



Hewlett Packard Enterprise



Logicalis UK

Sales-enablement program powers strategic growth of HPE Platinum Partner

HPE Partner

Logicalis, a division of Datatec Limited, is an international multi-skilled solution provider of digital enablement services helping customers harness digital technology and innovative services to deliver powerful business outcomes. Logicalis UK is the HPE 2016 EMEA Hybrid IT Partner of the Year.

Goals

As part of its Joint Business Plan (JBP) with HPE, Logicalis UK aimed to:

- Align HPE Transformation Area solutions with the Logicalis Hybrid IT strategy
- Empower sales and technical teams to understand and address customer goals and outcomes
- Broaden customer conversations to focus on business outcome and exploit the full range of technology solutions customers are looking to buy
- Realize aggressive growth targets in sales over five years

Solution

- Working with an HPE Partner Enablement Manager and HPE Learning Partner Evolearn, Logicalis UK leveraged HPE sales enablement assets to tailor program driving new business through broad cross-portfolio sales knowledge and skills.

Results

Following the first five-module set of Hybrid IT trainings (December 2015—February 2016):

- 95% of trainees rated their understanding of the go-to-market strategy as “good” or “expert” (up from 14%)
- 95% reported readiness to discuss Hybrid IT strategy with customers or were already booking meetings to do so
- Joint training sessions with sales and technical staff improved cross-team understanding and communication
- Broader client conversations are fostering new deals in the pipeline, bigger share of customer wallet and business outcome-focused sales



HPE Platinum Partner Logicalis is an international IT solutions and managed services leader that employs approximately 4,000 people worldwide serving more than 6,500 corporate and public sector customers. As part of its “Hybrid IT” go-to-market strategy and Joint Business Plan (JBP) with HPE, the Logicalis UK business aimed to better align the skill sets of its sales and technical teams with the company’s strategic focus on customer outcomes. Logicalis UK worked with its HPE Partner Enablement Manager and HPE Learning Partner Evolearn to tailor a high-impact skills development and enablement program. Results include stronger communication between Logicalis sales and technical teams, deeper customer engagements, and increased pipeline and revenues.

“Our initial five-module Hybrid IT training covered market pressures and changes through to the value proposition of how we align with HPE technologies to deliver customer outcomes.”

– Scott Reynolds, HPE Solution Sales and Enablement Manager, Logicalis UK

For nearly 20 years, Logicalis has been an award-winning HPE Partner offering market leading consultation, services, and deployment to clients worldwide. Logicalis understands that when clients buy technology, they don't want to buy just hardware or software; they want solutions for their business problems. That's where Logicalis shines. The company's UK organization has restructured in recent years with new leadership and a renewed emphasis on business outcome focused selling. “We went into a bit of a paradigm shift for our account managers,” says Scott Reynolds, HPE Solution Sales and Enablement Manager at Logicalis UK. “When speaking with customers, they habitually discussed products and technology first. We wanted to shift the focus to value-based conversations focusing on customers' business outcomes.”

Sales-enablement training transforms skill sets

This strategic shift aligned perfectly with HPE's focus on four 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. Logicalis collaborated with HPE on a Joint Business Plan that sets revenue growth targets and delineates how these are to be met through Logicalis offerings powered by HPE solutions in the areas of data center transformation, connectivity, mobility and security, information insight, and IT service transformation. Logicalis UK's market leading platform architecture blueprint, Hybrid IT, brings the power of HPE automation, management, and analytics to clients' digital enterprises.

A key element driving success of the joint plan is sales enablement. Reynolds collaborated with HPE's UK sales enablement lead Mary Bassingthwaighe and HPE Learning Partner Evolearn to create five half-day training modules that progress systematically from an overview of market dynamics to the Hybrid IT value proposition, applied solutions and services, and a final review and synthesis. Every Logicalis UK client manager, pre-sales professional and architect, and a selected number of sales specialists took the training—nearly 100% of Logicalis UK's customer-facing teams. “This was a new way of engaging with Logicalis and it worked particularly well: We integrated the account executives with the technical specialists so the whole team would be on message,” recalls Bassingthwaighe, who along with HPE Learning Partner Evolearn developed the enablement plan to drive the Joint Business Plan. “It gave the technical people more market knowledge, so they could understand the context of why sales staff position solutions in certain ways. And it gave the account executives a deeper level of technical expertise. Each side now has a common language and understands the other better, working more effectively together on behalf of customers.”

