

# REVIEWING THE POWER PLATFORM CERTIFICATION LANDSCAPE



Joe Griffin

🌐 <https://crmchap.co.uk>

✉️ [joe@griffin.gb.net](mailto:joe@griffin.gb.net)

🐦 [joejgriffin](#)

🌐 [joejgriffin](#)

🐙 [JJGriffin](#)

# AGENDA

- Why get Certified?
- Certification Review
  - Fundamentals
  - Associate
  - Speciality
  - Expert
- How Certifications Relate to Partner Designations
- General Tips & Tricks
- Q&A

# ABOUT ME

- Business Applications MVP & MCT
- CEO @ proMX UK Limited, UK subsidiary of proMX AG, Microsoft Gold / Inner Circle Partner
- Hold 50+ certifications covering Dynamics 365 Customer Engagement, Power Platform and Microsoft Azure
- D365 / Power Platform User Group Committee Member
- 5+ years experience working with these products, and the following technologies:
  - Dynamics CRM / CE / Power Platform
  - Microsoft 365
  - SQL Server / T-SQL
  - C# / .NET
- Industry experience:
  - Print/Direct Mail
  - Energy & Utilities
  - Housing Associations
  - Retail
  - Managed Services
  - Construction



 joejgriffin

 joejgriffin



# DISCLAIMER

- The content of all Microsoft exams are subject to a Non-Disclosure Agreement (NDA).
- Please do not:
  - Ask about question dumps
  - Discuss any information pertaining to questions or content from the exam.
  - Engage in any questioning or discussion that attempts to circumvent the confidentiality of any Microsoft exam.
- Using illicitly obtained question dumps won't help you pass the exam, and could get you permanently banned from taking any exam in the future.



# WHY GET CERTIFIED?

- Get that pay-rise
- Develop your career
- Keep up with the platform
- Identify new ways to address day-to-day problems
- Develop your story
- Move outside your comfort zone
- Earn a shiny badge 

# POWER PLATFORM

Microsoft Power Platform certifications		
<b>Role-based</b> Expand your technical skill set	▼ Associate	
	• Microsoft Power Platform App Maker	(PL-100)
	• Microsoft Power Platform Functional Consultant	(PL-200)
	• Power BI Data Analyst	(PL-300)
	• Microsoft Power Platform Developer	(PL-400)
	• Microsoft Power Platform RPA Developer	(PL-500)
	▼ Expert	
	• Microsoft Power Platform Solution Architect	(PL-600)
<b>Fundamentals</b> Master the basics	• Microsoft Power Platform Fundamentals	(PL-900)

# AIM OF THE SESSION

- In today's session, we will:
  - Provide an overview of each currently available Power Platform certification
  - Highlight the key areas that you need to grasp and understand when revising for the exam.
  - Demonstrate how each certification maps to the currently available list of partner designations
  - Provide details of the various resources available to help you during your exam preparation.
  - Answer any questions you have relating to any exam
- It will be impossible to go into detail on every single exam during the time we have.

# FUNDAMENTALS EXAM OVERVIEW

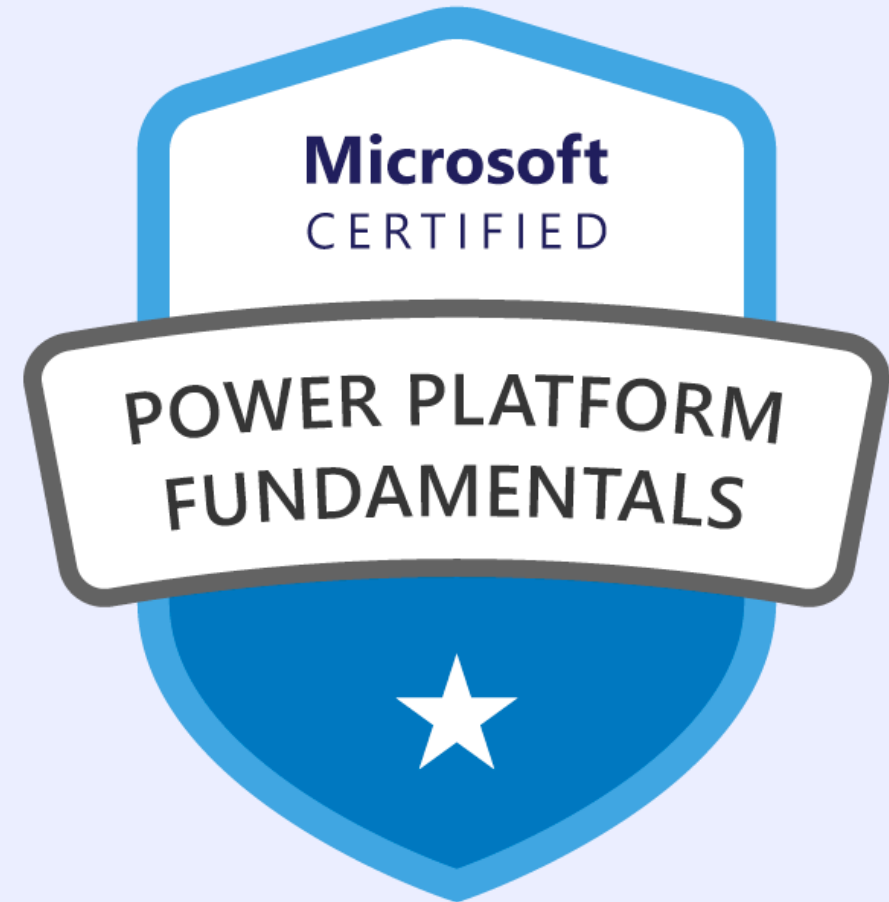
- Entry-level exams, designed to validate your skills and general awareness with a given technology area.
- 60 minutes duration
- Will test on core concepts, so theoretical knowledge may not be sufficient.
- Free practice questions are provided by Microsoft
- Don't take these exams for granted!
- 1 Fundamentals exam for Business Applications:
  - PL-900: Power Platform Fundamentals





