

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?

### 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 November 7th 2023.

### SMB Offers & Promotions

Every quarter, we offer a new set of promotions on Aruba 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 November 7th 2023.

### 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 November 7th 2023.** (Subject to availability)

### Aruba SMB Offers

Now with more value applied to lower unit quantities, you can get up to 5% additional discount on bundles of 'Aruba Instant On' SKUs



#### Hot Picks for Q4:

**AP22 - Instant On AP22 (RW) Access Point (Wi-Fi 6)**

**AP25 - Instant On AP25 (RW) 4x4 Access Point (Wi-Fi 6)**

Egypt and Israel should use different specific SKUs. Please contact your local Aruba representative for details.

### Smart Book Price List



#### Up to 49% off Aruba 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 51% on Aruba 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 Aruba Instant On accessories (transceiver and cables)

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

## Lower Midmarket (100 – 499 users)

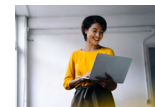
**Promotions – Valid until November 7th 2023.** (Subject to availability)

### Smart Book Price List



#### Up to 60% discount on Aruba Switching

Target scalable Aruba SMB business with discounts on Fully Managed L2 and Fully Managed CX 6100 (VSF- stackable) switches. Includes the entry level CX 6000 switch with reintroduction of 2930F switch.



#### Up to 52% discount on Aruba Wireless

Take advantage of competitive deals on controller-less wireless access points covering 503, 503R, 505, 515 and 303H and 505H hospitality models.



#### 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.



#### Up to 55% discount on Aruba UXI Solution

AIOps-powered Aruba 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 Aruba SMB offers with our sales and marketing assets, available in many languages.

[CLICK HERE FOR ASSETS](#)

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

# 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	
<ul style="list-style-type: none"><li>→ ACTION offer with 2% cash bonus booster</li><li>→ ACTION offer: Get one free AP22 Access Point when you start selling Aruba Instant On Product Line**</li></ul>		<ul style="list-style-type: none"><li>→ Receive 5% cash bonus minimum.</li><li>→ Become eligible for up to 10% cash bonus as your sales grow.*</li></ul>	

Terms and conditions apply:

\*max \$200,000 USD \*\*When selling a minimum of \$500 of Aruba SMB product lines I5 + 3P



### 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.
- ✓ **Case Study Service**  
Get your customer case studies professionally written by the Aruba marketing team.
- ✓ **Sendit Tool**  
Easy to use email tool to send pre-designed Aruba Instant On email templates to your customers.

**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