

ARUBA'S 5 FOR 3 PROMOTION

- End users can buy 5 eligible access points for the price of 3!
- Maximum 50 AP's per customer.
- Effective 11/01/2021 - 1/31/2022
- Big Deal ID# with deal registration: Platinum-98519975; Gold-98519972; Silver-98519504; Business Partner - 98520345
- Big Deal ID# without deal reg: Platinum-98519862; Gold-98519858; Silver-98519865; Bus Partner & Proximity - 98519854

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 11/1/2021 - 1/31/2022
- Big Deal ID#: 98522302 US

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 11/01/2021 - 1/31/2022

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 4/30/2022

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#: 98522304
- Promotion valid 11/01/2021 - 1/31/2022

NEW LOGO/CUSTOMER PROMO

- Partner Ready for Networking Program Partner Sales Reps can earn up to \$10,000.00 in Engage and Grow SPIFFs for sales to net new customer sales.
- Plus and additional \$5,000.00 when combined with Aruba Greenlake SPIFF's for up to \$15,000.00!
- Net New Logo/Customers = End User must have no purchase history with Aruba within the last 3 years.
- Minimum \$50,000 List Price USD per end user.
- May not be combined with any other promotion, special pricing, federal end user orders, or with E-Rate program discounts.
- Promotion valid 11/01/2021 - 1/31/2022

SWITCH TO ARUBA COMPETITIVE TRADE IN OFFER

- Partner Offer: Replace an existing Juniper (EX-xxxx) Switch, Cisco Catalyst, or Extreme switch with an Aruba CX switch and get up to 15% incremental discounts - maximum 65% Off.
- Plus up to \$10,000 in Partner Rep Spiffs
- 5% additional backend rebate offered for all qualified Trade-in deals
- For Partner Ready for Networking Program Partners Only
- Promotion valid 11/01/2021 - 1/31/2022

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 - November 2021 - January 2022

- 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 \$10,000.00 PER DEAL!!
 - Partner Ready for Networking Program Partner Sales Reps can earn up to \$10,000.00 in Engage and Grow SPIFFs for sales to net new customer sales.
 - **Plus and additional \$5,000.00** when combined with Aruba Greenlake SPIFF's for up to \$15,000.00!
 - Net New Logo/Customers = End User must have no purchase history with Aruba within the last 3 years.
 - Minimum \$50,000 List Price USD per end user.
 - 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
- SMB Switch \$120 Bonus Kicker on top of individual unit spiffs
 - Earn a \$120 BONUS for selling 12 eligible switch skus: 1820s, 1930, 1950, 2930F, 6000, 6100, 6200
 - 12 qualifying units can be mixed models (does not have to be 12 of same model)

Model	SKU/Part Number	Points
Instant On Access Points	US: R2W95A, R2X15A, R2X00A, R2X05A, R2X10A, R3J21A, R3J23A, R3J25A, R4W01A, R6M49A	20
Instant On Access Points	CAN: R2W96A, R6K61A, R2X16A, R6K64A, R2X01A, R2X06A, R2X11A, R4W02A, R6M51A	20
1820 Switch Series	US and CAN: J9983A, J9984A	20
1930 Switch Series	US and CAN: JL682A, JL685A, JL683A, JL684A, JL686A	20
1950 Switch Series	US and CAN: JG960A, JG961A, JG962A, JH295A	20
1960 Switch Series	US and CAN: JL805A, JL806A, JL807A, JL808A, JL809A	20
2930F Switch Series	US and CAN: JL253A, JL254A, JL255A, JL256A	30
2930M Switch Series	US and CAN: JL320A, JL322A	30
3810M Switch Series	US and CAN: JL071A, JL072A, JL073A, JL074A	35
6000 Switch Series	US and Can: R8N85A, R8N86A, R8N87A, R8N88A, R8N89A	30
6100 Switch Series	US and Can: JL679A, JL678A, JL677A, JL676A, JL675A	40
6200 Switch Series	US and Can: JL725A, JL727A, JL728A	40
6300 Switch Series	US and CAN: JL662A, JL661A, JL660A, JL659A, JL658A, JL666A, JL665A	50
8300 Switch Series	US and CAN: JL479A, JL581A, JL624A, JL625A, JL626A, JL627A	100
500 Series Aruba APs	US: R2H29A, Q9H58A, Q9H63A, JZ337A, JZ357A, JZ321A	10-25
500 Series Aruba APs	CAN: R2H28A, Q9H57A, Q9H62A, JZ336A, JZ356A, JZ320A	10-25
Fabric Composer	US and CAN: R7G99AAE, R7H00AAE, R7H01AAE, R7H02AAE, R7H03AAE	100-300
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
Aruba Central - APs	US and CAN: Q9Y67AAE, QY63AAE, QY64AAE, Q9Y65AAE, Q9Y66AAE, Q9Y62AAE, Q9Y58AAE, Q9Y59AAE, Q9Y60AAE, Q9Y61AAE	5-20

For HPE and Channel Partner Internal Use. Effective 11/1/2021 - 1/31/2022.
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