. That data then becomes useful information to maximize the effectiveness of future campaigns designed to increase testing. We can also work with you to develop case studies and testimonials that demonstrate the value of certification to candidates and employers.

Whether the goal of your program is to increase testing volume or to establish your credential as the standard of excellence for your industry, we can help you in a way that's strategic and data-driven.



Oracle Career Benefits of Certification white paper



Excerpt from EMEA-based value of certification survey



# Educating the public and safeguarding your credential

Pearson VUE can help you spread the word about program initiatives or enhancements, utilizing our resources to help you develop specialized features on your testing program and stories appearing in targeted publications, online or offline. Whether using social media, global newswires or our own monthly newsletter to our authorized test centers, we can help you identify the most efficient and cost-effective ways to get your message out to stakeholders and the public.


As leaders in the testing industry, Pearson VUE and its clients have a vested interest in highlighting awareness of security issues to protect and increase the value of

certification and discourage cheating, so we have pioneered creative campaigns to increase the visibility of the security measures we employ to protect your program and increase awareness of international laws regarding intellectual property.

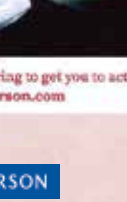
As a public awareness campaign, security initiatives highlight the seriousness of test fraud, as well as underscore your organization's commitment to prosecuting perpetrators of test fraud, proxy test-taking, and cheating. This deters criminal activity while enhancing the perceived value of certification as a valid indicator of a person's abilities.

# Take the GMAT® for Yourself!

Falsifying your identity has serious consequences.



**It's illegal to:**



**Exam Que  
is a Seriou**

Has someone been trying to get you to act illegally?  
[pvtestsecurity@pearson.com](mailto:pvtestsecurity@pearson.com)

**PEARSON**

**Graduate  
Management  
Admission  
Council®**

The consequences are real. In  
center may face the following:

1 Year in Federal Prison | Up to \$500,000 in fines

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# THE WALL STREET JOURNAL.

TUESDAY, JULY 27, 2009

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## Business Schools Try Palm Scans To Finger Cheats

By Joan Maronson

In a sign of increasing concern about cheating, the nation's top business schools will soon require a high-tech identity check for standardized admissions tests.

Parsons executives say Management by GMAT, which will have its "vein" scan, which picture of the blood flow their hands. The invention a highway a major city— is situated. The scan (by Jason among red laser machines I have approved to

using an GMAT test and months in Korea U.S., centers starting at and a world-wide

"largely" "any" it is which applicants (however) to take it place. Five years' students broke up a series who took more including GMATs who paid at least

evidence of the Great Admissions Councils, big business schools no, won't disclose the day last says the case potential. Since 2006, I have required to representing to taking. They are also of videotaped taking said says the law pay is expensive and public to consumers, is fingerprinting with

With the palm scan, students will get their hands scanned for a few seconds over the device—a roughly 1.4-inch rule—which captures the vein patterns in their palms for an image that is archived along with test results.

Raf Nazariat, a partner at International Biometric Group, a consulting firm specializing in identity-verification technology, says vein scans are "very accurate" and "difficult to spoof," especially when compared with cheaper fingerprinting devices.

Ahead, 6,000 business programs at 1,000 universities, including most top-ranked institutions, require the GMAT for admission. The teachers' union council gives 20 million GMAT tests annually and says it won't raise the

Scan of a palm's vein pattern

### Hands Down

New palm-scanning identifies作弊ers:

The scanner emits infrared light. Hemoglobin in the veins absorbs the light.

...creating an image of the vein patterns that is reflected back and captured by the scanner.

Source: Paltron

The scan is stored in a database. A returning user's vein pattern is compared against the database to determine if there is a match.

Illustration

This feature is part of The Wall Street Journal's commitment to providing our readers with the highest quality news coverage. We do not sell or share your personal information with third parties. For more information, please visit our privacy policy at [www.wsj.com/privacy](#).

DOW JONES

GMAC Security Campaign Posters

# Strengthening your brand

Building a successful credentialing brand involves integrating a combination of marketing initiatives to help develop, grow and preserve the value and credibility of your testing program with candidates and stakeholders.

