

VOLOGY
About

Vology is a high-growth Strategic Service Provider with the capabilities to handle full Information Technology needs, from Managed Services to Field Services and Product Solutions. Vology's Managed Services provide solutions that free its customers' internal IT personnel to focus on developing and executing strategic initiatives.

Status

- HPE Partner Ready Platinum Partner (FY12 -FY17)

Specialization

- Converged Infrastructure

Goals

- Provide staff with the knowledge required to work efficiently

Solution

- A company-wide commitment to training and education, leveraging the HPE Partner Ready Certification and Learning program

Results

- More business is won and profits are increased
- Higher calibre staff are recruited
- Customer satisfaction is improved and competitiveness increased

Vology develops more consultative, knowledge-based approach

HPE Partner Ready Certification and Learning key to consultative selling



Higher-level conversations shift from product-centric selling to solutions selling

Training and support that makes a difference

Answering the challenges of today's digital world requires increasingly complex remedies. HPE Partner and IT solutions provider, Vology, knows that pure product-led selling is not always effective or even needed. A more consultative, knowledge-based approach is required and Vology staff are gaining this know-how through the HPE Partner Ready Certification and Learning program.

HPE Sales Certified – Introduction to Selling HPE Solutions [2017]

This certification verifies that you can describe, position and recommend entry level HPE products and solutions to your customers. The certification shows you can introduce foundational HPE server, storage, networking and management solutions, as well as IT support services.

The certification verifies your understanding of:

- How digital transformation affects businesses
- Server fundamentals and HPE Server Portfolio
- Storage fundamentals and HPE Storage Portfolio
- Networking fundamentals and HPE Networking Portfolio
- HPE OneView infrastructure management
- HPE IT Support Services

“HPE Partner Ready Certification and Learning sets us apart from the crowd and strengthens our ability to deliver unparalleled Managed IT Services. It gives us the competitive edge our team of proven engineers and technical staff needs to design and support enterprise-level solutions.”

– Haifa Yazback, Vendor Relations, Vology

Challenge**Need for a new way of selling**

Companies must think smart and embrace leading-edge technology if they are to succeed in today’s fast-paced digital world. Problems and solutions can be complex, which is why leading IT vendors like Hewlett Packard Enterprise are simplifying Hybrid IT. A more consultative approach allows sales people to conduct higher-level business conversations that pinpoint customers’ needs and develop simple solutions.

One company that is embracing this evolution is Vology. Headquartered in Clearwater, Florida and with a nation-wide presence, Vology is a high-growth strategic solutions provider with the unique capabilities to manage and monitor networks and data centers in on-premise, private data center, and public cloud environments. It has more than 400 employees, 50% of whom are in technical roles managing 260,000 devices at 32,000 customer sites, as well as a sales force of 50.

Freedom is an important word in the Vology ethos – giving customers the freedom to focus on growing their business rather than running their IT. Understanding their needs, situations, network configurations, budget restrictions, and deadlines is vital, as is the need for Vology to deliver a level of professionalism that sets it apart from competitors. This relies on the knowledge and calibre of the company’s sales and technical staff, whom in turn are dependent upon their training.

Solution**Personalized learning**

Vology staff gain that knowledge and acquire a different approach to selling through the HPE Partner Ready Certification and Learning program. Available to solution providers, resellers, systems integrators, service providers, independent software vendors, and original equipment manufacturers, this is a global community of over one million members. They receive access to a personalized learning portal populated with free web-based training, guided learning plans, and continuous learning activities. There are five levels – Active Learning, Product Certified (PC), Accredited Technical Professional (ATP), Accredited Solutions Expert (ASE), and Master Accredited Solutions Expert (MASE). While some training is face-to-face, it is becoming increasingly delivered through web-based sessions lasting four to five hours.

In addition to training, membership in the program provides networking access to a global community of IT professionals, with targeted forums and other tools for guidance and problem-solving. Knowledge is available through a My Learning Portal resource and there are invitation-only webinars and events. There are also exclusive benefits for MASE members, including a VIP support hotline.

To maintain their status, HPE partners have four requirements which concern revenue, sales certification, technical certification, and knowledge credits. For Vology to maintain its HPE Platinum Partner status in FY17, it needed to earn eight sales certifications. However, it chose to go much further. Forty-six percent of its 50-strong sales team completed the HPE Sales Certified – Introduction to Selling HPE Solutions [2017], with plans in place to increase this to 100%. The Vology team also includes additional certified professionals, including seven ATPs, two ASEs, and Master ASEs.