# PL-900 POWER PLATFORM FUNDAMENTALS

- **Assessment Criteria:**
  - Candidates should demonstrate broad, foundational knowledge of the various applications that sit within the Power Platform
- **Audience:**
  - Individuals who aspire to improve productivity by understanding the capabilities of the Power Platform, automating basic business processes with Power Automate, performing basic data analysis with Power BI, acting more effectively by creating simple Power Apps experiences, and creating powerful chatbots by using Power Virtual Agents.



# MICROSOFT POWER PLATFORM OVERVIEW

The low-code platform that spans Office 365, Azure, Dynamics 365, and standalone applications



**Power BI**  
Business analytics



**Power Apps**  
Application development



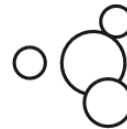
**Power Automate**  
Process automation



**Power Virtual Agents**  
Intelligent virtual agents



**Data connectors**



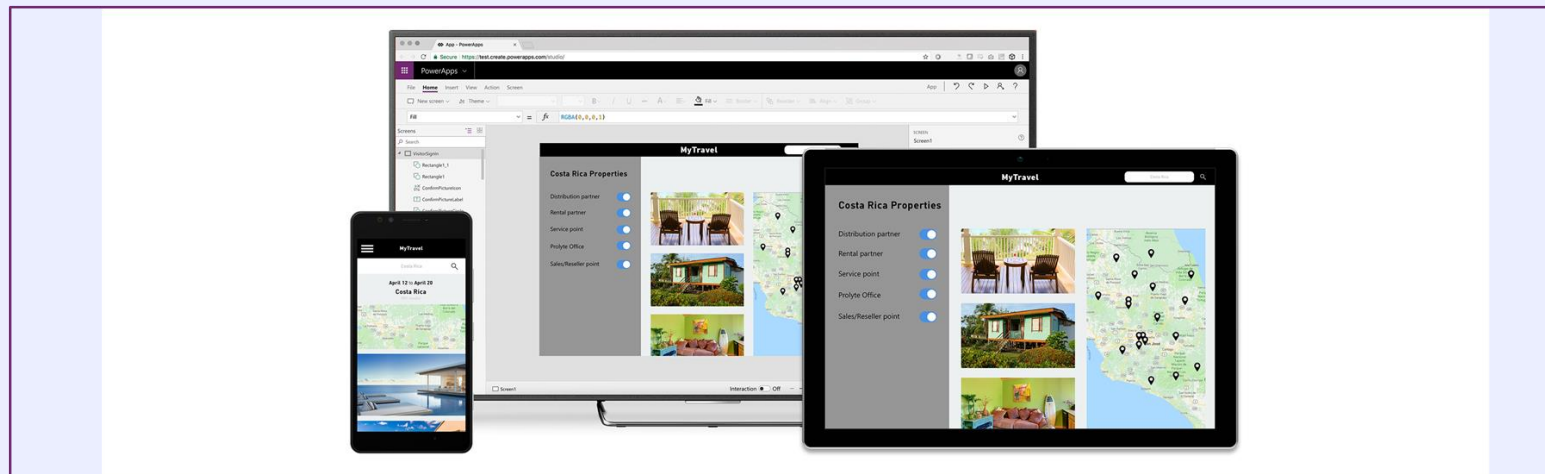
**AI Builder**



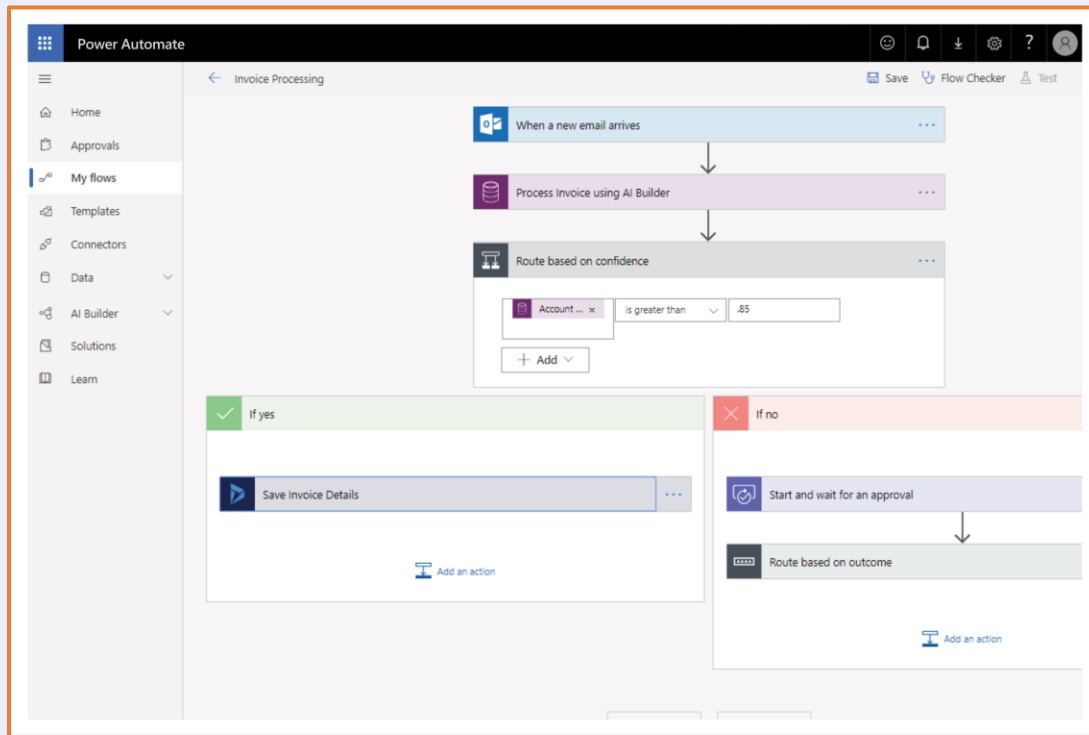
