



**Hewlett Packard
Enterprise**

HPE HIT DACH PROMO PACK Q221 FEBRUARY EDITION

<https://www.hpe.com/de/de/solutions/smb/jrit-promotions.html>
<https://www.swiss-goldenoffers.ch>

HPE HIT DACH PROMO PACK SUMMARY Q221

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HPE TOP VALUE/GOLDEN OFFERS

Country	Currency	OPG
Germany	Euro	97528197
Austria	Euro	97528006
Switzerland	Swiss Franc	97528203

New Offers

- No change

Price Changes

- 5% - 22% price decrease for 8 bundles:
 - ENTML30-004
 - PERFML30-007
 - PERFDL20-007
 - PERFDL20-008
 - ENTMS-003
 - PERFMS-006
 - MSA2060-001
 - MSA2062-001
- 1% - 3% price increase for 4 bundles:
 - STEVENT-002
 - STEVPERF-002
 - STE1460-003
 - STE1660-003

Removed Offers

- No change





Country	Currency	OPG
Germany	Euro	98089793
Austria	Euro	98096945
Switzerland	Swiss Franc	98089792

Benefits

- Exclusive prices for all FlexOffers products
- HPE's bestselling products
- Flexible configurations with additional discounts when adding options
- Configurations that can be easily and quickly adapted at any time
- No lengthy lead times

FlexOffers introduction video for Resellers: [CLICK HERE](#)

FEBRUARY SPECIAL DEALS



Get an HPE RDX for Free!

Reliable disk-based backup and recovery solution with unmatched portability, fast recovery, and easy system integration

Get a free¹ HPE RDX disk based backup device with your HPE ProLiant ML30 or MicroServer when you purchase any HPE RDX media².

- Fast Recovery
- Unmatched Portability
- Easy integration with HPE ProLiant

Only available through [iQuote](#) HPE FlexOffers. Please contact your preferred distributor for more details.



iLO OFFER

“Meet the FlexOffers attach rules for any ProLiant Server and get an aggressive discount on iLO Advanced license”

Enable ProLiant Server administrators to work remotely during challenging times.

HPE iLO is the perfect “Work from Anywhere” solution for server management. The HPE iLO Advanced License provides a rich remote server management experience that enables greater efficiency and simplified operations, all while delivering end-to-end server security.

Please contact your preferred distributor for more details.

HPE TRADE-IN PROGRAM



Trade-In and get cash back

- **Refresh** your old IT infrastructure with HPE Gen10 Servers;
 - Easiest to manage with [HPE Infosight](#) & [OneView](#)
 - [World's most Secure Industry Standard Servers](#)
 - Industry Leading [Power & Efficiency](#)
- **Get up to 350€/CHF371 cash back** for each used product
- Collected at **no charge** from your site
- Drive more **efficient use of energy** & materials. Manage your IT assets in a secure, compliant, & **environmentally responsible** manner. Find out more at [HPE Circular Economy](#)
- **Participants:** End-User Customers, HPE Channel Partners
- **How to apply:** www.hpe.com/eu/tradein

Replace	Against the purchase of...	Refund (approx.)
TRADE-IN FROM 1.02.2021 - 30.04.2021 Blade-, Rack- or Tower Servers of <ul style="list-style-type: none"> • Any brand and age • Complete and functional • Which had been owned by the end-customer for at least 6 months 	ProLiant BL460c Gen10	300€/CHF318
	ProLiant DL20 Gen10	30€/CHF32
	ProLiant DL160 Gen10	100€/CHF106
	ProLiant DL180 Gen10	100€/CHF106
	ProLiant DL325 Gen10	125€/CHF133
	ProLiant DL360 Gen10	300€/CHF318
	ProLiant DL380 Gen10	350€/CHF370
	ProLiant DL385 Gen10	350€/CHF370
	ProLiant DL560 Gen10	600€ /CHF618
	Micro Server Gen10+	100€/CHF106
	ProLiant ML30 Gen10	50€/CHF53
	ProLiant ML110 Gen10	100€/ CHF106
	ProLiant ML350 Gen10	300€/ CHF318
	DX360 Gen10	300€/ CHF318
	DX380 Gen10	350€/CHF370
DX385 Gen10	350€/CHF370	
DX560 Gen10	600€/CHF618	
DX 2000	300€/CHF318	
DX 4200	350€/CHF370	

