EARN MORE NOW & LATER
for qualified net-new Aruba logo wins

The Aruba Now & Later sales program helps you tap into the market, see higher profits for your time investment, and deliver the products your customers need today.

WHY ARUBA?
We’re changing the rules of networking to create smart digital experiences. Provided by a next-generation network – one that’s software-defined, secure, and designed for mobility and IoT. You benefit from the best of both worlds: amazing experiences with amazing simplicity.

ARUBA OFFERS

Simplified management – Aruba controllerless Instant access points, and the cloud-based simplicity of Aruba Central allowing midsize to enterprise businesses to simplify operations to focus on delivering business value.

Security and Network Analytics – Centrally managed policies and IoT are delivered via Aruba ClearPass across any wired or wireless multi-vendor network. AI-Powered analytics and assurance solutions deliver real-time data needed to consistently deliver high performance connectivity and application delivery.

Magic Quadrant leader – for the 14th consecutive year, Gartner has positioned Aruba as a leader in the Magic Quadrant for Wired and Wireless networking. In fact, for the third year running, Aruba is positioned foremost for the completeness of Vision.

Flexible Payment Options — 0% Finance Solution for Aruba Access Points, Campus Switches (3T & 15 product lines) and Aruba branded services. For information on all HPEFS finance options for Aruba products contact your Aruba CAM.

GET PAID NOW & LATER

1. Earn $150 for setting a qualified appointment with your customer and Aruba Territory Manager (TM) or Inside Sales Rep (ISR), either over the phone or in person.²
   (AMP ID 38687, exp 10/31/2020)
2. Maximize your GP with deal registration.
3. If you invoice an order over $20k with your registered customer by 10/31/20, you’ll receive a SPIFF of 1% of the revenue with a cap of $1,500 payout per customer.
   (AMP ID 38686, exp 10/31/2020)
4. Earn $250 if your customer opportunity over $20k is leased with HPEFS. (AMP ID 39632, exp 10/31/2020)

TRACK YOUR SUCCESS

1. Include your aligned Aruba Channel Account Manager (CAM) in your correspondence with Aruba TM of ISR.
2. Send your Aruba CAM your deal registration number once approved.
3. Promotion Claims must be submitted in digital format through the online claims builder process (Partner Ready Portal > Partner Ready Programs > ENGAGE&GROW > Go > Promotions) and require an uploaded PDF copy of the end-user customer invoice(s).

Contact your CAM today for more information and to see which customers qualify!

Michelle Joyce
Channel Sales Manager
CDW-G Federal
michelle.joyce@hpe.com
(708) 878-4074
Promotion Dates
Opportunities involving qualifying HPE revenue must be sold on a single end-user invoice within program dates of Aug. 1, 2020 – Oct. 31, 2020 and must be submitted for approval into the ENGAGE&GROW system and secure HPE-approval by Oct. 31, 2020 in order to qualify for consideration.

Terms & Conditions
1. Eligible sales include only approved HPE Compute, Moonshot/edge, SimpliVity, Synergy, Mission Critical Servers, Storage (Primera, Nimble & Apollo 4000), Aruba Networking, Data Center Networking, HPC & AI (Apollo), or Pointnext revenue sold by HPE channel partners to new HPE business entity end-users.
2. HPE direct and Agent sales are not eligible. Sales to individuals not referencing a valid and verifiable legal business entity are not eligible. Approval for HPE revenue will be determined based on upon sales information contained on the end-user Invoice which must show line item detail and HPE part numbers for final review. If the end-user Invoice doesn’t show the part numbers claimed, Invoice from distribution must be submitted in addition to the end-user invoice.
3. Eligible sales information must be submitted for verification and approval through the ENGAGE&GROW platform. In order for a sales to ensure approval, the Partner Account Representative must work the deal to closure and submit the sales invoice including line item detail and HPE part numbers for final review.
4. HPE reserves the right to revoke or refuse to review or approve sales that are based on submission of incomplete, inaccurate, false or misleading data. HPE ENGAGE&GROW bulk claiming companies will follow the process outlined by the respective HPE Reseller Partner Company. All submissions will be reviewed and validated by an internal HPE resource. Applications will be vetted against a customer exclude list to determine if the sale qualifies as an eligible sale.
   a. Eligible sales are determined by the date of customer Invoice. Sales invoiced outside the promotion Period are not eligible for the Promotion for any reason.
   b. Eligible sales must be submitted and validated in the ENGAGE&GROW system within 60 days after the date of the end-user Invoice.
   c. HPE fiscal quarter are defined as follows:
      i. Q1 – November – January
      ii. Q2 – February – April
      iii. Q3 – May – July
      iv. Q4 – August – October
6. To qualify for a New Logo, only one Invoice per submission is accepted. An Invoice can have multiple products and there could be multiple Invoices to the same end-user in which case the promotion will qualify as long as each Invoice qualified for a different set of products.
7. Submitted promotions claims will be valued for the month of the eligible SKU list based on upon the Invoice date.
8. Promotion Claims must be submitted in digital format through the online claim builder process (Partner Ready Portal > Partner Ready Programs > ENGAGE&GROW > Go > Promotions) and require an uploaded PDF copy of the end-user customer invoice(s).
9. HPE reserves the right to review, modify, extend or discontinue any and/or all aspects of the Promotion without prior notice. The promotion may be extended by HPE at its sole discretion.
10. HPE reserves the right to request additional information regarding any submission, including supporting documentation. All documentation submitted for this Promotion becomes the property of HPE and will not be returned. Submission of a false claim or incorrect or fraudulent documentation may result in the disqualification from this Promotion, future HPE Promotions, and/or may result in civil or criminal liability to the submitter.
11. The Promotion is available to the United States and Canada eligible partner sales reps only.
12. All other Terms and Conditions of the ENGAGE&GROW Program apply to the promotion.
13. Decisions and valuations made by HPE are final.

© 2020. All Rights Reserved. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

2 Approved deal registration is required for payout, and the customer must be on a provided whitespace list or be approved by the Aruba TM or ISR. End user must have no purchase history with Aruba within the last 3 years. Appointment or call should be scheduled through your Aruba Cam shown above.