**Dataverse**

# POWER APPS

- Build highly customized task- and role-based canvas apps with data from one or multiple sources
- Generate immersive model-driven apps, starting from your data model and business processes
- Consume fully accessible apps across web and mobile, embedded or standalone, on any device



# POWER AUTOMATE



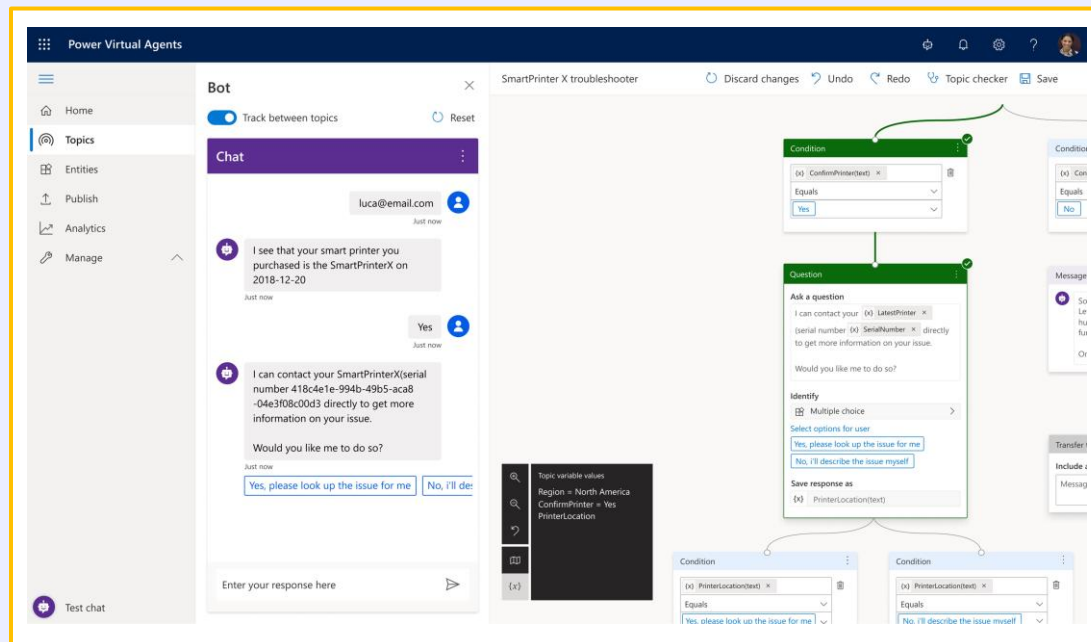
- Automate and model business processes across your apps and services
- From simple automations to advanced scenarios with branches, loops, and more
- Trigger actions, grant approvals, and get notifications right where you work
- Automate legacy, on-prem and cloud-based applications and services

# POWER BI

- Connect to all your data and get a consolidated view across your business through a single pane of glass
- Create ad-hoc analysis, live dashboards and interactive reports that are easy to consume on the web and across mobile devices
- Build smart apps by infusing insights from your data and drive action with the power of the Power Platform



