



aruba

a Hewlett Packard
Enterprise company

Q217 HPE Aruba Priorities and Programs

Ben Farson
HPE Aruba Channel Benefits Manager

Q217



Q2FY17 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:
ben.farson@hpe.com



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 4/30/17 in US
- Reference Big Deal #**94680221v1** 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
- This promotion cannot be combined with HPE Partner Ready for Networking Program Specialization Discounts (Wireless LAN, Campus Switching, Campus Mobility discounts) or any other promotion.
- This promotion **can** be combined with deal registration



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 Feb 1, 2017 to April 30, 2017 USA only
This offer is valid while supplies last.

HPE Aruba 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.

Aruba's 2930F Switch & Transceiver Offer

For a limited time, end users can get discounts up to 20% off on select 2930F switches and transceivers!

- Up to **13%** off on eligible Aruba 2930F switches
- Up to **20%** off on eligible transceivers

- Reference HPE Aruba Deal#: **94584899v2** on purchase orders to distributor

Cannot be combined with special pricing, HPE Partner Ready for Networking Specialization discounts (Wireless LAN, Campus Switching, Campus Mobility discounts), or any other promotion or offer from HPE or Aruba.

This offer **can** be combined with deal registration.



Aruba AP335/IAP335 Promotion – limited time only!



- Instant pricing on targeted **HPE Aruba AP/ IAP335** products for immediate sale!
- This promotion is built to help clear distributor inventory of AP/ IAP 335s
- This promotion allows AP/ IAP335s to be sold as an AP325 substitution
- This discount will allow for an additional **\$198** for AP/ IAP335 credit to VAD
- Only eligible for existing AP/ IAP335 product in distribution inventory as of **1-12-17**

Deal #: **94680403**

Effective: **Jan 18 – Feb 28, 2017**

This cannot be combined with HPE Partner Ready for Networking Program Specialization Discounts (Wireless LAN, Campus Switching, Campus Mobility discounts).

This deal can be combined with Deal Registration

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 **Feb 1, 2017 to Feb 28, 2017** - USA only

This offer is valid while supplies last.

HPE Aruba 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 April 30th, 2017.

Effective dates Feb 1, 2017 to April 30, 2017 USA only

Q2FY17 Aruba SPIFs



WLAN

PN	Description	Q1 points
JX955A	Aruba IAP-207 (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	Q2 Points
JL169A	HPE 1850 6XGT 2XGT/SFP+ Switch	15
JL171A	HPE 1850 48G 4XGT Switch	20
JL172A	HPE 1850 24G 2XGT PoE+ 185W Switch	20
JL173A	HPE 1850 48G 4XGT PoE+ 370W Switch	20
JG925A	HPE 1920-24G-PoE+ (180W) Switch	20
JG926A	HPE 1920-24G-PoE+ (370W) Switch	20
JG928A	HPE 1920-48G-PoE+ (370W) Switch	20

Switching

PN	Description	Q2 Points
J9773A	Aruba 2530-24G-PoE+ Switch	25
J9775A	Aruba 2530-48G Switch	25
J9772A	Aruba 2530-48G-PoE+ Switch	25
J9774A	Aruba 2530-8G-PoE+ Switch	15
JL354A	Aruba 2540 24G 4SFP+ Switch	35
JL355A	Aruba 2540 48G 4SFP+ Switch	35
JL356A	Aruba 2540 24G PoE+ 4SFP+ Switch	35
JL357A	Aruba 2540 48G PoE+ 4SFP+ Switch	35
J9727A	Aruba 2920-24G-POE+ Switch	45
J9728A	Aruba 2920-48G Switch	45
J9836A	Aruba 2920-48G-POE+ 740W Switch	45
J9729A	Aruba 2920-48G-POE+ Switch	45
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 z12 Swch	75
JL003A	Aruba 5406R 44GT PoE+ / 4SFP+ v3 z12 Swch	75
JL002A	Aruba 5406R 8XGT PoE+ / 8SFP+ v3 z12 Swch	75
JL001A	Aruba 5412R 92GT PoE+ / 4SFP+ v3 z12 Swch	75

February 2017 Monthly Featured SPIF Aruba 2930F Switch Series

Cloud manageable high performance access layer switches

- Basic Layer 3 switch series is easy to deploy and manage with consistent wired/wireless experience and ideal for enterprise edge, SMB and branch offices.
- Convenient built-in 1GbE or 10GbE uplinks.
- Up to 370 W PoE+ for powering APs, cameras and IoT devices.
- Scalability with Virtual Switching Framework (VSF) stacking.
- Simple deployment with Zero-Touch Provisioning and cloud-based Aruba Central support.
- Manage with advanced security and network management tools like Aruba ClearPass Policy Manager and Aruba AirWave.



PN	Description	February 2017 points*
JL253A	Aruba 2930F 24G 4SFP+ Swch	100
JL254A	Aruba 2930F 48G 4SFP+ Swch	100
JL255A	Aruba 2930F 24G PoE+ 4SFP+ Swch	100
JL256A	Aruba 2930F 48G PoE+ 4SFP+ Swch	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 2/1/17 thru 2/28/17 USA only

* For February sales only, points will revert back to 50 pts in March 2017

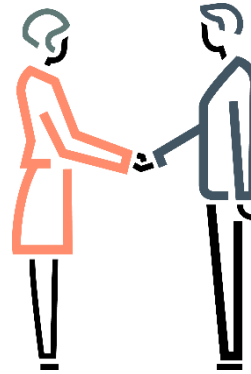
Up to 4,000 Points

New Customer Logo & Modernization Bonus

Introduce HPE to a New Customer



Close a New Logo Deal



Register Your Win

ENGAGE&GROW

- **New Logo's** receive up to 4,000 SPIFF points (1K per Server/Hyper-Converged, Storage, Aruba/HPE Networking & TS)
- **Just One is Okay!** Apply for just a storage, networking or server deal and secure 1K
- **Apply** through Engage & Grow
- **\$25,000 (or 100K for all 4 on one PO):** Minimum HPE sale amount for each product group on the PO
- **18 Month:** Look-Back Period for Customer Purchases
- **4/28/17:** Deal Must Ship