Pearson VUE has helped develop successful branding/rebranding strategies for a number of clients including brand new programs, with marketing efforts that range from logo and Web site creation to communication and direct marketing efforts.



HIT Pro website

# Reaching stakeholders through direct marketing

We can plan, design and implement a variety of direct marketing campaigns to promote your certification program or communicate critical information about your training or testing process. These can be in the form of email blasts, print/electronic flyers/posters or promotional items sent to all or a selection of our network of test centers or to a targeted list across a profession or region.



Informational postcard for UKCAT



Oracle test center promotion

# Reinforcing your message with advertising

Advertising can reinforce your messaging and promote the value of your credential. We will work closely with you to determine the target audience and appropriate messaging.

Ads can be printed as posters and placed in Pearson VUE® Authorized Test Centers or be included as “back matter” ads in Pearson-

published titles and training materials that pertain to your certification. Ads targeting corporate hiring managers can be placed in trade publications or printed for distribution at conferences. In addition, ads can be placed—on favorable rates—on a space-available basis in the Financial Times.

“My GED—I did it for my daughter.”

Be the role model you want to be for your children—ones—and yourself.

Demonstrate the value of education by obtaining your GED.

NCEES has engineered a new way to deliver the FE Exam

どこにお住まいでも。  
...あるいは何を追い求めていらっしゃっても。

キャリアのために新しい都市に引っ越しても、新しい可能性を追い求めていても、オラクル大学トレーニングは、皆さんがオラクルテクノロジーを最大限に活用できるよう支援します。そして、オラクル認定資格が、そのトレーニングを実証します。あなたが可能性を秘めているだけでなく、実際に使っていることを世界に示してください。世界中のどこからでもトレーニングを受講できますし、認定試験は世界各國の500か所以上の試験会場で受験することができます。オラクルをご利用になれば、皆さんのキャリアを簡単に新しい次元に引き上げることができます。

詳細に関しては、PearsonVUE.com/Oracle をご覧ください。

ORACLE UNIVERSITY

PEARSON VUE

NCEES

PEARSON VUE

Are you confident in your ability to...

drive cash flow?

control exposure to risk?

navigate capital markets?

You can be.

“The Certified Treasury Professional® (CTP) certification prepares you to perform competently in today's finance environment, efficiently managing liquidity, capital and risk management functions.”

CFP® - The Global Standard of Excellence in Treasury

www.AFPonline.org/TF

Concept ads for assorted programs

Space-available ads placed in Financial Times



# Positioning your certification to military and government audiences

Through a combination of marketing initiatives, Pearson VUE is educating the U.S. military on the benefits of on-site testing and the value of certification.

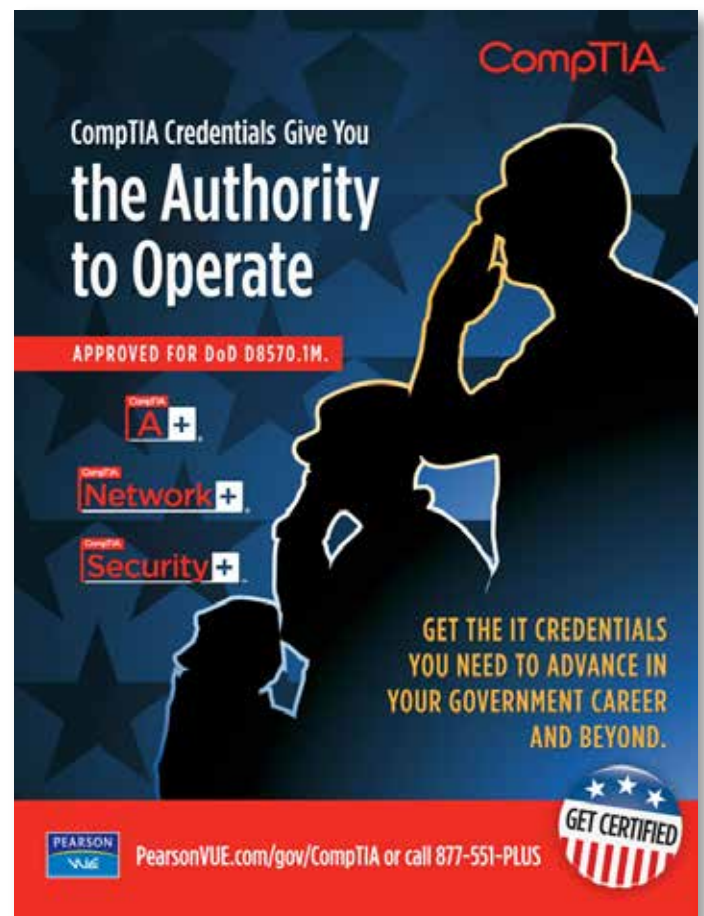
Since 2005, Pearson VUE has been delivering certification exams to Service members, their families, federal contractors and Department of Defense (DoD) employees on military installations in the United States and overseas.

