Hewlett Packard Enterprise

HPE Platinum Partner builds success by capitalizing on certification

About

iT1 Source is a provider of managed IT services based in Scottsdale, Ariz. It has more than 3,000 accounts, and works across finance, healthcare, retail and government.

Status

HPE Partner Ready Platinum Converged Infrastructure Specialist

Specialization

Converged Infrastructure

Goals

- Enhance ability to discover and address customer business challenges and goals

- Build solution selling skills and enhance perception as trusted long-term adviser to customers

- Increase sales and profitability through consultative selling

Solution

- Capitalize on the HPE Sales Certified Enterprise Solutions certification

Results

- Exceeded sales certification requirement by 200%

- Extended organizational knowledge and sales skill sets

- Established common language and methodology across sales team

- Drove customer business results through the Transformation Areas

Since its founding in 2003, iT1 Source, a provider of managed IT services based in Scottsdale, Ariz., has seen double digit annual revenue growth thanks to its best-in-class technology solutions and expertise. In 2015, iT1 was named a Hewlett Packard Enterprise Platinum Converged Infrastructure Partner, the highest level of HPE Partner Ready designation. Ongoing staff education is a cornerstone of business success for iT1. Never content to stop at minimum requirements, iT1 recently hosted training for 26—rather than the minimum required 8—of its sales staff to achieve the HPE Sales Certification. The result is a more knowledgeable and confident sales team empowered to advance iT1's strategic push to increase revenue by serving as a trusted adviser to its customers.

iT1 serves more than 3,000 active accounts in virtually every industry including healthcare, finance, retail, and manufacturing, as well as state, local, and education (SLED) agencies. The company's core capabilities include storage and data management; virtualization; collaboration and unified communications; networking; professional services; and corporate procurement. iT1 works closely with leading technology corporations including HPE, VMware Inc., and Microsoft Corp.

HPE Sales Certified–Enterprise Solutions
The certification focuses on making sure partner sales reps can:

- Identify potential customers and qualify selling opportunities for HPE solutions and services.

- Leverage the four top IT Transformation Areas: Transforming to a Hybrid Infrastructure, Protecting the Digital Enterprise, Empowering Data-driven Organizations, Enabling Workplace Productivity.

- Use appropriate discovery questions and recognize trigger words; discover customer needs, business drivers, and requirements for each Transformation Area.

- Differentiate the value of key HPE solutions and services targeted to each Transformation Area.

- Develop and deliver a compelling business case for HPE solutions and services to customer persons in the account.

- Leverage authentic use cases to strengthen your sales presentations.

"With the new program, you're selling business outcomes. It simplifies everything. You're not so much in the weeds about the benefits of this server over that server. Rather, it empowers sales people to discover and address customers' business needs."

– Andrew Balzarini, director of marketing and partner programs, iT1 Source

HPE team supports iT1 success

"We have a rich history with HPE," says Andrew Balzarini, director of marketing and partner programs at iT1. "HPE was instrumental in the early advances of our company. Our first year in business, we sold just $50,000 or so in HPE equipment, but HPE must have seen something in us because they really supported our evolution."

Today iT1 works closely with its long-time HPE Partner Business Manager (PBM) Robert Coss, the overall enterprise point person for connecting iT1 with internal HPE resources and knowledge. When iT1 wanted to better understand requirements related to HPE Partner certifications, Coss introduced the company to HPE Partner Enablement Manager (PEM) Rebecca O'Brien. "I'm the right hand of the PBM in terms of enablement," O'Brien says. "I help partners understand the HPE Partner Ready Certification and Learning assets so that their education and certification goals support their business goals."

HPE Sales Certification supports solution-sales strategy

In response to partner feedback, HPE has streamlined its certification portfolio to help partners generate value faster. Sales Certifications now focus on consultative selling to build the account pipeline. Web-based HPE Sales Certified—Enterprise Solutions certification training covers the four top IT Transformation Areas reflecting customers' key business drivers: Transforming to a Hybrid Infrastructure, Protecting the Digital Enterprise, Empowering Data-driven Organizations, and Enabling Workplace Productivity. In addition to illuminating the Transformation Areas and related HPE solutions, the course teaches sales representatives how to focus conversations on the business outcomes customers care about most.

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"The Transformation Area workshop broke down a lot of barriers," adds Brandon Yearwood, iT1 director of sales. "For a sales person, a data sheet can be overwhelming—and in any case, selling to the technical feeds and speeds of products is not the way to open new business. It's really about being able to engage in conversations about customer challenges around concerns such as mobility and security. Our goals are to increase revenue, expand our market brand, generate net new business, and to continue to build our relationship with HPE as one of our top partners."

Going beyond minimum requirements delivers value across team

So valuable was the HPE Sales Certified—Enterprise Solutions training that iT1 went beyond the minimum compliance requirement of eight staff certifications. In the first training, 25 of approximately 45 company sales professionals received training; iT1 aims to have 100% of its sales force certified in the future. "It establishes a common language and sales methodology across our entire sales team, not just a small, select group," Balzarini says.

HPE PEM O'Brien notes that the HPE Sales Certified Enterprise certification delivers value both to individual sales reps and to the partner company as a whole. "It empowers each rep to ask the right questions, to build new business and to find new opportunities in their existing accounts. It builds skills and confidence. Moving beyond minimum certification requirements is an investment that pays off for yourself, your company, and your customers."

Aligning sales and technical teams to drive growth

iT1 also continuously leverages HPE Partner Ready Certification and Learning to maintain its HPE Platinum Converged Infrastructure status by maintaining Gold Specializations in Storage, Networking, Server, and Services. The company, which employs a staff of nearly 100, also is an HPE Partner Ready Service Delivery partner, offering comprehensive service and deep expertise. iT1 not only sells solutions, it can architect and implement them.

iT1's strategy for continued profitable growth is to maximize its recurring revenue streams by offering managed services benefitting customers with streamlined administration and reduced cost. High levels of company-wide staff training—what iT1 calls iT1 University—is key. iT1 and HPE PEM O'Brien collaborate on HPE enablement assets that are available through the university.

"There's nothing worse than having a sales person get all excited about what he's learned in a sales training—and then find out we can't offer it to our customers," Balzarini says. "We want to make sure there's a cohesive relationship between our sales and engineering teams—that we're aligned and prepared as an industry leader to help our customers achieve their business goals."

HPE Partner Ready Certification & Learning

HPE Partner Ready Certification and Learning can open doors by providing professional certifications, as well as, continuous learning activities and plans, for the most sought-after IT disciplines and top IT Transformation areas–including convergence, cloud computing, networking, servers, networking, and storage. You get the hands-on experience you need to start quickly. And you learn 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 in the leading technology Transformation Areas, products, and solutions that drive the greatest number of business opportunities.

- A full range of certifications for all skill levels, from foundational to master.

- Personalized learning plans that are customized to your level of expertise and technology areas of interest.

- Respect from earning advanced HPE certifications and the technical 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 get started transforming your sales organization with the latest HPE Partner Ready Certification & Learning sales certification, visit **certification-learning.hpe.com.**

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