

## OVERVIEW

# ARUBAEDGE PARTNER PROGRAM

### ARUBAEDGE CERTIFIED PARTNER

Aruba's partners all share a forward-looking vision of secure mobility, a commitment to customer service, and a focus on device interoperability. Industry analysts agree that the best network is one that's built from best-in-class products, and that means a multi-vendor solution. Device interoperability using open, non-proprietary standards is therefore a must to ensure that end users enjoy speedier deployments and lower life-cycle system costs.

Interoperability certification is managed by Aruba, a Hewlett Packard Enterprise company, based on testing standards refined by its experience with thousands of deployments. Pre-defined tests are conducted either by the partner or in Aruba's own testing laboratories.

Aruba's certification program recognizes, promotes, and supports partners whose products interoperate with Aruba's secure mobility solutions. The program provides a structured methodology for certifying the interoperability of products according to strict guidelines that have proven efficacious in thousands of deployments worldwide.

Products can be certified for use on Aruba's 802.11n wireless LANs, Virtual Branch Networking (VBN), outdoor mesh networking, AirWave Management infrastructure. Partners self-certify wireless LAN products using an Aruba test kit consisting of access points and a controller packaged in a transportable case. Tests are run by the partner and the results submitted to Aruba for review. Mesh and AirWave suite testing require Aruba's direct participation. Upon successfully passing the certification test a logo is issued to partners in good standing identifying the tests passed and the ArubaOS software version used. The entitlement to use the logo must be renewed annually.

Enrollment as an ArubaEdge Certified Partner requires pre-approval by Aruba. The certification program is fee-based with a nominal annual subscription required in order to maintain certified status.

### FOUR COMPONENTS TO THE ARUBAEDGE PROGRAM

- Consortium of best-in-class Certified Partners that supply devices, infrastructure, or applications
- Certification program to ensure that products and applications reliably interoperate on Aruba's 802.11n wireless LANs, Virtual Branch Networking (VBN), outdoor mesh networking, AirWave suite infrastructure
- Joint go-to-market activities created uniquely for ArubaEdge Solution
- Partners, including sales engagement and demand generation programs
- State-of-the-art demonstration facility in which partners' integrated solutions can be experienced working in concert

### ARUBAEDGE SOLUTION PARTNER

In addition to certifying the interoperability of their products, qualifying Solution Partners are eligible to participate in joint go-to-market programs with Aruba. These programs are uniquely crafted for each partner, and span coordinated sales engagement, channel programs, demand generation, and targeted installed-base programs. Aruba's Marketing teams will craft a program focused on the joint value-proposition, and then manage the schedule for the solution launch, on-going training, and marketing initiatives. Joint marketing activities include, but are not limited to, on-line lead generation, direct marketing, and sales promotion initiatives. Solution Partners are automatically eligible to join the ArubaEdge Briefing Program. Program members are invited to join EBC end user briefings relevant to their solutions, providing exposure to both their company and leadership. Additionally, program members can reserve the EBC briefing facilities for sessions with up to 120 participants. Our EBC concierge will help plan the briefing - scheduling Aruba participation, if needed, and even concierge for catering - and make EBC engagements a valuable component of your marketing programs. Aruba's go-to-market programs are an exceptional way to inform end users who might otherwise be unaware of the available solutions. Solutions Partners must be active ArubaEdge Certified Partners in

good standing in order to qualify for the program. Enrollment as an ArubaEdge Solution Partner requires pre-approval by Aruba in addition to the partner's commitment to joint marketing programs. The marketing program costs will be allocated based on an explicit agreement between the respective Marketing teams and on a per-program basis.

### **A WORLD-CLASS DESTINATION FOR COLLABORATION, FACILITATION, & INNOVATION**

To showcase secure mobility experiences and facilitate thoughtful reflection and discussion about the state and future of mobility technology, Aruba has constructed a \$1.5 million multi-vendor Executive Briefing Center (EBC) in the heart of Silicon Valley. The EBC hosts solutions from more than 30 partners, all working interactively with Aruba's infrastructure, and seen by dozens of customers each month. Demonstrations in the EBC are organized as branch office, education, enterprise, healthcare, industrial, retail, and security experience.

