

## Why Partner with Aruba Networks?

### Market Leader

Aruba Networks is the global leader in distributed enterprise networks and is positioned as a leader in Gartner's Magic Quadrant. Our solutions give enterprises a single infrastructure that links together campus and remote environments to provide the extended workforce with secure mobile access to corporate resources – wherever they work or roam. Our user-centric distributed enterprise networking portfolio simplifies operations and secures access to all corporate applications and services – regardless of the user's device, location or network – to deliver unprecedented workforce mobility. This dramatically improves productivity and lowers expenses. Many of the largest and most innovative organizations in the world use Aruba solutions to improve productivity and reduce operating costs, including Lawsons of Japan, Samsung Medical Center in Korea, The Export-Import Bank of Thailand, New South Wales Department of Education and Training, and Xiamen Airlines in China.

### Rapidly Growing Market

Aruba offers highly differentiated products to a multi-billion dollar market, one of the fastest growing in networking. This provides Aruba and our partners an unparalleled opportunity to bring world-class solutions to a wide range of enterprises in multiple industries.

Our user-centric distributed enterprise network portfolio includes solutions for the campus, branch offices and remote users:

- **Campus** – Aruba's high-performance 802.11n wireless network solutions provide reliable, secure access to corporate applications wherever campus users are located. Aruba technology delivers a superior user experience while enabling IT to reduce capital and operating expenses by rightsizing the network.
- **Branch** – Aruba's Virtual Branch Networking (VBN) is a cloud-based branch office solution that provides a fast, affordable way to extend 'campus-like' services to branch office and teleworker locations without requiring dispatch of IT personnel.



- **Remote Users** – Aruba's Virtual Internet Access (VIA) client provides a simple and seamless way to automatically connect remote and mobile workers to the same enterprise network, providing employees with a consistent experience, regardless of their location.

Aruba's comprehensive, multi-vendor AirWave management software provides visibility and control over the entire network. Unlike costly traditional port-centric connectivity models, Aruba's Unified Access Architecture is designed around a user-centric model that provides a centralized point for managing security, policy and network performance for every user and device on the network.

### The Aruba Difference

- Global leader in distributed enterprise networks
- Leader in Gartner's 2009 'WLAN Magic Quadrant'
- Innovative, award-winning products and services
- Number two worldwide market share in the enterprise WLAN market
- Rapidly growing worldwide base of 11,000+ customers
- A leader in the education, healthcare, government, retail, hospitality, and finance markets
- Worldwide training and support

### PartnerEdge Program Overview

The Aruba PartnerEdge Program is a global community of qualified solution providers who design, resell, and deliver Aruba’s innovative products and services. The program is designed to offer partners unique opportunities for top and bottom line revenue growth with an industry-leading solution that sets you apart from the competition.

Aruba is committed to fostering joint success by enabling our channel partners to profitably address the needs of your customers. PartnerEdge partners benefit from comprehensive free training, demo kits, deal registration, joint marketing funds, sales promotions, and world-class support. As an Aruba partner, you’ll also have exclusive online access to partner news, webinars, and a variety of sales and marketing resources.

The PartnerEdge Program recognizes partners based on a combination of value and volume and is organized around four partnership levels: Authorized, Silver, Gold, and Platinum. The more you invest with Aruba, the more you’re rewarded. In addition to enhancing growth and margins, PartnerEdge offers increased benefits as you improve your sales and technical skills and deliver more solutions.

### Program Requirements

Partners will need to meet minimum volume, sales training, and technical certification requirements. The program is designed to reward partners at all levels, while differentiating those who offer exceptional value to Aruba and joint customers.

Requirement	Authorized	Silver	Gold	Platinum
Annual Sales Volume	Region Specific	Region Specific	Region Specific	Region Specific
Aruba Business Manager	N/A	N/A	Required	Required
<b>Technical Training</b>				
ACMA Engineer	0	1	1	1
ACMP Engineer	0	1	2	2
ACMX/ACDX Engineer	0	0	0	1
<b>Sales Training</b>				
Sales Specialist	1	1	2	4



### How to Qualify

To participate in Aruba’s PartnerEdge Program, prospective value-added resale partners must meet the following qualifications:





- Qualified, outbound sales team that can sell on value
- Strong engineering staff that will become Aruba-certified
- Extensive experience selling wireless, security or other complementary products
- Excellent customer relations and reputation
- Solid financial position

### Benefits-at-a-Glance

- Tiered discounts and attractive margins
- Deal registration offers differentiated discounts and investment protection
- Marketing development funds for go-to-market activities
- Marketing programs and incentives to drive new business
- Discounted demo equipment to showcase Aruba technology
- Convenient online sales training
- Free comprehensive instructor-led technical training
- Aruba technical certifications to recognize your skills (ACMA, ACMP, ACDX, ACMX)
- Exclusive access to partner resources via Aruba’s Partner Center portal

## Benefits Overview

A variety of programs and resources are available to you, designed to increase your profits, streamline processes, promote your business and Aruba, and ensure sales and engineering have the knowledge needed to win new sales and service your customers:

Benefits				
<b>Incentives</b>				
Recommended Discount	Base	Good	Better	Best
Deal Registration	■	■	■	■
Marketing Development Funds		■	■	■
<b>Training and Education</b>				
Online Sales Training	■	■	■	■
Technical Training	Required training is free; 25% discount for each additional course	Required training is free; 25% discount for each additional course	Required training is free; 50% discount for each additional course	Required training is free; 50% discount for each additional course
Technical Certification	■	■	■	■
Monthly Partner Webinars	■	■	■	
<b>Partner Enablement</b>				
Access to Partner Center	■	■	■	■
Discounted Demo Equipment	■	■	■	■
Virtual Access to Aruba Demo Lab		By invitation	By invitation	By invitation
<b>Business Development</b>				
Quarterly Business Reviews		Selectively	■	■
Partner Advisory Council		By invitation	By invitation	By invitation
Partner Conference		By invitation	■	■
<b>Technical Support</b>				
Priority Technical Support				For ACMX
Access to AirHeads Online and PartnerTalk Forum	■	■	■	■
<b>Marketing Support</b>				
Access to Marketing Programs and Promotions		■	■	■
Sales & Marketing Tools and Collateral	■	■	■	■
Access to Co-Branded Marketing Resources		■	■	■

## How to Apply

To apply for the Aruba PartnerEdge program, please visit [www.arubanetworks.com/partners/channel\\_partners.php](http://www.arubanetworks.com/partners/channel_partners.php).

To learn more about the program, contact your local [Aruba Sales Representative](#) or visit [www.arubanetworks.com/company/contact\\_us.php](http://www.arubanetworks.com/company/contact_us.php) for contact information.



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