



Aruba WLAN Competitive Trade-In Promotion

Customers receive \$125/AP trade-in discount for replacing competitors access points
Partner receives \$25/AP instant rebate

Aruba's industry leading gigabit WLAN portfolio delivers an enterprise-grade, secure, and stable wireless solution so that mobile users can connect easily and access their critical business applications and data at any time.

In Gartner's "Magic Quadrant for the Wired and Wireless LAN Access Infrastructure" 2017 report, Aruba was highlighted in the leader's quadrant for completeness of vision and ability to execute – the analyst firm notes "Clients globally should consider HPE Aruba for all wired / WLAN access layer opportunities," and issued Aruba a top spot in 6 of 6 use cases against the competition in its 2017 report "Critical Capabilities for Wired and Wireless LAN Access Infrastructure".

If your customers are not currently using Aruba WLAN products, now is the time to take advantage of the competitive trade-in promotion!

CUSTOMER OFFER:

End user customers can trade-in competitor's access points, or HPE, Aruba AP's and get a trade-in discount of \$125 on each qualifying new Aruba access point purchased.

PARTNER OFFER:

Partner will receive:

- Partners receive \$150 instant rebate per new AP purchased which includes:
 - \$125 to be passed to the customer
 - \$25 to be retained by the partner
- Reference the following Big Deal ID based on your Partner Ready for Networking level:
 - Business Partner 96231638
 - Silver 96231639
 - Gold 96231861
 - Platinum 96231862

ELIGIBLE PRODUCTS:

See eligible sku list

PROMOTION TIMEFRAME:

February 1, 2019 - April 30, 2019

END USER ELIGIBILITY

Offer is valid for end user customers in the US only.

RESELLER ELIGIBILITY

Reseller Partners must be authorized HPE Partner Ready for Networking Program Partners in the United States.

ELIGIBILITY CRITERIA & TRADE-IN TERMS

1. Participants in this program must be authorized Aruba Partner Ready for Networking partners.
2. Trade-in credit is applied to the purchase of Aruba APs eligible under the promotion.
3. Irrespective of the number of APs traded-in, 1 (one) trade-in credit will be applicable per Aruba AP purchased.
4. Partner must pass on the customer trade-in credit to the customer.
5. Partner must confirm the APs that are traded-in are in working condition
6. Partner must work with the customer to get a completed Letter of Intent to Destroy and confirm that the customer has decommissioned the traded-in access points.
7. Deal registration is required. The appropriate deal registration discounts are included in the total discount of this promotion, therefore no additional deal registration discount can be applied (stacked) on top of the Big Deal.
8. Promo Limits – Not to exceed a net price of \$250,000.00 per End User Transaction.

STEP-BY-STEP INSTRUCTIONS FOR PARTNERS

1. Work with your customer to complete the Trade-In Request form.
2. Register the deal with Aruba
3. Contact an authorized Aruba authorized distributor to obtain a price quote. When requesting the price quote, include the deal registration number (if applicable), correct big deal ID and Trade-in Request form.
4. Provide a price quote to the customer with trade-in credits reflecting on that price quote.
5. Work with the customer to get the purchase order (PO) and a signed copy of the Letter of Intent to Destroy.
6. Submit your PO to the authorized distributor referencing the price quote and include the deal registration number (if applicable), correct big deal ID and a copy of the signed copy of Letter of Intent to Destroy.

ADDITIONAL TERMS AND CONDITIONS

- HPE discounts are applied as a percentage off the HPE List Price as of the date of shipment from the distributor.
- Promotion is not valid through HPE Source.
- HPE reserves the right to terminate, alter, or modify these terms and conditions at any time.

