

FEB 1-APRIL 30, 2024
NA CHANNEL SSE/SASE PROMOTIONS

HPE ARUBA NETWORKING ENGAGE & GROW PROMOTIONS – QUICK VIEW

US & CANADA, FEBRUARY 1, 2024 – APRIL 30, 2024

Promotion	Incentive
EdgeConnect / AXIS New Customer SPIFF	<ul style="list-style-type: none"> • \$1000-\$10,000, based on the size of the deal
EdgeConnect / AXIS Partner Initiated Opportunity SPIFF	<ul style="list-style-type: none"> • \$100 SPIFF for Partner Initiated Deal Reg
EdgeConnect / AXIS & Aruba Appointment Setting SPIFF	<ul style="list-style-type: none"> • \$350 for New Customer Appointments
EdgeConnect Foundation License SPIFF	<ul style="list-style-type: none"> • 50 or \$100 SPIFF for Foundation Licenses
SE Certification SPIFFS	<ul style="list-style-type: none"> • Earn up to \$1250 \$300 for Expert \$200 Professional \$100 Associate
New Customer / Logo SPIFF	<ul style="list-style-type: none"> • \$1000-\$10,000, based on the size of the deal • Customer has not purchased HPE products in last 36 months



SASE PARTNER INITIATED OPPORTUNITY SPIFF

Earn \$100 helping discover new sales opportunities for SD-WAN or SSE

To Qualify:

- Partners in US and Canada submit a deal registration that is Partner Initiated Opportunity “PIO” in the Silver Peak/EdgeConnect Partner Program between February 1, 2024 – April 30, 2024
- Minimum size 10 site for Axis or EdgeConnect SD-WAN opportunity to qualify
- Engage with your CAM or iCSS to member to assistance with aligning you with the EdgeConnect Sales Representative
- Once the registration is approved, Partner reps can claim **\$100** in Engage & Grow incentive, <http://www.hpeengageandgrow.com>



**Aruba
EdgeConnect**

**Axis Deal
Registration**

Earn up to 100 HPE Engage & Grow Points

Authorized HPE partners sales reps can earn up to \$100 HPE Engage & Grow points by submitting an HPE Aruba EdgeConnect Axis Deal Registration

[Terms & Conditions](#)

Submit a Claim

ARUBA AND EDGECONNECT/AXIS APPOINTMENT SETTING SPIFF **HPE** **aruba** networking

EARN \$350 – Focus on Aruba White Space Customer Opportunities

- Work with your Aruba Channel Account Manager to identify potential Customers on the Target List
- With the CAM or ICSS (for EdgeConnect) assistance align with the Aruba Sales Representative that can assist with potential Customer
- Minimum size 10 site for EdgeConnect / AXIS opportunity to qualify
- Partner reps will work to identify relevant sales plays and set the appointment with the customer coordinated with Aruba field account managers (in-person or virtual)
- Once the meeting is completed, Partner reps can claim \$350 in Engage & Grow incentive, <http://www.hpeengageandgrow.com>
- New logo bonus may be combined with this incentive for up to a potential payout of \$10,350



The graphic features a man in a white shirt and yellow jacket standing against an orange background. Logos for Hewlett Packard Enterprise, aruba (a Hewlett Packard Enterprise company), and HPE Engage & Grow are visible. The main text reads: 'Aruba Enterprise, Commercial, and GMA Appointment Setting'. Below this, a green banner states: 'Partner sales reps can earn 350 HPE Engage & Grow points by completing a face-to-face or virtual appointment with an end-user customer.'

EDGECONNECT AND AXIS NEW CUSTOMER SPIFFS

EdgeConnect and Axis are joining the Aruba New Customer Promotion

Revenue at List Price Per Category	\$50,000 - \$99,999	\$100,000 - \$199,999	\$200,000 - \$299,999	\$300,000 - \$399,999	> \$400,000
EC and Axis Networking	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
*EC and Axis Networking 2X Enterprise and GMA	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000

How do you qualify?

- **Sell** \$50,000 Minimum @ HPE/Aruba List price on the PO

What accounts are eligible?

- New EdgeConnect and Axis Accounts: the End User has not purchased ANY EdgeConnect/Axis products in the previous 36 months
- *If the End User is on the select Enterprise and GMA Whitespace List and hasn't purchased EdgeConnect or Axis in the previous 36 months they are eligible for 2X

How do you win? Claim on **HPE Engage & Grow**. Remember, you have up to 6 weeks after the sale closes!



