HPE PARTNER READY FOR NETWORKING PROGRAM

ASIA PACIFIC AND JAPAN

aruba

a Hewlett Packard
Enterprise company

MARKET LEADER

We are in the middle of a massive transition with the convergence of Mobile, Cloud and IoT that is disrupting traditional businesses, changing the way people work and learn, and new winners will be declared. Aruba, a Hewlett Packard Enterprise company is redefining the IT Edge with IoT and Campus Mobility solutions that transform the GenMobile experience and drive intelligence into everything. Aruba is leading the mobile-first market in growth and innovation.

MOBILE FIRST NETWORKING ADVANTAGE

Aruba offers highly differentiated mobile-first and IoT-ready products and solutions that set you apart from the competition with the broadest market reach for a multi-billion dollar, fast-growth mobility networking market. This enables you to give your customers the best experience for GenMobile and accelerate the move to digital workplaces and smart environments.

- **Industry leading 802.11ac Wave 1/2 technology coupled with 2.5GbE wired access edge** designed to enable partners to take advantage of network refresh cycles.
- **Single set of wired and wireless LAN infrastructure** easing customer support and service for partners.
- **Supports new mobile and IoT apps** for quality of service and security automatically thanks to contextual networking, easing technology adoption.
- **Multi-vendor capabilities** for network and policy management and location services – enabling partners to start conversations with new customers without disrupting existing infrastructure.
- **Adaptive Trust** mobile devices break conventional network access rules and introduce new threat vectors. An Adaptive Trust model leverages contextual data across the network infrastructure and security systems to mitigate traditional and mobile risks.

PARTNER READY FOR NETWORKING OVERVIEW

The Partner Ready for Networking program delivers a best-in-class program that enables you to meet all of your customers' connectivity needs and take advantage of the growth for mobile and IoT, with partner-ready solutions in Wired, Wi-Fi, BLE and WAN. The ability of our partners to move quickly and be responsive to their customers drove one of the core principles of the program, which is to simplify and make it easier to partner with us. Starting with tools that drive awareness and attract new business to straightforward deal numbers that help you understand your profitability throughout the sales cycle and easily-accessed sales and technical training that will help you to become the trusted advisor to your customers for next-generation edge networks.

Predictable Profitability

- Simple to calculate deal profitability at the front-end and back-end.
- Rewards cross-selling and upselling WLAN and switching solutions.
- Enriched back-end incentives for specialized networking expertise.
- Additional margins for partner skills in recognized competencies.
- Streamlined one-step deal registration and simplified approvals.
- Fast access through dedicated networking site to free online sales and technical training.
- Ability to sell services to further enhance margins.

Ease of Doing Business

- Easy to understand program requirements and single point of contact.
- Dedicated networking site with one-stop-shopping for all your business needs.
- Standard discounts by membership tier for standard pricing.
- Planned MDF and lead generation tools and services.
- All tools and resources designed to help partners be more productive.

PROGRAM REQUIREMENTS

Partners will need to meet minimum revenue, sales, technical and other business requirements as shown in the table on the right. The program is designed to reward partners at all levels, while differentiating those who offer exceptional value to Aruba and our joint customers.

Requirement*	Business	Silver	Gold	Platinum
Annual Sales	•	$	$$	$$$
Partner Agreement	Required	Required	Required	Required
Sales Certifications				
Number of Sales Certified Individuals		2	4	8
Technical Certifications				
Technical Certifications (minimum individuals)		1 ACMP or 1 ATP (1 engineer)	2 ACMP and 2 ASE (3 engineers)	2 ACMP + 1 ACDX/MX + 3 ASE (or 2 ASE + 1 MASE) (4 engineers)
Competencies (Optional)		2	2	2
Knowledge Credits				
Number of Knowledge Credits Needed		50	75	100

*Category 1 Countries: Australia, China, India, Japan, Korea

BENEFITS OVERVIEW

A variety of programs and resources are available to you, designed with easy to understand requirements and simplified tools and processes to increase your profits and promote your business and Aruba. In addition, the program ensures that your sales and engineering teams have the knowledge needed to compete and win new business and provide outstanding service and support to your customers.

Benefits	Business	Silver	Gold	Platinum
Incentives				
Base Compensation (Upfront Benefits)	$	$$	$$$	$$$$
Deal Registration	•	•	•	•
Engage and Grow		•	•	•
Market Development Funds			•	•
Base Compensation (Backend Benefits)		$	$$	$$$
Training and Education				
Online Sales Training	•	•	•	•
Online Technical Training	•	•	•	•
Airheads Community	•	•	•	•
Monthly Partner Webinars	•	•	•	•
Access to Online Technical Resources	•	•	•	•
Partner Enablement				
Quarterly Partner Newsletter	•	•	•	•
Access to Dedicated Partner Portal Site	•	•	•	•
Discounted Demo Gear (Not for Resale)		•	•	•
Access to Aruba Demo Lab		•	•	•
Business Development				
Quarterly Business Reviews			•	•
Partner Advisory Council		By invitation	By invitation	By invitation
Atmosphere Partner Tracks	•	•	•	•
Dedicated Channel Account Manager		•	•	•
Technical Support				
Knowledgebase Access	•	•	•	•
Marketing Support				
Co-brandable Assets and Campaigns	•	•	•	•
Sales & Marketing Tools and Collateral	•	•	•	•
Partner Program Insignia Usage	•	•	•	•

SOLUTIONS COMPETENCIES

Aruba offers training to partners in solution competencies that broaden your skills and expertise while providing the ability to earn additional margins. There are two competencies in the program: network management with ClearPass and Mobile Engagement, including location services.

BUILDING PARTNERSHIPS

Our philosophy is 'Customer First – Customer Last' and our partners are a critical part of this mission. Our new Partner Ready for Networking program is designed to help you grow your business by enabling you to support your customers to implement industry leading products and solutions for the future of networking.

HOW TO APPLY

To apply to join the Hewlett Packard Enterprise Partner Ready for Networking program, please visit: https://partner.hpe.com/web/upp-ww/registration.