

# Aruba Solutions Partner Program



## PROGRAM GUIDE

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# Program Overview

## Introduction

The Aruba Solutions Partner Program is intended to recognize, support and enhance technology partners. This new program provides a structured way for technology partners to demonstrate interoperability with the Aruba mobility portfolio. In addition, it brings the benefits of a closer working relationship with Aruba including stronger presence on our website and at our events. The program requires an annual participation fee.

## Goal of the Program

The Aruba Solution Partner Program provides demonstrated interoperability of Aruba wireless infrastructure products with other solution vendors' products in the areas of voice; security; location; hardware; and network management. The program brings to market a new generation of innovative solutions that combine complementary products and technologies from solution innovators and industry leaders around the globe.

## General Requirements

The Aruba Solutions Partner Program connects experienced business and technology market leaders selected by Aruba Networks for their expertise in hardware, software and other services. Members are technology vendors whose products and services work with and complement the suite of Aruba Networks products and services.

Generally, members must, in Aruba's sole determination:

- Be in business for a minimum of one (1) year
- Be in good financial health, as defined by Aruba Networks

- Have product(s) and/or services that are available in the marketplace
- Have reputable customer references, a sales channel and product support organization
- Be in a business that does not fundamentally conflict with Aruba's business interests

Aruba shall retain the right, at its sole discretion, to modify, amend or discontinue any of the benefits listed in this guide without prior notice.

## Membership Types

The Partner Program provides the following partner levels:

### Aruba Compatible Partner

The Aruba Compatible designation demonstrates a basic level of interoperability to ensure reliable inter-working between the two companies' products. The partner conducts their own testing using Aruba's testing guides. Many partners will fall into this category.

### Aruba Certified Partner

The Aruba Certified designation demonstrates an in-depth level of

interoperability with the Certified partner's products. The testing will cover a deep level of interoperation against at least two Aruba releases a year. The testing will be done by the Aruba Solution Labs. Enrollment in this program is by invitation only, and Certified partners will first need to become Aruba Compatible partners to qualify. Certified Partners receive unique benefits in areas of joint sales, marketing, Aruba Labs participation, and enhanced support.

## Prior Certifications

Prospective partners that conduct their own rigorous interoperability testing and have established certification programs may be invited to become an Aruba Solutions Partner without incremental testing, provided Aruba Networks also participates in their programs. In this case, the partners' certification will be identified as the source of interoperability assurance on Aruba Networks' website. This option is available at Aruba's discretion.

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### Multiple Listings

Some partners offer products that may fit in multiple product categories. Typically, Aruba will assign the partner to the category that best fits their products. However if the partner believes they should be listed in more than one category, that can be discussed with the Aruba Business Development manager.

### Member Assistance

Once program membership has been granted, members are provided with secure access to the Aruba Solutions Partner Program portal, a web-based solution center that serves as the partner's first point of access to the

benefits provided by the program.

It is here that partners can post software updates for testing, download software and solutions sheet templates and logos, and see upcoming Aruba marketing events. This is also the location where the partner's contact profile is kept and updated. (NB: the partner portal is expected to be operational Q307; interactions will be via the Aruba Business Development manager before then.)

### Media Relations

Each partner in good standing who continues to meet the requirements of the Compatible or the Certified designation is entitled to use of the

program logos and marks. Logos should be used with the original color schemes, and not stretched, tilted, or distorted, and the program must not be misrepresented. In addition, partners may wish to use the Aruba Networks name in their own collateral or press releases. All use of Aruba logos and marks must be in accordance with the Aruba Trademark Guidelines.

Please note that Aruba Networks must approve any press release that contains Aruba Networks' corporate or product name(s) prior to publication.

### Membership Details – Program Benefits

MEMBERSHIP BENEFIT	COMPATIBLE	CERTIFIED
Listing with program designation on Aruba Networks website	•	•
Right to use the program logos on collateral and web sites	•	•
Right to use the Aruba Partner web portal	•	•
Joint press release (upon Aruba review & approval)	•	•
Joint development of Solution Sheet, Selling guide, Sales PPT collateral, deployment guide	•	•
Ability to post joint customer case studies	•	•
50% discounted Aruba Testing Kit	•	N/A
Sponsored access to Aruba field teams for joint deals	•	•
Sponsored access to Aruba channel and distributor partners		•
Ability to add further information to the Aruba Partner web site to drive additional customer interest/interaction in the joint solution	Via link	Via link or posting, including pod cast or video
Access to Aruba sales and systems engineers via hosted webinar	Once yearly	Twice yearly
Free technical training (annually)	One seat	Two seats
Assistance in completing testing	Up to 6 hours	N/A
Access to Aruba CTO Labs joint research and collaboration opportunities		•
Separate testing conducted at Aruba Solutions Labs twice yearly		•
Preferred placement at Aruba & partner events		•
Access to sponsorship in Aruba events and conferences		•
Enhanced Support to joint customers		•

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### Membership Requirements - Summary

The following is a summary of member requirements. For a full explanation of each requirement, refer to Membership Requirements - Details.

