

# US CHANNEL PROMOTIONS: May 2021 - July 2021

ADDITIONAL TERMS AND CONDITIONS APPLY – PLEASE REFER TO SPECIFIC PROMOTION DOCUMENTS ON THE HPE / ARUBA PARTNER READY FOR NETWORKING PORTAL

## ARUBA'S 5 FOR 3 PROMOTION

- End users can buy 5 eligible access points, or 2530 switches for the price of 3!
- Maximum 50 AP's, 15 Switches per customer.
- Effective 5/01/2021 - 7/31/2021
- Big Deal ID# with deal registration: Platinum-98166078; Gold-98166234; Silver-98166075; Business Partner-98166071
- Big Deal ID# without deal reg: Platinum-98165526; Gold-98166055; Silver-98166061; Bus Partner & Proximity-98166062

## TOP VALUE PROMOTION

- Designed for frictionless, transactional deals on many of our most popular models.
- Resellers can receive discounts up to 70% Off MSRP on Switches, Access Points, Transceivers, and OfficeConnect products
- Cannot be combined with deal registration, PR4N Program discounts, or any other promotions
- Effective 5/1/2021 - 7/31/2021
- Big Deal ID#: 97948708

## CX TOP OF RACK PROMOTION

- Partners receive up to 75% off on 8320/8325 CX Switches used for Top of Rack or End of Rack use cases.
- Requires approved quote from an Aruba Sales Manager
- Promotion valid 5/01/2021 - 7/31/2021

## COMPETITIVE WIN OFFER

- TWO WAYS TO WIN WHEN YOU LEAD WITH ARUBA VS CISCO, MERAKI, UBIQUITI, RUCKUS, AEROHIVE, BROCADE, AND ALL OTHER BRANDS! Applies to all competitive brands.
- Resellers get 5 - 15% off MSRP when they convert competitors BOM to Aruba or Trade-In Competitive Products
- Requires Deal Registration and approval from Aruba Sales Mgr
- Promotion valid through 10/31/2021

## IGNITION 5-PACK BUNDLE PROMO

- Designed for SMB - Partners receive extra discounts for bundling 5 Instant On AP11, AP12, AP15, AP17, AP22 Access Points and OfficeConnect 1950 switches.
- Available to all Partner Ready for Networking Program partners and proximity partners in the US.
- Cannot be combined with deal reg, HPE Partner Ready for Networking Program Level discounts, or any other promotion.
- Big Deal ID#: 97948359
- Promotion valid 5/01/2021 - 7/31/2021

## ARUBA CENTRAL BUNDLE FOR E-RATE CUSTOMERS

- Bundle for E-Rate eligible entities provides a 5 year license for an incredibly low price.
- Part Number: JZ017AAE
- Description: Aruba Central Device Management/Cloud Services 2 Tokens 5yr Subscription E-rate Bundle E-STU
- MSRP: \$275 (USD)
- May be combined with deal reg, special pricing, or HPE Partner Ready for Networking Program Discounts/Specialty Discounts.

## END USER FINANCING OFFERS FROM HPE FINANCIAL SERVICES - CAN BE COMBINED WITH ARUBA PROMO'S

- HPE Financial Services can help alleviate some of the strain felt by businesses around the globe as they navigate an uncertain business climate. From helping release capital from existing infrastructures, to deferring payments, and providing pre-owned tech to relieve capacity strain, HPEFS has the ability to help address some of the most pressing issues quickly.
- **PAYMENT DEFERRAL PROGRAM** - Acquire now and pay later. Delay payments for 90-days to help ease budget strain.
- **2020 PAYMENT RELIEF PROGRAM**: Reduced payments to get started and offset the financial commitment until next year.
- **EXTENDED DEPLOYMENT**: Need technology today, but budget cycles not aligned? This phased deployment program allows you to acquire tech with the ability to configure, test, and stand up systems before paying.
- **GENERATE CASH FROM ASSETS**:
  - **ACCELERATED MIGRATION**: Convert owned IT assets into an incremental cash source while still retaining use of the systems.
  - **TECH BUYBACK**: Empty your storage rooms and put money back in your pockets. Use excess, newer generation tech to help generate capital

