



**Hewlett Packard
Enterprise**

Customer Incentives

February - April 2017

HPE and Channel Partner Internal Use Only



**Contact your partner
representative for more details...**

Capture the opportunity with Lead with Flash | Promo # 3.B064v1

Cross Portfolio

- StoreVirtual
- MSA
- StoreServ / 3PAR

All Inclusive

- Any SSD =>400GB that makes a valid config
- New or Renew
- Sell the minimums, get the discount.

Great Discount

- 5% up front on ALL Storage on the order
- 7% when you add Fabric or Back up
- Read the Promo Doc, and ask your Distribution Partner for help early and often

Qualifying for Lead With Flash

5% incremental discount on all HPE Storage SKUs is approved when:

1. Minimums below are met and
2. Are contained in a validated configuration built in the HPE Watson tool

Minimum Promotion Qualifications for 5%

PL	Product Family	Minimum Qualifications
4A/4F	StoreServ	6 or more SSDs at least 400GB in capacity
LI	MSA	4 or more SSDs at least 400GB in capacity
VB	StoreVirtual	4 or more SSDs at least 400GB in capacity
J2	StoreVirtual	1 Hybrid array

The discount lifts from 5% to 7% when, minimums above are met AND one of the following below are contained in a validated configuration built in the HPE Watson tool.

Minimum Promotion Qualifications for 7% - qualification from table above and one or more of the following.

PL	Product Family	Minimum Qualifications
1Y	StoreFabric Switches	One (1) pair of Gen 5 or 6 StoreFabric Switch chassis
1Y	StoreFabric Switches	One (1) StoreFabric Director chassis, or
3S	StoreOnce	StoreOnce systems (HW or VSA, min 10TB)

Maestro: HPE Server & Storage Software Partner Program

Systems software

HPE OneView, Insight Control, iLO Advanced



Application software (Resell)



**Demand
Generation**

**NEW! Customizable GTM campaigns, assets, and resources featuring
Systems Software & Application Software Solutions**

**Instant
Rebate**

**NEW! Additional 2% instant rebate on deals with HPE Servers & Storage* +
Systems Software + Application Software deals****

*Storage does not have to be part of the deal, but if it is on the deal, it will receive 2% as well.

**2% rebate is for the server, storage, systems software, and application software portion of the deal ONLY, and is capped at 20:1 HW to Systems SW. Application Software must be on every server.



HPE ProLiant Trade-In Promotion



- **Simple:** Reduce your customers' total cost of refresh by trading in their old equipment!
- **Process:** Request a quote, refresh your customers' aged infrastructure, send in old equipment, and receive your trade-in cash back.
- Eligible servers include all Intel® branded servers, including other manufacturers.
- HPE will cover shipping, handling, and recycling costs when refreshing with ProLiant Servers
- For complete details, visit hpe.com/us/ProLianttradein

Additional \$400 rebate - through 4/28 on new Intel server purchases when combined with trade-in



HPE OneView “Free-Up”

Free-Up your infrastructure management with a complimentary upgrade to HPE OneView Advanced

Promotional Offer



Receive up to **500** complimentary HPE OneView upgrade licenses with one year of technical support



Upgrade from HPE iLO Advanced, HPE Insight Control, or HPE Virtual Connect Enterprise Manager



Available for HPE OneView Advanced supported servers.
Offer expires on **April 30, 2017**

Requirements



An HPE OneView **Readiness Assessment** is required for HPE Virtual Connect enclosures



Submit a Free-Up application which includes a **List of Servers** and your **Customer Information**



Contact your partner representative to apply for the HPE OneView **Free-Up promotion**

[* https://partner.hpe.com/group/upp-na/OneView](https://partner.hpe.com/group/upp-na/OneView)



HPE Aruba 5 for 3 Bundle Promotion

Get 2 free Instant Access Points when you buy 3

For small and mid-size businesses, deploying a high performing, mobile first Wi-Fi network has been made simple and affordable with Aruba's Instant Wi-Fi solution. Aruba Instant access points are purpose-built for small and mid-size business and delivers advanced, enterprise-grade features into a simple, secure, easy-to-manage user interface.

Top 5 HPE Aruba Instant Access Point Features:

1. Up to 36% faster than competition at high density (IAP225 50 client downstream throughput testing)
2. Wi-Fi setup in minutes
3. IAP's can be setup as controllerless or with controllers
4. Business grade security and secure guest network access
5. Manage from the cloud with optional Aruba Central network management

Promo Details:

- End Users get 2 free units when 3 are purchased
- Effective through 4/30/17 in US
- Contact your Aruba CSS for more details
- Instant rebate will be applied across all five units each bundle, total of all five rebates is equal to the cost of two free units.
- Limit 2 bundles per deal, per customer
- Cannot be combined with deal registration, non standard pricing, other promotions from Aruba and HPE



For HPE and Channel Partner Internal Use

Must purchase quantity five Aruba Instant APs per bundle to receive rebate amount.

