FY19 HPE Aruba Partner Updates

Korea HPE Aruba Channel Team

Dec, 2018

Our Partner Journey…

2016 **2017** **2018**

Two Distinct Networking Channels

Our Objective: Business as Usual

- Partners leading with Aruba WLAN
- Partners leading with HPE Switching

Single Networking Channel

Our Objective: Cross selling WLAN and Switching

- HPE Aruba Partners leading with WLAN and Switching
- Launched Partner Ready for Networking

Best in Class Networking Channel

Our Objective: Business model transformation

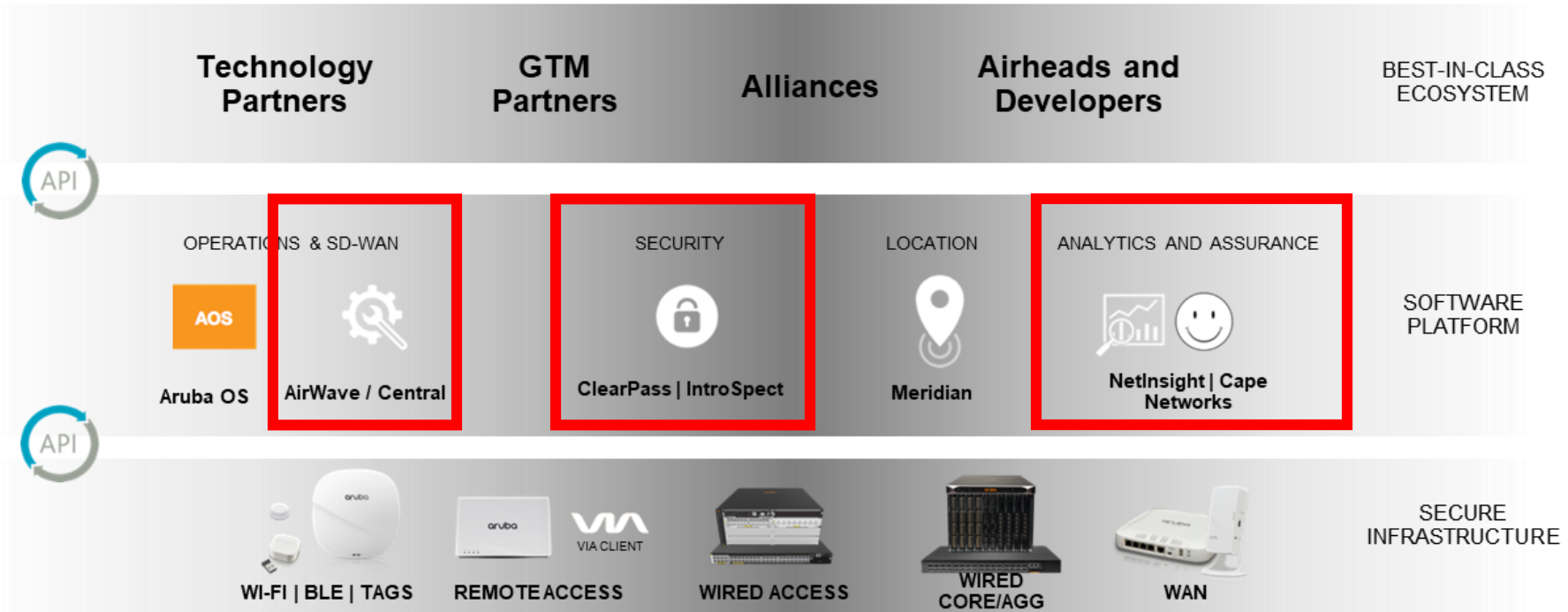- Partners Leading with **Software, Cloud, IoT** and Services…. and capturing the infrastructure sale

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Agenda

- FY19 HPE Aruba Partner Policy

- FY19 Partner Ready for Networking Program Updates

- FY19Q1 Partner Promotions

Aruba's Software-Defined EDGE Platform

Aruba Focused Areas

- HPE Aruba 파트너사의 Software and Security 역량 강화

- SMB 시장의 Middle & Small Business 집중

- HPE Aruba 파트너사 서비스 & 유지보수 Business 집중

- HPE Aruba 제품의 OEM Business 발굴

- HPE Aruba 파트너 프로그램을 통한 각 파트너사 매출 및 자격증 취득 집중

Aruba Wheel Of Priorities In FY19

#1 Software를 리드할 수 있게 파트너사 역량개발 & 집중 강화
- Security – ClearPass and IntroSpect
- SD-Branch – Central, Gateway
- Network Analytics –NetInsight, Cape Networks
- NFR(Not For Resale) Demo kits : 데모장비 할인율 적용 예정
- Training and Enablement