Buy your new HPE ProLiant Server

Log a claim at www.hpe.com/eu/tradein

Prepare your used servers for collection

get Trade-In refund on your Bank account

Products purchased via Promotional OPGs or where special pricing is applied are excluded from HPE's Trade In program

HPE WS2019 ROK CASHBACK PROGRAM FOR CHANNEL PARTNERS (DE)



Upgrade and get cash back

Have your customers to **upgrade** their old IT infrastructure **with HPE ProLiant Servers** and **Microsoft Windows Server 2019 ROK** and **receive cash incentive**

- With each **Windows Server ROK Kit** sold with an **HPE ProLiant Server**
- **Participants:** HPE Channel Partners (Platinum, Gold, Silver, Business, Proximity Partners)
- **How to participate:** www.hpe.com/eu/PartnerCashback
- Terms and conditions apply
- Please check the web page for country eligibility information

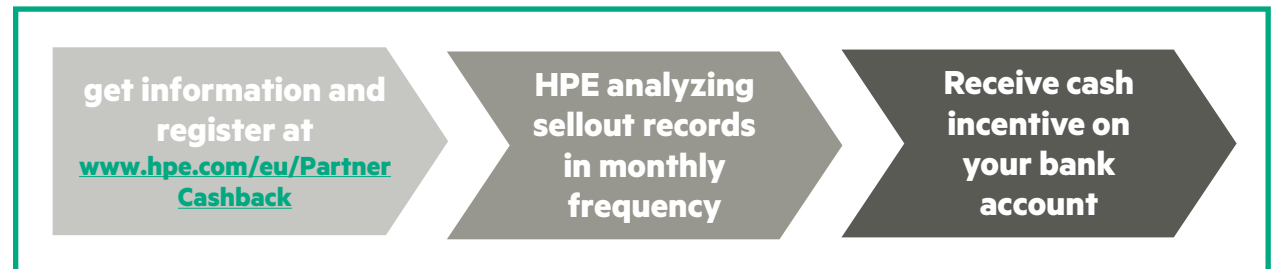
HPE ProLiant Servers	Purchased with WS2019	Cashback*
DL160 Gen10	WS2019 Std ROK	€ 10
DL180 Gen10	WS2019 Std addtl License	€ 5
DL325 Gen10	WS2019 DC ROK	€ 50
DL360 Gen10	WS2019 RDS 1 Usr / Dev CAL	€ 1
DL380 Gen10	WS2019 RDS 5 Usr / Dev CAL	€ 5
DL385 Gen10	WS2019 RDS 10 Usr / Dev CAL	€ 10
DL560 Gen10	WS2019 RDS 50 Usr / Dev CAL	€ 50
DL580 Gen10		
ML110 Gen10		
ML350 Gen10		
SY480		
SY660		

* Capped at € 2,500 per month and Participant

Special Offers

Min monthly incentive threshold by PPID not applied between Feb and April 2021:

Platinum	€ 300	Business	€ 80
Gold	€ 200	Proximity	€ 50
Silver	€ 100		



WINDOWS SERVER 2019 AMD PILOT PROGRAM

Reduced licensing costs for HPE ProLiant AMD platforms with Windows Server 2019

- Available for a limited time: **August 3, 2020- June 30, 2021**
- Available only on platforms with AMD EPYC™ 7002 Series ('Rome') processors with more than 32 cores per processor
- Exclusive for OEM Windows Server 2019 licensing

- OS license savings potential:
 - 48 core processor: 33%
 - 64 core processor 50%No savings on CPUs with 32 cores or less!

- 2 new Additional licence SKUs:

P35476-A21 MS WS19 16C Std AMD Add Lic EMEA SW

P35479-A21 MS WS19 16C DC AMD Add Lic EMEA SW

- More details:

[Training Deck](#)

[Sales Summary](#)

HOW TO LICENSE UNDER THE AMD PILOT PROGRAM

1 x Windows Server 2019 Standard or Windows Server 2019 Datacenter "base" license:

ROK (Reseller Option Kit) or Factory FIO (preinstalled) -or- FIO Npi (drop-in-box / not preinstalled) kit

- Base license **covers the first 16 cores**
- Includes the **product key** and the **installation media**



AMD Windows Server 2019 Standard or Windows Server 2019 Datacenter 16 core Additional License:

- Carries **AMD Pilot Program specific Additional License Terms**
- 1 additional license required for **single socket systems** (DL325 Gen10 / Gen10 Plus):
32 cores total need to be licensed (1 processor x 32 cores)
(balance of cores remaining is covered by AMD promotion)
- 3 additional licenses required for **dual socket systems** (DL385 Gen10 / Gen10 Plus):
64 cores total need to be licensed (2 processors x 32 cores)