Maximum two Aruba Instant AP bundles per customer

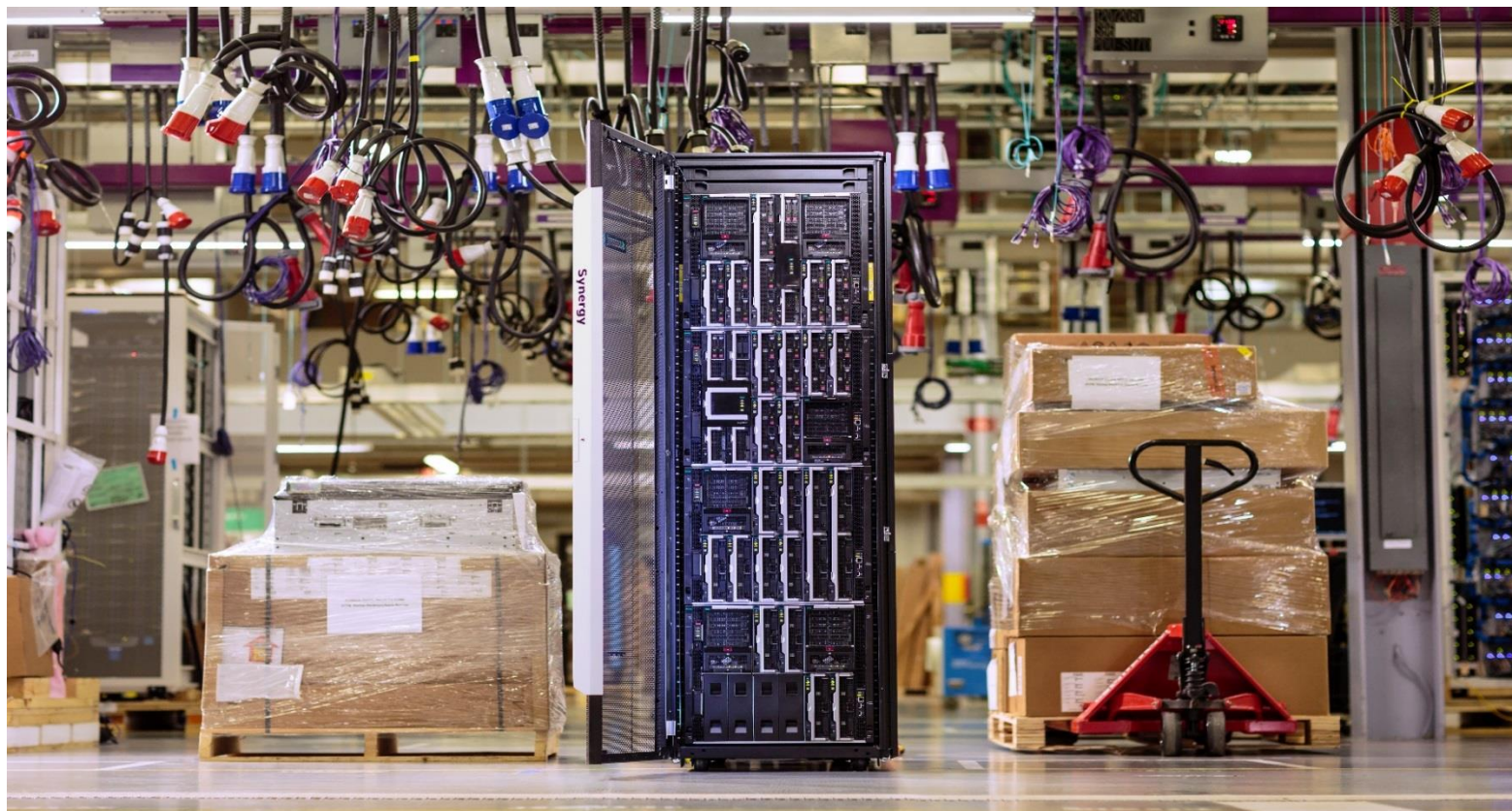
Effective dates Nov 28, 2016 to April 30, 2017 USA only

This offer is valid while supplies last.



Synergy Early Adoption Channel Incentive

...And competitive takeout



1

Migrate to HPE Synergy

Get up to extra 10% off up front

2

Want Another 5%?

Check with your partner representative to see if you qualify on HPE 3PAR

- Up to 10% Discount on Synergy Solutions when you migrate to HPE Synergy
- Extra 5% Discount on 3Par products and options when added to the deal
- Additional discounts are stackable on deal registration and escalated big deal pricing
- To receive additional discounting on 3Par & Synergy both products must be on the same order
- Orders must be processed into HPE by 4/28/17



Synergy System Configuration Bundle Promotion

...enabling no-touch pricing and fast transactions for customers



**Pre-configured
bundle at a great
price point**

Total Bundle Rebate
Up to \$21,470.00

Deal # 94630742
Valid thru April 15, 2017

Refer to the promotion terms and conditions for full details

From the HPE Partner Ready Portal go to Current Offers Page. PRP
Home -> Products -> Promotions & Pricing -> Current Offers