



Hewlett Packard
Enterprise

HPE Partner Ready Certification and Learning FY16 Enterprise Sales Certification and Knowledge Credits

FAQ EMEA

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Find answers to the most common questions being asked about the new FY16 Enterprise Sales Certification and the new Knowledge Credit programme.

FY16 Enterprise Sales Certifications

1. What technology categories are included in HPE?

HPE includes the traditional enterprise categories of server, storage and networking, as well as technology solutions for modern data centres such as the cloud, virtualisation, converged systems, and related technology services.

2. How is the Enterprise Sales Certification product line changing, and why are changes being made?

The Enterprise Sales Certification programme is evolving. We will no longer be producing technology-specific sales certifications. Instead, starting 1 November 2015, a single Enterprise Sales Certification will be available that focuses on providing the crucial skills needed to successfully build pipeline.

3. Why is this change being made?

In today's world, skills are needed to identify and qualify new opportunities and build stronger customer relationships. HPE will be helping you to practice through real customer scenarios utilising the Transformation Areas and HPE solutions. The philosophy is that this is much more closely aligned to the way in which HPE partners are selling to their customers, and therefore these skills will be more valuable to you.

4. Who do you recommend should take the HPE Sales Certified - Enterprise Solutions [2016] certification?

This course and exam are appropriate for all customer-facing sales representatives. It is equally applicable to inside sales reps as well as account executives. In addition, it is valuable for pre-sales teams working closely with the account teams to make sure that everybody understands the major shifts in the market place and the huge opportunities they present to sell business outcome solutions that address the new challenges.

5. Is the HPE Sales Certified -Enterprise Solutions [2016] Certification tied to the Transformation Areas?

Yes. The Enterprise Sales Certification course is a selling course that focuses on helping partners build pipeline. The Transformation Areas reflect the challenges and issues customers are facing today. The course teaches partner sales reps how to have customer conversations about the things that customers care about, focusing on customer outcomes, which will translate into a larger number of selling opportunities.

The Transformation Areas are an essential component of the new Sales Certification, enabling partners to build bigger and better deals, understand more about your customer's requirements and deliver better solutions focused on business outcomes.

6. Is there a Sales Certification focusing on SMB solutions as well?

Yes. Partners with SMB customers and those who want to offer SMB solutions out of the storage, networking and server product lines and associated services solutions can take the course preparing for the HPE Sales Certified – SMB Solutions [2016] certification. This training course touches on Transformation Areas at a high level while focusing on what products our SMB partners can sell with an emphasis on the 'S' in SMB.

The HPE Sales Certified – SMB Solutions [2016] certification is a certification requirement for HPE Business Partners in EMEA. For Silver/Gold/Platinum Partners that have SMB customers in their customer base, it is definitely a good introductory training as well, eligible for earning Knowledge Credits.

7. Will I have to earn a new Enterprise Sales Certification each year?

Yes. HPE will update the Sales Certification annually. The technology business is dynamic and HPE will continue to ensure that we provide leading-edge training to assist our partners in driving sales and meeting business and customer goals.

8. Is there a training course available to help me prepare for the new Enterprise Sales Certification?

Yes. There is a new HPE sales training available. Similar to prior years, the recommended training course to prepare you for a Sales Certification exam will be offered as a Web-based training (WBT). Check with your regional Partner Ready Certification and Learning representative for additional training options.

9. I have participated in a Transformation Area workshop training. Can I now pass the Sales Certification exam without going through additional training?

Sales reps who have attended Transformation Area workshop training will be provided with specific information on the exam that will be linked to the workshop content. This particular exam, HPE Workshop: Transforming to a Hybrid Infrastructure HPE2-E5, will also lead to obtaining the HPE Sales Certified – Enterprise Solutions [2016] certification.

10. What is the time investment required for the Web-based training supporting the HPE Sales Certified – Enterprise Solutions [2016] certification exam?

The WBT sales training is approximately 5.5 hours in duration. The training is segmented into chapters, giving you the option to pause and return to the training again.

Module 1: Introduction to the New Style of Business and the four Transformation Areas

Module 2: Understand customer needs for Transforming to a Hybrid Infrastructure

Module 3: Validate the opportunity for Transforming to a Hybrid Infrastructure

Module 4: Qualify the opportunity for Transforming to a Hybrid Infrastructure

Module 5: Identify opportunities based on Protecting the Digital Enterprise

Module 6: Identify opportunities based on Empowering Data-driven Organizations

Module 7: Identify opportunities based on Enabling Workplace Productivity

11. In which languages will the preparatory training for the HPE Sales Certified – Enterprise Solutions [2016] certification be available?

