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# ARUBA PARTNER READY FOR NETWORKING PROGRAM

ASIA PACIFIC AND JAPAN – FY20





Today, mobility, IoT, and cloud are changing the way we interact. This connected reality makes our lives richer. It creates exceptional experiences every day. This is what our customers are looking for. This is what Aruba is uniquely positioned to deliver.

At Aruba, we're building the technologies that allow people and things to work in harmony. Our solutions move beyond wired and wireless connections to create amazing experiences that bridge our physical and digital worlds.

As an Aruba partner, we can empower you to do the same for your customers with our technology, tools, and support, and drive your business forward.

## WHAT WE BELIEVE IN

### • EXPERIENCE EDGE INNOVATION

We're changing the rules of networking to create smart digital experiences by providing a next-generation network—one that's cloud-native, software-driven, and designed for mobile and IoT. You and your customers benefit from the best of both worlds: delivering amazing experiences with surprising simplicity

### • CUSTOMER FIRST, CUSTOMER LAST

We believe in relationships over transactions, where everything we do starts and ends with our shared customers

### • FOSTERING A CULTURE BUILT ON TRUST

Through global communities and collaboration, we are committed to empowering our partners and customers alike to be the driving force that shapes the future of networking

## HOW OUR BELIEFS HELP DRIVE YOUR BUSINESS SUCCESS

### ARUBA'S EXPERIENCE EDGE ADVANTAGE

Aruba's Experience Edge Platform is the foundation for the future of business. It enables your customers to deliver amazing user experiences with surprising simplicity. Whether your customer requires traditional on-premise or cloud-based management, or needs the latest innovations in network infrastructure, security, or machine learning-based automation, the Aruba Experience Edge Platform makes it easy for you to drive your business and help your customers deliver the experiences users demand and crave.

### A PARTNER-CENTRIC AND CUSTOMER-FIRST PARTNER PROGRAM

To change the rules of networking, we at Aruba need you—our partners—to make it happen. That's why we've designed the Partner Ready for Networking program with you and your customers in mind. The Partner Ready for Networking program allows you to not only meet your customers' connectivity needs, but help them take advantage of the growth in mobile, cloud, IoT, and AI. Together, we can meet our customer needs by giving you:

#### Predictable Profitability

- Standard discounts by membership tier allow you to provide standard pricing
- Simple to calculate deal profitability by knowing discount and rebate structure up-front
- Rewards for 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
- Ability to sell services to further enhance margins

#### Training and Support

- Fast access to online sales and technical training through dedicated networking site
- Discounted technical training courses
- AirHeads and Instant On technical communities

#### Business & Marketing Support

- Channel Account Management contact
- Dedicated Partner Portal for all your business needs
- MDF and lead generation tools and services
- Promotion on the Partner Locator



## COMPETENCIES

As the technology industry evolves, many resellers are transitioning their business from selling hardware and software to offering solution-led, outcome-driven services to their customers. To support that evolution, we've developed Aruba Partner Ready for Networking Competencies to recognize the investments you're making to build out your solution practice. These Competencies provide you with the skills and best practices to help you differentiate your offerings.

By investing in attaining Aruba Competencies, you'll have access to tools and resources that will help you promote your Aruba expertise, including:

- Additional incentives where applicable
- Training and certification
- Specialized sales and marketing resources
- Technical resources and communities (Airheads & Instant On Community)
- Partner badges to recognize and promote your Competencies

### The Competencies we offer are:

- ClearPass Policy Management
- Location Services
- IntroSpect Security Analytics
- Software Defined Branch





PROGRAM BENEFITS

The Aruba Partner Ready for Networking program is designed to reward partners at all levels while recognizing those who offer exceptional value to our joint customers. Easy to access benefits places our focus on you and what matters most – growing your business. The resources available to you as a member of the Partner Ready for Networking program are detailed below.

BENEFITS	BUSINESS	SILVER	GOLD	PLATINUM
Incentives				
Base Compensation (Up-Front Benefits)	\$	\$\$	\$\$\$	\$\$\$\$
Deal Registration	•	•	•	•
Base Compensation (Back-End Benefits)		Good	Better	Best
Training and Education				
Online Sales Training	•	•	•	•
Online Technical Training	•	•	•	•
Airheads Community	•	•	•	•
Technical Workshops		•	•	•
HPE Technical Solution Summit		•	•	•
Monthly Partner Webinars	•	•	•	•
Partner Enablement				
Monthly Partner Newsletters	•	•	•	•
Access to Dedicated Partner Portal	•	•	•	•
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		•	•	•
Partner Locator	•	•	•	•
Technical Support				
Priority Technical Support		For ACMX and MASE engineers		
Knowledge Base Access	•	•	•	•
Access to Local Channel SE		•	•	•
Access to Online Technical Resources	•	•	•	•
Marketing Support				
Co-brandable Assets and Campaigns	•	•	•	•
Sales and Marketing Tools and Collateral	•	•	•	•
Partner Program Badge Usage	•	•	•	•
Marketing Development Funds		•	•	•

PROGRAM REQUIREMENTS

Simple requirements combined with in-depth training and certification offerings enable you to build your Aruba expertise aligned to your business areas of focus. To become an Aruba partner you need to meet the requirements as listed in the table below.

REQUIREMENT	BUSINESS	SILVER	GOLD	PLATINUM
Annual Sales		\$	\$\$	\$\$\$
Partner Agreement	Required	Required	Required	Required
Networking or Edge Business Manager		Recommended	Dedicated	Dedicated
Competencies			Recommended	Recommended
Sales Certifications - Number of Sales Certified Individuals				
AU, IN, KR	0	2	3	4
NZ, SEAT	0	1	2	3
China	0	2	4	8
Hong Kong	0	1	2	3
Technical Certifications* - Technical Certification by Type				
AU, IN, KR	None	1 ACMP or 1 ACSA	2 ACMP + 1 ACSP +1 ACDP / ACSP	2 ACMP +1 ACMX / DX +2 ACSP +1 ACDP / ACSP
NZ, SEAT		1 ACMA or 1 ACSA	1 ACMP +1 ACMA +1 ACDP / ACSP	2 ACMP +1 ACSP +1 ACDP / ACSP
China		1 ACMP and 1 ACSA	2 ACMP +1 ACSP	6 ACMP +1 ACDX/MX +2 ACSP
Hong Kong		1 ACMA and/or 1 ACSA	1 ACMP +1 ACMA + ACDP / ACSP	2 ACMP +1 ACDP / ACSP
Total Certifications (minimum individuals)		AU, IN, KR, NZ, SEAT, HK - 1 Certification (1 Individual) CN-2 Total Certifications (1 Individual)	AU, IN, KR - 4 Total Certifications (3 Individuals) NZ, SEAT, HK - 3 Total Certifications (2 individuals) CN-3 Total Certifications (3 Individuals)	AU, IN, KR - 6 Total Certifications (4 Individuals) NZ, SEAT- 4 Total Certifications (3 Individuals) CN-9 Total Certifications (6 Individuals) HK-3 Total Certifications (3 Individuals)
* Varies by region				

For More Training Information:  
<http://www.arubanetworks.com/support-services/training-services/certification/>  
and  
<https://certification-learning.hpe.com/tr/portfolios/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>

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