



Hewlett Packard
Enterprise

eBook Reseller Version
Q3 FY25 (May-July)

SMB Transactional and Promotion Offers

Maximise your SMB profitability





SMB Transactional and Promotion Offers

At HPE Aruba Networking, 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?

Smart Book Price List

Each quarter, we update our transactional product offers and share them with you in our Smart Book Price List (Smart Book). Current offers run until August 7th 2025.

SMB Offers & Promotions

Every quarter, we offer a new set of promotions on HPE Aruba Networking SMB products. These are a combination of Smart Book products, including such things as volume discounts, combined product offers or a cashback offer. In addition we have introduced SMB Offers for volume discounts this quarter. Current offers run until August 7th 2025.

ACTION Partner Club

The ACTION Partner Club is a program designed exclusively for new and eligible partners who want to accelerate sales of HPE Networking Instant On 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:

Instant

Small Business

Promotions – Valid until August 7th 2025. (Subject to availability)

SMB Offers

Now with more value applied to lower unit quantities, you can get up to 5% additional discount on bundles of HPE Networking Instant On SKU's.

Smart Book Price List



Up to 29% on HPE Networking Instant On Secure Gateways

This solution serves as the first line of defence for networks, providing reliable connectivity, optimised performance, and peace of mind while staying within budget. Instant On Secure Gateways simplify network security with easy setup and intuitive management options.



Up to 56% on HPE Networking Instant On access points

Blazing fast, easy-to-set-up access points with MESH capability and Wi-Fi CERTIFIED 6™ options. Delivering strong coverage at an affordable price, with built-in security and excellent app management, it's Wi-Fi designed with small businesses in mind.



Up to 67% on HPE Networking Instant On switches

A portfolio of smart managed and unmanaged switches ideal for small businesses. With models ranging from 5 to 48 Gigabit Ethernet ports, optional high speed 10 Gig connectivity, Power over Ethernet (PoE) models, and flexible management choices including a cloud-based mobile app.



Up to 43% on HPE Networking Instant On accessories (transceiver and cables)

No network is complete without switching, and now you can use branded transceivers and cables when connecting Instant On switches.

Pricing terms are indicative only. Please contact your local HPE authorized distribution partner.



Lower Midmarket

Promotions – Valid until August 7th 2025. (Subject to availability)

Smart Book Price List



Up to 77% discount on HPE Aruba Networking Switching

Target scalable SMB businesses with discounts on fully managed L2 and L3 switches, including 2930F, 2930M, CX6000/CX6100, and CX6200F models.



Up to 60% discount on HPE Aruba Networking Wireless

Find the perfect access point for every environment, now at a better price covering 503, 503R, 505, 515, 535, 565, 615 and 505H hospitality models.



Up to 33% discount on HPE Aruba Networking Central Cloud Network Management

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



Up to 46% discount on the UXI G-Series sensor and 1/3/5-year subscriptions

AI Ops-powered HPE Networking User Experience Insight (UXI) provides precise insights into user experience and application performance by continuously monitoring & testing the network and application from an end-user perspective.

Promote SMB offers with our sales and marketing assets.

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

Promotional assets 

Instant On campaign assets 

ACTION Partner Club

Increasing your SMB profitability through HPE Networking Instant On sales

The ACTION Partner Club is a program designed exclusively for new and eligible partners who want to accelerate sales of HPE Networking Instant On 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
	Enroll in ACTION to engage with Instant On, increase your knowledge and grow sales		Enroll in ACTION Premier for accelerated benefits
PARTNER STATUS	Partners without a HPE contract	HPE business partners, silver, gold and platinum partners	
QUARTERLY REVENUE REQUIRED	No minimum		Above USD 15,000* and 2 sales representatives with sales accreditations <small>*USD25,000 In Germany</small>
FINANCIAL BENEFITS	<ul style="list-style-type: none">• Receive 4% cash bonus• ACTION offer. Get 20% cash bonus when you start selling the Instant On product line**		<ul style="list-style-type: none">• Up to 2.5% upfront discount• Receive cash rebate between 4% - 7.5% as your sales grow***

Terms and conditions apply.
When selling USD100 - USD1,000 of HPE Aruba Networking SMB product lines I5 + 3P | *Max USD112,500

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 HPE Networking Instant On sales and engagement.
- **Case Study Service**
Get your customer case studies professionally written by the HPE Networking Instant On marketing team.
- **Sendit Tool**
Easy to use email tool to send pre-designed email templates to your customers.

Register 





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