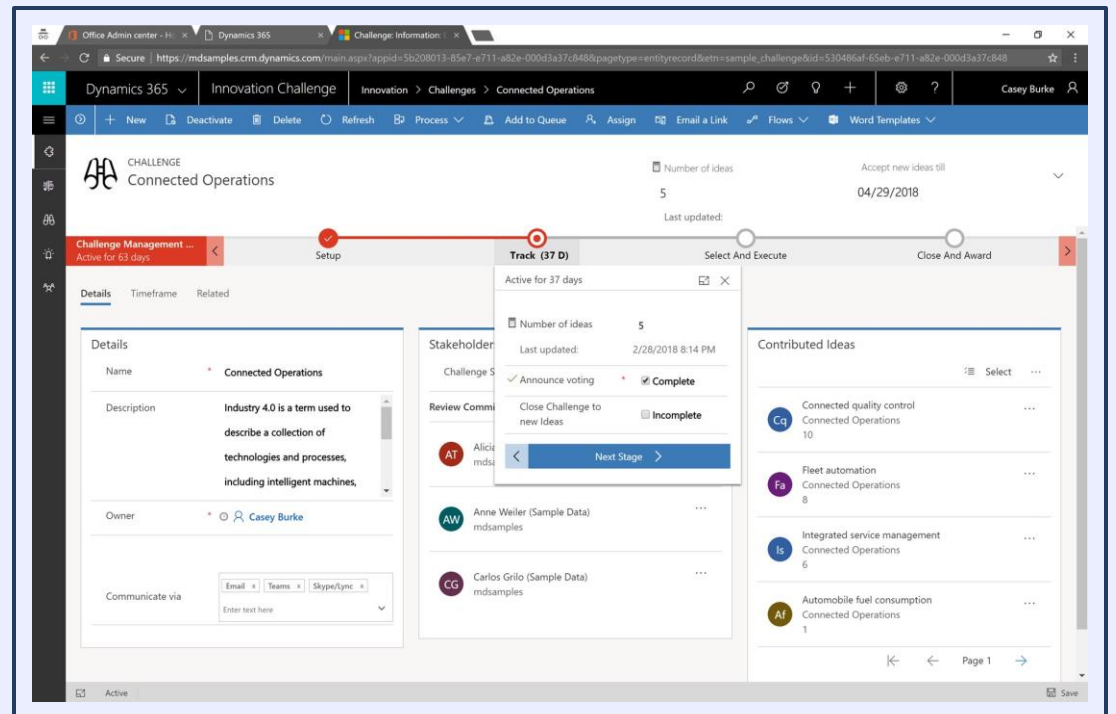
# POWER VIRTUAL AGENTS



- Enable subject matter experts to easily create powerful chatbots using a guided, no-code graphical interface—all without the need for data scientists or developers
- Enable the virtual agent to act on the customer's behalf. Easily integrate your virtual agent with hundreds of services and systems out of the box or create custom workflows
- Keep an eye on how your virtual agent is performing by using conversational metrics and dashboards. Get in-depth AI-driven insights to improve bot performance

# MICROSOFT DATAVERSE

- Jumpstart apps using a standardized data model with business logic, security and integration built-in
- Extend to your own needs and integrate across your apps and services
- Seamless Dynamics 365, Office 365, and Azure integration, augmented with data from industry partners



# PRACTICE QUESTIONS REVIEW



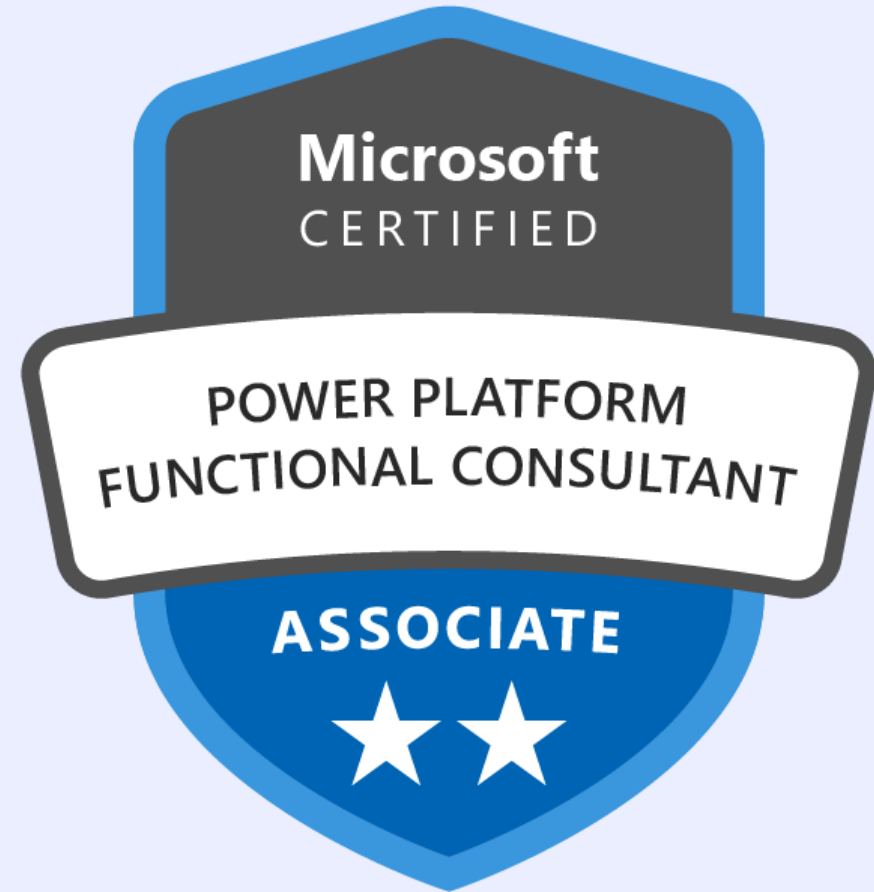
# ASSOCIATE EXAM OVERVIEW



- Intermediate level exams – here's where things start to get serious 😊
- 130 minutes without labs, 150 minutes with labs.
  - No labs for Business Application exams...yet
- Designed to demonstrate a specialisation within a particular technology area.
- Hands-on experience using the technology area is a must before tackling any of these exams.
- 5 Power Platform Associate exams available

# POWER PLATFORM FUNCTIONAL CONSULTANT

- **Assessment Criteria:**
  - Candidates should demonstrate understanding of common features and capabilities within the Power Platform.
- **Audience:**
  - Specialists within one or more functional area of the Power Platform or Dynamics 365 CRM apps.
  - Individuals with experience working with Dynamics CRM / 365 on-premise, who want to transfer their skills across.
  - Specialists with experience extending out the Power Platform, with relevant experience working with Teams, Excel and Word.