NEW LOGO / CUSTOMER SPIFF

Grow your business, earn HPE Engage & Grow points, score deals with new customers

1. Earn EARLY

HPE Engage & Grow points:

- For live product customer demonstrations
- For completing trainings and learnings

2. Get the WINNING price

- Aggressive discounting!
Hybrid IT New Logo promotion on Compute and Storage CTO product

3. Earn MORE!

- HPE Engage & Grow points for New Logo customers
- Up to **50K points** when you sell the whole portfolio

	Compute	HPCAI	Primary Storage	Services	Aruba	All categories
New Logo	Up to 10K	Up to 10K	Up to 10K	Up to 10K	Up to 10K*	Up to 50K
Expansion	Up to 5K	Up to 5K	Up to 10K	Up to 5K	Up to 5K	Up to 30K

Lower overall deal cost

- Customer **trade-up rebates** on HPE Storage, HPE HPC/MCS, HPE Compute, and Synergy
- **Partners also earn** rebates on competitive takeout!



*Aruba New Account is for select Enterprise and GMA Whitespace, work with your Aruba Channel Account Manager

CASH FOR CERTIFICATIONS SPIFFS

Partner SEs & Sales reps can earn cash for New Aruba Technical Certifications

ENGAGE&GROW

HPE **aruba**
networking

\$300

**Aruba Expert Certification
Or
EdgeConnect/Silver Peak
Expert Certification (SPSX)**

\$200

**Aruba Professional
Certification
Or
EdgeConnect/Silver
Peak Professional
Certification (SPSP)**

\$100

**Aruba Associate
Certification**

NEW!

\$50

**Aruba Sales
Certification**

Promotion Terms

- Certification must be achieved between February 1, 2024 – April 30, 2024
- Certificate of Achievement issued by Aruba Education Services must be submitted as proof
- Program limited to authorized Aruba partners only
- Does not apply to re-certifications of an existing Aruba cert that has expired or expiring soon
- Promotion is administered through Engage and Grow program and all program terms and conditions will apply

ARUBA ENGAGE AND GROW PER UNIT SPIFFS



US & Canada: **February 2024 – April 2024**

Aruba SPIFs		Points	Cap
Eligible SKUs			
Campus Switches			
6000 Switch Series	US and Can: R8N85A, R8N86A, R8N87A, R8N88A, R8N89A	30	25
6100 Switch Series	US and Can: JL679A, JL678A, JL677A, JL676A, JL675A	40	25
6200 Switch Series	US and Can: JL725A, JL727A, JL728A, JL725B, JL727B, JL728B, R8Q71A, R8Q69A, R8Q70A	40	25
6300 Switch Series	US and CAN: JL662A, JL661A, JL660A, JL659A, JL658A, JL666A, JL665A, R8S90A, R8S91A	50	25
Data Center Switches			
CX8100 Data Center Switches	US and CAN: R9W90A, R9W91A, R9W92A, R9W93A, R9W96A, R9W97A	75	15
CX8325 Data Center Switches	US and CAN: JL479A, JL581A, JL624A, JL625A, JL626A, JL627A, R9F64A, R9F65A, R9F66A, R9F67A	100	15
CX8360 Data Center Switches	US and CAN: JL700C, JL701C, JL706C, JL707C, JL720C	100	15
CX8400 Data Center Switches	US and CAN: JL363A, JL376A, JL687A	100-150	15
CX9300 Data Center Switches	US and CAN: R9A29A, R9A30A, S1D08A, S1D07A	200	15
CX10000 Data Center Switches	US and CAN: R8P13A, R8P14A, R8S96A	500	10
Aruba Access Points			
500 Series Aruba APs	US: R2H29A, Q9H58A, Q9H63A, JZ337A, JZ357A, JZ321A CAN: R2H28A, Q9H57A, Q9H62A, JZ336A, JZ356A, JZ320A	10-25	25
600 Series Aruba APs	US: R7J28A, R7J39A CAN: R7J27A, R7J38A	20,25	25
EdgeConnect Foundation Licenses			
EdgeConnect Foundation License 1 Year	US and CAN: EC-FDTN-AAS-100M-1Y, EC-FDTN-AAS-100M-HA-1Y, EC-FDTN-AAS-1G-1Y, EC-FDTN-AAS-1G-HA-1Y, EC-FDTN-AAS-UL-1Y, EC-FDTN-AAS-UL-HA-1Y	50	25
EdgeConnect Foundation License 3 Year	US and CAN: EC-FDTN-AAS-100M-3Y, EC-FDTN-AAS-100M-HA-3Y, EC-FDTN-AAS-1G-3Y, EC-FDTN-AAS-1G-HA-3Y, EC-FDTN-AAS-UL-3Y, EC-FDTN-AAS-UL-HA-3Y	100	25
Central Licenses			
Aruba Central - Switches	US and CAN: Q9Y72AAE, Q9Y68AAE, Q9Y69AAE, Q9Y70AAE, QY71AAE, QY77AAE, Q9Y73AAE, Q9Y74AAE, Q9Y75AAE, Q9Y76AAE, R3K02AAE, Q9Y78AAE, Q9Y79AAE, Q9Y80AAE, Q9Y81AAE, R3K07AAE, R3K03AAE, R3K04AAE, R3K05AAE, R3K06AAE	5-20	25
Aruba Central - APs	US and CAN: Q9Y67AAE, QY63AAE, QY64AAE, Q9Y65AAE, Q9Y66AAE, Q9Y62AAE, Q9Y58AAE, Q9Y59AAE, Q9Y60AAE, Q9Y61AAE	5-20	25



