Certified Cloud AI Solutions Architect (CCASA)

Exam Objectives

Domain 1: AI/ML Fundamentals (35%)

1.1 Core Concepts:

- Define AI, ML, and Deep Learning (DL) and their key differences.
- Explain common AI/ML use cases and applications across various industries.
- Describe different types of machine learning (supervised, unsupervised, reinforcement learning).
- Define and differentiate between Generative AI, Predictive AI, Agentic AI, and others.
- Define what algorithms are and the differentiation between them.
- Identify the major programming languages used in AI.
- Describe how AI works at a high level for a non-technical client.

1.2 AI/ML Value Proposition:

- Articulate the benefits of AI/ML solutions for businesses.
- Identify potential challenges and limitations of AI/ML adoption.
- Explain the importance of data in AI/ML solutions.
- Define the four pillars of AI Strategy
- Identify common data sources used in AI/ML deployment
- Describe the AI Project Lifecycle

1.3 AI/ML Landscape and Services:

- Identify key players in the AI/ML market (cloud providers, technology vendors, etc.).
- Recognize standard AI/ML tools, platforms, and frameworks.
- Stay updated on emerging trends and advancements in AI/ML.
- Identify potential clients and industries benefiting from AI/ML solutions.
- Describe everyday use cases for AI services in the Financial, Logistics, and Technology sectors.
- Describe the growth rate of AI Year over Year.

Domain 2: Solution Development and Proposal (30%)

2.1 Solution Design:

- Design AI/ML solutions tailored to specific client needs and objectives.
- Select appropriate AI/ML techniques and technologies for the proposed solution.
- Define data requirements, model development, and deployment strategies.

2.2 Value Proposition and ROI:

- Clearly articulate the value proposition of the proposed AI/ML solution.

- Develop a compelling business case and demonstrate potential ROI.
- Address client concerns and objections regarding AI/ML adoption.
- Walk through why a Proof of Concept (POC) and define expectations.
- Perform a demonstration with a customer for AI services.
- Perform a whiteboard discussion with a customer for AI services.

2.3 Proposal Development and AI Cloud Fit:

- Describe what an RFP is and why they are commonly used in procurements.
- Create professional and persuasive proposals outlining the solution, timeline, and pricing.
- Effectively communicate value around technical details clearly and concisely.
- Describe what an AI Cloud Fit means and how to define based on client needs.

Domain 3: Customer Relationship Management (35%)

3.1 Closing Techniques:

- Address client concerns and negotiate final terms.
- Manage the transition from sales to project implementation.
- Define what a stakeholder is and how they affect projects.
- Identify potential clients and industries benefiting from AI/ML solutions.

- Develop effective lead generation strategies for AI/ML services.

3.2 Building Long-Term Relationships:

- Define what a trusted advisor is and their traits.
- Identify common objections to AI projects and how to overcome them.
- Describe what a value proposition is and how to identify required metrics.
- Describe AI value-driven executive messaging.

3.3 Sales Cycle and Qualifying the Opportunities

- Describe how to conduct discovery for a potential AI project.
- Identify what the right questions are for identifying business outcomes
- Describe how to qualify the AI Opportunity
- Describe the process for performing a needs analysis
- Describe how to create that win-win situation in a potential AI deal.
- Understand what a Solution Selling Mindset is.

4.3 Ethical Considerations:

- Understand and address ethical considerations in selling AI/ML solutions.
- Promote responsible AI practices and ensure transparency with clients.
- Maintain client confidentiality and data privacy.

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