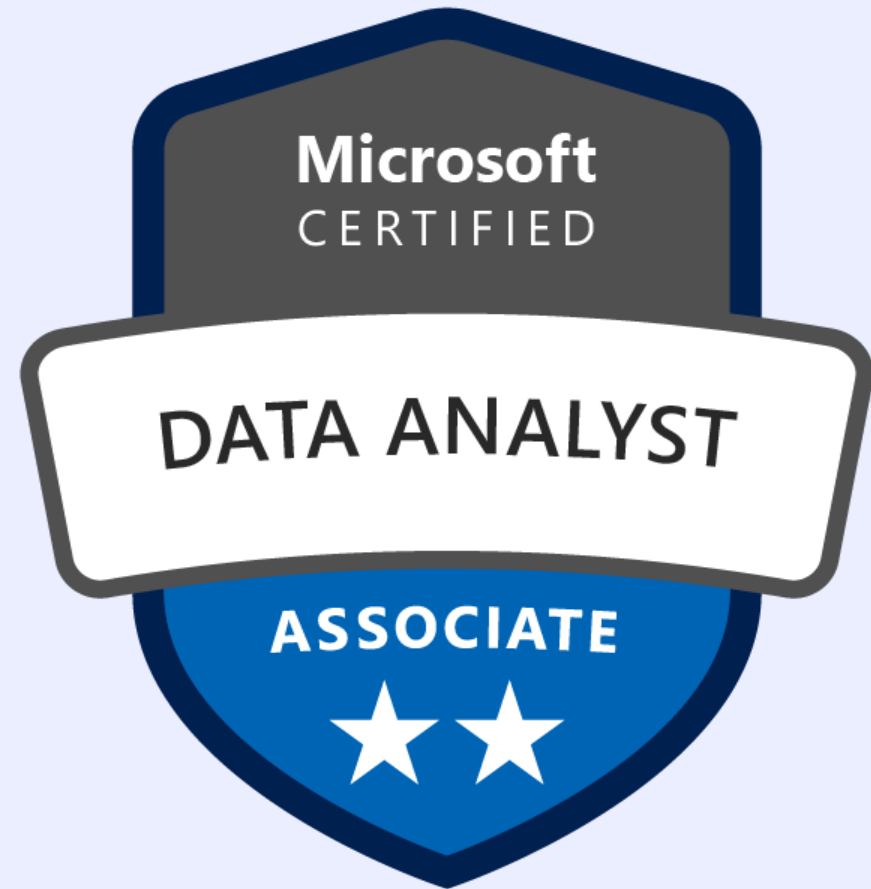
# POWER PLATFORM APP MAKER ASSOCIATE



- **Assessment Criteria:**
  - Candidates should demonstrate knowledge and awareness of how to build out solutions leveraging Power Apps and the various other tools within the Power Platform, such as Microsoft Dataverse and Power Automate
- **Audience:**
  - Experienced canvas/model-driven Power App creators, who also have experience working alongside Microsoft Dataverse.
  - Individuals without a formal IT training background, but who are comfortable leveraging technology to solve business problems and with a growth mindset approach.

# DATA ANALYST ASSOCIATE

- **Assessment Criteria:**
  - Assesses candidates on their ability to leverage Power BI to prepare, model and design visualizations for core business data, that can then be leveraged through Power BI Online
- **Audience:**
  - Experienced Power BI Analysts/Developers, or those with a SQL background.
  - Data analysts with a solid grasp of working with data repositories and handling data processing activities, targeting on-premise or cloud environments.



# POWER AUTOMATE RPA DEVELOPER ASSOCIATE



- **Assessment Criteria:**
  - Candidates for this exam automate time-consuming and repetitive tasks by using Microsoft Power Automate. They review solution requirements, create process documentation, and design, develop, troubleshoot, and evaluate solutions.
- **Audience:**
  - Power Platform developers who work regularly with Power Automate, including cloud flows and RPA (desktop) flows.
  - Developers familiar with technologies such as JSON, HTML, JavaScript, REST / SOAP API's etc.
  - Developers who are familiar with the Power Platform or who have previously passed PL-200 or PL-400.

# POWER PLATFORM DEVELOPER ASSOCIATE

- **Assessment Criteria:**
  - Candidates need to demonstrate broad functional and technical knowledge of how to leverage the Power Platform to solve common business issues, and then how to extend this out further using custom code.
- **Audience:**
  - Developers with experience working with Dynamics CRM / 365 on-premise, who want to transfer their skills across.
  - Experienced .NET Developers, who are comfortable working with C#, JavaScript/TypeScript, HTML / CSS and Microsoft Azure
  - Technical consultants who can comfortably describe when and where to use functional vs technical components (e.g. Business Rules vs JavaScript)



# SKILLS MEASURED REVIEW

# SPECIALITY EXAM OVERVIEW

- A relative newcomer in exam terms.
- Aimed at targeting specific application or functionality areas not covered within role-based certifications
- Deep knowledge required on the related technology area.
- Only 1 Speciality exam for the Power Platform...so far...





