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# ARUBA PARTNER READY FOR NETWORKING PROGRAM

EUROPE, MIDDLE EAST AND AFRICA





Today, mobility, IoT and cloud are changing the way we interact. This new, connected reality makes our lives richer and creates exceptional moments every day. These moments are the extraordinary experiences our customers are looking for – and that 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, our technology, tools, and support can drive your business by enabling your customers to deliver amazing experiences.

## What We Believe In

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.

### • 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 amazing 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 – enabling your customers to deliver amazing user experiences with amazing simplicity. Whether your customer requires traditional on premise or cloud-based management supporting 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 more easily deliver the extraordinary experiences their users crave.

### A Best-In-Class Partner Program

To realize our vision to change the rules of networking, we 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. Partner Ready for Networking is a best-in-class program that allows you to not only meet your customers' connectivity needs, but also to help them take advantage of the growth in mobile, cloud, IoT, and artificial intelligence. And even better, we've made it simple to do business with us, so you can respond quickly to your customers' needs. How do we do this? 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 up-selling 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 free online sales and technical training through dedicated networking site
- Dedicated SE support for partners at medallion levels

#### Ease of Doing Business

- Easy to understand program requirements
- Single point of contact
- Dedicated Partner Portal for all your business needs
- MDF and lead generation tools and services

## Competencies

In this new digital era, resellers are transforming their businesses and migrating to higher value selling motions. To support this evolution, we've developed the Aruba Partner Ready for Networking Competencies to recognize the investments you're making in emerging technologies to build out a practice earlier than market maturity. These Competencies enable you to adapt quickly to new technologies and bring increased differentiation and value to your customers.

By investing in attaining Aruba Competencies, you'll have exclusive access to a set of tools that will help you build pipeline and revenue, including:

- Incentives
- Training and certification
- Specialized sales and marketing resources
- Technical resources and communities (Airheads)
- Demand generation tools and MDF
- Partner badges to recognize and promote your Competencies
- Promotion on the Partner Locator

Three competencies are offered:

- ClearPass policy management
- Location services
- IntroSpect security analytics



## Campus and Data Center Networking

As IoT, mobile, and cloud all converge on the Edge, that's exactly where your customers will need compute services to deliver amazing user experiences. That's why the Data Center Networking portfolio has become part of Aruba and the Partner Ready for Networking program. With this addition, your customers can now benefit from the same levels of automation and simplicity that Aruba provides in our WLAN offerings.

The phased transition has been carefully crafted to bring minimal disruption, while ensuring existing partners maintain their existing partner benefits.

### Program Requirements

The minimum revenue, sales, technical and other business requirements you'll need to fulfil to become an Aruba partner are shown in the table below. 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.

#### For More Training Information:

<https://www.arubanetworks.com/support-services/training-services/>  
and  
<https://certification-learning.hpe.com/tr/Portfolios/Show/Networking>

Requirement	Business	Silver	Gold	Platinum
Annual Sales	•	\$	\$ \$	\$ \$ \$
Partner Agreement	Required	Required	Required	Required
Networking or Edge Business Manager		Recommended	Dedicated	Dedicated
Competencies			1 Required	2 Required
<b>Sales Certifications</b>				
Number of Sales Certified Individuals	1	Varies by Country	Varies by Country	Varies by Country
<b>Technical Certifications*</b>				
Technical Certification by Type	None	Varies by Country	Varies by Country	Varies by Country
<b>Knowledge Credits*</b>				
Number of Knowledge Credits Needed	0	60	150	300

\* Varies by region

## Program Benefits

The programs and resources available to you as a member of the Partner Ready for Networking program are detailed below. We've made our requirements easy to understand, and our tools and processes simple to use, to allow you to focus on what you care about – growing your business. And our in-depth training programs ensure that your sales and engineering teams are equipped with what they need to win deals and provide outstanding service and support to your customers.

Benefits	Business	Silver	Gold	Platinum
<b>Incentives</b>				
Base Compensation (Upfront Benefits)	\$	\$ \$	\$ \$ \$	\$ \$ \$ \$
Deal Registration	•	•	•	•
Marketing Development Funds		•	•	•
Base Compensation (Backend Benefits)		Good	Better	Best
<b>Training and Education</b>				
Online Sales Training	•	•	•	•
Online Technical Training	•	•	•	•
Airheads Community	•	•	•	•
Technical Workshops		•	•	•
HPE Technical Solution Summit		•	•	•
Monthly Partner Webinars	•	•	•	•
<b>Partner Enablement</b>				
Monthly Partner Newsletters	•	•	•	•
Access to Dedicated Partner Portal	•	•	•	•
Discounted Demo Gear (Not for Resale)		•	•	•
Access to Aruba Demo Lab		•	•	•
<b>Business Development</b>				
Quarterly Business Reviews			•	•
Partner Advisory Council		By Invitation	By Invitation	By Invitation
Atmosphere Partner Tracks	•	•	•	•
Dedicated Channel Account Manager		•	•	•
Partner Locator	•	•	•	•
<b>Technical Support</b>				
Priority Technical Support		For ACMX and MASE engineers		
Knowledge-base Access	•	•	•	•
Access to Local Channel SE		•	•	•
Access to Online Technical Resources	•	•	•	•
<b>Marketing Support</b>				
Co-Brandable Assets and Campaigns	•	•	•	•
Sales and Marketing Tools and Collateral	•	•	•	•
Partner Program Badge Usage	•	•	•	•

#### 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>

[www.arubanetworks.com](http://www.arubanetworks.com)

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