#2 파트너사의 Aruba 기술 자격증 확대
- 한국어 강사의 자격증 교육 딜리버리 예정
  (2019년 3월 Launching 예정 / 서울지역 트레이닝 센터)
- ArubaOS8으로 버전 변경으로 새로운 자격증 업데이트

#3 예측가능한 리베이트로 HPE Aruba Biz 확대 가시성 확보
- 지속적인 Aruba Partner Program 구조
- 솔루션 판매 실적을 통한 높은 리베이트 확보
- 파트너사가 직접 딜 리딩을(솔루션 제품) 통한 파트너 보상 확대
*고객사별 실적이 필요하시면, 문의 주시기 바랍니다.

#4 Global SI와 통신사 Business를 위한 프로그램 확대
- MSP 파트너 프로그램 별도 운영

FY19 Partner Program Policy
FY19 PRfN Sheme

Partner Level	Specialization	Back-End Rebate	Solutions Competency		
			ClearPass	UEBA	Location Services
Platinum (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	$$$%			
Gold (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	$$%			
Silver (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	$%			
	WLAN (and Security)	$% - WLAN Only			
	Campus Switching (and Security)	$% - Campus Switching Only			
Security Only (New)					

I. 기본 Aruba 파트너 프로그램

II. Solution Competency Aruba 파트너 프로그램

III. 신규 Aruba 파트너 프로그램

Aruba Keep Requirement Consistent

FY19 Networking Specialization Requirement

		CATEGORY	
	연간매출	세일즈 자격증	기술 자격증

Platinum

Networking — Wireless LAN **And** Campus Switching

US$1.5M	4	2 ACMP + 1ACMX/DX + 2 ACSP + 1 ACDP/ACSP 6 total certs / 4 people

Gold

Networking — Wireless LAN **And** Campus Switching

US$600K	3	2 ACMP + 1ACMX/DX + 2 ACSP + 1 ACDP/ACSP 4 total certs / 3 people

Silver

Networking — Wireless LAN **OR** Campus Switching

US$150K	2	1 ACMP or 1 ACSA 1 cert, 1 person

- 2019 Aruba Sales 자격증만 해당
- 리베이트 지급은 HPE Aruba 제품 라인만 해당
- FY20 Partnership 유지를 위해, 연간실적은 2019년 7월 31일까지 해당 파트너쉽 기준 달성 / 자격증은 2019년 9월 30일까지 취득해야함

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Aruba Go the Extra Mile!
Additional incentive rebate for every **Solution competency**

Location Services Solution	ClearPass Security Solution	User & Entity Behaviour Analytics (UEBA)	Network Analytics	SD-Branch
Sales Qualification **2 x EASS** Technical Certification **1 x ACEAP**	Sales Qualification **2 x CPSS** Technical Certification **1 x ACCP + 1 ACCX**	NEW Sales Qualification **1 x IntroSpec Security Academy 301** Technical Certification **1 x Aruba IntroSpec Specialist [2019]**	Placeholder	Placeholder