“HPE is one of Vology’s key strategic partners, and its in recognition of the evolving role IT has on business and how this aligns with our own approach,” says Haifa Yazback of Vology Vendor Relations. “HPE sales training and certification also aligns with our sales methodologies and we value our (FY17) HPE Platinum Partner status, which is why we are committed to over-delivering against the program requirements.”

Benefit

More business and greater profit

“HPE’s consultative selling approach delivered through the HPE Sales Certified – Introduction to Selling HPE Solutions [2017] certification, encourages true sales professionalism and nurtures the ability to build relationships as a trusted advisor for customers. It’s a thousand times better than older trainings that were very product-oriented,” says Yazback. “HPE training and certification reinforces our sales methodology with our experienced sales professionals and also serves as a great guide for our newer professionals.”

“Because we have a professional and competent sales force, we know that our customers are well served. In addition, HPE’s training and certification contributes immensely to improvements in our top line numbers and profitability figures.”

“We also win more business by being an (FY17) HPE Platinum Partner. At any given time, we may face ten or more competitors in a Request for Proposal (RFP). However, being able to differentiate ourselves by holding the highest medallion status with HPE instantly weeds out 50% of these, if not more. Being able to say you are an HPE-trained partner and that we can offer the full umbrella of IT, now including Nimble, SimpliVity and Aruba, shows that we are a top dog.”

Backed from the top by Barry Shelvin, Vology’s CEO, HPE training enables the company to recruit high-caliber candidates to its workforce because they are attracted by such training potential. In fact, HPE certification is now part of the on-boarding of all new staff.

“We have daily meetings with the sales force and every day our CEO speaks about how HPE is the future and that with all its recent acquisitions and partner alliances now is the time to be discussing with our customers what Vology can offer through its partnership with HPE,” adds Yazback.

Roberto Rosado, a Solutions Architect with product marketing pre-sales at Vology, has obtained both ASE and Master ASE certification with the HPE Partner Ready Certification and Learning program and is following this with an Aruba certification. He has also completed the sales certification - giving him a powerful combination of both engineering and sales knowledge.

Case study

Vology

Industry

Technology Solutions

“My HPE certifications are valuable to my employer and also to my customers,” says Rosado. “I can now use my knowledge of industry trends and products to create solutions that are appropriate for any particular customer, whether SMB or enterprise. While I appreciate the acclaim and value that comes with HPE certifications, I always seek out more knowledge as a way to ensure my professional value and commitment to providing good service to my customers.”

John Falco, Vology’s HPE Field and Partner Enablement manager says, “Roberto is somewhat unique with his approach to personal development. As a Solution Architect, technical training and certification are very important to him. Yet, he also embraces the idea that everyone should consider themselves part of the sales team. He earns sales certifications and actively learns selling techniques aimed at raising the level of conversation with his customers.”

With the support of Falco, Vology plans to extend its staff education even further by mirroring the training and experiences that HPE’s own workforce receive. Falco says, “HPE continues to find ways to prioritize the channel and its partners. HPE has taken resources, like myself, and given us oversight to enablement of partners and HPE employees. This ensures that our partners are given an opportunity to receive the very same enablement activities as HPE employees.”

Learn more at
certification-learning.hpe.com

HPE Partner Ready Certification and Learning

HPE Partner Ready Certification and Learning can open doors by providing professional certifications and continuous learning activities, including plans for the most sought-after IT disciplines, such as Networking, Servers, Hybrid Infrastructure and Cloud, Storage, Sales, and more. You get the hands-on experience you need to start quickly, as well as learning how to design solutions that deliver business value.

HPE Partner Ready Certification and Learning gives you:

- A focus on the knowledge and skill-building activities of leading products and solutions that drive the greatest number of business opportunities
- A full range of certifications for all skill levels, from foundational to master
- Learning plans that are customized to your level of expertise and technology areas of interest
- Respect from earning advanced HPE certifications and the knowledge and know-how that comes from them
- A supportive global community of IT professionals
- A learning curriculum of unprecedented breadth and depth that capitalizes on HPE’s long-standing world-leading IT solution expertise

To begin transforming your sales organization with the latest HPE Partner Ready Certification & Learning sales certification, visit certification-learning.hpe.com

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