Results: changing the client conversation

After completing the modules, 95% of the trainees rated their understanding of the go-to-market strategy as “good” or “expert,” compared to 14% before. Similarly, 95% said they were ready to discuss the approach with clients or were already booking meetings to do so—compared to 30% before.

After the training, one Logicalis UK account manager did not yet rate himself an “expert” at discussing Hybrid IT with clients but was willing to give it a go. He approached a client, an IT service provider for UK healthcare organizations that wanted to improve service delivery to customers and triple its client base. The account manager had worked with this client for some

Case study

Logicalis UK

Services

HPE Partner Ready Certification and Learning: The following half-day modules were delivered between December 2015 and February 2016:

- Module 1 — Hybrid IT, Market Dynamics
- Module 2 — Hybrid IT, Advanced Tools and Methodologies, Solution Fundamentals
- Module 3 — Hybrid IT, Solutions and Services Applied Part I
- Module 4 — Hybrid IT, Solutions and Services Applied Part II
- Module 5 — Hybrid IT Final Review and Synthesis

The second set of modules will focus on interactive sales coaching using real-world scenarios.

Industry

Technology Solutions

time, but the conversations had been limited to issues of network maintenance. Using his sales enablement training, the account manager broadened the discussion to address the client's larger business goals and how to achieve them through software-defined infrastructure. This led to an 11-month deep-dive engagement with Logicalis technical experts. "We are now working with the client's IT board on defining the next five years of their IT strategy," Reynolds says. "We can talk about automation and orchestration. We can talk about operational metrics and monitoring to help them drive efficiencies and improve their services. We're talking to them about business intelligence and data, operational insight and analytics—all powered by the HPE solution portfolio. In a short time we really became the lead technology advisors to the business, focusing conversations on business outcomes and ROI."

Reflecting such technical capabilities and customer successes, Logicalis UK won the HPE 2016 EMEA Hybrid IT Partner of the Year Award.

Next enablement phase focuses on interactive sales coaching

Logicalis UK has already started planning its second set of training modules working closely with HPE partner enablement. These modules will build on the product-positioning knowledge gained in the first trainings and progress to interactive sales coaching. Account managers will work in groups with their actual account plans to articulate Logicalis value propositions—enhanced with their enabling HPE technologies—in real-life customer scenarios. "They'll have a chance to ask the right questions, and listen for clues within the customer's reply that they can translate into opportunities for storage, or service management, or hybrid clouds powered by HPE Helion CloudSystem, or analytics powered by solutions like HPE OneView, and so on," Reynolds says. "We're combining product, solution, and market knowledge with selling skills, and applying all of these to actual customer situations."

Logicalis also has decided to create something it calls Logicalis Sales Academy, a knowledge sharing program emphasizing the various skill sets needed by pre-sales and sales staff, technical experts, and solution architects. The academy will use online and other training resources, along with assessment tools, to track and manage its in-house expertise. The training structure Reynolds created in collaboration with HPE's Bassingthwaight will support not only Hybrid IT, but other Logicalis go-to-market strategies as well. In addition, Logicalis is looking into extending the training model beyond the UK to transform the nature and impact of its customer engagements throughout Europe. "Our HPE sales enablement lead Mary and the rest of the HPE team understood from a visionary perspective where we were trying to go," Reynolds says. "It's not only changed how we do things in the UK, but it can serve as a foundation for how we approach skills development and enablement in other countries."

"Some of our accounts used to see us as just a networking reseller," Reynolds adds. "Now, we're having very different kinds of conversations with them—about automation, cloud integration, IT operational analytics, and re-platforming applications onto software-defined infrastructure. We're talking about integration solutions and business outcomes—not just vendor products and technology. This increases our value to customers while driving robust business growth at Logicalis."

Adds Bassingthwaight: "Logicalis provides a best-practice example of how HPE Partners can work with their HPE Partner Enablement Managers to develop comprehensive enablement programs that help drive their Joint Business Plans."

To get started transforming your sales organization with the latest HPE Partner Ready Certification and Learning sales certification, visit <http://certification-learning.hpe.com>