- 솔루션 Competency 자격요건은 오로지 HPE Aruba Platinum/Gold/Silver/Security partner사만 해당됨.
- ClearPass, Location Services and UEBA의 추가 Back-End 리베이트는 해당되는 자격증 요건을 충족해야만 지급됨.
- 리베이트 지급은 각 솔루션 Competency 제품만을 판매해야 적용됨.
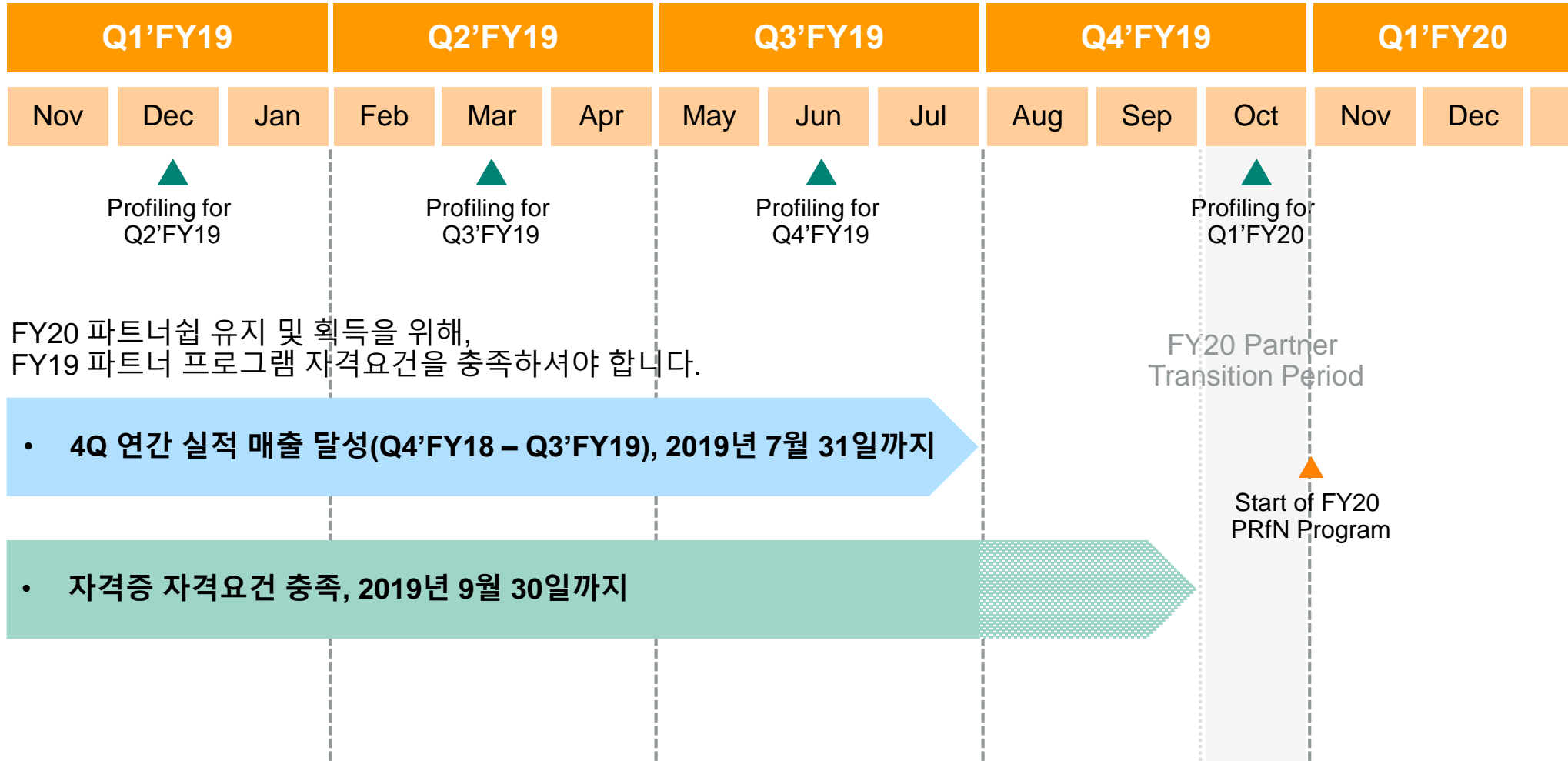
Aruba Transition towards Security
FY19 Security Specialization Requirement

Single Tier

By 31st Jul 2019

ClearPass

AND/OR

User & Entity Behaviour Analytics (UEBA)

연간매출	세일즈 자격증	기술 자격증
NA	2 x CPSS	1 x ACCP 1 x ACCX
NA	1 x Aruba IntroSpect Security Academy 301	1 x Aruba IntroSpect Specialist [2019]

By 31st January 2020

ClearPass

AND

User Entity Behaviour Analytics (UEBA)

• FY19부터, Security Partnership은 파트너 등급 없이 One-Tier로 진행됨. 연간매출 기준이 없음.
• Security Partner는 2019년 7월 31일까지 ClearPass & IntroSpect 자격증을 취득하여야 함.
• FY20 Security Partnership유지를 위해 2020년 1월 31일까지 ClearPass와 UEBA 자격증(세일즈/기술)을 모두 취득하여야함.
• 리베이트 지급은 Security 제품만을 판매하여야 적용됨.