We've established key relationships with DoD program offices that assist Service members with linking their military training

to civilian certifications, encourage spouses of Service members to get trained and certified in "portable" occupations, and help Service members transition from the military with marketable civilian skills.

Recognizing that employability is a key factor in lowering recidivism among former inmates, Pearson VUE has recently begun the complex, but rewarding process of facilitating computer-based testing in U.S. correctional facilities. For certain programs, this population presents a viable and motivated candidate base.

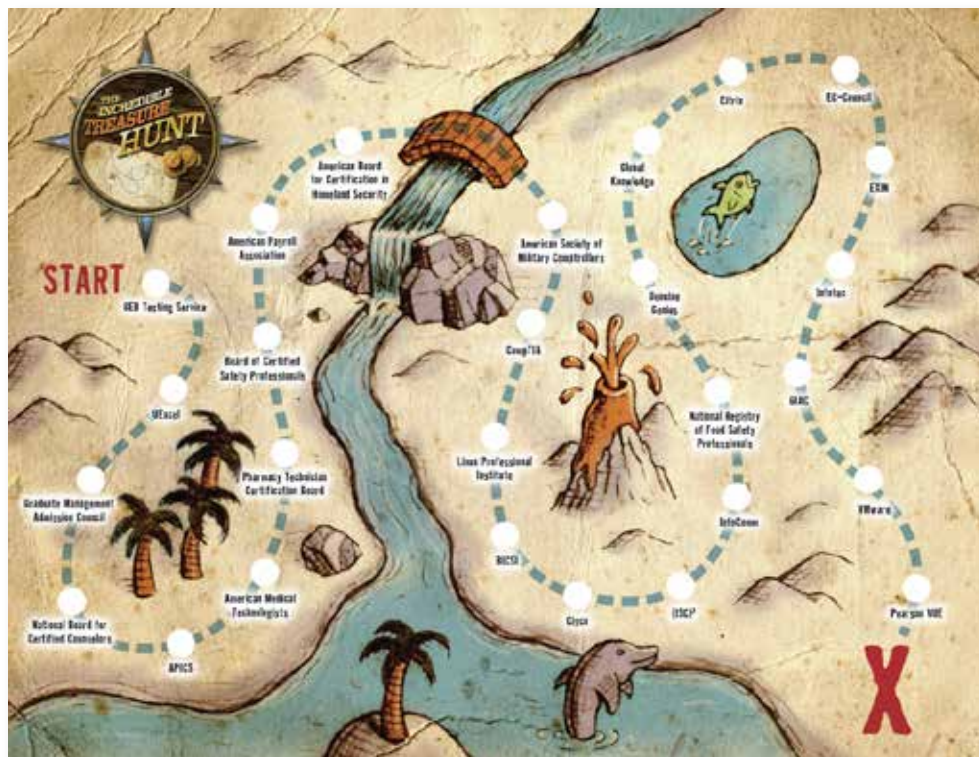
Pearson VUE markets client programs to encourage certification testing at over 350 U.S. military test centers across the globe.



CompTIA military kit mailing



In July of 2012, Pearson VUE orchestrated a joint sponsorship for 24 of our clients and partners at the DoD Worldwide Conference to educate attendees about the wide variety of career certification programs offered by our partners.