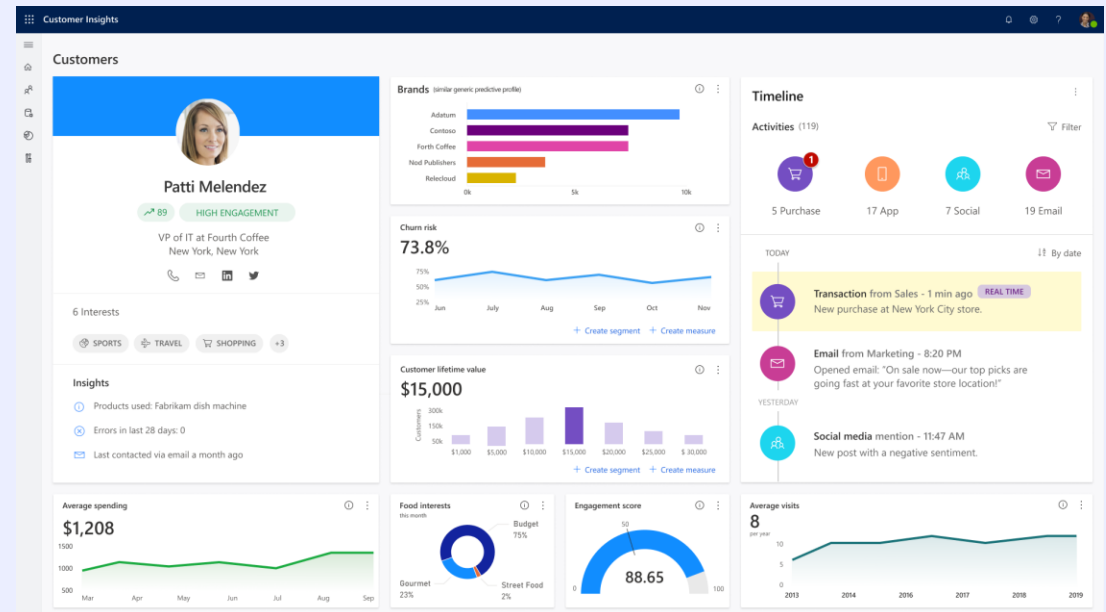
# CUSTOMER DATA PLATFORM SPECIALTY



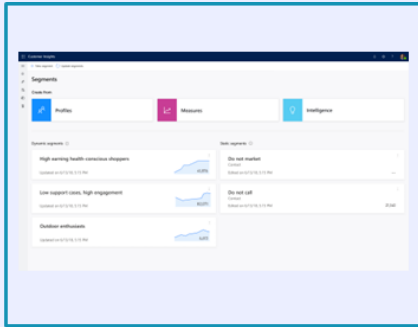
- **Assessment Criteria:**
  - Candidates for this exam implement solutions that provide insights into customer profiles and that track engagement activities to help improve customer experiences and increase customer retention.
- **Audience:**
  - Consultants with experience working with the Dynamics 365 Customer Engagement applications, in particular Dynamics 365 Marketing and Sales.
  - Experience working with the Power Platform and, in particular, Power BI, Power Query, canvas Power Apps and Power Automate cloud flows.
  - Candidates who work frequently with the Dynamics 365 Customer Insights application.

# DYNAMICS 365 CUSTOMER INSIGHTS OVERVIEW

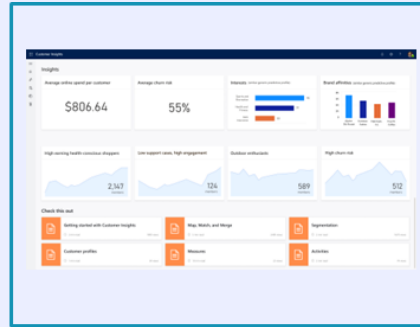
- Vision:
  - Empower every organization to **unify** and understand its **customer data** to derive real-time insights that **power** personalized experiences and processes



