



EXAM BLUEPRINT
Certified DM Architect



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Decision Management
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About the Certified DM Architect Exam

A Certified DM Architect (DMA):

- ▶ Understands Decision Management terminology and functionality
- ▶ Can install and configure Decision Management
- ▶ Can develop and test decision logic
- ▶ Can set up and configure Recommendation Advisor and Visual Business Director
- ▶ Can implement requirements in decision logic for next best actions

Path to the DM Architect Certification

The Certified DM Architect (CDM) exam has been developed for students who wish to concentrate on Decision Management and Recommendation Advisor product suite. The path to Decision Management certification requires completion of the following courses.

Segment	Description
Tools Along Your Path to DM Certification	
5-Day Instructor-Led Training	Decision Manager Fast Track
2-Day Instructor-Led Training	Implementation Methodology
2-Day Instructor-Led Training	Decision Manager Bootcamp
2-Day Instructor-Led Training	Recommendation Advisor Fast Track
2-Day Instructor-Led Training	Recommendation Advisor Bootcamp
DMA Exam	A 70-question multiple response exam that determines whether candidates have the requisite knowledge to become a Certified DM Architect.

About the Exam Blueprint

The purpose of the exam blueprint is to provide you with information and a roadmap of the exam content to help you better prepare for the exam.

The blueprint includes:

- ▶ The prerequisites that must be met for you to take this exam
- ▶ A list of the exam test competencies and their percentage of the exam content
- ▶ A description of the exam question formats
- ▶ A short description of the test topics within a competency

Prerequisites

- ▶ You must have attended the following courses:
 - Decision Management Fast Track
 - Decision Management Bootcamp
 - Implementation Methodology
 - Recommendation Advisor Fast Track
 - Recommendation Advisor Bootcamp

Exam Test Competencies

The table below lists the test competencies and the extent to which they are represented as an estimated percentage of test items.

Test Competencies	% of Exam
Product Knowledge	9%
Implementation Methodology	16%
Installation and Configuration	7%
Decision Logic Development	16%
Deployment Manager	15%
Real-Time Decisioning Services	7%
Interaction Services	5%
Adaptive Decisioning Services	6%
Recommendation Advisor	7%
Decision Logic Integration	15%
TOTAL	100%

Exam Format

The exam consists of 70 multiple choice questions. You are given 85 minutes to complete the exam and 5 minutes to sign the standard non-disclosure agreement (NDA). A passing score of 70% is needed to be recognized as a Certified DM Architect (DMA).

Question Format

The examinee selects from one or more response options to answer a question. A response is considered correct when it accurately completes the statement or answers the question. Distracters or incorrect answers are plausible response options that examinees with incomplete knowledge are likely to choose.

Test item formats used in this examination are:

- ▶ **Multiple Choice** — Select one option that best answers the question or completes a statement.
- ▶ **Multiple Responses** — Select more than one option that best answers the question or completes a statement. The text states how many options are correct, such as Choose two.
- ▶ **Sample Directions** — Read the statement or question. From the response options, select the option(s) that represent the most correct or best answer(s) given the information provided.
- ▶ **True/False** — Read the statement or question. Select either true or false as the answer.

Test Competencies and Topics

Product Knowledge

- List the design-time applications
- List the run-time applications
- List the utilities
- For each product, describe the purpose and main features

Implementation Methodology

- Describe the process in which the methodology for Decision Management is implemented
- Understand the roles and responsibilities for those implementing Decision Management
- Understand what analytical models are used in Decision Management projects
- Know what performance testing should be done and when
- Know the requirements for a Decision Management project to “go Live”

Installation and Configuration

- Describe the installation process
- Understand which products are installed by:
 - MS_Windows Installer
 - Database/J2EE Configuration
 - Manual Jar file deployment
- List the required third party software (not version numbers)
- Understand how version control is implemented within Deployment Manager
- Describe the scope of the automated installer
- Know what needs to be configured in Deployment Manager
- Describe valid deployment environment configurations (valid combinations of Real-time Decision Services, Interaction Services, Adaptive Decisioning Services and Visual Business Director)

Decision Logic Development

- Describe the features of Decision Planner
- Recognize the file types that constitute a decisioning project
- Know the relationship between the vocabulary, decision definitions, and the master data dictionary
- Understand how deployment packages are created and used
- Know the purpose of each decision logic component
- Describe the different ways of classifying a customer
- Describe the purpose of subpackages
- Know how to create subpackages
- Understand the different ways of testing decision logic, and what are the prerequisites for each
- Describe the process for creating a vocabulary

Deployment Manager

- List the tasks performed by Deployment Manager
- Describe how a dictionary is created from a database table
- Describe how real-time projects are set up and deployed
- Know what the Flexible Data Source Definition is
- Describe the steps required to set up a batch decisioning project
- Describe the purpose of Java Decisioning Services
- Describe how groups and users are used to manage security in Deployment Manager
- Understand how scriptable Deployment Manager is used
- Describe how to test decision logic in Deployment Manager

Real-Time Decisioning Services

- Describe how the Real-time Decisioning Services cache is managed
- Describe how data adapters are used at design time and at run-time
- List the out-of-the-box data adapters
- Describe the content of a Data Collection Services file
- Describe how Real-time Decisioning Services responds to calls from the application

Interaction Services

- Describe the purpose of Interaction Services
- Describe the structure of propositions and proposition types
- Understand what is returned by the IDS Adapter
- Understand what is returned by the Basic ADS Adapter
- Describe the purpose of Real Time Controls
- Describe how Real Time Controls are set up and maintained

Adaptive Decisioning Services

- Describe the purpose of Adaptive Decisioning Services
- Describe how to load historical data from a file to an adaptive model
- Describe how classification is done based on the adaptive model

Recommendation Advisor

- Describe the process for installing Recommendation Advisor
- Describe the sequence of Recommendation Advisor screens
- Describe the use of the following collectors:
 - Call Reasons
 - Default Profile
 - Assessment
- Describe how the profile tabs can be customized
- Describe the purpose of the Bundle Negotiator
- Understand how propositions are used in RA

Decision Logic Integration

- List the available connectors to Real-time Decisioning Services, and when they would be appropriate
- Describe how to make calls to Real-time Decisioning Services using the:
 - RMI connector
 - Proxy Client
 - Decision Interface
- List the parameters used in calls to decision logic