Four multimedia briefing rooms equipped with video teleconferencing, a theatre seating area, a putting green, and catered food and beverage service provide the ideal setting to showcase vertical applications and host executive brainstorming sessions. Certified Partners and Solution Partners accepted into the ArubaEdge Briefing Program can reserve EBC briefing rooms for groups from one to 120 participants. Program members will be invited to participate in relevant Aruba customer briefings, giving them access to a prequalified group of new sales prospects. Aruba also hosts end user customer meetings at the EBC. Please contact the EBC concierge for details.

### **LEADING-EDGE PARTNERS WANTED**

If your company is committed to simplifying the installation and integration of secure mobility solutions, and interoperability is the mantra for the products you make, then you're an ideal candidate for the ArubaEdge Program. To apply simply complete and return an application form. If approved, and upon receipt of the annual program fee, we'll schedule interoperability certification testing. A certification logo will be issued upon successful completion of testing.

### **Certified Partner member benefits include:**

- A listing with program designation on ArubaEdge Web site
- Designation as a "supported configuration" that is supported by Aruba's Technical Assistance Center
- Right to use the program logos on collateral and Web sites
- Right to use the ArubaEdge Web portal
- Option to integrate the solution in an EBC mobility experience
- Ability to post joint customer case studies
- Discounted Aruba testing kit
- Access to Aruba sales and systems engineers via a hosted Webinar

Solution Partners additionally have access to the following member benefits:

- Joint development of a solution sheet, Selling Guide, sales collateral, and a deployment guide
- Access to go-to-market programs including coordinated sales engagement, channel programs, demand generation and installed-base programs
- Sponsored access to Aruba field teams for joint opportunities
- Joint press release and media/analyst outreach following review and approval by both parties
- Preferred placement at Aruba events
- Enhanced Support for joint customers

PROGRAM SUMMARY		
Benefits	Certified Partners	Solution Partners
Aruba Product or Solution Certification	Yes (Partner provides equipment to certify at no charge, equipment remains with Aruba for support purposes)	Yes (Partner provides equipment to certify at no charge, equipment remains with Aruba for support purposes)
Use of Certification Program Logos	Yes	Yes
Listing of Certified Products And	Yes	Yes
Solutions on ArubaEdge Web Site	Yes	Yes
Designation as "Supported Configuration"	Yes	Yes
Use of ArubaEdge Web Portal	Yes	Yes
ArubaEdge Briefing Program Participation	Eligible to apply (acceptance based on suitability of solution for incorporation into an existing EBC experience)	Automatically enrolled (solutions are provided at no expense to Aruba)
<ul style="list-style-type: none"> <li>• EBC Conference Facilities</li> <li>• EBC Video Teleconferencing</li> <li>• EBC Video Studio Usage</li> <li>• Translation Services</li> <li>• Catering Services</li> </ul>	Flat hourly rate Flat hourly rate Flat hourly rate At cost At cost	No charge No charge No charge At cost 50% of cost
Joint Customer Case Studies	Yes	Yes
Discounted Aruba Interoperability Test Kit	50% Off List Price	50% Off List Price
Hosted Webinar to Aruba Sales and System Engineers	Yes	Yes
Solution Sheet, Selling Guide, Sales Collateral, and Deployment Guide	-	Yes
Access to Go-To-Market Programs	-	Yes
Sponsored Access to Aruba Sales for Joint Opportunities	-	Yes
Joint Press Release and Media/Analyst Outreach	-	Yes
Preferred Placement at Aruba Events	-	Yes
Enhanced Support for Joint Customers	-	Yes
Annual Fees*	\$1,995	\$9,995

## NOTICES

Acceptance into, and participation in, the programs described herein remain at the sole discretion of Aruba, a Hewlett Packard Enterprise company. Partners must in Aruba's sole determination: be a going concern with a history of successful business operations; have product(s) and/or services that are generally available for sale and are supported on an active and on-going basis; have reputable customer references, a sales channel, and a viable product support organization; and conduct business in a manner 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 herein without advanced notice.

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