The WBT courses will be available in English, French, German, Russian, Portuguese, and Spanish

12. In which languages will the Sales Certification exam (HPE2-E65) be available?

Exams will be available in English, French, German, Russian, Portuguese, and Spanish

13. What are the Enterprise Sales Certification requirements for the FY16 Partner Ready Platinum, Gold and Silver Specialisations?

MEMBERSHIP STATUS	SALES CERTIFICATION MINIMUM REQUIREMENTS DETERMINED BY HIGHEST PARTNER TIER STATUS
Platinum	15 (*) HPE Sales Certified – Enterprise Solutions [2016]
Gold	6 HPE Sales Certified – Enterprise Solutions [2016]
Silver	2 HPE Sales Certified – Enterprise Solutions [2016]

(*) May vary by country

Sample scenario: Partner is FY16 member for Gold storage, Silver server and Gold networking. The highest level is **Gold**, thus a minimum of six individuals will need to hold the HPE Sales Certified – Enterprise Solutions [2016] Sales Certification for on-boarding into the FY17 programme for the Gold level programmes; for the Silver level only 2 will be required. New members need to achieve the minimum numbers specified in the table above before they can be eligible for a new specialisation status. Other criteria apply; please check the Partner Ready programme guide.

14. I recently completed the 2015 product line specialised Sales Certification (networking, storage, servers and/or cloud) to meet my FY16 Partner Ready programme compliance requirement. Will 2015 Sales Certifications still be valid in the FY16 programme?

2015 sales certifications have counted towards transitioning into the FY16 programme and securing your company’s programme membership as of 1 November 2015. Within the FY16 Partner Ready programme (new rules applicable as of 1 November 2015), the HPE Sales Certified – Enterprise Solutions [2016] will be the only accepted Sales Certification for Silver-, Gold- and Platinum-level HPE partners.

However, given your recent investment into a [2015] Sales Certification, we want to recognise the skills and knowledge you have obtained towards our current product line and will offer you a bonus Knowledge Credit award (see question # 30 for more information on this bonus offer).

15. Is HPE software included as part of the new FY16 HPE Sales Certification programme?

No. software has three distinct business groups (Enterprise security, IT management, and Big Data). Each group has a distinct set of partner audiences and go-to market strategy. Therefore, software chooses to enable its partners by offering product line training aligned with the business group categorisation, offering the partner audience the best tools and training that enable the partners to sell the right software to their customer base.

Partner Ready Specializations – Knowledge Credit programme**16. What are Knowledge Credits?**

Knowledge Credits are part of HPE Partner Ready Specialization programmes. Knowledge Credits are positive rewards recognising a partner employee's investment in HPE courses and events. Activities eligible for Knowledge Credits include TechTalks, New Product Introduction (NPI) training, Sales Briefings, product line overview training and participation in major knowledge transfer events such as HPE Technology & Solutions Summit (TSS).

Partner employees will receive a certain number of Knowledge Credits for completing online activities and participating in selected face-to-face training activities. In general, a 30-minute learning activity equates to 1 Knowledge Credit. The catalogue of Knowledge Credit eligible activities will be refreshed at regular intervals to ensure the latest and greatest learning opportunities.

17. What is the value of achieving Knowledge Credits?

Partners have been investing time and energy in HPE-sponsored activities to stay up to date throughout the year, but up until now, this effort has not been formally acknowledged. The addition of Knowledge Credits provides recognition that you are investing in and participating in continuous learning with HPE; keeping your knowledge and skills up to date; and improving your ability to contribute to higher sales, better business outcomes and satisfaction for your customers. This programme will be announced and reinforced to the industry and your customers. Earning Knowledge Credits also means that you help your organisation meet Partner Ready speciality status requirements and achieve associated benefits.

18. During what time period can my organisation earn HPE Knowledge Credits?

Your organisation can earn Knowledge Credits from the start of the new fiscal year (November 1, 2015). Knowledge Credits are assigned to and count towards your organisation's Partner Ready programme requirements. To ensure FY17 programme status, Knowledge Credits must be acquired by the on-boarding deadline (31 August 2016).

