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Enterprise company

Migrate your customers from AirWave to Aruba Central. Receive a cash-back on your Central purchase.

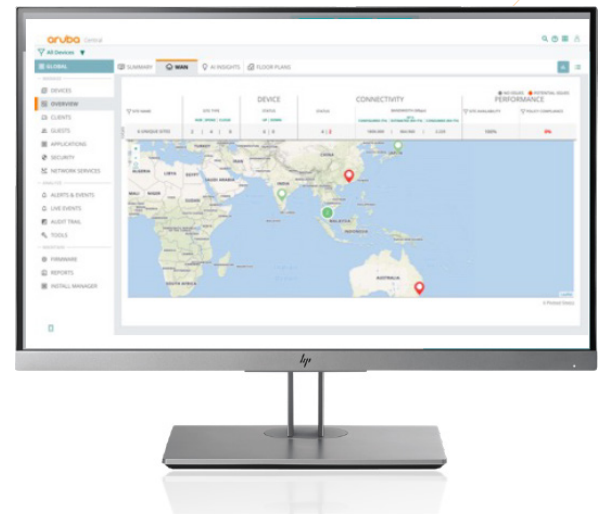


To help existing AirWave customers make the transition to Aruba Central – whether deployed in the cloud or on-premises – an **AirWave Trade In** promotion is now available.

Please refer to the information in this document to help position Aruba Central and discuss the promotion with customers. The second page contains key reasons why customers should migrate from AirWave to Aruba Central, and can be used to help frame your sales conversations.

Please register and find full details here:

www.hpe.com/eu/tradein



Offer and eligibility

- ✔ Customers can apply for a cash-back incentive for the trade in of their AirWave platforms.
- ✔ The Aruba Trade In Program will now include eligible Airwave SKUs and will offer a cash-back.
- ✔ See the list of eligible SKUs/part numbers below.
- ✔ The offer is applicable to 1, 3, and 5-year Central Foundation license terms.
- ✔ Aruba Central includes 24x7 Technical Assistance Center (TAC) support for managed devices and this offer includes the option to add Next Business Day Exchange or 4-Hour Onsite hardware replacement (e.g., HJOJ2E: Aruba 1 Year Foundation Care Next business day Exchange Hardware Only 3810M 16G SFP Switch Service).

Terms and conditions

- ✔ This offer is available in Europe, Middle East and Africa only, terms may vary by country.
- ✔ The offer is valid through October 31, 2021.
- ✔ Aruba & HPE reserve the right to terminate, alter, or modify these terms at any time.
- ✔ Offer cannot be combined with any other promotional offer.
- ✔ This is an end-user customer specific promotion
- ✔ Only Aruba Partner Ready for Networking Program partners are eligible for this offer.
- ✔ Offer cannot be combined with any other promotional offer.
- ✔ Central purchases will have discount limits applied where this offer is being availed of; please work with your distributor or Sales Rep on pricing.
- ✔ Customer must have an active AirWave support contract to be eligible for this offer. Proof of an active support contract is required

Eligible trade in products

PRODUCT	DESCRIPTION
JW564AAE	Aruba AirWave FailOvr 2500 Dev Lic E-LTU
JW563AAE	Aruba AirWave FailOvr 1000 Dev Lic E-LTU
JW560AAE	Aruba AirWave FailOvr 100 Dev Lic E-LTU
JW562AAE	Aruba AirWave FailOvr 500 Dev Lic E-LTU
JW567AAE	Aruba AirWave Master Console Lic E-LTU
JW561AAE	Aruba AirWave FailOvr 200 Dev Lic E-LTU
JW559AAE	Aruba AirWave FailOvr 50 Dev Lic E-LTU
JW558AAE	Aruba AirWave FailOvr 25 Dev Lic E-LTU
JW566AAE	Aruba AW FailOvr 2500 Dev Exp Lic E-LTU
JW565AAE	Aruba AW FailOvr 50 Dev Exp Lic E-LTU
JW546AAE	Aruba AirWave 1 Device License E-LTU
JW605AAE	Aruba AirWave 1 Device License Bundle E-LTU
JW468AAE	Aruba AirWave K12 1 Device 3-year Sub E-STU
JW469AAE	Aruba AirWave K12 1 Device 5-year Sub E-STU
JW467AAE	Aruba AirWave K12 1 Device 1-year Sub E-STU
JW471AAE	HPE Aruba Enterprise License Bundle - license - 1 access point



Eligible products

CASH-BACK OFFER (\$)

Please note the cash-back offer is based on Global Price List (\$), local rebate may vary due to local price list usage and / or applicable FX rates.

