



EXAM BLUEPRINT

202 — Pre-Sales Fundamentals

ABOUT THE 202 – PRE-SALES FUNDAMENTALS EXAM

The *202 – Pre-Sales Administration* exam is the second exam required to achieve F5 Certified Technical Professional, Sales (F5-CTP, Sales) status.

The Pre-Sales Fundamentals exam identifies individuals who have the skills and understanding necessary for technical selling of F5 solutions. They will likely be a sales engineer with a proven track record of successfully selling F5 solutions and typically have two years of sales experience. The Certified Technical Professional in Sales should have a working understanding of F5 solutions and the ability to articulate its value to customers and prospective customers.

WHAT IS THE 202 – PRE-SALES FUNDAMENTALS EXAM BLUEPRINT?

F5 Certified exam blueprints list all the objectives an exam has to measure, much like a syllabus for the exam itself. Blueprints provide a detailed breakdown of the skills and knowledge a candidate should have to pass the exam. They contain section levels, objectives and examples, and can be used to identify areas for additional study. The examples are illustrative, not exhaustive.

F5 Certification exams are designed to test the knowledge, skills, and abilities of the candidate. These exams are not designed to test version-specific TMOS features, but rather assess knowledge and understanding of F5 technology solutions for which the exam is developed. Refer to individual exam blueprints for exam publication date.

PREREQUISITE:

101 – Application Delivery Fundamentals

CREDENTIAL AWARDED:

F5 Certified Technical Professional, Sales
(F5-CTP, Sales)





Section 1 : DISCOVERY		
Objectives and Examples		CC*
1.01	Research the company and customer <ul style="list-style-type: none"> • Visit corporate website to gather information (investor relations, board of directors, press releases, acquisitions, blogs, RSS feeds) • Locate job postings to identify internal initiatives and investments 	U/A
1.02	Given a scenario, prospect customer opportunities <ul style="list-style-type: none"> • Determine corporate challenges • Correlate business and technical initiatives • Determine technical organizational structure 	U/A
1.03	Given a scenario, correlate which F5 products could solve issues or meet customer needs <ul style="list-style-type: none"> • Associate customer requirements to F5 solutions • Align potential F5 solutions to business and technical initiatives and challenges 	U/A

Section 2 : EDUCATION		
Objectives and Examples		CC*
2.01	Educate and present on technical capabilities of F5 solutions <ul style="list-style-type: none"> • Present F5 overview, product feature sets, new version features, reference architectures to a technical audience • Present F5 overview, key F5 messaging, training options, value of F5 to a non-technical audience 	R
2.02	Gather resources to replicate F5 technical demonstrations <ul style="list-style-type: none"> • Identify valuable technical resources (F5.com, DevCentral, Askf5.com, GitHub, VLAB) 	R
2.03	Given a scenario, articulate key values of F5 solutions <ul style="list-style-type: none"> • Prepare solution pitches for F5 solutions and technology • Match products, features, solutions, to customer initiatives or requirements 	U/A
2.04	Given a scenario, distinguish architectural considerations that may affect the F5 solution <ul style="list-style-type: none"> • Determine cloud strategy • Determine security constraints • Determine management and orchestration 	A/E

* Cognitive Complexity Key: **R** = Remember, **A/E** = Analyze/Evaluate, **U/A** = Understand/Apply



Section 3 : PROPOSAL		
Objectives and Examples		CC*
3.01	Given a scenario, recommend F5 solutions to meet technical requirements <ul style="list-style-type: none"> • Determine which application services are needed • Determine which technical solutions are needed • Determine licensing needs to meet customer requirements 	A/E
3.02	Given a scenario, recommend F5 solutions to meet business requirements <ul style="list-style-type: none"> • Conclude how F5 solutions and technology meets the customer’s business needs • Determine ROI needs, depreciation needs, CapEx, OpEx, payment delivery timeframe 	A/E
3.03	Given a scenario, answer technical queries regarding a proposed F5 solution <ul style="list-style-type: none"> • Justify F5 product choice as the correct solution • Justify product sizing • Distinguish F5 products from competition 	A/E