19. How can my organisation obtain HPE Knowledge Credits?

When a company partner employee completes certain learning activities, the partner organisation may earn Knowledge Credits. Those credits are assigned to and count toward the partner company's Partner Ready Specialization programme requirements. To earn Knowledge Credits, three conditions must be met:

- a. An individual must hold at least one certification, qualified to earn Knowledge Credits; either the HPE Sales Certified – Enterprise Solutions [2016] or an accepted ATP/ASE/MASE or Product Certified certification. The list of qualifying certifications can be found on the [My Learning Portal](#).
- b. The individual holding the qualifying certification must complete a credit eligible activity. A list of all eligible activities can be found on the [My Learning Portal](#).
- c. The individual's employer must currently hold (or be a candidate for) a Partner Ready Specialization in the business unit for which the learning activity applies.

Note The individual must hold the qualifying certification, and the partner must hold (or be a candidate for) an applicable Partner Ready Specialization at the time the individual completes a learning activity that qualifies for Knowledge Credits. Knowledge Credit activities will not be credited retroactively if an individual's qualifying certification or the Partner Ready Specialization status is earned or added later.

20. What happens if I only obtain my HPE Sales Certified – Enterprise Solutions [2016] certification in July or August of 2016?

If this occurs, then you may miss important Knowledge Credits for training activities you have participated in. HPE wants to specially recognise partners that are certifying their professionals early within the yearly Partner Ready programme cycle and are demonstrating their selling knowledge in the Transformation Areas customers care about.

The early bird promo awards 5 Knowledge Credits per product line specialisation (storage, server, networking, cloud and services) for each individual who has completed the HP Sales Certified – Enterprise Solutions [2016] certification between 1 November 2015, and 31 January 2016. The credits will only be awarded to the partner company on 15 February 2016, under the condition that the partner company holds

(or is a candidate for) a Silver/Gold Storage, Server, Networking, Cloud or Services Specialist designation. Each individual can therefore generate up to 25 Knowledge Credits for the company by simply completing the sales certification. This is a great way to start completing the Knowledge Credit requirements. An individual simply needs to pass a certification exam that is necessary for company compliance anyway. And it makes it possible for the individual to explore more activities and gather more points from the Knowledge Credit menu.

21. Where can I find the list of course and events that qualify for a Knowledge Credit?

The catalogue is available via the My Learning Portal. The catalogue has options for the storage, server, networking, cloud and services product lines. The catalogue includes online activities like a recorded TechTalk webinar or a product line overview training, as well as a listing of events for which you can obtain Knowledge Credits.

22. Will HPE make changes to the courses and events that earn Knowledge Credits during the year?

HPE will update the Knowledge Credit curriculum as required to ensure we are training partners on the most up-to-date content. Please refer to HPE's [Knowledge Credit catalogue](#) for the most up-to-date options.

23. If I hold a storage Technical Certification, can I earn Knowledge Credits from the networking Knowledge Credit catalogue?

Yes. If you hold a storage certification that is among the eligible certifications, you can start collecting networking Knowledge Credits for your company's Knowledge Credit requirements.

24. If one person in my organisation earns an eligible certification, does that mean that everyone else in my entire organisation can now accumulate Knowledge Credits for my company?

No. Any individual wanting to earn Knowledge Credits must hold at least 1 certification from the list of qualified certifications him or herself before becoming eligible to earn Knowledge Credits.

25. Can Knowledge Credit courses and events be taken by a partner employee who does not hold, nor plan to hold, a certification?

Anyone can take and complete an activity that awards Knowledge Credits. However, Knowledge Credits will not be awarded if an individual does not hold at least 1 qualifying certification.

26. If I attend an HPE event that gives me credits towards more than 1 HPE business unit, how will my Knowledge Credits be counted?

Your Knowledge Credits will be awarded according to the number of presenting product lines at the event and depending on your organisation's Partner Ready participating programmes.

27. How many Knowledge Credits are required by the Partner Ready programme criteria?

Silver Partners will need to achieve 60 credits per Business Unit specialisation. Gold Partners will need to achieve 150 Knowledge Credits per business unit specialisation. Platinum Partners need to achieve 600 Knowledge Credits in total (150 per business unit specialisation).