DoD Worldwide Education Symposiums 2012 - Pearson VUE's Incredible Treasure Hunt Sponsorship

# Creating an education infrastructure to complement your core business

As part of Pearson plc, Pearson VUE can leverage the unique assets of an \$8.5 billion organization to offer clients marketing opportunities that aren't available elsewhere—at a very affordable cost.

The global leader in education publishing, Pearson brings together landmark academic publishers like Prentice Hall, Addison-Wesley, and Allyn & Bacon. In the technology space, InformIT, Safari Books and Pearson's many IT "press" relationships provide a wealth of educational content that can support and strengthen our client's certification business.

We can help you address the learning, preparation and practice needs of a new

generation of certification candidates by repurposing existing content in new ways to create and market:

- Exam preparation materials
- Custom self-study text
- Online courseware
- Exam pre-courseware

Your organization can then sell these materials directly to test-takers via [mindhub.com](http://mindhub.com), Pearson VUE's online certification preparation resource, or in a custom-branded store that incorporates world-class study materials with vouchers and information on the value of certification.



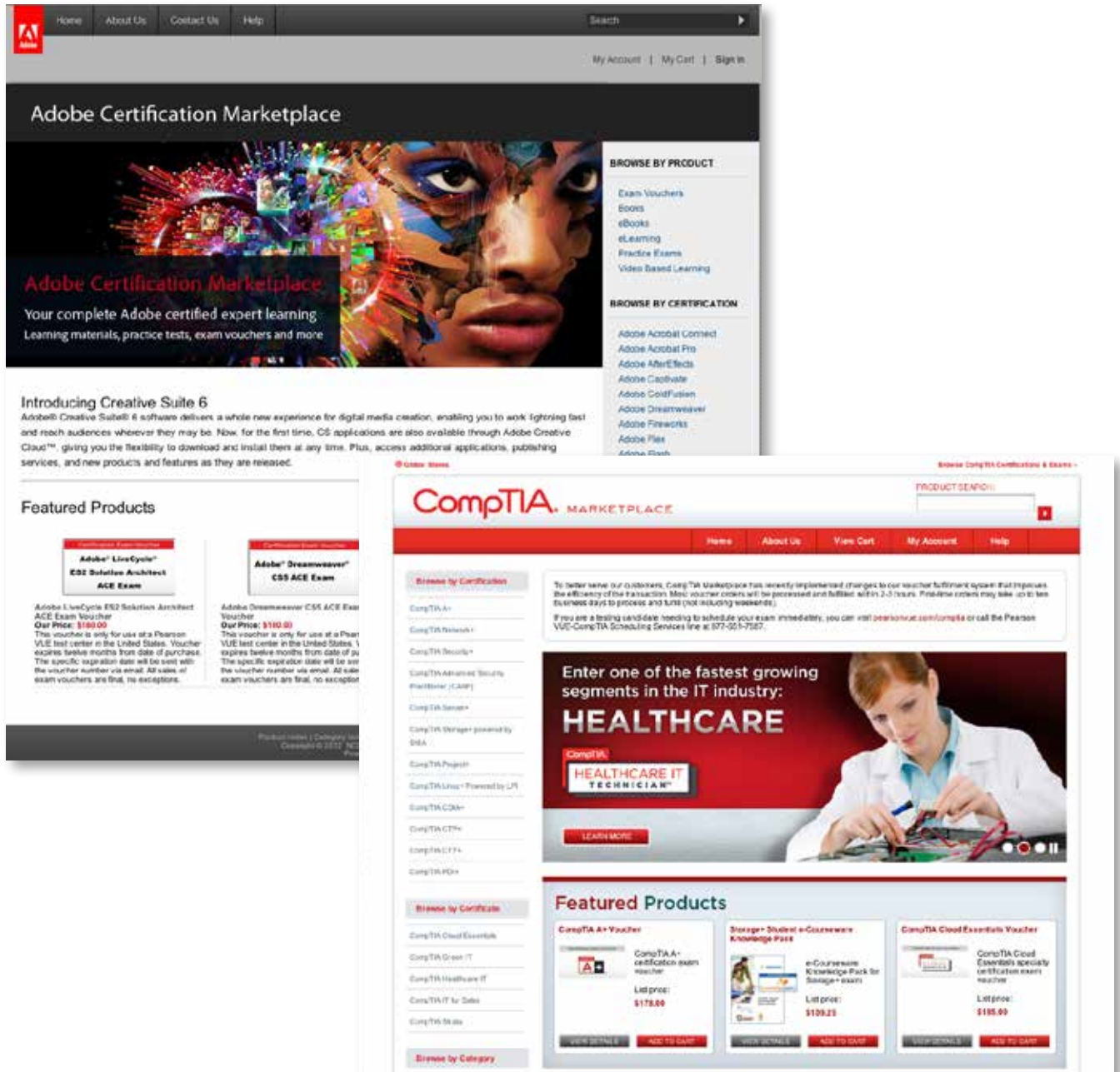
[mindhub.com](http://mindhub.com)



