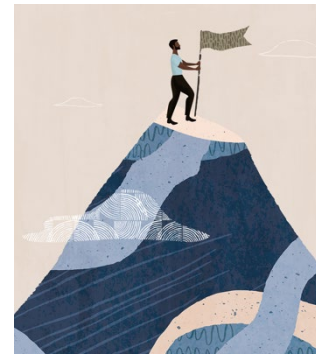


# Oracle Advertising and CX Training and Certification for Implementation Consultants

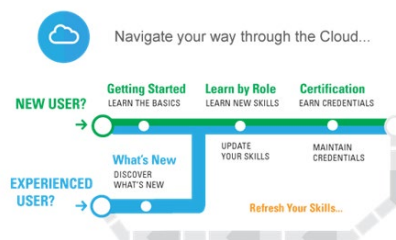


Make Better Implementation Decisions, Drive Better Outcomes!

It is no surprise that we see a direct correlation between trained and certified customer project teams, their consultants, successful implementations, and satisfied referenceable customers. Why? Because implementation training teaches best practices and helps you make better implementation decisions – and better implementation decisions lead to better project outcomes, smoother transitions to the new technology, stronger user adoption, and higher customer satisfaction.

## How Can I Get Started?

Your organization may have already purchased a number of learning subscriptions, or it might acquire learning subscriptions on an individual basis. Contact the training administrator at your organization to find out how you should proceed. If you need help, contact [Oracle University](#).



“Certified specialized consultants are recognized by Oracle and preferred by customers.”

### Target audience

- Technical Implementer
- Functional Implementer
- Functional Architect
- Project Manager

“When my team is trained, we can interact with our implementation consultants and make more informed, better decisions.”

## Where Can I Find Training and Certification?

The best way to access required training and certification is through an [Oracle Cloud Learning Subscription for Partners](#), which offers 24/7 access to complete sets of skill-based learning, skill checks and hands-on labs aligned to job roles and capabilities.

There are several implementation specialist exams for Oracle Advertising and Customer Experience (CX). Associated training and details about each exam are available in the [Oracle Cloud Learning Subscription](#).

Use the learning paths provided by Oracle University to train on Oracle products.

### Other Helpful Links

- [Oracle Help Center](#)
- [Implementation & Management Series](#)

You must obtain appropriate implementation training through the following learning path programs:

PRODUCT	START WITH THIS LEARNING PATH
<b>Oracle Marketing</b>	<a href="#">Eloqua Implementation Specialist</a> <a href="#">Responsys Implementation Specialist</a>
<b>Oracle B2C Service</b>	<a href="#">Integration and Development Implementer</a>
<b>Oracle B2B Service</b>	<a href="#">Oracle B2B Service Implementer</a>
<b>Oracle Field Service</b>	<a href="#">Field Service Implementer</a>
<b>Oracle CX Sales</b>	<a href="#">Oracle CX Sales Implementer</a>  Specialize with these skills: <ul style="list-style-type: none"> <li>• <a href="#">Customer Data Management Cloud Service Implementation</a></li> <li>• <a href="#">Intelligent Advisor Implementer</a></li> </ul>
<b>Configure, Price, Quote (CPQ)</b>	<a href="#">CPQ Implementer</a>
<b>Commerce</b>	<a href="#">Commerce Cloud Implementer</a>

*New specialization training and exams may be added over time*

### When Do I Have to Be Certified?

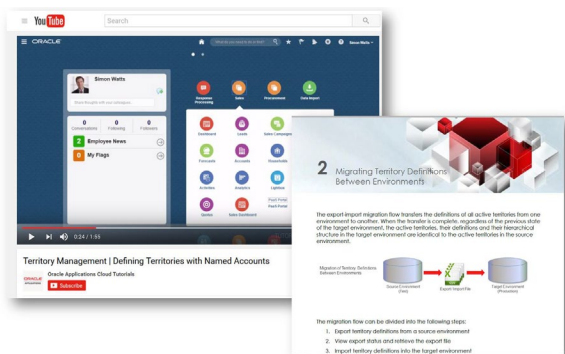
Oracle requires that only trained and certified (where available) consultants implement Oracle Cloud Applications to ensure the best possible outcomes for our mutual customers. However, we recognize that consultants sometimes join a project that is already in progress. In these cases, we expect them to be trained and certified within 30 days of joining the project team.

### Display Your Oracle Certification Digital Badge

After you pass an Oracle Cloud certification exam, be sure to claim your digital badge and set the Badge Visibility to 'Public,' so customers can find you on the [Verify Badges](#) site. If you have earned a certification but have not received the badge email from Acclaim, go to [brm-certview.oracle.com](http://brm-certview.oracle.com) and navigate to Credential Management to claim and share your badge.

### Are There Any Additional Implementation Resources?

Intended to supplement your training, the [Oracle Advertising and CX-Best Practices and Resources](#) page is a collection of resources for key topics. Go to a Resource Center when you want to find recommended documents, videos, and best practice materials to help you implement the Oracle Advertising and CX applications.



Key resources in a variety of formats help you implement Oracle Sales and B2B Service features and modules.

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