

# 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 February 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 February 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:

## Small Business (Under 100 Users)



**Promotions – Valid until February 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 ‘ Instant On’ SKUs



#### Hot Picks for Q1:

- AP22 - Instant On AP22 (RW) Access Point (Wi-Fi 6)
- AP25 - Instant On AP25 (RW) 4x4 Access Point (Wi-Fi 6)

### Smart Book Price List



#### Up to 57% off 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.

## Lower Midmarket (100 – 499 users)



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

### Smart Book Price List



#### Up to 75% discount on HPE Aruba Networking Switching

Target scalable SMB business with discounts on Fully Managed L2 switches. Includes 2930F and introduction of 2930M switches.



#### Up to 52% discount on HPE Aruba Networking 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 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 Aruba 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.](#)

[Click here for assets](#)



## eBook Reseller Version

Q1FY25 (November-January)

# 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

Enrol in ACTION to engage with HPE Networking Instant On to increase your knowledge and grow sales

#### ACTION Premier

Enrol in ACTION Premier for accelerated benefits

PARTNER WITHOUT HPE CONTRACT & SILVER, GOLD AND PLATINUM PARTNERS	HPE BUSINESS PARTNER		HPE SILVER, GOLD AND PLATINUM PARTNERS
	Membership depending on quarterly HPE Networking Instant On SMB Sales value		
	Below \$25k in Germany, \$15k in other countries	Above \$25k in Germany, \$15k in other countries	

- Receive a 4% cash bonus
- Get 20% cash bonus when you start selling HPE Networking Instant On on product line\*

- Receive a minimum of 4% cash bonus
- Become eligible for up to 7.5% cash bonus as your sales grow\*\*
- Minimum of 2 Sales representatives with sales certification

Terms and conditions apply:

\*When selling \$100 - \$1000 of HPE Networking Instant On product lines I5 + 3P only

\*\*Capped to a maximum of \$120,000 USD only

### 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 HPE Networking Instant On marketing team.
- **Sendit Tool**  
Easy to use email tool to send pre-designed email templates to your customers.

Register now





**Hewlett Packard**  
Enterprise

**eBook Reseller Version**  
Q1FY25 (November-January)

