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# Q117 HPE Aruba Priorities and Programs

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Q117



# Q1FY17 Aruba Competitive Pricing Edge (CPE)

## Overview:

Aruba CPE is a competitive funding program designed to win competitive opportunities.

Eligible Distributors/NSP's will receive a pre-defined fund bucket to be used to win sales of eligible HPE Aruba BTO products. These funds are not intended to be used to win every deal, but instead are to be utilized to win strategic, incremental competitive business where price and speed is necessary.

## Product Offer and Eligibility:

- Eligible for Aruba Switching and WLAN hardware products (**Primary focus on Switching-** does not include DCN).
- Competitive funds can be combined with other HPE Aruba pricing and benefits.
- Competitive funds can be used in combination with existing HPE Aruba promotions and SPIFs.
- Competitive funds can only be used when a Partner is in a competitive situation against another vendor.
- Competitive funds are NOT PERMITTED to be used to win business against another HPE reseller.
- Competitive funds are NOT PERMITTED to be used for E-Rate.**
- Maximum of 10% of List Price, or \$10,000 per end user customer.

## CPE approval process:

1. CPE opportunity reviewed by HPE Aruba Distribution or NSP CSS
2. If CSS approves, the CSS registers the CPE request in the CPE tool
3. Opportunity is reviewed and approved by Channel Benefits Manager
4. CSS informs Distributor/Partner on approval status
5. CPE funds are applied to the requested opportunity

Questions? Please contact Ben Farson:  
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# HPE Aruba 5 for 3 Bundle Promotion

## Get 2 free Instant Access Points when you buy 3

For small and mid-size businesses, deploying a high performing, mobile first Wi-Fi network has been made simple and affordable with Aruba's Instant Wi-Fi solution. Aruba Instant access points are purpose-built for small and mid-size business and delivers advanced, enterprise-grade features into a simple, secure, easy-to-manage user interface.

### Top 5 HPE Aruba Instant Access Point Features:

1. Up to 36% faster than competition at high density (IAP225 50 client downstream throughput testing)
2. Wi-Fi setup in minutes
3. IAP's can be setup as controllerless or with controllers
4. Business grade security and secure guest network access
5. Manage from the cloud with optional Aruba Central network management

### Promo Details:

- End Users get 2 free units when 3 are purchased
- Effective through 1/31/17 in US
- Reference Big Deal # 94485990 on purchase orders
- Instant rebate will be applied across all five units each bundle, total of all five rebates is equal to the cost of two free units.
- Limit 2 bundles per deal, per customer
- Cannot be combined with deal registration, non standard pricing, other promotions from Aruba and HPE



For HPE and Channel Partner Internal Use

Must purchase quantity five Aruba Instant APs per bundle to receive rebate amount.

Maximum two Aruba Instant AP bundles per customer

Effective dates Nov 28, 2016 to Jan 31, 2017 USA only

This offer is valid while supplies last.

# Aruba's Switch and Instant Access Point SMB Promo

Futureproof your SMB customers wired infrastructure for years to come with Aruba Wi-Fi solutions. For a limited time, customers can get discounts on select Aruba switches and access points

- Aruba's SMB Switch and Instant Access Point (IAP) promotion, customers get discounts up to **5%** off MSRP on eligible switches and Instant Access Points
- Unit quantity maximum threshold not to exceed **25** units per product number/sku per end user customer deal.
- Reference HPE Aruba Deal#: **94581860**



For HPE and Channel Partner Internal Use

Instant discount will be applied by reseller partner to customer invoice

Only accessories listed on the eligible products list are included in this promotion.

Effective December 20, 2016 - February 28, 2018 - USA only

This offer is valid while supplies last.

# Competitive BOM Flip Promotion



## – The Offer:

- If you are working on a networking deal and have a competitive (non-Aruba) BOM, here's an opportunity to make extra margin.
- For a limited time, we are offering an additional 15% discount on networking products when you replace a competitor (non-Aruba) BOM with Aruba products. When combined with deal registration, that is an additional **27%** off of list pricing!

## – Eligible Aruba Products

- All Aruba Access Points, Switches, and Access Point Accessory SKUs
- All Aruba Controller SKUs
- All ArubaOS Software SKUs
- All Aruba Airwave and Aruba Central SKUs

**\*Please speak with your Aruba sales manager for more details\***

For HPE and Channel Partner Internal Use

Promotion is not applicable to existing Aruba deals (deals with an existing quote).

This promotion may not be stacked with any other Aruba promotion, Big Deal, or Non Standard Pricing (NSP).

Reseller PO must be received by distribution on or before January 31, 2017.

