

aruba

a Hewlett Packard
Enterprise company

Reseller Version
Q1 FY22 (Nov 2021 - Jan 2022)

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 & Top Value Offers

Each quarter, we update our transactional product offers and share them with you in our Transactional Price List (TPL). Also, with our Top Value offers we may offer an additional discount for a limited time on a small number of selected products within the transactional price list. Current offers run until 31st January 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 31st January 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 31st January 2022.



Aruba SMB Flex Offers (previously named Kick Start 3.0)

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

Transactional Price List



Up to 36% off Aruba Instant On Access Points and up to 31% on 1930 switches

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



Up to 64% 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



R2X06A: 25% discount on Aruba Instant On AP15 access point



R2X16A: 29% discount on Aruba Instant On AP11D access point

Lower Midmarket (100 – 499 users)

Promotions – Valid until 31st January 2022.



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.



UXI F-Series Sensor Promotion

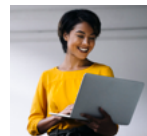
Get up to 99% discount on UXI's F-series sensors by purchasing 3-year or 5-year UXI subscriptions (Cloud + LTE).

Transactional Price List



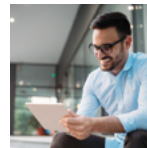
Up to 61% discount on Aruba Switching

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

With up to 37% discount 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% cashback.		→ Receive 5% cashback minimum. → Become eligible for up to 10% cashback 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.
- ✓ **Incentives**
Get rewards for your earned incentives.

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.

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