[mindhub.co.uk](http://mindhub.co.uk)



With world-class learning resources at our fingertips, Pearson VUE is uniquely positioned to help you both market your existing educational offering and create world-class content to enhance it.



Client-branded marketplaces

# Integrating web and multimedia into your marketing

Pearson VUE can also help you develop microsites for initiatives related to your testing program and help you manage, maintain and promote them. These microsites provide an inexpensive tool for making information about your initiative or campaign readily available to your candidates and for tracking traffic and results.

To reach the broadest audience possible, it's important to present information in multiple ways; and if a picture is worth a thousand words, then moving images communicate even more. Pearson VUE can help you create short videos or animations to explain your program's requirements or benefits that can be used on your website or distributed via social media.



UKCAT microsite



UKCAT Practice Test



Cisco admissions Flash



Pearson VUE helps our clients form new partnerships to develop their business in both existing and new markets. These initiatives can include organizing special workshops or seminars that involve other clients, training partners or subject matter experts, offering an opportunity for our clients to network and build relationships with others in the industry to grow their programs.



# Leveraging instructors to improve the train-to-test ratio

Over the term of a multi-day course, IT instructors build enormous credibility with their students; therefore, Pearson VUE designed a program to leverage this relationship. The Instructor Rewards program focuses on increasing the value of testing and certification through the instructors that deliver the training. Our approach provides instructors with the tools and data they require to effectively communicate the value of certification. It includes a reward structure which encourages instructors to promote certification testing and provides them with a discount to pass along to candidates who sit for an exam. The program engages the instructor community and rewards them for driving certification.

In each case, prize structures are carefully determined to maximize the incentive to instructors while being mindful of taxation requirements, legal restrictions, fulfillment logistics and overarching program objectives. Pearson's unprecedented access to IT learning materials enables us to create award structures that motivate desired behavior and reinforce the instructors' individual professional development. This approach supports both short- and long-term growth of the certification program.

**Learn More, Earn More...**  
with VMware certifications

**Get VMware Certified**

VMware certifications allow IT professionals to:

- Demonstrate VMware software technical expertise to employers and customers.
- Validate their IT skills and experience in virtual infrastructure.
- Increase opportunities for career advancement.
- Improve earning potential. According to a recent survey, 77% of IT staff members surveyed said they believe certification has positively impacted their salary. In addition, 76% of hiring managers indicated a positive correlation between staff earning certifications and impacts to their base salary.\*

\* Source: Global Knowledge and TechRepublic 2012 IT Skills and Salary Report.

**Introducing VMware Certified Associate (VCA)**  
Earning a VMware Certified Associate (VCA) certification demonstrates your foundational understanding of virtualization technology. You'll be more confident when interacting with your customers, colleagues, and management and be better positioned to take advantage of career opportunities in an evolving IT industry.

**Student Discount Offer**

Students receiving classroom instruction from a VMware Certified Instructor are eligible for a **50% discount** on a VMware Certified Associate (VCA) certification exam. Add the voucher number below when you register for your discounted VCA exam!

**Instructor Rewards Voucher Number: \***

**Please Note:** You must schedule and sit for your exams before January 31, 2014, in order to qualify for the discount.

\* Exams available for discount using the above voucher number are:

- VMware Certified Associate – Cloud (exam code: VCA0210)
- VMware Certified Associate – Data Center Virtualization (exam code: VCA0510)
- VMware Certified Associate – Workforce Mobility (exam code: VCA0510)

VMware is a registered trademark of VMware, Inc.

