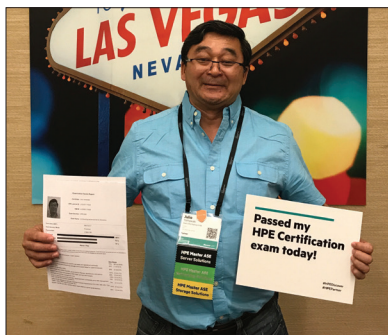Julio Yamawaki is the owner of AWK Informatica, an HPE Partner based in Sao Paulo, Brazil. He holds four Master ASE certifications:

- Storage Solutions Architect V2
- Superdome 2 Server Solutions Architect V1
- Network Infrastructure
- Advanced Server Solutions Architect V3

Perry Szarka is a solution architect with Logicalis Group, a UK-based, award-winning HPE Partner for nearly 20 years. He holds four Master ASE certifications:

- Storage Solutions Architect V2
- FlexNetwork Solutions V1
- Superdome 2 Server Solutions Architect V1
- Advanced Server Solutions Architect V3

HPE Master ASEs thrive at pinnacle of proven expertise

Hewlett Packard Enterprise Master Accredited Solutions Expert (Master ASE) is HPE's most demanding and highly respected credential. A Master ASE combines IT business acumen with rich technical expertise in advanced enterprise solutions. He or she can align information technology to an organization's financial and business goals, and is able to design and implement complex solutions—from the proposal stage to live deployment.

People who attain this pinnacle of HPE certifications are motivated by a variety of goals. They are intellectually curious and want to keep learning. They aim to thrive and grow in their careers, while supporting the success of their colleagues and companies. Most of all, they want to help their customers achieve solid business outcomes.

Achieving Master ASE status is a significant accomplishment. Holding multiple Master ASE certifications is even rarer. And at the top of the pinnacle stand an extraordinary few with four Master ASE certifications. These are some of their stories.

Julio Yamawaki of AWK Informatica: building customer trust and loyalty in Brazil
Julio Yamawaki is the founder of AWK Informatica, an HPE Partner and a computer equipment and supplies company based in Sao Paulo, Brazil. Founded in 1993, AWK provides hardware and software solutions for a range of customers including financial services and manufacturing firms.

Yamawaki holds four Master ASE certifications: HPE Master ASE - Storage Solutions Architect V2, HPE Master ASE - Superdome 2 Server Solutions Architect V1, HPE Master ASE - Network Infrastructure, and HPE Master ASE - Advanced Server Solutions Architect V3. He uses the knowledge to deliver complete solutions to his customers and to support his sales staff. AWK is a small company with a staff of five, including Yamawaki and two sales people. Yamawaki does not often have the time to go offsite for extended periods of training, so he likes the access HPE gives to self-paced materials. Through HPE Press, he obtains self-study guides and exam-prep materials where and when he wants them. Right now, he's delving into topics like cloud computing and networking.

"There are two important things to mention about being a Master ASE," Yamawaki says. "You have a lot of materials for study; you can gain a lot of knowledge without having to be away for five days of training. The other thing I'd tell others is that when you build expertise, you are more competitive, and that's important for the business."

Certification
Julio Yamawaki
Perry Szarka

Industry
Technology Solutions

Page 2

Solution

HPE Partner Ready Certification and Learning

Master ASE Certification Includes:
- Participation in Master ASE exam reviews, course content reviews, competency modeling workshops, and beta training
- Exclusive roadmap sessions and important demos
- Invitation-only Master VIP conferences and receptions
- Access to technology, online tools, software, HPE experts, and a supportive global community of IT professionals

Goals

- Gain proven expertise in HPE solution portfolio; deepen and enrich relationship with HPE
- Expand knowledge base to support sales staff, customer needs
- Refresh and enrich knowledge in dynamic technology landscape; gain personal satisfaction

Professional results

- Reach pinnacle of highly respected HPE certification in multiple areas
- Communicate depth of knowledge and HPE relationship to customers
- Align technology solutions to customers' financial and business goals
- Support sales-team efforts to maximize value of customer engagements
- Design and implement complex solutions crossing traditional silos

"HPE provides a wealth of material for self-directed study. You can build a lot of knowledge without having to be away for five days of training."