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Aruba FY19 Program Timeline
Extended deadline to meet certifications

Q1'FY19			Q2'FY19			Q3'FY19			Q4'FY19			Q1'FY20		
Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	

▲ Profiling for Q2'FY19

▲ Profiling for Q3'FY19

▲ Profiling for Q4'FY19

▲ Profiling for Q1'FY20

FY20 파트너쉽 유지 및 획득을 위해,
FY19 파트너 프로그램 자격요건을 충족하셔야 합니다.

FY20 Partner Transition Period

- **4Q 연간 실적 매출 달성(Q4'FY18 – Q3'FY19), 2019년 7월 31일까지**

Start of FY20 PRfN Program

- **자격증 자격요건 충족, 2019년 9월 30일까지**

Aruba Technical Specialization

	MOBILITY	DESIGN	CLEARPASS SECURITY	SWITCHING	LOCATION SERVICES
Expert	ACMX — MOBILITY EXPERT	ACDX — DESIGN EXPERT	ACCX — CLEARPASS EXPERT		
Professional	ACMP — MOBILITY PROFESSIONAL	ACDP — DESIGN PROFESSIONAL	ACCP — CLEARPASS PROFESSIONAL	ACSP — SWITCHING PROFESSIONAL	ACEAP — ENGAGEMENT & ANALYTICS PROFESSIONAL
Associate	ACMA — MOBILITY ASSOCIATE		ACCA — CLEARPASS ASSOCIATE	ACSA — SWITCHING ASSOCIATE	

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Aruba Certifications for FY19 PRfN Program

Sales Certification Name	
Aruba Sales Certifications	HPE Sales Certified – Aruba Products and Solutions [2019] *New*
ClearPass Competency Sales Certification	ClearPass Sales Specialist (CPSS) [2017]
Location Services Competency Sales Certification	Engagement and Analytics Sales Specialist (EASS) [2015]
UEBA Competency Sales Certification	Security Academy 301 *New*

https://certification-learning.hpe.com/tr/certifications
모든 자격증 확인 가능

Technical Certification Name		
WLAN/Switching Specialisation Technical Certifiation	ACMA	Aruba Certified Mobility Associate (ACMA) V6.4
		Aruba Certified Mobility Associate (ACMA) V8
	ACMP	Aruba Certified Mobility Professional (ACMP) V6.4
		Aruba Certified Mobility Professional (ACMP) V8
		Aruba Certified Mobility Professional (ACMP) V8b
	ACDP	Aruba Certified Design Professional (ACDP) V1
	ACMX	Aruba Certified Mobility Expert (ACMX) V6.3
		Aruba Certified Mobility Expert (ACMX) V6.4
		Aruba Certified Mobility Expert (ACMX) V8 *New*
	ACDX	Aruba Certified Design Expert (ACDX) V6.3
		Aruba Certified Design Expert (ACDX) V6.4
		Aruba Certified Design Expert (ACDX) V8 *New*
	ACSA	Aruba Certified Switching Associate (ACSA) V1
	ACSP	Aruba Certified Switching Professional (ACSP) V1
ClearPass Competency Technical Certification	ACCA	Aruba Certified ClearPass Associate (ACCA) V6.3
		Aruba Certified ClearPass Associate (ACCA) V6.4
		Aruba Certified ClearPass Associate (ACCA) V6.5
	ACCP	Aruba Certified ClearPass Professional (ACCP) V6.2
		Aruba Certified ClearPass Professional (ACCP) V6.3
		Aruba Certified ClearPass Professional (ACCP) V6.5
	ACCX	Aruba Certified ClearPass Expert (ACCX) V6.5
Location Services Competency Technical Certification	ACEAP	Aruba Certified Engagement and Analytics Professional (ACEAP) V1
UEBA Competency Technical Certification		HPE Product Certified - Aruba Introspect Specialist [2019] [TO BE UPDATED] *New*

FY19 부터 파트너쉽에서 제외되는 자격증

The below Sales and Technical Certifications are no longer counted in FY19 PRfN Program.

Holders are encouraged to recertify their certifications with the newer versions before their certifications expire.