<http://www.hpeengageandgrow.com> For HPE and Channel Partner Internal Use. Effective 2/1/2024 – 4/30/2024

Please visit Engage & Grow website for details and Terms and Conditions. USA and CAN only

All units have a cap per end user customer limit, please check Engage and Grow for the caps

EDGECONNECT FOUNDATION PRODUCT PROMO

- **Partners Get 60% OFF MSRP On EdgeConnect Foundation Hardware and Software products!**
- Effective February 1, 2024 – April 30, 2024
- Requires an approved deal registration and escalated price quote from an HPE Aruba Networking EdgeConnect channel account manager
- Available to partners in the US & Canada

WHY SELL EDGECONNECT FOUNDATION PRODUCTS?

- New way to enter into new strategic markets.
 - Including those that were previously inaccessible due to higher price point / customer budget constraints.
- Create a new recurring revenue stream.
- Address the needs of the new markets with ICSA-certified Secure SD-WAN, Built-in NGFW, IDS/IPS, and Best-of-Breed SASE integration.
- Easier Selling model
 - Orchestrator as a Service (OaaS) is included with the new Foundation and Advanced Licenses, OaaS makes deployments simple, easy to use & configure. Partners Get 60% Off EdgeConnect Foundation Products!

GOT QUESTIONS? Email your dedicated TD Synnex HPE Aruba Networking SSE/SASE/SD-WAN Sales Specialist

email: arubabds@tdsynnex.com

HPE aruba
networking

Partner Promo

EDGECONNECT FOUNDATION PROMO

Secure Your Customers Network & Grow Your SD-WAN Practice With EdgeConnect Solutions

PARTNER OFFER

- HPE Aruba Networking partners in the US & Canada can receive discounts up to 60% off MSRP on select Aruba EdgeConnect Foundation Hardware and Software SKUs. Refer to the eligible SKU list.

TERMS AND CONDITIONS

- Effective Dates: August 1, 2023 - October 31, 2023.
- Requires an approved deal registration and escalated price quote from an HPE Aruba Networking EdgeConnect channel account manager, and fulfillment from an authorized HPE Aruba Networking EdgeConnect distributor in the US or Canada.
- Cannot be combined with any other HPE or HPE Aruba Networking promotion, special pricing, or E-Deal deals.
- HPE and HPE Aruba Networking reserves the right to terminate, alter, or modify these terms and conditions at any time.

HOW IT WORKS

- Partner contacts an Aruba EdgeConnect Regional Sales Manager or KCS rep.
- Partner contacts their authorized Aruba EdgeConnect distributor for a quote.

Partners Get 60% Off EdgeConnect Foundation Products!

The Aruba EdgeConnect SD-WAN platform enables enterprises to improve application performance and dramatically reduce the cost and complexity of building a WAN by leveraging broadband to connect users to applications. The Aruba EdgeConnect SD-WAN platform is available as a software subscription. Foundation Licenses are in either single or multi-year increments (1-5 years) and at multiple bandwidth tiers.*

*Subscription tier pricing is not supported, i.e., every EdgeConnect SD-WAN appliance in an SD-WAN fabric must run either Foundation or Advanced licenses.

The Foundation License Tier includes essential SD-WAN features and all the advanced Next Generation Firewall (NGFW) features. The Foundation license is available in single 100 Mbps, 1 Gbps, and UL bandwidth tiers. Moreover, the Foundation license supports Hub-and-Spoke topology (4 Hubs/region), a limited number of VRFs, and includes a cloud-hosted Aruba WAN Orchestrator subscription (Foundation OaaS). The Foundation license supports three QoS, all essential QoS parameters and fundamental data retention capabilities, making it ideal for customers who require a simple, easy-to-manage SD-WAN with comprehensive NGFW features.

Why Sell Aruba EdgeConnect Foundation Licenses/Subscriptions?

- New way to enter into new strategic markets.
 - Including those that were previously inaccessible due to higher price point / customer budget constraints.
- Create a new recurring revenue stream.
- Address the needs of the new markets with ICSA-certified Secure SD-WAN, Built-in NGFW, IDS/IPS, and Best-of-Breed SASE integration.
- Easier Selling model!
 - Orchestrator as a Service (OaaS) is included with the new Foundation and Advanced Licenses, OaaS makes deployments simple, easy to use & configure.

Customer Benefit:

- Foundation licensing provides a lower cost of entry into SD-WAN architecture.
- IT managers will experience a network that is easier to manage with less complexity and lower total cost of ownership. Plus, OaaS enables automatic scaling, backups, recovery, and system updates making SD-WAN deployments easy to implement. An on-prem deployment option is also available.
- Faster deployment puts management software in use sooner than before and allows organizations to quickly realize benefits to their business.