

CHANNEL PROMOTIONS US & CANADA

February 1, 2024 - April 30, 2024

DATA CENTER NETWORKING SWITCH TRADE-UP PROGRAM

For a limited time, customers who purchase HPE Aruba Networking CX 8325/8360/9300/10000 switches to replace qualified Cisco Nexus 5000, 3000, or 2000 or Juniper QFX 5100/5100 switches are eligible to participate.

- Customers can receive up to a \$5,000 credit per eligible switch (like-for-like, 1:1 trade-up) and an additional \$1,000 credit for each HPE Aruba Networking 100G/400G transceiver they purchase as part of the solution.
- Customers will have the option to either self-decommission their legacy switches or leverage our [HPE Asset Upcycling service](#) to recycle their hardware in a secure, globally consistent, and environmentally responsible manner.
- For more details go to our [DCN CX SWITCH TRADE-UP PROGRAM Page](#).

MORE FEATURED CHANNEL PROMOTIONS

Ask your preferred distributor for details

5 FOR 3 ACCESS POINTS

- Customers can get 5 eligible AP's for the price of 3!
- Eligible Models: AP504/505/515/615
- Cannot be combined with deal registration, PR4N Program discounts, or any other promotions.
- Hardware SKU's must ship from distributor inventory, no drop-shipments.

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
- Cannot be combined with deal registration, PR4N Program discounts, or any other promotions. Hardware SKU's must ship from distributor inventory, no drop-shipments.

EDGECONNECT FOUNDATION PRODUCT PROMOTION

- Partners receive up to 60% OFF MSRP on select Foundation Hardware/Software/Service SKU's
- Requires an approved deal registration and escalated

INSTANT ON IGNITION 5 PACK BUNDLE

- Partners receive additional discounts on Instant On Access Points when purchased in bundles of 5.
- AP11/AP11D/AP12/AP15/AP17/AP21/AP22/AP22D/AP25/AP32
- Must contain all of the same Instant On SKU's, no mixing of models/units is allowed.

INSTANT ON UBIQUITI RIP & REPLACE TRADE-IN OFFER

- Partners in the US & Canada can receive up to 10% additional discount when their customers trade-in Ubiquiti gear and purchase new Aruba Networking Equipment!
- Requires approval and a quote from an Aruba sales manager
- Customer must submit a signed trade-in request form and Letter of Intent to Destroy Old Gear.

INSTANT ON 1930 PoE SWITCH PROMO

- Partners in the US & Canada can get additional discounts up to 43% off list* on eligible 1930 PoE Switches. (*HPE Aruba Networking distributors will provide final pricing)
- All HPE Partner Ready for Aruba Networking Program partners and proximity partners are eligible.

EARN CASH SPIFFS VIA HPE ENGAGE AND GROW

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Up to \$500 SPIFF's for selling Aruba DataCenter Switches

- Eligible models: CX10000 / CX9300 / CX8400 / CX8325 / CX8360 / CX8100
- Maximum \$5,000 SPIFF per model claimed, per customer

EdgeConnect / Axis New Customer SPIFF

- Up to \$5,000 depending on deal size, can stack with HPE New Logo SPIFF
- \$50,000 Minimum @HPE/Aruba List price on the PO
- End User has not purchased ANY EdgeConnect/Axis products in the previous 36 months

Aruba Customer Appointment Setting SPIFF

- \$350 for completing in person or virtual meetings with an Aruba Sales Manager and customer
- Work with your Aruba Channel Account Manager to identify potential Customers on the Target List

EdgeConnect / Axis Partner Initiated Opportunity SPIFF

- \$100 for an approved deal registration
- Minimum size 10 site EdgeConnect SD-WAN or Axis Security opportunity to qualify

HPE Greenlake for Aruba, Network as a Service Pack SPIFFS!

- \$2,000 - \$10,000 per deal based on dollar amount!
- Minimum deal size \$100,000

System Engineer & Sales Certification SPIFFs for Aruba and EdgeConnect Certifications

- Partner SE's can earn up to \$1250 for New Aruba Technical Certifications!
- \$300 for Expert level, \$200 for Professional, \$100 for Associate level certification, \$50 Sales Certification

Eligible SKUs	Points	Cap	Eligible SKUs	Points	Cap
Campus Switches			Access Points		
6000 Switch Series	30	25	500 Series APs	10 to 25	25
6100 Switch Series	40	25	600 Series APs	20 - 25	25
6200 Switch Series	40	25	EdgeConnect Foundation Licenses		
6300 Switch Series	50	25	EdgeConnect Foundation License 1 Year	50	25
Data Center Switches			EdgeConnect Foundation License 3 Year	100	25
CX8100 Data Center Switches	75	15	Central Licenses		
CX8325 Data Center Switches	100	15	Aruba Central - Switches	5 to 20	25
CX8360 Data Center Switches	100	15	Aruba Central - APs	5 to 20	25
CX8400 Data Center Switches	100 - 150	15	For SPIFF details and program terms and conditions, go to: www.hpeengageandgrow.com		
CX9300 Data Center Switches	200	15			
CX10000 Data Center Switches	500	10			