Sales Certification Name	
Sales Certifications	Aruba Certified Sales Specialist (ACSS) [2012]
	HPE Sales Certified - IT Business Conversations [2017]
	HPE Sales Certified - Aruba Products and Solutions [2017]
	HPE Sales Certified - Hybrid IT, Intelligent Edge, and Services [2018]
ClearPass Competency Sales Certification	ClearPass Sales Specialist (CPSS) [2012]

Technical Certification Name		
WLAN/Switching Specialisation Technical Certifiation	ACMA	Aruba Certified Mobility Associate (ACMA) V6.1
		Aruba Certified Mobility Associate (ACMA) V6.3
	ACMP	Aruba Certified Mobility Professional (ACMP) V6.1
		Aruba Certified Mobility Professional (ACMP) V6.3
	ACMX	Aruba Certified Mobility Expert (ACMX) V6.0
	ACDX	Aruba Certified Design Expert (ACDX)
	ATP	HP ATP - FlexNetwork Solutions V1
		HP ATP - FlexNetwork Solutions V2
		HP ATP - FlexNetwork Solutions V3
	ASE	HP ASE - FlexNetwork Integrator V1
		HP ASE - FlexNetwork Architect V2
		HP ASE - Wireless Networks Implementer V1
	MASE	HP Master ASE - FlexNetwork Solutions V1
		HPE Master ASE - FlexNetwork Solutions V2
		HP Master ASE - Wireless Networks Implementer V1
ClearPass Competency Technical Certification	ACCP	Aruba Certified ClearPass Professional (ACCP) v6.0

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Aruba Predictable Rebate Structure
FY19 Back End Incentive Rebates

• FY18 자격증 기준으로 리베이트 지급
• Platinum과 Gold 파트너사는 유무선 자격증 모두 취득하셔야 합니다.
• Silver 파트너사는 유/무선 자격증 종류 취득에 따라 리베이트가 달라 집니다.
• 솔루션 Competency 리베이트는 솔루션 제품별 판매에 따라 지급됩니다.
• M15R, M04, M72B, M79, M79BR 코드를 가진 딜은 본 리베이트에서 제외 됩니다.

Partner Level	Specialization	Back-End Rebate	Solutions Competency		
			ClearPass	UEBA	Location Services
Platinum (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	**6%** (Security 자격요건 취득 충족시, Security 실적의 6% 지급)			
Gold (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	**4%** (Security 자격요건 취득 충족시, Security 실적의 4% 지급)	**10%** (각 솔루션별 자격요건 충족시, 리베이트 지급)		
Silver (Security Spec 포함)	WLAN **and** Campus Switching (and Security)	**2%** (Security 자격요건 취득 충족시, Security 실적의 2% 지급)			
	WLAN (and Security)	**2% - WLAN Only** (Security 자격요건 취득 충족시, Security 실적의 2% 지급)			
	Campus Switching (and Security)	**2% - Campus Switching Only** (Security 자격요건 취득 충족시, Security 실적의 2% 지급)			
Security Only (New)	Security	**2%** (Security 실적의 2% 지급)			

Aruba Eligible HPE Aruba Product Line

No Touch / Sell Thru Linearity Illustration

Campus Switching

35 – Aruba Branded	2530, 2920, 3810, 54xxRv3, Acces., Transc. 83xx/84xx, SDN Apps
6H – HPE Branded	Remaining non H3C Campus Switches + Acces.
34 – FlexNetwork	H3C sourced Switches, Access. & Transceivers
I5 – Office Connect	Smart Managed, Unmanaged

Other PLs

I7– Routing	Core, HSR, MSR, Accessories, UC&C
3W – Network Services & Utility	Utility Model, Cloud, NGFW Services, NaaS

WLAN

VL – Aruba WLAN	Aruba WLAN APs, Controllers, Licenses
3P - Aruba OC WLAN	Volume, transactional WLAN products

WLAN Software

N6 – Aruba Cloud and Network Mngt	Airwave, Aruba Central, SD-WAN, NetInsight, Cape
L3- Aruba Security Products	Clearpass HW, SW and Subscriptions, Niara
VN – Aruba Location Based Products	Meridian HW, SW and Subscriptions
VM – Aruba Services Other	Aruba Subscription

Data Center Networking

New

I6 – FlexFabric Core Switching* - *Restricted*	Aggregation, Core, Accessories
NT – FlexFabric ToR Switching	Server Access, Accessories, Transceivers
FA – DC Converged Infrastructure	Top of Rack Cross BU Selling
WB – Altoline	Whitebox
NC – 3rd Party Solutions	DCN, ALU 7750, BSN
L1 - Arista	Arista HW/SW, CloudVision, Arista EOS as a Service
1U – Networking Software	IMC Management, HPE Dev SW