Sample scenario: **I am a partner with two Silver (networking and server) Specialisations. Will I need to earn Knowledge Credits for each specialisation?**

Yes. You will earn Knowledge Credits for each specialisation. Silver requires 60 Knowledge Credits to be earned per business unit. In this example, a partner will need to have a minimum of 60 Knowledge Credits towards the networking programme and a minimum of 60 Knowledge Credits towards the server programme.

28. How did HPE determine 60 credits for Silver Partner Ready status per business unit specialisation? How did HPE determine 150 credits for Gold per business unit specialisation? How did HPE determine 600 credits for Platinum partners?

These levels were determined by examining the spectrum of learning activities available to teams to achieve optimal business results for a given specialisation level, as well as what was feasibly achievable in a 9-month period. Our HPE Partner Ready Certification and Learning team modeled scenarios based on experience with our own direct sales force and adopted requirements based on typical partner business scenarios. Gold Partners are the true specialists in their competency, and therefore require more frequent updates and continuous learning on the product line they specialise in. Platinum Partners are cross-business unit specialists that have met Gold status for the different product lines (servers, storage, networking and services), and therefore naturally they need to meet minimum compliance for the four Gold Specialist Knowledge Credit requirements.

29. I am a partner who has obtained a new or higher specialisation during the programme year. Will my company still need to obtain 150 Knowledge Credits for Gold and/or 60 for Silver new specialisations?

If a partner joins during the year, then the partner will only need to meet the partial Knowledge Credits requirements by the next fiscal year's on-boarding deadline (31 August 2016 is the next on-boarding timeline for the FY17 Partner Ready programme entry).

For example, a partner who obtains a new Gold specialisation in January only needs to obtain 120 Knowledge Credits.

A partner who obtains a new Silver specialisation in April only needs to obtain 30 Knowledge Credits.

Pro-rated Knowledge Credits table

TIME PERIOD – NEW SPECIALISATION OBTAINED	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
Knowledge Credits for new specialisation	Silver = 60	Silver = 54	Silver = 48	Silver = 42	Silver = 36	Silver = 30	Silver = 24	Silver = 18	Silver = 12	Silver = 6
	Gold = 150	Gold = 135	Gold = 120	Gold = 105	Gold = 90	Gold = 75	Gold = 60	Gold = 45	Gold = 30	Gold = 15

30. How will HPE recognise my recent investment in having obtained a [2015] Sales Certification?

To bridge the transition from the previous programme into the new programme, we will offer partner companies with employees holding a networking, storage, servers and/or cloud [2015] sales certification and working for a partner that needs to acquire Knowledge Credits, **5 Knowledge Credits as a special bonus award.**

Each Sales Certified [2015] and each Advanced Sales Certified [2015] Sales Certification will be equal to 5 Knowledge Credits. The Knowledge Credits collected for holding [2015] Sales Certifications will be awarded to your company's Knowledge Credit achievements.

In a sample scenario, Mark and Peter work for a partner company that is a Silver storage and Gold networking member. Mark, who holds Sales Certified – Networking [2015] and Advanced Sales Certified – Networking [2015], has accumulated a 10 Knowledge Credits bonus. His colleague, Peter, who holds a Sales Certified – Storage [2015] certification, has accumulated a 5 Knowledge Credits bonus.

Please note that in order to continue and achieve Knowledge Credits, both Mark and Peter will be required to take the HPE Sales Certified – Enterprise Solutions [2016] Sales Certification, or they must hold or obtain another qualifying certification. The special bonus is a one-time offer granted at the beginning of the Knowledge Credit programme year as a way to recognise the recent investments made in learning and skills.

31. Where can a partner check their Knowledge Credit achievement and any gaps they may have?

Partner companies will be able to see the amount of Knowledge Credits they need to achieve in the Partner Portal on the Partner Ready status overview page and also in the Partner Learning Management (PLMT) Tool. Access to the PLMT tool is available to HPE Partner Education Managers through the My Learning Portal.

32. What if my company does not have a HPE Partner Education Manager?

Your Partner Portal Administrator will need to assign him or herself or another individual with a training responsibility to become a Partner Education Manager in the system. Steps on how to assign a Partner Education Manager are available on the Partner Education Manager page on the Partner Ready Portal (under Training and Certification).