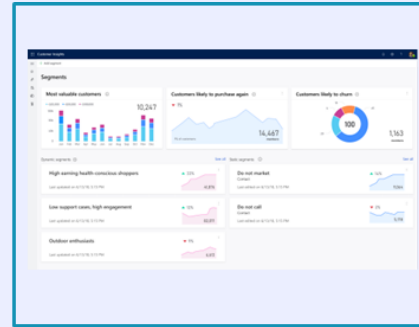
# UNLOCK INSIGHTS AND TAKE ACTION



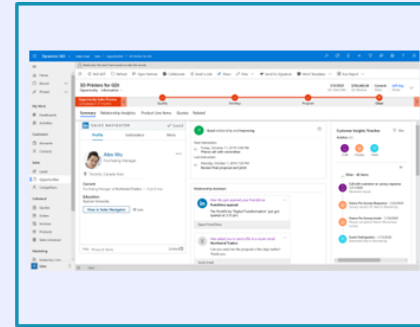
Predict customer intent



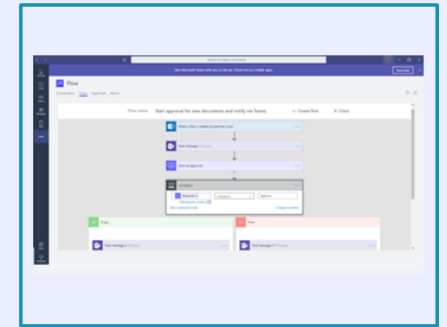
Spot trends and patterns



Create richer customer segments



Drive personalized experiences across channels



Automate customer-centric experiences and processes

# EXPERT EXAM OVERVIEW

- Toughest exams yet, aligning to senior roles within an organisation/project.
- Hands on and detailed experience working with the technology areas in questions are a must.
- Additional pre-requisite to earn the Expert certification:
  - **Power Platform Solution Architect Expert** – Attain either the Power Platform Functional Consultant Associate or Power Platform Developer Associate certification



# POWER PLATFORM SOLUTION ARCHITECT EXPERT



- **Assessment Criteria:**
  - Candidates should demonstrate detailed functional and technical knowledge of the Power Platform, and how to implement an end-to-end solution using the various app and services that integrate alongside the platform.
- **Audience:**
  - Experienced Power Platform consultants or developers, with broad knowledge across both technical and function disciplines.
  - Individuals who plan or regularly lead adoption projects relating to the Power Platform and Dynamics 365 CE apps.

# SKILLS MEASURED

- **Perform solution envisioning and requirement analyses (35-40%)**
  - Initiate solution planning
  - Identify organization information and metrics
  - Identify existing solutions and systems
  - Capture requirements
  - Perform fit/gap analyses
- **Architect a solution (40-45%)**
  - Lead the design process
  - Design the data model
  - Design integrations
  - Design the security model
- **Implement the solution (15-20%)**
  - Validate the solution design
  - Support go-live

# WHAT IS A SOLUTION ARCHITECT?

- Functional expert
- Technical expert
- Go-to knowledgeable resource
- Problem solver
- Owner of the solution and its design

# ESSENTIAL SKILLS

Collaboration

Coordination

Communication

Constructive  
feedback

Problem solving

Delegation



# KEY TECHNOLOGY AREAS COVERED

- Microsoft Dataverse
  - How to build an effective data model
- Microsoft Azure
  - How to extend out the Power Platform, and what tools to use.
- Azure DevOps
  - Building an effective Application Lifecycle Management (ALM) strategy
- Power Platform Administration
  - Data Loss Prevention (DLP) policies

# SOLUTION PARTNER DESIGNATION OVERVIEW

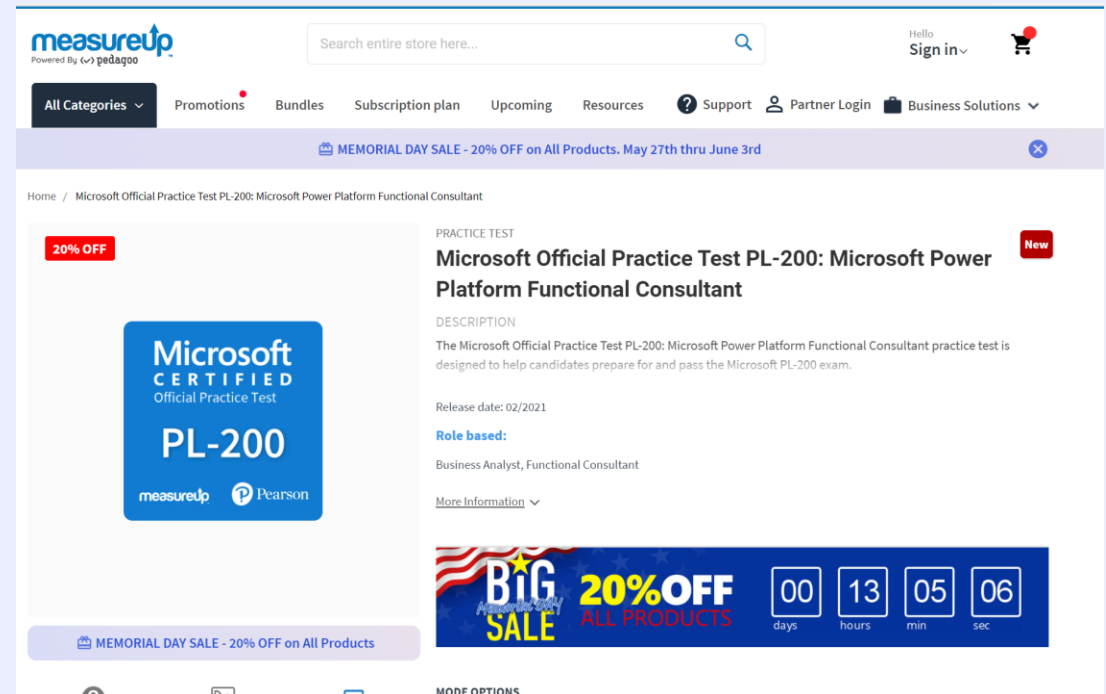
- The following solutions partner designations require one or several of the exams mentioned today.
  - Business Applications
  - Data & AI
  - Digital & App Innovation
- Certifications feed into a partners Skilling score.
- More Certified professionals = More Points
- Certification, at scale, is a **mandatory** requirement to achieve one of the modern designations
  - Certified individuals are therefore very valuable to partners 😊