Section 4 : SUPPORTING THE CLOSE		
Objectives and Examples		CC*
4.01	Gather appropriate information to size F5 solutions <ul style="list-style-type: none"> • Determine quantity • Determine high availability options • Determine virtual environment details • Determine hardware details 	R
4.02	Given a scenario, determine the appropriate F5 licensing requirements <ul style="list-style-type: none"> • Determine appropriate licensing solution (Perpetual, Utility, ELA, Subscription, BYOL) 	A/E
4.03	Given a scenario, identify line items to build an F5 bill of materials (BOM) <ul style="list-style-type: none"> • Gather necessary information (support options, interfaces, power supplies, support options, product SKUs, Professional Services) 	U/A

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Section 5 : ONGOING SUPPORT/MAINTENANCE		
Objectives and Examples		CC*
5.01	Given a scenario, understand organizational personas to best position F5 solutions <ul style="list-style-type: none"> • Determine buying powers, influencers, and purchasing cycles • Distinguish needs of buying powers and influencers • Recommend training/enablement based on operational needs 	U/A
5.02	Given a scenario, determine when to engage appropriate F5 employees <ul style="list-style-type: none"> • Utilize SMEs during technical activities • Determine when to advise a customer to engage F5 support • Locate and determine appropriate resource for account/customer escalations 	U/A
5.03	Identify F5 enablement resources and tools <ul style="list-style-type: none"> • Define evaluation hardware and software tools and processes • Identify technical enablement content • Describe the sales operations tools and processes 	R

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Exam Details

HOW MUCH DO F5 EXAMS COST?

All F5 exams are currently priced at US\$180 (not including local taxes and fees) per exam, per attempt.

HOW LONG ARE F5 EXAMS?

This exam is 90 minutes long (not including any non-native English or other accommodations).

WHAT IS THE PASSING SCORE FOR F5 EXAMS?

F5 exams require a passing score of 245 out of a range between 100 and 350.

SCALED SCORING

Scaled scores ensure that the reported scores across exam forms and versions have the same meaning regardless of difficulty. Fair and consistent decisions can then be made about exam results regardless of the exam form or version. [More information >](#)

HOW MANY QUESTIONS ARE THERE?

This exam has 80 questions (70 items that are scored, 10 pilot/beta items).

WHAT FORMAT ARE F5 EXAMS?

F5 exams are all computer-based, multiple-choice-response exams. Some questions contain exhibits or scenarios that you will need to view in order to answer the question.

WHAT IS THE F5 RETAKE POLICY?

1st failure: Exam hold for 15 days (You cannot take the exam again for 15 days.)

2nd failure: Exam hold for 30 days

3rd failure: Exam hold for 45 days

4th failure: Exam hold for 365 days

5th and subsequent failed attempts: 90 days



Cognitive Complexity Descriptions

Lower Order Thinking Skills



Higher Order Thinking Skills

Remember	Understand/Apply	Analyze/Evaluate	Create
Information retrieval Rote memorization	Knowledge transfer Comprehension or ability to apply knowledge to a standard process	Critical thinking and reasoning Determine how parts relate to whole or knowledge integration and application to new situations	Innovation or creative thinking Forming an original work product
Retrieve relevant knowledge from long-term memory	Construct meaning from information	Make judgments based on criteria	Combine or reorganize parts to form a new pattern or structure
E.g., recall, retrieve, recognize	E.g., interpret, classify, compare, explain, implement	E.g., troubleshoot, attribute, diagnose, critique	E.g., generate, plan, produce

Alpine Testing Solutions’ suggested cognitive complexity levels and associated verb references consider multiple approaches to defining cognitive processing (e.g., Anderson et al., Webb, Bloom, Frisbie). Above material created with assistance from Alpine and distributed with Alpine’s permission as an attachment to certification test



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