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	• $1000-$10,000, based on the size of the deal
EdgeConnect / AXIS Partner Initiated Opportunity SPIFF	• $100 SPIFF for Partner Initiated Deal Reg
EdgeConnect / AXIS & Aruba Appointment Setting SPIFF	• $350 for New Customer Appointments
EdgeConnect Foundation License SPIFF	• 50 or $100 SPIFF for Foundation Licenses
SE Certification SPIFFS	• Earn up to $1250 | $300 for Expert | $200 Professional | $100 Associate
New Customer / Logo SPIFF	• $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

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

Aruba Enterprise, Commercial, and GMA Appointment Setting

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

NEW!

$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	**$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

ENGAGE&GROW

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

Aruba SPIFs Eligible SKUs		Points	Cap
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

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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