HPE MSA TRADE IN PROGRAM – PARTNER INCENTIVE PROGRAM



Key selling points

- Welcome to the new HPE MSA Gen6, HPE’s Storage solution delivering the most affordable SAN acceleration for SMB:
 - Definition of simplicity with unmatched affordability
 - New architecture for the next decade
 - Industry leading entry SAN platform with 12 years of consistent vision
- Receive a cash incentive by replacing Gen3, Gen4 or Gen5 with the new HPE MSA Gen6 with your end-user customers between December 1, 2020 and February 28, 2021

Apply for Cashback

- **Period:** Register for participation between Dec 1, 2020 – Feb 28, 2021
- **Targeted Audience:** HPE Channel Partners (Platinum, Gold, Silver, Business and Proximity Partners)
- **How to apply:** www.hpe.com/eu/PartnerCashback

Sell HPE MSA Gen6

HPE MSA 1060	R0Q85A, R0Q86A, R0Q87A
HPE MSA 2060	R0Q73A, R0Q74A, R0Q75A, R0Q76A, R0Q77A, R0Q78A
HPE MSA 2062	R0Q79A, R0Q80A, R0Q81A, R0Q82A, R0Q83A, R0Q84A

...and have your customer trading in their old MSA systems or any of the below listed systems from other vendors

Gen3, Gen4, Gen5	HPE P2000 MSA, HPE MSA 1040, HPE MSA 204x, HPE MSA 1050, 205x
Other Vendors	<ul style="list-style-type: none"> • IBM PowerVault ME4, Dell EMC SDv3000, SCv3020 • Huawei: OceanStor 2200 V3 • IBM: Flash System 5010 • Lenovo: V3700 V2, ThinkSystem DE2000H, DE4000H, DE6000H • Netapp: E2800, FAS 2700

To receive cash incentive with the first 4 transactions

- € 1.500/CHF 1.600 From 10.000€/CHF single net price
- € 3.000/CHF 3.200 From 30.000€/CHF single net price

Register for participation on the web portal and receive automatic cash back with every sellout transaction:

- PO received before April 30, 2021
- and Trade-in request submitted with an eligible old MSA Model at www.hpe.com/eu/tradein before April 30, 2021

¹ units purchased under other sales promoting measures HPE may offer at the same time are excluded from cashback

INCREDIBLE TEAM – INCREDIBLE PRICE

HPE DL360 + MSA2060 Gen6 – the right bundle for your requirements



DL360 Gen10



MSA 2060



VMware licence

vmware®



20.461 Euro*

FEATURES:

- MSA 2060 with 6 x 1,92 TB SSD 's
- DL360 Gen10 with 2x480 GB SSD 's
- 3y VMware vSphere ESS Plus LTU
- 1x ILO Advanced LTU 's
- 3 Years HPE Foundation Care Support with 24x7, 4 h responsetime

- Valid until: 30.04.2021
- OPG indirect: 97724159 V7
- OPG direct: 97724322 V7

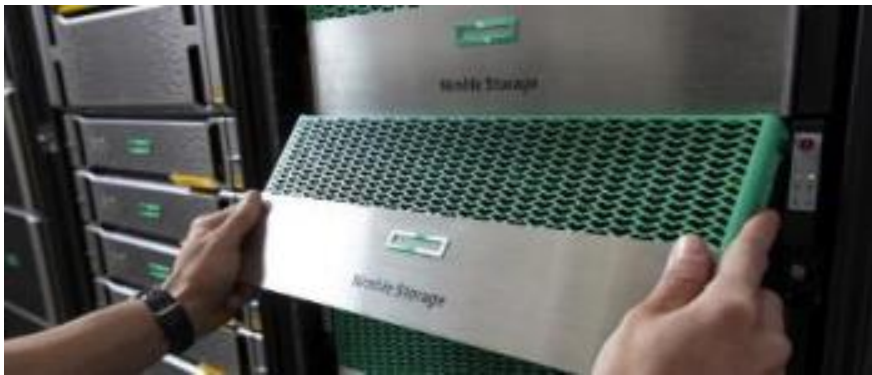
* non-binding dealer purchase price without VAT

HPE NIMBLE ENTRY SMB OFFERING

Benefit from **really attractive** pricing on HPE Nimble HF20, HPE Nimble AF20Q and HPE Nimble AF20

Are you looking for **really attractive prices** for your SMB customers? Do you need **full flexibility on configuration** and **extremely attractive pricing**? Then you're just right here at HPE as we have combined these two factors in an amazing offer.