VMware Instructor Rewards materials

**VMware Instructor Rewards Program**

**VMware Instructor Rewards Referral Program - Americas Region**

VMware's goal for you is also good for your students. You understand the value of VMware certifications, now share this message with your students and earn valuable rewards.

For this time-limited period, we have made two significant changes:

1. The student incentive is a **50% discount** on a VMware Certified Associate (VCA) exam.
2. The top prize is a free trip to VMworld 2014 (US or Europe) or an American Express travel voucher.

**Instructor leaderboard**

Rank	Points	First Name	Last Name
1	1288	Shane	Bontrick
2	224	Jim	Kalle
3	164	Jim	Corbett
4	119	Geeth	Milam
5	116	Robert	Osler

Example of a certified instructor.

**Promote VMware certifications in your classroom**

After you receive your Instructor Rewards voucher number, download the **student flyer** and enter it in the appropriate space provided. Print and distribute the completed flyer to your students to help promote the value of VMware certifications and encourage students to take advantage of this special offer.

**More Information**

[Program terms and conditions](#)  
[Participating countries by region](#)

**Contact Us**

Questions and/or comments? Fill out the form.

Name:

First:  Last:

Email:

Question:

# puppet CERTIFICATION Rewards Program

Puppet Labs would like to introduce the **Puppet Labs Certification Rewards Program**! This program gives you the opportunity to promote Puppet Labs Certifications—all while earning valuable rewards!

The Puppet Labs Certification Referral Rewards Program is only open to Puppet Labs Employees and Training Partners to whom Puppet Labs has notified are eligible and as defined in the program terms and conditions.

The top five performing participants will receive an Apple® iPad® mini, valued at \$350USD. In addition, your customers or students will receive 25% off any Puppet Labs Certification exam!

## Leader board

Rank	Referrals	First Name	Last Name	Company
1	3	Zack	Smith	Puppet Labs
2	2	Kara	Sowles	Puppet Labs
3	1	Mohamed	Yassini	Amazicsoft
3	1	Nathan	Valentine	Puppet Labs
3	1	Walter	Heck	OnlinData
3	1	Carthik	Sharma	Puppet Labs

Updated on September 24, 2013

## How do I start earning referral points?

Your unique voucher numbers, provided by Puppet Labs, is the key to your participation in the Puppet Labs Certification Rewards Program. Pass this voucher number along to your customers and students, and they will receive 25% off every Puppet Labs exam taken between **now and September 30, 2013**.

For each customer or student that takes a Puppet Labs exam using the voucher numbers provided, you'll earn referral points toward valuable rewards:

- Top 5 performing participants† – Apple® iPad® mini (\$350 value)
- Top 10 performing participants – Amazon gift card (\$50 value)

†Participants must obtain a minimum of 15 referrals to test in order to qualify for the Apple® iPad® mini.

**Important Note:** Passing along your voucher numbers to customers or students indicates your acceptance of the terms and conditions of this program. Please review [this document](#) before participating in the program.

**Redeeming Codes:** Instruct customers or students to register with your voucher code by going to [pearsonvue.com/puppetlabs](http://pearsonvue.com/puppetlabs) and selecting the "Schedule Online" button on the bottom. Once on the "Schedule Exam: Review Appointment Details" page, they will be able to enter your voucher code at that point to receive their 25% discount off the exam fee.

## Related Links

- [Program Terms & Conditions](#)
- [Puppet Labs Exam Registration](#)
- [Puppet Labs Website](#)
- [Puppet Labs Practice Exam](#)

# Re-engaging test takers through timely, targeted promotions

"Second Shot" was created when Pearson VUE research uncovered fear of failure as the largest single barrier to taking a certification exam following training.

The program Pearson VUE first launched grew to become one of our most successful certification marketing campaigns ever, resulting in a 500 percent increase in academic reach. Since then, we have launched more than a dozen variations of this program—each designed to achieve a specific, targeted objective.