TRADE-IN PROMOTION ELIGIBLE SKU'S

Qualified Competitive APs	Qualified Aruba APs	Trade-in Details
All existing Cisco Aironet APs, All Meraki MR series APs, All Ruckus R series APs, All Aerohive APs All Ubiquiti Unifi APs All HPE, HP, and Aruba AP's	See SKU List below	<ul style="list-style-type: none"> Partners receive \$150 instant rebate per new AP purchased which includes: <ul style="list-style-type: none"> \$125 to be passed to the customer \$25 to be retained by the partner

Model	Description
JX935A	Aruba AP-304 Dual 2x2/3x3 802.11ac AP
JX936A	Aruba AP-305 Dual 2x2/3x3 802.11ac AP
JX940A	Aruba IAP-304 (US) Instant 2x/3x 11ac AP
JX946A	Aruba IAP-305 (US) Instant 2x/3x 11ac AP
JW795A	Aruba AP-314 Dual 2x2/4x4 802.11ac AP
JW797A	Aruba AP-315 Dual 2x2/4x4 802.11ac AP
JW807A	Aruba IAP-314 (US) Instant 2x/4x 11ac AP
JW813A	Aruba IAP-315 (US) Instant 2x/4x 11ac AP
JX967A	Aruba AP-365 (US) Outdoor AP
JX974A	Aruba AP-367 (US) Outdoor AP
JW184A	Aruba AP-324 Dual 4x4:4 802.11ac AP
JW186A	Aruba AP-325 Dual 4x4:4 802.11ac AP
JW321A	Aruba IAP-324 (US) Instant 4x4:4 11ac AP
JW327A	Aruba IAP-325 (US) Instant 4x4:4 11ac AP
JZ023A	Aruba AP-344 (US) Unified AP
JZ033A	Aruba AP-345 (US) Unified AP
JZ153A	Aruba AP-318 (US) Indr Hardened 11ac AP
JZ163A	Aruba AP-374 (US) Outdoor 11ac AP
JW799A	Aruba AP-334 Dual 4x4:4 11ac 2.5GbE AP
JW801A	Aruba AP-335 Dual 4x4:4 11ac 2.5GbE AP
JW819A	Aruba IAP-334 (US) Instant 4x4:4 11ac AP
JW825A	Aruba IAP-335 (US) Instant 4x4:4 11ac AP
JZ173A	Aruba AP-375 (US) Outdoor 11ac AP
JZ183A	Aruba AP-377 (US) Outdoor 11ac AP

REQUEST FORM

COMPETITIVE WLAN to ARUBA 802.11AC TRADE-IN

HPE / ARUBA CUSTOMER INFORMATION

Company Name:	
Contact Name:	
Business Phone:	Business Email:
Address:	
City:	State/Province:
Zip Code:	Country:

PROMOTION AGREEMENT

I acknowledge and agree to the terms and conditions of the Aruba Competitive WLAN to Aruba 802.11ac Trade-in promotion.

On behalf of _____ (company or organization name), I hereby certify by my signature below that the equipment traded in are access points in working condition. I understand that the resulting trade-in quote will be contingent upon purchase of new Aruba 802.11ac access points (APs).

I agree that, at the time of issuing a purchase order to Aruba, a signed *Letter of Intent to Destroy* (LOID) will be submitted to an authorized Aruba reseller validating our intent to decommission traded-in access points.

Signature _____ Date _____
(Must be signed by a certified customer representative)

Name, Title _____

TO BE COMPLETED BY AUTHORIZED ARUBA RESELLER

Aruba Reseller Name:	
Reseller Contact Name:	
Business Phone:	Business Email:

Please provide information about the traded-in APs.

Trade-in AP Count Total	
Replacement AP Count Total	

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LETTER OF INTENT TO DESTROY

HPE/ARUBA CUSTOMER INFORMATION

Company Name:	
Contact Name:	
Business Phone:	Business Email:
Address:	
City:	State/Province:
Zip Code:	Country:

INTENT TO DESTROY

I acknowledge and agree to the terms and conditions of the HPE and Aruba trade-in promotion.

On behalf of _____ (company or organization name), I hereby certify by my signature below that the equipment traded in are wireless LAN (WLAN) access points (APs) in working condition and are eligible for this promotion. I further certify that this equipment will be destroyed, recycled and permanently decommissioned within 90 days of receipt of the replacement access points from Aruba, a Hewlett Packard Enterprise Company.

Signature _____ Date _____
(Must be signed by a certified customer representative)

Name, Title _____

TO BE COMPLETED BY **AUTHORIZED RESELLER**

Reseller Company Name:	
Reseller Contact Name:	
Business Phone:	Business Email:

Submit this form to your **authorized reseller** to receive a quote for replacement Aruba 802.11ac APs.