

EBOOK

SMB Transactional and Promotion Offers

Maximise Your SMB
Profitability with Aruba



SMB Transactional and Promotion Offers

At Aruba, we want to support our resellers in winning more SMB business. To help with this, we provide discounts and offers that deliver greater value for networking solutions for Small and Medium Business customers.



What's Included?

Transactional Price List

Each quarter, we update our transactional product offers and share them with you in our Transactional Price List (TPL). Current offers run until 7th November 2022.

SMB Flex Offers & Promotions

Every quarter, we offer a new set of promotions on Aruba SMB products. These are a combination of TPL products, including such things as volume discounts, combined product offers or a cashback offer. In addition we have introduced SMB Flex Offers for volume discounts this quarter. Current offers run until 7th November 2022.

ACTION Partner Club

The Aruba Instant On ACTION Partner Club is a program designed exclusively for new and eligible partners who want to accelerate sales of Aruba Instant On networking solutions in the small business (SMB) market. See how you can increase your SMB profitability with ACTION Partner Club.

Helping you match customers to offers

We know that you do a lot of business with SMB customers, so we pick the deals to suit these businesses. To make it easy to target the right offers at relevant customers, we split SMBs into two target groups:

Small Business (Under 100 Users)

Promotions – Valid until 7th November 2022. (Subject to availability)



Aruba SMB Flex Offers

Up to 5% additional discount (5 bundle SKUs) and 7% additional on (20 bundle SKUs) for specified Aruba Instant On access points and switches.

NEW for Q4: Time limited pricing offer only when buying two Aruba Instant On 1960 Stackable Switches.

Transactional Price List



Up to 36% off Aruba Instant On access points and up to 48% on Aruba Instant On switches

Drive the complete Aruba Instant On Solution with excellent discounts on Small Business Networking.

NEW for Q4: Aruba Instant On 1430 Switch Series. Aruba Instant On AP25 4x4 Wi-Fi 6 Access Points. Aruba Instant On DAC Cables.



Up to 53% off HPE OfficeConnect Switching

Drive your HPE OfficeConnect switching business with great deals on Un-managed (1405 / 1420) and smart Managed – Basic (1820) products.

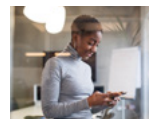
Top Value Offers



There are no Top Value offers for Q4 FY22.

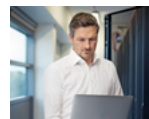
Lower Midmarket (100 – 499 users)

Promotions – Valid until 7th November 2022. (Subject to availability)



Airwave Trade-In Promotion

Migrate your customers from AirWave to Aruba Central. Receive a cash-back on your Aruba Central purchase.



Aruba Central Switch Promotion

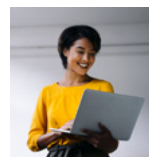
Make the switch to Cloud Networking with Aruba Central. Buy 1 Switch Foundation License, get 1 up to 99% discount.

Transactional Price List



Up to 61% discount on Aruba Switching

Target scalable Aruba SMB business with discounts on Fully Managed L2 and Fully Managed L3 (2930F) (VSF- stackable) switches. Includes the CX 6000 switch.



Up to 52% discount on Aruba Wireless

Take advantage of competitive deals on controller-less wireless access points (AP-505 plus AP-203H and AP-303H for Hospitality).



Up to 37% discount on Aruba Central Cloud Network Management

It's the perfect opportunity to upsell Aruba Central Cloud Network Management with your wired and wireless deals to offer the complete Aruba Midmarket solution.

Promote Aruba SMB offers with our sales and marketing assets, available in many languages.

Note: If you are an ACTION Partner Club member, [you can access assets here.](#)

[CLICK HERE FOR ASSETS](#)

ACTION Partner Club

Increasing your SMB profitability through Aruba Instant On sales

The Aruba Instant On ACTION Partner Club is a program designed exclusively for new and eligible partners who want to accelerate sales of Aruba Instant On networking solutions in the small business (SMB) market. See how you can increase your SMB profitability with ACTION Partner Club below:

Club Memberships

Action		ACTION Premier	
Enrol in ACTION to engage with Aruba, increase your knowledge and grow sales		Enrol in ACTION Premier for accelerated benefits	
PARTNER WITHOUT HPE CONTRACT	HPE BUSINESS PARTNER		HPE SILVER, GOLD AND PLATINUM PARTNERS
	Membership depending on quarterly Aruba SMB Sales value		
	Below \$10,000 USD	Above \$10,000 USD	
→ Receive 2% cash bonus. → Get one free AP11D Access Point when you start selling an Aruba Instant On Product Line.		→ Receive 5% cash bonus minimum. → Become eligible for up to 10% cash bonus as your sales grow.*	

Terms and conditions apply
*max \$200,000 USD.



Why sign up for the ACTION Partner Club

- ✓ **Partner portal access**
Unlock access to our Partner portal to track progress on your earnings.
- ✓ **Training**
Use our exclusive online training platform to boost sales and grow your business.
- ✓ **Sales and marketing materials**
Access resources to help you sell.
- ✓ **ACTION Rewards and incentives**
Get rewarded for your Aruba Instant On sales and engagement.

REGISTER NOW

The Aruba logo consists of the word "aruba" in a lowercase, sans-serif font. The letter 'a' is stylized with a small gap between the two vertical strokes. The letters are white and set against a solid red background.

aruba

a Hewlett Packard
Enterprise company