– Julio Yamawaki, owner, AWK Informatica

Yamawaki architects solutions that are right for his customers, building their trust and loyalty. Currently, he's focusing his attention on working with a service provider for financial institutions that handles massive amounts of data and must deliver 24x7 uptime. He hopes to steer them toward HPE Integrity Superdomes. Often, his expertise in multiple areas leads to bigger deals. However, Yamawaki does not measure success in dollars only.

"You have to make your customers happy," he says. "You have to deliver the solution they need. If the customer is successful, that makes them look to you again and again."

Perry Szarka of Logicalis: embracing the challenge of continuous learning
Perry Szarka has been a solution architect with HPE Partner Logicalis for two years, and in the IT business for 27 years. He was the first quadruple Master ASE in North America. His certifications, which he achieved over a roughly four-year period, are: HPE Master ASE - Storage Solutions Architect V2, HPE Master ASE - FlexNetwork Solutions V1, HPE Master ASE - Superdome 2 Server Solutions Architect V1, and HPE Master ASE - Advanced Server Solutions Architect V3.

Szarka is motivated by a desire to keep his knowledge and skills at the cutting edge in a constantly changing business and technical landscape. To him, that's a satisfying personal challenge. "I wanted to see if I could do it," he says.

Multiple Master ASE certifications bring significant advantages to Szarka, his colleagues in sales, and to their customers. Working on the pre-sales side of the business, he joins customer engagements at the behest of Logicalis sales teams, after opportunities have been identified. He then guides the technical side of the discussion, crafting solution proposals tailored to the customer's business objectives. Most of his customers are mid-size or enterprise corporations, higher-education institutions, or healthcare companies. Typically, they are seeking greater speed and efficiency, and might be undertaking digital transformations to reinvent their business models. A conversation might begin with something as narrow as the need to upgrade servers, but when the discussion deepens Szarka stands ready to identify additional solution needs that help the customer achieve higher returns. "A specialist solution architect might know only about servers, for example, whereas I can hold my own in a broad-ranging conversation," he says.

This is especially important because converged solutions today—such as HPE Synergy and HPE SympliVity—are themselves crossing traditional distinctions between compute, storage, networking, and software. "We're breaking out of silos to have complete conversations about the entire solution, not just one facet of it," Szarka says. "The Master ASE trainings help me weave it all together."

His expertise helps Logicalis expand sales engagements, and the company gives Szarka the opportunity to participate in commissions as well as earning a straight salary, he says. Therefore, his broad expertise benefits both his company's and his own income.

Customers recognize value of Master ASE status

Having a highly credentialed person on staff communicates rock-solid credibility to customers. It helps HPE Partners get their foot in the door with new customers and keep existing relationships strong despite personnel changes at client companies. The certifications are a visible way to show customers the expertise the solution partner brings to the table.

When the IT director of a real estate firm recently left the job to move cross-country, Logicalis sales people wondered whether the account might be in jeopardy if the new director wanted to bring in vendor relationships from previous jobs. Mentioning Szarka's four Master ASE certifications conveyed the depth of Logicalis expertise and the seriousness of its relationship with HPE. "It shows that Logicalis has the best and brightest on staff, and that Logicalis is a very serious partner of HPE," he says. "It gives them a level of comfort that the solution architect didn't just fall off the turnip truck."

Szarka takes advantage of HPE networking opportunities to keep his relationships and skills active. He participates in 12 HPE pre-sales groups on HPE Connect—HPE's instance of Microsoft™ Corp.'s Yammer Enterprise Social Network—as well as a Master ASE group and other communities on LinkedIn. What's more, he's not stopping at four Master ASE certifications. He's studying wireless network with an eye toward possible Aruba certification.

To his peers, Szarka offers some experience-based advice: "Pick something you enjoy. Learn it, master it, push yourself," he says. "Having these certifications is part of serving your customer but it's also a satisfying personal challenge to prove you can do it. We work in a dynamic industry that changes minute by minute. Learning is a lifelong process. It never ends."

Learn more at
certification-learning.hpe.com

Master level
Master ASE

Expert level
ASE

Professional level
ATP

Product
Certified level

Min.
3–5 years'
experience in
technology area

Min.
1–3 years'
experience in
technology area

Min.
6 months'
experience in
technology area

Support – Administration – Integrator – Architect

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