IBM ExperienceOne

Omni-Channel Campaign Management Administrator Training Path

Role
The Business Administrator/System Administrator configures the IBM Unica Campaign or the IBM Unica Marketing Operations application, creates templates, sets up security, administers reports, and optimizes performance with the tools available within the application.

Assumptions
It is assumed that the individual following this roadmap has basic skills in the following areas:
- Working knowledge of underlying operating system platforms and database platforms
- Fundamental knowledge of their organization’s business processes

1 IBM Campaign

IBM Unica Campaign Administration 8.6

9T331
Instructor-led (3 days)
9S317
Self-paced virtual class (3 days)

IBM Unica Campaign Advanced Techniques

9T335
Instructor-led (3 days)

IBM Unica Campaign 9.x Administration

9U05G
Instructor-led (2 days) self-paced virtual class (2 days)

Optional

IBM Omni-Channel Marketing Expert Arena

9U26G
Self-paced virtual class (1 day)

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Certification test
See certification Web site for test preparation
Test C2080-470
IBM Certified Specialist - Unica Campaign V8.5

IBM Marketing Operations 9.x:
Marketing Contributor
9U11G
Instructor-led (1 day)
Self-paced virtual class (1 day)

IBM Marketing Operations Administration 8.6
9S325
Self-paced virtual class (2 days)

IBM Marketing Operations 9.x:
Project Manager
9U12G
Instructor-led (2 days)
Self-paced virtual class (2 days)

IBM Marketing Operations Administration 9x
9U13G
Instructor-led (2 days)
Self-paced virtual class (2 days)

IBM Omni-Channel Marketing Expert Arena
9U26G
Self-paced virtual class (1 day)

Optional

Certification test
See certification Web site for test preparation
Test C2080-471
IBM Certified Deployment Professional - Marketing Operations V8.6