Effective dates 1/1/17 thru 1/31/17 USA only

# Double Points for January 2017!!



## Aruba 2530 Switches and 2930F Switches

Security, reliability, and ease of use for enterprise campus, branch office, and SMB deployments

PN	Description	Nov/Dec Points	January 2017 Double Points*
J9773A	Aruba 2530-24G-PoE+ Switch	25	50
J9775A	Aruba 2530-48G Switch	25	50
J9772A	Aruba 2530-48G-PoE+ Switch	25	50
J9774A	Aruba 2530-8G-PoE+ Switch	15	30
JL253A	Aruba 2930F 24G 4SFP+ Swch	50	100
JL255A	Aruba 2930F 24G PoE+ 4SFP+ Swch	50	100
JL254A	Aruba 2930F 48G 4SFP+ Swch	50	100
JL256A	Aruba 2930F 48G PoE+ 4SFP+ Swch	50	100

<http://www.hpeengageandgrow.com>

For HPE and Channel Partner Internal Use

Please visit Engage & Grow website for details and Terms and Conditions. \*Effective dates 1/1/17 thru 1/31/17 USA only



# Q1FY17 Aruba SPIFs



## WLAN

PN	Description	Q1 points
JW213A	Aruba IAP-205 (US) Instant 2x2:2 11ac AP	20*
JW229A	Aruba IAP-215 (US) Instant 3x3:3 11ac AP	20*
JW242A	Aruba IAP-225 (US) Instant 3x3:3 11ac AP	20*

## Central

PN	Description	Q1 points
JW450AAE	Aruba Central 1 IAP 1yr Sub E-STU	5*
JW451AAE	Aruba Central 1 IAP 3yr Sub E-STU	5*
JW452AAE	Aruba Central 1 IAP 5yr Sub E-STU	5*

## Office Connect Switching

PN	Description	Q1 points
J9983A	HPE 1820-24G-PoE+ (185W) Switch	10
JG925A	HPE 1920-24G-PoE+ (180W) Switch	20
JG926A	HPE 1920-24G-PoE+ (370W) Switch	20
JG928A	HPE 1920-48G-PoE+ (370W) Switch	20
JG922A	HPE 1920-8G-PoE+ (180W) Switch	10
JG921A	HPE 1920-8G-PoE+ (65W) Switch	10

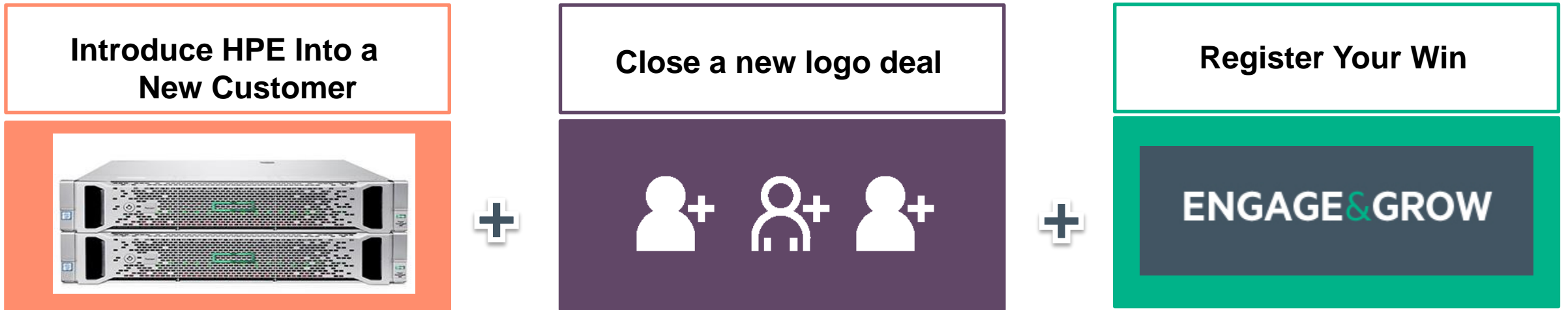
## Switching

PN	Description	Q1 points
J9727A	Aruba 2920-24G-POE+ Switch	50
J9728A	Aruba 2920-48G Switch	50
J9836A	Aruba 2920-48G-POE+ 740W Switch	50
J9729A	Aruba 2920-48G-POE+ Switch	50
JL071A	Aruba 3810M 24G 1-slot Swch	75
JL073A	Aruba 3810M 24G PoE+ 1-slot Swch	75
JL072A	Aruba 3810M 48G 1-slot Swch	75
JL074A	Aruba 3810M 48G PoE+ 1-slot Swch	75
JL095A	Aruba 5406R 16SFP+ v3 zl2 Swch	75
JL003A	Aruba 5406R 44GT PoE+ / 4SFP+ v3 zl2 Swch	75
JL002A	Aruba 5406R 8XGT PoE+ / 8SFP+ v3 zl2 Swch	75
JL001A	Aruba 5412R 92GT PoE+ / 4SFP+ v3 zl2 Swch	75
JH323A	HPE 5130 24G 4SFP+ 1-slot HI Switch	30
JH325A	HPE 5130 24G PoE+ 4SFP+ 1-slot HI Switch	50
JH324A	HPE 5130 48G 4SFP+ 1-slot HI Switch	50
JH326A	HPE 5130 48G PoE+ 4SFP+ 1-slot HI Switch	50
JG938A	HPE 5130-24G-2SFP+-2XGT EI Switch	50
JG940A	HPE 5130-24G-PoE+-2SFP+-2XT EI Switch	50
JG939A	HPE 5130-48G-2SFP+-2XGT EI Switch	50
JG941A	HPE 5130-48G-PoE+-2SFP+-2XT EI Switch	50



# Q117 EG New Logo Bonus: **Up to 3,000 Spiff Points**

  
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- **First 50 new logo's** receive up to 3,000 spiff points (1k Per Server, Storage & Networking)
- **Apply** via Engage & Grow
- **\$25,000 (or 75K for all 3 on one PO):** Minimum HPE sale amount for each BU on the deal
- **18 Month:** Look Back Period for Customer Purchases
- **1/31/17:** Deal Must Ship