Our attractive entry offering for the platforms HPE Nimble HF20, HPE Nimble AF20Q and HPE Nimble AF20 is **totally easy, quickly** and **completely flexible** available via **Instant Pricing**.



Geographical scope
Germany, Switzerland, Austria

Valid from now – April 30th, 2021

**HPE Nimble HF20 starting at 19.979 €*
HPE Nimble AF20Q starting at 23.969 €*
HPE Nimble AF20 starting at 24.179 €***

**HPE Nimble HF20 starting at 22.300 CHF*
HPE Nimble AF20Q starting at 25.900 CHF*
HPE Nimble AF20 starting at 27.600 CHF***

*recommended reseller buying price – please contact your distributor for your individual offer

MSL STOREEVER TAPE LIBRARY – MEDIA BUY ONE GET ONE FREE

WWW.HPE.COM/STORAGE/FREELTOMEDIA



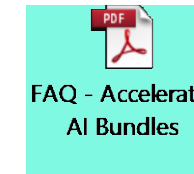
- Qualify for free HPE LTO Ultrium cartridges when you purchase one of the following combinations:
- Receive (4) HPE LTO Ultrium cartridges free* when you purchase an HPE Autoloader and (4) HPE LTO-6 Ultrium or (4) HPE LTO-7 Ultrium cartridges or (4) HPE LTO-7 TYPE M Ultrium cartridges.
- Receive (12) HPE LTO Ultrium cartridges free* when you purchase an HPE MSL2024 Tape Library and (12) HPE LTO-6 Ultrium or (12) HPE LTO-7 Ultrium cartridges or (12) HPE LTO-7 TYPE M Ultrium cartridges.
- Receive (20) HPE LTO Ultrium cartridges free* when you purchase an HPE MSL3040 Tape Library and (20) HPE LTO-6 Ultrium or (20) HPE LTO-7 Ultrium cartridges or (20) HPE LTO-7 TYPE M Ultrium cartridges.
- Receive (40) pieces of HPE LTO-6 Ultrium, HPE LTO-7 Ultrium or HPE LTO-7 TYPE M Ultrium (20 pk) cartridges free* when you purchase an HPE StoreEver MSL6480 Tape Library plus forty (40) pieces of qualifying HPE LTO-6 Ultrium, HPE LTO-7 Ultrium or HPE LTO-7 TYPE M Ultrium cartridges.



* If the eligible combinations are not purchased at the same time, it must be showed proof of purchase of your HPE Autoloader, HPE MSL2024 Tape Library, HPE MSL3040 Tape Library or HPE MSL 6480 Tape Library between November 1st, 2019 and April 30th, 2021, and proof of purchase of four (4), twelve (12), twenty (20) or forty (40) HPE LTO-6 Ultrium or HPE LTO-7 Ultrium or HPE LTO-7 TYPE M Ultrium or HPE LTO-8 Ultrium cartridges within three (3) months of your HPE Autoloader, HPE MSL2024 Tape Library, HPE MSL3040 Tape Library or HPE MSL 6480 Tape Library purchase, but not later than December 31st, 2020. Free Ultrium cartridges will be the same sku as the eligible HPE LTO-6 Ultrium or HPE LTO-7 or HPE LTO-7 TYPE M Ultrium or HPE LTO-8 Ultrium cartridges. Offer valid for the first 1,000 LTO-6 cartridges, first 1,000 LTO-7 cartridges and first 500 LTO-7 TYPE M, and first 500 HPE LTO-8 Ultrium cartridges claimed during the promotion. Offer ends when the first 1,000 LTO-6 cartridges, first 1,000 LTO-7 cartridges and first 500 LTO-7 TYPE M, and first 500 HPE LTO-8 Ultrium cartridges are fulfilled or on March 31st, 2021, whichever comes first.

HPE “ACCELERATE AI” BUNDLES

Get started with HPE’s *tangible* and *easy to deploy* AI offerings



Why we launch AI Bundles

- ✓ Create “tangible to buy” HPE AI offering with strong added values and incomparable differentiation vs other AI market players
- ✓ Support channel partners to drive low touch and run rate business with easy to deploy and “ready to go” HPE AI solutions
- ✓ Increase awareness and interest in HPE AI offering

Three steps to follow

1. Create a new NGQ Quote with bundle Configs (Bill of materials listed in FAQ)
2. Request the Campaign pricing and refer to the Reference Deal ID# 97416327 & specific bundle. Send an email with the order number to AI_BUNDLES_DACH@hpe.com, to receive 6 DLI online course license codes
GPUs model selection cannot be changed!