Aruba Central (Cloud) Software Licenses for Switching	
PART #	DESCRIPTION
Q9Y58AAE	Aruba Central AP Fnd 1yr Sub E-STU
Q9Y59AAE	Aruba Central AP Fnd 3yr Sub E-STU
Q9Y60AAE	Aruba Central AP Fnd 5yr Sub E-STU
Q9Y68AAE	Aruba Central 25/61/8-12p F 1y E-STU
Q9Y69AAE	Aruba Central 25/61/8-12p F 3y E-STU
Q9Y70AAE	Aruba Central 25/61/8-12p F 5y E-STU
Q9Y73AAE	Aruba Central 62/29xx F 1y E-STU
Q9Y74AAE	Aruba Central 62/29xx F 3y E-STU
Q9Y75AAE	Aruba Central 62/29xx F 5y E-STU
Q9Y78AAE	Aruba Central 63/38xx F 1y E-STU
Q9Y79AAE	Aruba Central 63/38xx F 3y E-STU
Q9Y80AAE	Aruba Central 63/38xx F 5y E-STU
R3K03AAE	Aruba Central 8xxx F 1y E-STU
R3K04AAE	Aruba Central 8xxx F 3y E-STU
R3K05AAE	Aruba Central 8xxx F 5y E-STU
Aruba Central (On-Premises) Licenses for Switching	
PART #	DESCRIPTION
R6U63AAE	Aruba COP AP Fnd 1yr Sub E-STU
R6U64AAE	Aruba COP AP Fnd 3yr Sub E-STU
R6U65AAE	Aruba COP AP Fnd 5yr Sub E-STU
R6U73AAE	Aruba COP 25/61/8-12p F 1y E-STU
R6U74AAE	Aruba COP 25/61/8-12p F 3y E-STU
R6U75AAE	Aruba COP 25/61/8-12p F 5y E-STU
R6U78AAE	Aruba COP 62/29xx F 1yr E-STU
R6U79AAE	Aruba COP 62/29xx F 3yr E-STU
R6U80AAE	Aruba COP 62/29xx F 5yr E-STU
R6U83AAE	Aruba COP 63/38xx F 1yr E-STU
R6U84AAE	Aruba COP 63/38xx F 3yr E-STU
R6U85AAE	Aruba COP 63/38xx F 5yr E-STU
R6U88AAE	Aruba COP 8xxx F 1yr E-STU
R6U89AAE	Aruba COP 8xxx F 3yr E-STU
R6U90AAE	Aruba COP 8xxx F 5yr E-STU

Process steps for trade in

- ✔ Submit your NGQ quote for your new Central purchase
- ✔ Once approved, please log your trade in request at www.hpe.com/eu/tradein
- ✔ Include your **NGQ/ I.Q 2.0 Quote ID** in the trade in request, as well as your **Support Contract ID**
- ✔ The named country approver (usually the Category Manager) receives notification on new applications and reviews eligibility, resulting in:
 - Approved application
 - Escalated for 2nd level approval if needed (Country Manager / Geo Lead)
 - Rejected request
- ✔ After purchase of the new products, the application is converted to a trade-in request & additional information is validated (order info, invoice etc)
- ✔ Payment is prepared and issued after a final approval

Participants

- ✔ Channel Partners to raise applications to participate before purchase of the new Aruba product

Products

Purchase of a Central product is a pre-requisite to participate with the program per the defined list of eligible products

Trade in terms

- ✔ Applications are reviewed by Aruba and confirmed with the final refund allowance. Refunds proposed before Aruba approval are not binding!
- ✔ Approved quote remains valid for 90 days
- ✔ Within that period, recommended right after receipt of the new Aruba product, the request for restitution is completed and submitted by the beneficiary.
- ✔ After the AirWave contract is validated and reviewed, the payment will be issued within maximum 45 days to the bank account of the participant.
- ✔ Please see full terms and conditions at www.hpe.com/eu/tradein

Timelines

- ✔ Apply before purchase
- ✔ Approved quotes remain valid for a period of 90 days
Payments will be made within 45 days of support contract validation

Local terms apply, please refer to the program terms at:

www.hpe.com/eu/tradein

9 reasons to migrate from Airwave to Aruba Central

REASON TO MIGRATE	ARUBA CENTRAL CAPABILITIES	APPLICABLE MODELS
1. Your network is expanding with more sites, users, and connected devices.	Central On-Premises delivers 6x higher device scale than AirWave, while the cloud-hosted version of Central offers virtually unlimited scale.	Cloud and On-Prem
2. Nearly half of IT orgs use 11+ tools to manage their networks ¹ , which increases the likelihood of service problems or outages.	Single pane of glass and unified management of Aruba APs, switches, and more greatly simplifies network operations and improves IT efficiency.	Cloud and On-Prem
3. AirWave has served your network well but has performance limitations when managing large deployments.	Improve performance with a microservices architecture and web-scale design.	Cloud and On-Prem
4. Network uptime is critical – you need a management system that’s equally resilient.	Built-in redundancy for continuous operations means no more service disruptions due to server appliance failures.	Cloud and On-Prem
5. Your teams spend too much time troubleshooting issues – nearly 60% of IT’s time is spent in triage mode. ²	Aruba AIOps automatically surfaces issues and pinpoints root cause with 95% accuracy, reducing troubleshooting time by up to 90%.	Cloud
6. Non-stop change windows can overwhelm IT, and 35% of network downtime is due to human error. ³	Advanced config options and more intuitive workflows – including a multi-editor for Aruba CX switches – to reduce errors and the likelihood of performance or downtime events.	Cloud and On-Prem
7. 50% of employees will continue to work from home post-COVID, but 70% of businesses have remote users who experience IT performance issues multiple times a week. ⁴	Real-time monitoring and troubleshooting of clients connected to VPNs or Aruba Remote Access Points helps IT keep network issues and employee disruptions to a minimum.	Cloud
8. Lines of business often deploy IoT devices without IT’s knowledge. Nearly 80% find devices they didn’t install ⁵ , creating new security risks.	AI-powered device fingerprinting for all devices, including IoT and BYOD, provides IT with better visibility into device usage and behavior.	Cloud
9. Like 77% of IT orgs ⁶ , you’re placing a high priority on network automation – what tools should you use to start?	A rich library of APIs and webhooks make it easy to create programmable workflows between Aruba Central and other leading IT platforms such as ServiceNow, Ansible, Slack, and more.	Cloud and On-Prem

1. EMA, “Network Megatrends 2020 Report”

2. Ibid

3. ZK Research, 2016

4. IDC, Future of Enterprise Networking: Emergence of the New Normal, Feb. 2, 2021

5. Gartner, “Segmentation or Isolation: Implementing Best Practices for Connecting ‘All’ Devices,” Sept. 2019.

6. EMA, “Research Summary: Enterprise Network Automation for 2020 and Beyond,” Sept. 201

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