33. I am a services partner. Will I be required to earn Knowledge Credits?

Yes, although services specialists do not need to complete any specific sales or technical certification criteria for their services membership, Silver and Gold services specialists are required to obtain Knowledge Credits. This is to ensure that services partners have up-to-date knowledge on the latest set of services available to partners. Please note that only people holding an eligible certification can earn Knowledge Credits and sales and technical certifications are needed for having at least 1 Silver or Gold membership status in another HPE hardware specialization.

34. How did HPE determine the value of a Knowledge Credit?

Generally, 30 minutes of training equates to 1 credit, and one hour to 2 credits. This rule is specifically true for online activities. For face-to-face training events, credit values may follow a different format. HPE will never use fractions for credits. For example, if the training is 20 minutes in duration, the credit will equal 1 Knowledge Credit.

35. If a partner organisation exceeds the FY16 Partner Ready Knowledge Credit requirements, will the credits roll over to the next year's programme?

No. Credits are valid only for the programme year in which they are earned.

36. If a partner employee holds a Technical Certification that qualifies for Knowledge Credits that will expire later in the same year, will this certification be considered after the expiration date?

Yes. Once you hold an eligible certification for the year in question, you can continue to earn Knowledge Credits for the remainder of that year.

37. Can I use Knowledge Credits to extend the validity date of my Technical Certification(s)?

No. Knowledge Credits are a requirement for partner organisations and are tracked on a company level. Partner employees are still required to re-certify themselves periodically through a formal process by passing exam(s) in order to validate their technical knowledge and to obtain a current certification version.

38. If an individual changes companies, what happens to the Knowledge Credits the employee earned?

Should the partner employee who earned the credits leave the company, the credits that the employee earned will stay with the company. For example: If an individual moves from Partner A to Partner B on 10 July 2016, the credits earned prior to 10 July will remain with Partner A. Once employee's partner organisation changes within HPE systems, future credits will belong to Partner B. Please review the [Certification and Learning Assist Kit](#) on how to change employers from one company to another. If you experience any issues with transferring credits to your new place of employment, please contact your regional Certification and Learning support for assistance (clsupport.emea@hp.com)

39. Can the same learner earn the same Knowledge Credit twice?

No. A learner cannot earn credit for the same activity multiple times.

40. How are Knowledge Credits different than Learning Plans?

Learning Plans offer a curriculum of learning activities a person can choose from to become competent in a product line area according to their selected job role and competency level. Knowledge Credits are not particularly role based, but are more centred on the solutions/technologies aligned with the Partner Ready specialisations and offer the latest and greatest information partners can use to sell more and increase their ongoing product line knowledge.

41. Will Learning Plans highlight the courses and events which qualify as a Knowledge Credits?

When we launch the programme, there is no special indicator of a Knowledge Credit activity within a Learning Plan. However, we will be looking at enhancements to better align Learning Plan to Knowledge Credit activities over time.

42. How does the Knowledge Credit programme differ from programmes that have focused on Continuous Learning in the past?

In earlier implemented programmes, we have offered a variety of models all with the aim of ensuring adequate and up-to-date skills for partner employees to meet their customers' needs. These have ranged from individuals needing to collect points to extend the validity of their personal certifications to making a certain number of NPI training activities linked to partner programme eligibility to benefits. The Knowledge Credit programme recognises the investments made by employees who have initially earned a certification, because only eligible certified individuals can earn Knowledge Credits. And it also recognises the investments individuals are making for their companies.

Partner Education Manager information

43. Is there a training guide available for the Partner Education Manager?

Yes. A [Partner Education Manager Quick Start Guide](#) addressing Knowledge Credits is available.

44. Can the Partner Education Manager assign Knowledge Credit activities to individuals in the partner organisation?

No. Current functionality will not allow direct assignment of a Knowledge Credit option to an individual within the Partner Education Manager's organisation. However, the Partner Education Manager can identify activities that will increase product and product line knowledge based on individual and business needs from the Knowledge Credit Offerings List found on the My Learning Portal and can direct individuals to complete those activities. Completion of an activity will then be recorded by HPE and tracked in the [Partner Learning Management Tool \(PLMT\)](#) enabling the Partner Education Manager to view their organisation's aggregate Knowledge Credit achievements.

For additional questions

Visit the [Contact our program](#) page or use the “Chat now” feature on the HPE Partner Ready Certification and Learning website at [certification-learning.hpe.com](#).

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