Who could be interested

Businesses/use-case (examples) :

Financial Services (Anti-money-laundering), **Healthcare** (Remote patient monitoring) **Telecom** (Predictive maintenance), **Marketing/Retail** (Personalized ads), **Manufacturing** (Design exploration) and more

What we offer

Start & experiment with AI

AI Starter Kit

Apollo 2000 Gen 10



- ✓ 1 team., 1 environment
- ✓ Small AI (DL) models
- ✓ Affordable starting point

AI Training Kit

Apollo 6500 Gen10



- ✓ 1 team., 1 environment
- ✓ Mid to large AI (DL) models
- ✓ Experiment with AI

POC & Scale up

ML Ops POC

Apollo 2000 Gen 10



XL 170r G10 1U node & XL 190r G10 2U node



XL 190r G10 2U node

- ✓ #multiple tenants (team)
- ✓ POC: small to mid size AI (DL) models
- ✓ HPE ML Ops based on HPE Container Platform

ML Ops Sandbox

Apollo 2000 Gen 10



2x XL 170r G10 1U node

Apollo 6500 Gen10



- ✓ #multiple tenants (team)
- ✓ Sandbox: large AI (DL) models
- ✓ HPE ML Ops based on HPE Container Platform

Find further information on the Value/Golden Offers und the [Partner Portal](#)

In case of further questions please contact your PBM

HPE DATACENTER CARE STARTER PACK PROMO

Up to 60% on
Datacenter Care Starter
Pack Basic, Basic
Remote and up to 50%
on associated Service
Credits

EXTENDED

Key selling points

The HPE Datacenter Care Starter Pack (DCSP) offers a standardized and easy entry into the Datacenter Care Service Level:

- Assigned account resource
- Help with proactive issue identification and advice on potential mitigation of risks
- Proactive environmental deliverables
- Access to special digital training offer

Ideal for

- Environment approach via mixed projects of storage and compute, possibly also network components
- Entry via initial project, planned extensions then via DC Add-On (good scaling!)

Eligible SKUs

HU3V3Ax	HPE Datacenter Care Starter Pack Basic
HU3V4Ax	HPE Datacenter Care Starter Pack Basic Remote
HU0R5Ax	HPE Service Credits

x = 3,4 or 5 years



Promo

<https://www.hpe.com/h20195/v2/Getdocument.aspx?docname=a00060181enw>

Use the promotion to give your customers an attractively priced introduction to Datacenter Care and benefit from the support experience in follow-up projects that the customer would not want to do without!

HPE POINTNEXT – SUPPORT ON DEMO UNITS



Have the Demo unit covered by Support from SW upgrades only up to a full support experience

Have Demo units covered by Support

- Even on a demo unit it is important to get the needed support level to be able to get the whole benefit from the experience of the Demo
- HPE Pointnext suggests to evaluate the specific needs for the Partner and choose one of the following
 - Request a quotation for a **Day 1 contract** of the length of the **NFR Demo unit** (in most cases it would be one year but it might differ depending on different Geo/Country). In this case the quotation might be requested for **SW upgrades only** in case the Partner prefers it.
 - Ask for an **OPG** in case the Partner wants to get the benefit of a **Packaged Support Service**.

