	Department: N/A	SOP #	CPO1-18
		Revision #	1.0
		Implementation Date	12/2016
SOP Name	Knowledge Base (XpertAsk)	Last Reviewed/Update Date	12/2016
SOP Owner	Certification Point Team	Approval	BLG

## Standard Operating Procedure

### **1. Purpose**

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This SOP describes the use process for the CertificationPoint.org XpertAsk Knowledge Base.

### **2. Scope**

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The intended audience for this SOP are registered professional and student freelancers and registered businesses.

### **3. Prerequisites**

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There are no prerequisites associated with the use of the XpertAsk Knowledge Base at this time.

### **4. Responsibilities**

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Registered professional and student freelancers and registered businesses are responsible for the review of their Knowledge Base relate submissions. CertificationPoint.org will review all submissions prior to inclusion into the Knowledge Base. In the event of an issue, registered members are required to contact CertificationPoint.org via email ([info@certificationpoint.org](mailto:info@certificationpoint.org)).

### **5. Procedure**

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Procedures are as follows:

1. Upon completion of a 'tascert' project, submissions of lessons learned and tips of assistance are submitted to [info@certificationpoint.org](mailto:info@certificationpoint.org)
2. Submissions will be vetted by CertificationPoint.org Team members prior to appearing in the Knowledge Base
3. Submissions of helpful terms and site links are also acceptable for the Knowledge Base

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# XpertASK

An Edited Global Glossary

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## A

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### Ad Targeting

(Ad Targeting) In online advertising, ad targeting refers to the practice of advertisers attempting to reach (target) a specific desired consumer audience.

### Ad-Hoc Mode

(Ad-Hoc Mode) An 802.11 networking framework in which devices or stations communicate directly with each other, without the use of an access point (AP). Ad-hoc mode is also referred to as peer-to-peer mode or an Independent Basic Service Set (IBSS). Ad-hoc mode is useful for establishing a network where wireless infrastructure does not exist or where services are not required.

### Added Value

(Added Value) The value that is added to any product or service as the result of a particular process. For example, VARs add value to systems through the loading of applications or proprietary software onto computers and ASPs add value to the services they provide.

### Figure 1: XpertAsk Knowledge Base

Knowledge Base Link: <http://xpertask.com/>

## 6. References

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None at this time

## 7. Definitions

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None at this time