# GENERAL TIPS & TRICKS

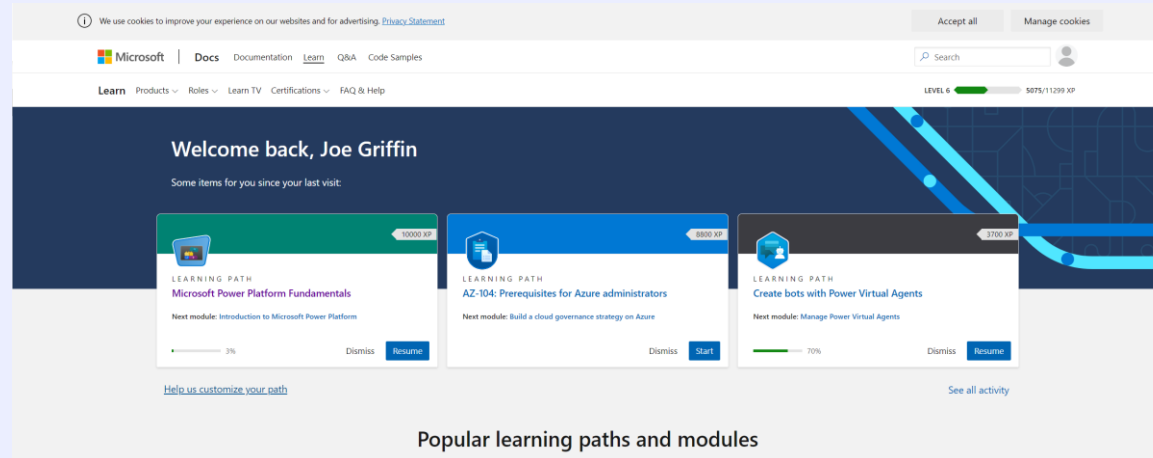
- Hands-on experience is essential:
  - Setup a Power Apps Developer Plan for free:
    - <https://docs.microsoft.com/en-us/powerapps/maker/developer-plan>
- Carefully review the skills measured list for each exam.
- Understanding of key setup steps for features is essential:
  - e.g. for Power Apps Component Framework (PCF) controls, understand the precise PAC CLI commands to run AND the correct order of execution

# MEASUREUP TESTS

- Familiarise yourself with the types of questions and topics covered for each exam by purchasing a Measureup practice test.
- Measureup is the **ONLY** official, approved practice test vendor; do not trust anyone else!
- Not all Business Application certifications are covered.
- Bundles available that include an exam voucher and free retake.
- URL:
  - <https://www.measureup.com/>



# MICROSOFT LEARN



- Learning paths and modules covering every currently available cloud certification.
- Self-paced learning tool, that tracks your progress.
- Your best free learning resource for all of the exams discussed today
- URL:
  - <https://docs.microsoft.com/en-us/learn/>

# COMMUNITY MATERIALS

- As usual, the community steps up with additional material/support to help you with your exam prep:
  - Michael Roth / Malin Martnes – Great session as part of Scottish Summit 2022 on what to know for the PL-200 exam:
    - [https://www.youtube.com/watch?v=VYQ6Wy5rxKA&ab\\_channel=ScottishSummit](https://www.youtube.com/watch?v=VYQ6Wy5rxKA&ab_channel=ScottishSummit)
    - <https://github.com/MichaelRoth42/SouthcoastSummit21>
  - EY Kalman's Blog – EY blogs regularly on new exams and the types of topics to watch out for:
    - <https://thecrm.ninja/exams-certifications/>
  - Julian Sharp – Regularly runs study groups covering common exams and is the guru of Business Application certification:
    - <https://ukcrm.wordpress.com/author/julians1966/>
  - CRM Chap (Who's that? 🤪) – Video and blog series for the PL-400 and PL-600 exam
    - PL-400
      - <https://www.youtube.com/playlist?list=PLAuiP8FYPopS-eY6AbOBzA4XM0g2a6b>
      - <https://crmchap.co.uk/tag/pl-400/>
    - PL-600
      - [https://www.youtube.com/playlist?list=PLAuiP8FYPopRfyCmIDJnsrl\\_0PBfP5A9J](https://www.youtube.com/playlist?list=PLAuiP8FYPopRfyCmIDJnsrl_0PBfP5A9J)
      - <https://crmchap.co.uk/tags/pl-600/>

# CLOSING THOUGHTS

- Failure IS an option. 😊
- Certification can help you stand out from the crowd and help you as part of your interview process.
- Start off with the Fundamentals exams if you are unsure
- Consider other Microsoft certification routes, where relevant (e.g. Azure, Modern Workplace etc.)

# DOWNLOAD TODAY'S PRESENTATION



- Download the presentation from today from my GitHub page:
  - <https://github.com/JJGriffin/talk-assets/tree/master/ReviewingThePPCertificationLandscape>



THANK YOU FOR LISTENING!  
ANY QUESTIONS...?



Joe Griffin

🌐 <https://crmchap.co.uk>

✉️ joe@griffin.gb.net

🐦 joejgriffin

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🐙 JJGriffin