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Aruba Korea Education Plan for FY19

유무선 네트워크 교육 + Aruba S/W 운영 교육

Q1'CY19			Q2'CY19			Q3'CY19			Q4'CY19			Q1'CY20		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	

▲
Preparing
for **ACMX**

▲
Preparing
for **ACCX**

FREE
월 1회 유무선 네트워크 무료 교육

| Com' FF Switch | Aruba OS Switch | Aruba WLAN | HPE FF Switch | Aruba OS Switch | Aruba WLAN | HPE FF Switch | Aruba OS Switch | Aruba WLAN | HPE FF Switch | Aruba OS Switch | Aruba WLAN | Not Defined | Not Defined | |

• **분기당 2회 Aruba MFA Solution 유료 교육**

ClearPass Essential		Airwave	ClearPass Essential		Airwave	ClearPass Essential		Airwave	ClearPass Essential	

FREE
분기당 1회 Airheads Partner Engineer Club 무료 교육

Q1'FY19 "Be There First" Partner Incentive Program Framework

Objectives

– **Aruba 신규 제품**에 대한 Sell-thru로 평가되어 보상예정

– **Aruba 솔루션(SD-Branch/Meridian/IntroSpect) 딜 등록**에 의한 파트너 보상 예정

– 프로그램 기간 : 2018년 11월 1일 – 2019년 1월 31일(FY19Q1 : 3개월)

Reward SELL-THROUGH
Focus Point Products
8320/8325 Core Switch
2930M 802.3bt Switch
ClearPass Policy Manager / OnGuard

Network Controls
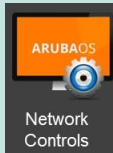
T&Cs:
• 총판에서 보고되어지는 데이터 기반
• Sell-through는 Aruba 해당되는 제품 PL 기반으로 평가

Reward SPOT OPPORTUNITIES
Aruba Solutions:
SD-Branch
Meridian
IntroSpect

Network Management | Policy Management | Location Analytics | Micro-Location Services
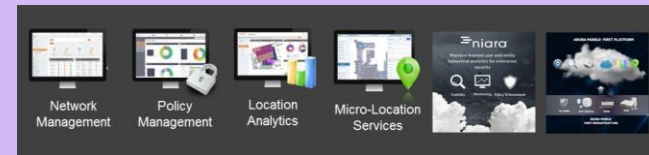
T&Cs:
• HPE Aruba 딜 등록 기반으로 평가
• Aruba 해당되는 제품 PL기반으로 유효한 PoC와 세일즈 Pipeline을 기반으로 평가

Point Product Focus → Solutions Focus

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Reward SELL-THROUGH

SELL-THROUGH OF	Description: SKU	Partner Incentive	Payment Cycle
A) **Core / Aggregation Switches**	**Aruba 8320**: JL479A, JL579A, JL581A **Aruba 8325**: JL624A, JL625A, JL626A, JL627A	US$500 per unit, cap of 4 units per customer win	Quarterly
B) **Campus Switches**	**Aruba 2930M 802.3bt Switch**: R0M67A, R0M68A	US$250 per unit, cap of 4 units per customer win	Quarterly
C) **ClearPass**	**ClearPass Policy Manager**: JZ510A, JZ508A, JZ509A, JZ399AAE (VM) **OnGuard**: JZ472AAE (Perpetual, 100 licenses)	US$1,000 per customer win of CPPM with OnGuard Perpetual	Quarterly

Notes:
- CDCP 데이터 근거 계산
- 해당 제품에 대한 Sell-thru로 보상
- 인센티브는 외식상품권 또는 쇼핑 바우처로 지급
- 인센티브 지급은 해당 파트너 또는 담당 세일즈에게 지급
- Terms and Conditions을 참고

