



ACTION Premier Program



FY22 ACTION Premier Partner Incentive Program

Program Overview

Objective	Accelerate transactional sales of Aruba SMB-class Access Points and Switching Products
Program Focus	<ol style="list-style-type: none"> 1. Drive incremental Transactional Wireless 3P/VL and Switching I5/35/WB Sales 2. Increase program active partner count 3. Accelerate activation net new partners on 3P, I5, 35, VL & WB 4. To increase SMB Reseller's average deal size
Program Period(s)	<p>Q1FY22 - 1 Nov 2021 – 31 Jan 2022</p> <p>Q2FY22 - 1 Feb 2022 – 30 October 2022</p>
Participating Countries	Australia, New Zealand, China, India, Korea, Singapore, Malaysia, Indonesia, Thailand, Philippines, Taiwan, Vietnam, Hong Kong, AEC
Eligible Partner Membership	<p>Scheme A: Aruba Silver and Business Partner Resellers</p> <p>Scheme B: Aruba Business Partner Resellers</p>
Eligible Product Lines / Series	<p><u>Scheme A:</u></p> <p>PLI5 – Instant On Wired (14xx, 18xx, 19xx)</p> <p>PL3P – Instant On Wireless (APxx)</p> <p><u>Scheme B:</u></p> <p>PL 35 – Aruba Branded Access</p> <p>PL VL – Aruba WLAN</p> <p>PL WB – Campus AOS-CX</p>
Eligible Business Type	<p>Transactional Price List (TPL); MC 07, 77, 26R, 09 (No Touch Business)</p> <p>Exclusion: Not for Resale (NFR) and deals with MC codes 04, 15R, 72B, 72G, 72M, 79, 79B/R are excluded from this program</p>
Program Payout Period / Form / Target Recipient	Quarterly / Direct Payment / Reseller Organization

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Scheme A Breadth Measurements & Rewards

Aruba SMB Ignition Partner Incentive Program Scheme A Breath	
Instant On Wired + Wireless	
HPE OfficeConnect & Aruba Instant On Switches + Access Points	
Total Pay@Net Sales Out Value	Program Points
US\$20,000	1500
US\$12000	1000
US\$5,000	500

- All other non-nominated partners will participate in Scheme A Breath
- Partner's Program Results will be calculated based on the total purchase value of eligible products from Aruba Distributors at the end of the quarter
- Partner will earn points from the final threshold level they attain for Instant On Wired and/or Instant On Wireless Products
- Minimum qualifying purchase threshold value for Instant On Wired and / or Instant On Wireless Products must be attained for points to be earned
- Program points for this Scheme will be capped at 1500
- Attainment in-between thresholds will fall ball to lower value



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Scheme A Depth Measurements & Rewards

Aruba SMB Ignition Partner Incentive Program Scheme A Depth	
Instant On Wired + Wireless	
HPE OfficeConnect & Aruba Instant On Switches + Access Points	
Quarter-on-Growth Target	Program Points
40%	4000
30%	3000
20%	2000

- ❑ Nominated Partners with Instant On business growth target of 10-20%
- ❑ Partners must have achieved >\$20,000 program sell out in last quarter
- ❑ Partner's Program Results will be calculated based on growth rate of the current quarter total purchase value of eligible products from Aruba Distributors over same period previous FY
- ❑ Partner will earn points from the final growth threshold attainment for Instant On Wired and/or Instant On Wireless Products
- ❑ Minimum qualifying growth threshold for Instant On Wired and / or Instant On Wireless Products must be attained for points to be earned
- ❑ Program points for this Scheme will be capped at 4000
- ❑ Attainment in-between thresholds will fall back to lower value



FY22 H1 Aruba SMB IGNITION Partner Incentive Program

Scheme B Measurements & Rewards

Aruba SMB Ignition Partner Incentive Program Scheme B

SWITCHING PRODUCTS

Aruba Branded Switching – PL 35 & PL WB

AND / OR

WIRELESS PRODUCTS

Aruba WLAN Products – PL VL

Total Pay@Net Sales Out Value	Program Points
US\$51K and above	1000
US\$21K to US\$50K	750
US\$11K to US\$20K	500
US\$5K to US\$10K	250

- ❑ Partner's Final Program Results will be calculated based on the total purchase value of eligible products from Aruba Distributors at the end of each quarter
- ❑ Partner will earn points from the final threshold level they attain for Switching Products and/or Wireless Products
- ❑ Minimum qualifying purchase threshold value for Switching and / or Wireless Products must be attained for points to be earned
- ❑ Program points will be capped at 1000 maximum