MEMBERSHIP REQUIREMENTS	COMPATIBLE	CERTIFIED
Complete required agreements and application	•	•
Identify a business & technical contact	•	•
Access to associated Aruba Networks system/platform/product	•	•
Successfully complete interoperability testing	•	•
Have staff members competent on Aruba Networks products	•	•
Provide two seats technical training to Aruba Support staff (without charge)	•	•
Provide two seats technical training to Aruba SE's (without charge)	•	•
Provide dedicated web page to promote the joint partner/ Aruba Networks solution	•	•
Provide sales contacts in each region	•	•
Provide support & escalation contacts in each region	•	•
Agree to accept major product bugs as they are reported from Aruba Support or joint customers	•	•
Provide customer case studies and references	•	•
Have prior "Aruba Compatible" status		•
Provide suitable products and resources to Aruba Solutions Labs & Aruba Support to facilitate seamless certification testing and customer support		•
Annual program fee	\$2,995	\$9,995

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### Explanation of Key Terms

MEMBERSHIP BENEFIT	EXPLANATION
Listing with program designation on Aruba Networks website	Partner's logo is shown on Aruba web site, with click-thru link to solution sheets, collateral, and other partner information
Right to use the Aruba Partner web portal	Aruba Partner portal allows posting of non-public information for use by Aruba and the partner's field, as well as secure posting and downloading of software releases, templates, and media
Joint development of Solution Sheet, Selling guide, Sales PPT collateral, deployment guide	Partner and Aruba collaborate to develop these using standard templates
Ability to post joint customer case studies	Customer must be referencable, and must use products from both Aruba and the partner
50% discounted Aruba Testing Kit	Aruba has developed a pre-configured test kit to simplify the partner's testing
Sponsored access to Aruba field teams for joint deals	Business Development manager will coordinate field introductions for joint opportunities and engagements
Sponsored access to Aruba channel and distributor partners	Certified partners have the opportunity to work with Aruba's top partners to create solution selling approaches
Ability to add further information to the Aruba Partner web site to drive customer interest in the joint solution	Work in tandem with Aruba to create an optimal joint solution
Access to Aruba sales and systems engineers via hosted webinar	Up to an hour pre-scheduled with Aruba SE and sales forces
Free technical training (annually)	At Aruba's facilities
Assistance in completing testing	Aruba's expert technical marketing engineers will assist over the phone or, where required (with T&E charge), at partner's site to complete the compatible level testing
Access to Aruba CTO Labs joint research & collaboration opportunities	Aruba Labs is a recognized advanced research facility, and has regular occasions for joint investigative projects and initiatives with partners. Partners may also submit research concepts
Separate testing conducted at Aruba Solutions Labs twice yearly	For Certified partners, the testing done by the partner is complemented by deep testing at Aruba's dedicated Solutions Labs against at least two significant Aruba releases a year
Preferred placement at Aruba & partner events	Aruba participates in many industry and vertical conferences and trade shows annually, and also hosts a once-yearly partner event
Enhanced Support to joint customers	For Compatible partners, the customer is referred to the partner when a trouble call is received. For Certified partners, Aruba Support remains involved for a seamless customer trouble resolution experience. While Aruba Support will continue to support only Aruba products directly, Support will facilitate the handoff and help in isolating the root cause of issues

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## Signup - Compatible

The process at signup of a Compatible Partner is as follows:

1. Partner applies for entry into the Compatible Program by sending a request for an application to [partners@arubanetworks.com](mailto:partners@arubanetworks.com)
2. Partner is approved into the program upon notification of acceptance of the application and receipt of payment.
3. Aruba Business Development Manager contacts partner to welcome them into the program and finalize the category.
4. Aruba Technical Marketing and partner hold an introductory call to provide testing guidance and assistance, walk thru the testing guide, and customize as required for partner's use. Partner and Aruba also determine whether a testing kit should be purchased, and Aruba provides set up assistance up to total available program hours.
5. When partner completes testing, results are reviewed by Aruba Technical Marketing and approved if acceptable.
6. The partner and Aruba initiate work to complete solution briefs and sales tools.
7. Partner may begin using the Aruba Compatible logo, receiving the program benefits and adding its name to the Aruba website
8. Partner must remain in good standing, and repeat testing at least once a year to maintain their Compatible designation.

## Signup - Certified

1. Partner requests to join Certified, or is invited to do so by Aruba
2. If application is accepted, partner is approved into the program upon receipt of payment; NB: partner must have Compatible designation already
3. Working in conjunction with Partner's Engineering team, Aruba Solutions Labs develops specific test plans for certification. In addition to facilitating detailed test plan development, Aruba Technical Marketing will work with partner on the testing schedule at Aruba Solution Labs
4. Upon completion of tests, partner may begin using Aruba Certified logo
5. Partner receives the benefits of the Certified program, which include preferred placement and visibility in forums and events; preferred access to sponsorships; opportunities to work with Aruba Labs on selected initiatives; and stronger linkages with Aruba field via targeted lead generation & MDF programs.
6. Aruba Solution Labs will complete the certification process two times in a year. Partner completes compatible level of testing in their labs.