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Reward SPOT OPPORTUNITIES

Aruba Solutions:	"SD Branch"	"Meridian"	"IntroSpect"
딜 등록시 솔루션 이름:	"SD Branch" Under PL N6	"Meridian" Under PL VN	"IntroSpect" Under PL L3
최소 딜 사이즈 기준:	US$20,000	US$10,000	US$150,000
필수 정보:	• 파트너사 이름 • HPE 솔루션 이름 • 고객사 이름 • 딜 사이즈	• 파트너사 이름 • HPE 솔루션 이름 • 고객사 이름 • 딜 사이즈	• 파트너사 이름 • HPE 솔루션 이름 • 고객사 이름 • 딜 사이즈
딜 등록시, 파트너 인센티브 approval by Sales TM (Pipe-Line이상 단계):	• 고객사별 딜 등록시, US$50 지급 최대 3개 고객사로 한정(총 $150) • Aruba Sales TM으로부터 승인된 고객사 및 파트너사	• 고객사별 딜 등록시, US$50 지급 최대 3개 고객사로 한정(총 $150) • Aruba Sales TM으로부터 승인된 고객사 및 파트너사	• 고객사별 딜 등록시, US$100 지급(고객사 개수 제한없음)
고객 PoC 완료시, 파트너 인센티브 approved by Sales TM (Commit 이상 단계):	• 첫번째 고객사 POC 완료시 – 승인된 파트너사에게 US$300 지급 • 두번째 고객사 POC 완료시 – 승인된 파트너사에게 US$500 지급 • 세번째 고객사 POC 완료시 – 승인된 파트너사에게 US$1,000 지급	• 첫번째 고객사 POC 완료시 – 승인된 파트너사에게 US$300 지급 • 두번째 고객사 POC 완료시 – 승인된 파트너사에게 US$500 지급 • 세번째 고객사 POC 완료시 – 승인된 파트너사에게 US$1,000 지급	• 고객사 POC 완료시 – 승인된 파트너사에게 US$500 지급
파트너당 최대 지급 리베이트:	US$1,950	US$1,950	
지급 주기:	Quarterly	Quarterly	Quarterly
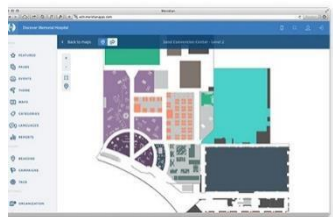
Notes:
* Aruba Sales TM이 직접 등록하는 것으로 파트너사는 딜 정보만 딜리버리해야함
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* 자세한 사항은 Terms and Conditions를 참고하시기 바랍니다.

Quick References

Solutions	Key Resources	Resource Links
8320 Core Switch	Aruba 8320 technology website: Aruba 8320 datasheet:	https://www.arubanetworks.com/products/networking/switches/8320-series/ https://www.arubanetworks.com/assets/ds/DS_8320Series.pdf
2930M 802.3bt switch	Aruba 2930M technology website: Aruba 2930M datasheet:	https://www.arubanetworks.com/en-gb/products/networking/switches/2930m-series/ https://www.arubanetworks.com/assets/ds/DS_2930MSwitchSeries.pdf
ClearPass	ClearPass for Secure Network Access Control: ClearPass Policy Manager: ClearPass OnGuard datasheet:	https://www.arubanetworks.com/products/security/network-access-control/ https://www.arubanetworks.com/products/security/network-access-control/secure-access/ https://www.arubanetworks.com/assets/ds/DS_ClearPass_PolicyManager.pdf https://www.arubanetworks.com/assets/ds/DS_ClearPass_OnGuard.pdf

Quick References

Solutions	Key Resources	Resource Links
Aruba SD-Branch Solution	Aruba SD-Branch technology website: Aruba SD-Branch white paper: Aruba SD-Branch Fundamentals Guide:	https://www.arubanetworks.com/solutions/sd-branch/ https://www.arubanetworks.com/assets/wp/WP_SDBranchOverview.pdf https://community.arubanetworks.com/t5/Validated-Reference-Design/SD-Branch-Fundamentals-Guide/ta-p/482038
Aruba Meridian Solution	Meridian mobile apps technology website: Meridian datasheet:	https://www.arubanetworks.com/products/location-services/app-platform/ https://www.arubanetworks.com/assets/ds/DS_MeridianPlatform.pdf
IntroSpect / User & Entity Bahavior Analytics Solution	Aruba IntroSpect / UEBA technology website: Aruba IntroSpect/UEBA Solution Brief: Aruba IntroSpect/UEBA Use Case:	https://www.arubanetworks.com/products/security/ueba/ https://www.arubanetworks.com/assets/so/SB_IntroSpect.pdf https://www.arubanetworks.com/assets/so/SO_UEBA_UseCase_InsiderThreatIdentification.pdf

Thank you