Examples:

- Bring individuals whose certifications have lapsed back into the program
- Re-engage test takers who have failed an exam and may be at risk of dropping out of the program.

- Encourage adoption of a newly launched certification upgrade or specialization.
- Quickly drive recertification of candidates who are in danger of letting their credentials lapse.
- Build candidate volumes in a specific geographic region.
- Introduce and up-sell study materials by bundling them with retake vouchers.

Each of these programs was targeted to a specific candidate base and structured according to the client's discount criteria. In some instances, initial exams were full-price and others were discounted. Some programs offered free or discounted retake exams for those who failed and others incorporated an additional incentive for those who passed.

Pearson VUE has expanded on the Second Shot concept to help certification programs achieve unique goals, such as launching a new exam or encouraging test takers to renew a lapsed credential.



CompTIA Replay promotion





## Take the Next Step

You're already a VMware Certified Associate (VCA). Now's the time to take the next step in your career — become a VMware Certified Professional (VCP)!

The VMware Certified Professional Starter Pack will help prepare you for this career-boosting endeavor. Take advantage of this exclusive offer and **save 25%** on the official VCP Certification Guide, the official MeasureUp practice test as well as a VCP exam voucher.

Whether your ambitions are in the cloud, on a desktop or in data center ... these bundles are tailored to each virtualization certification track — choose the one that best fits your preparation needs.

Please note, achieving a VCP certification requires completion of a VMware-authorized training course. You can learn more about the course requirement at [vmware.com/certification](http://vmware.com/certification).

**What are you waiting for?** Take the next step to achieving your VCP today!

### VCP-DCV StarterPack



Buy Now

### VCP-Cloud StarterPack



Buy Now

### VCP-DT StarterPack



Buy Now

vmware®

PEARSON

VMware Next Step promotion

# Influencing candidates when they are most receptive

Pearson VUE touches more than 14 million test takers every year. As a result, we can help you maximize the effectiveness of the registration, scheduling and testing process by up-selling practice tests at the point of registration or linking smart promotions directly to the candidate's score report (for example, offering a discounted retest or study materials to a candidate who has failed). By reinforcing the certification message at this critical point, we can often motivate a discouraged candidate to keep working toward certification. Likewise, we can build on the momentum of a successful experience by offering passing test takers a discount on the study materials or exam needed for the next certification milestone.

Programs that use Pearson's Credential Management solution have even more options for creating targeted marketing promotions. Candidates who visit the Credential Manager™ self-service portal to track their education and certification progress may be greeted with highly customized banners and targeted offers to guide them through their certification journey and incent them toward achieving the next logical milestone. In addition, Credential Manager's custom reporting capabilities allow exam sponsors to identify trends that can help them make strategic decisions about expanding or marketing their program.

Candidate Landing Page  
Ben Candidate - 10000001

**Future-proof**  
your data center,  
business and  
career.

**HP ExpertONE**

**Your information**

**Ben Candidate** (10000001) [Update](#)  
Emulex [Change Password](#)  
123 Maple St  
Minneapolis, MN 55408  
UNITED STATES  
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Cisco ID: CSC049758425

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640-802	Cisco Certified Network Associate	0
640-802PT	Official CCNA Prep + Test Bundle (includes 640-802 exam and official practice test)	0
640-816	Interconnecting Cisco Networking Devices Part 2	0
640-816PT	Official ICND2 Prep + Test Bundle (includes 640-816 exam and official practice test)	0
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Cisco Certified Network Associate

Date Tested: 28-Mar-2008

Candidate ID: 5657332

Cisco ID (CSC049758425): 5657332

Registration ID: 5657332

Validation ID: 90942928

Testing Site: 1

Exam Number: 000-000

Retake Date: 09-Apr-2008

Passing Score: 825

Your Score: 300

Grade: **Fail**

**PLEASE READ: IMPORTANT INFORMATION**

- You are required to log in to the Certification Tracking System at <http://www.cisco.com/go/certifications/login>
- Ensure that your name and mailing address are correct
- If this exam completes a certification requirement, instructions will be emailed to you regarding how to obtain your certificate.
- Please allow 10 days for Cisco to receive your exam results.
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