## RESELLER REPS EARN POINTS TOWARDS MERCHANDISE OR CASH!

AVAILABLE THROUGH HPE ENGAGE AND GROW PROGRAM! <http://www.hpeengageandgrow.com>

### SPECIAL ENGAGE AND GROW SPIFF INCENTIVES - May 2021 - July 2021

- Silver Peak \$350.00 Appointment Setting SPIFF
  - Have an approved deal registration that is Partner Initiated Opportunity "PIO" in the Silver Peak Partner Program
  - Minimum size 10 site opportunities to qualify
  - With the PAM assistance align with the Silver Peak Sales Representative and set up a customer appointment.
  - Once the meeting is completed, Partner reps can claim \$350 in Engage & Grow SPIFF!
- Silver Peak Partner Sales Engineer Certification SPIFFs
  - Earn Up to \$400 when you achieve your Silver Peak SE Certifications
  - \$150 for Silver Peak Professional Certification (SPSP)
  - \$250 for Silver Peak Expert Certification (SPSX)
- Aruba New Logo/Customer SPIFF - EARN UP TO \$5,000.00 PER DEAL!!
  - How do you qualify? \$50,000 Minimum of HPE List Price per category on the PO
  - Must be a NEW Aruba Account- End User Account that has not purchased Aruba products in 24 months.
  - Stacks with HPE HIT New Customer Engage and Grow SPIFF Incentives
- Aruba Partner Sales Engineer Certification SPIFFs
  - \$100 Aruba Associate Certification
  - \$250 Aruba Professional Certification
  - \$500 Aruba Expert Certification
- Aruba \$500 New Customer Appointment Setting SPIFF
  - Work with your Aruba Channel Account Manager to identify potential Customers on the Target List
  - Partner Rep will fill out the Online Submission form once they have identified the target to engage with the TM.  
<http://channel.arubanetworks.com/aruba-appointment-setting>
  - Once the meeting is completed, Partner reps can claim \$500 in Engage & Grow incentive
  - Stacks with Aruba New Logo SPIFF

Aruba Engage and Grow SPIFF Values for US & Canada: May - July 2021		
	Eligible SKUs	Points
Instant On Access Points, US	R2W95A, R2X15A, R2X00A, R2X05A, R2X10A, R3J21A, R3J23A, R3J25A, R4W01A, R6M49A	20
Instant On Access Points, Canada	R2W96A, R6K61A, R2X16A, R6K64A, R2X01A, R2X06A, R2X11A, R4W02A, R6M51A	20
1820 Switch Series	US and CAN: J9983A, J9984A	30
1930 Switch Series	US and CAN: JL682A, JL685A, JL683A, JL684A, JL686A	30
1950 Switch Series	US and CAN: JG960A, JG961A, JG962A, JH295A	35
2540 Switch Series	US and CAN: JL356A, JL357A	35
2930F Switch Series	US and CAN: JL253A, JL254A, JL255A, JL256A	35
2930M Switch Series	US and CAN: JL320A, JL322A	30
3810M Switch Series	US and CAN: JL071A, JL072A, JL073A, JL074A	35
CX 6100 Switches	US and Can: JL679A, JL678A, JL677A, JL676A, JL675A	40
CX 6200 Switches	US and Can: JL725A, JL727A, JL728A	40
CX 6300 Switches	US and CAN: JL662A, JL661A, JL660A, JL659A, JL658A, JL666A, JL665A	50
CX 8300 Switches	US and CAN: JL479A, JL581A, JL624A, JL625A, JL626A, JL627A	100
500 Series Aruba APs	US: R2H29A, Q9H58A, Q9H63A, JZ337A, JZ357A, JZ321A	10,15,25
500 Series Aruba APs	CAN: R2H28A, Q9H57A, Q9H62A, JZ336A, JZ356A, JZ320A	10,15,25
Aruba Central Management Software	US and CAN: Q9Y73AAE, QY74AAE, QY75AAE, Q9Y76AAE, Q9Y77AAE, Q9Y63AAE, Q9Y64AAE, Q9Y65AAE, Q9Y66AAE, Q9Y67AAE, Q9Y58AAE, QY59AAE, QY60AAE, Q9Y61AAE, Q9Y62AAE	5-20

For HPE and Channel Partner Internal Use. Effective 5/01/2021 - 7/31/2021.  
Please visit Engage & Grow website for details and Terms and Conditions.  
All units have a cap per customer limit, please check Engage and Grow for the caps  
Dollar values are USD for US and Canadian dollars for Canada