Partner Contact

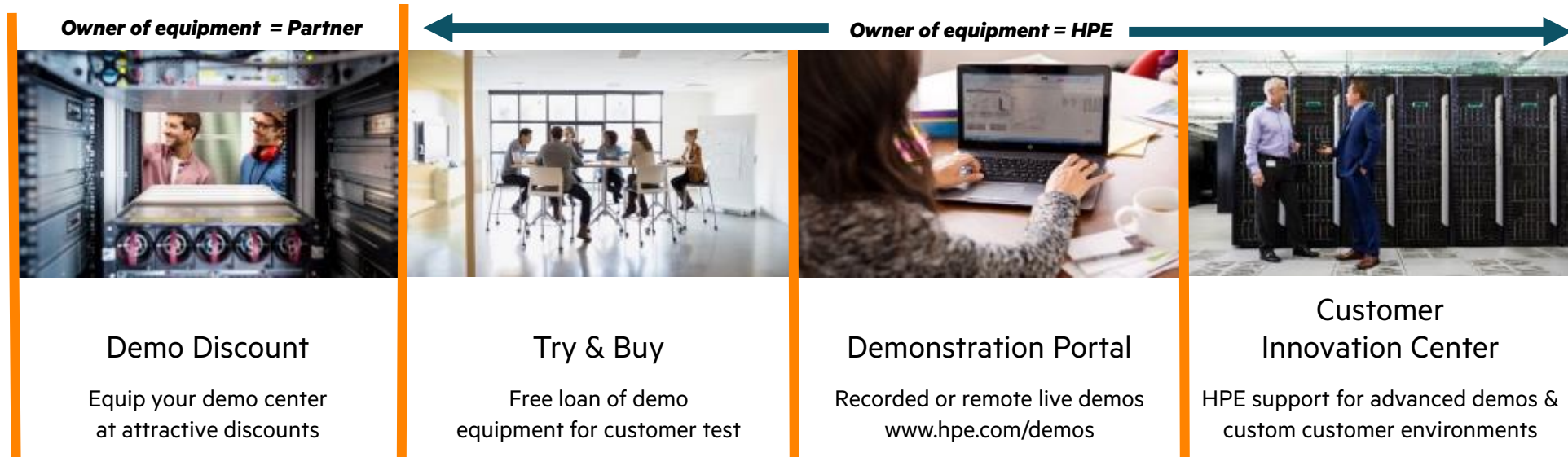
Partner can request a Day 1 quotation through the distributor or HPE Partner Business Manager (PBM). We encourage to attach support with the same length of the NFR demo unit. Eventually when the unit is sold, the final customer will need to repurchase support.

Benefits for the partners

- Including the Day 1 contract covering SW upgrades as the minimum, Partners can use the Demo and do SW upgrades as needed. After one year (duration of NFR) they can resell the unit without any issue.
- In case the Partner bought support initially for a longer term then when the Partner decides to resell the equipment HPE Pointnext needs to know to whom the support is transferred and will evaluate and accept (or not) based on delivery capabilities in the final destination country.

FY21 HPE PARTNER DEMO PROGRAM OVERVIEW

- Available to all partners and covers full HPE portfolio
- Offset cost of demo unit with demo discount
- Comprehensive demo program providing equipment, support and labs and more



0% PROMOTION

- Lease now HPE ProLiant Equipment with 0%*



A GREAT OPPORTUNITY TO UPDATE YOUR TECHNOLOGY
- WITH 0% LEASING!

As part of the 0% promotion, you can lease your HPE ProLiant equipment, from now until March 31, 2021.

- 0.0% interest rate over the contract term
- 48 months term
- Softcost share max. 15 % (HPE service, installation)
- Acquisition value from 30.000 €
- The promotion is valid until 31.03.2021*.



VALID FOR FOLLOWING PRODUCTS:

→
HPE ProLiant Hardware and Software incl. HPE Services and Installation

*Financing is available to qualified customers through Hewlett Packard Financial Services Company and its subsidiaries (HPFSC) and is subject to credit approval and execution of standard HPFSC documentation. **Pricing and terms are based on customer creditworthiness**, offered products, services and/or equipment types and options offered. Other charges, including but not limited to taxes, fees and shipping charges, may apply. Not all HPE products are eligible. **Not all customers may qualify.** Other restrictions may apply. HPFSC reserves the right to modify or discontinue this program at any time without notice.

HPE FINANCIAL SERVICES CHANNEL

Germany

Lutz Wolter

F +49 173 4924742

M lutz.wolter@hpe.com

Partner Account Manager

BECHTLE

Jessika Beyer

F +49 173 7925906

M jessika.beyer@hpe.com

Partner Account Manager

CANCOM

Celia Gassner

F +49 1520 1511889

M celia.gassner@hpe.com

Partner Account Manager

(north/east)

Michael Kammer

F +49 173 3845682

M michael.kammer@hpe.com

Partner Account Manager

(west)

Jens Koestering

F +49 173 6728152

M jens.koestering@hpe.com

Partner Account Manager

(south)

Switzerland**Bill Boda**

F +41 79 844 83 15

M bill.boda@hpe.com

Account Manager Switzerland

HPE FINANCIAL SERVICES CHANNEL DACH

Please enter as Opportunity Name
„PROLIANTOPROZENT“
and the project description.

THANK YOU

