



Great discounts on Aruba Cloud Management bundle solutions

Easy to sell Aruba hardware, software & services with optional 0% financing!
Available until 31st October 2018



Your Cloud Management Business Opportunity

- Cloud-managed enterprise WLAN & managed services set to grow to \$3.3 billion by 2020¹
- 61% of channel respondents expect more than 10% of revenue from subscriptions in 2018³
- Rapid growth of Cloud-Managed Wi-Fi infrastructure and Services with 25% CAGR (Compound Annual Growth Rate)²
- Over 50% of network decision makers will make use of Managed Wi-Fi services within 2 years.²

The Solution

Aruba Central offers a simple, secure and cost-effective way to manage and monitor Aruba **Instant APs** and **switches**. In the Managed Services mode, Aruba Central enables IT organizations and Aruba partners to deliver network-as-a-service without additional costs or complexity. [Check out our Managed Services video and further details about Aruba Central here.](#)

Promotional offers

Pre-configured Aruba Central with improved discounts (see page 2) and **optional 0% financing** (see page 3) available until October 31st 2018. There's never been a better time to introduce Aruba Central and bring cloud managed networks to your SMB customers:



Reseller opportunity:

- Distributed enterprises that want to extend operations to the branch
- Small-Midsize Businesses with limited IT resources & networking experience
- Eliminate the cost and complexity of building a managed service platform from scratch with no platform fee and easy integration.
- Service providers that have customers that are open to the provider handling "network-as-a-service"
- Aruba Instant and Aruba switch customers that want the benefits of Intelligent Cloud Management

Customer benefits:

- **Investment protection** – flexibility between local and Cloud solutions with no architectural lock-in
- **Business continuity** – local controls when Cloud connectivity fails or subscription expires
- **Best Wi-Fi performance** - Intelligent and self-optimizing Wi-Fi
- **Enhanced security** - Enterprise grade Security and Control
- **Easy network management** – Simplified dashboards, workflows, and rich data for troubleshooting, Guest Wi-Fi and user analytics services
- **Cost-effective solution**

¹ IDC Worldwide Cloud-Managed Enterprise WLAN Infrastructure and Cloud-Managed Services Forecast, 2016–2020, IDC INSIGHT-Cloud-Managed WLAN: From Fringe to Mainstream, September 2016. ² IDC Survey ³ Canalis partner survey

ELIGIBLE PRODUCT ONLY PROMOTIONAL BUNDLES:

Aruba Central Cloud Bundles – 1 year licensing option					
Bundle Promo ID	Aruba WLAN Specified Access Point	Aruba Wired Specified Switch	Central Device Management	Central (*) Service Token	Save up to %
ACC5425	IAP-207		Yes	2 x Included	53%
ACC4525	IAP-305		Yes	2 x Included	52%
ACC1125	IAP-315		Yes	2 x Included	52%
ACC7825	IAP-303H		Yes	2 x Included	56%
ACC5825		2930F – 8G PoE+	Yes	2 x Included	57%
ACC5625		2540 24G PoE+	Yes	2 x Included	57%
Aruba Central Cloud Bundles – 3 year licensing option					
Bundle Promo ID	Aruba WLAN Specified Access Point	Aruba Wired Specified Switch	Central Device Management	Central Guest Management	Save up to %
ACC5426	IAP-207		Yes	2 x Included	56%
ACC4526	IAP-305		Yes	2 x Included	56%
ACC1126	IAP-315		Yes	2 x Included	54%
ACC7826	IAP-303H		Yes	2 x Included	56%
ACC5826		2930F – 8G PoE+	Yes	2 x Included	56%
ACC5626		2540 24G PoE+	Yes	2 x Included	55%

(*) 2 x Service tokens allows a choice of activation covering either guest access management, connectivity analytics and/or presence analytics services available within Aruba Central

TERMS AND CONDITIONS

- Participants must be an HPE Authorized Partner with an active HPE Partner Agreement
- This promotion offer is applicable to HPE Authorized Partners in Europe, Middle East and Africa only, and terms and conditions may vary by country
- Promotion expires October 31st 2018
- Resellers should contact their nominated distribution partner for pricing and quoting requests
- This promotion MAY NOT be combined with any other special pricing, deal registration or promotional offers
- No bundle substitutions are allowed at any time
- HPE reserves the right to terminate, alter, or modify these Terms and Conditions at any time

Eligible 0% financing* with HPE Financial Services

Partners benefits:

- **Make sales happen faster** - This promotion removes the barrier some SMBs face with funding the upfront capital cost of the full solution.
- **Differentiate based on financing innovation** – This promotion enables the capabilities of Aruba solutions for small business, and addresses your customer's financing challenges and technology needs at the same time.
- **100% upfront payment and sales revenue recognition.**
- **Sell 20% to 35% larger deals** with a monthly price
- Control your account and **increase customer confidence**

Customer benefits:

- **Pay nothing today** - rent your HPE IT solution for 36 month term, which is less than cash outlay
- **Become more efficient** - available on Aruba Central Cloud bundles including hardware, software, and applicable accessories only
- **Replace your wireless network** - avoid increased maintenance and operating costs from aging IT
- **Do more**, preserve cash with flexible monthly payment options
- **Ready for future challenges** - gain the flexibility to upgrade or expand on your terms

Aruba Central Cloud Bundles: 3 year licensing option only

Bundle Promo ID	Aruba WLAN Specified Access Point	Aruba Wired Specified Switch	Central (Included)	0% Financing leasing term	Starting Price Indicative end-user offer USD (\$)	Starting Price Indicative end-user offer EURO	Starting Price Indicative end-user offer Sterling
FS5426	IAP-207		Yes	36 months	\$8.00 per month	€7.00 per month	£6.00 per month
FS4526	IAP-305		Yes	36 months	\$12.00 per month	€10.00 per month	£9.00 per month
FS1126	IAP-315		Yes	36 months	\$16.00 per month	€14.00 per month	£12.00 per month
FS7826	IAP-303H		Yes	36 months	\$10.00 per month	€9.00 per month	£8.00 per month
FS5826		2930F – 8G PoE+	Yes	36 months	\$20.00 per month	€18.00 per month	£16.00 per month
FS5626		2540 24G PoE+	Yes	36 months	\$37.00 per month	€31.00 per month	£28.00 per month

TERMS AND CONDITIONS

- HPFSC Promotional code: **Aruba0%-2018**
- Offer valid through October 31st 2018
- Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation
- Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options and assumes a 36-month lease term.
- Other charges, including without limitation, taxes, fees and shipping charges, may apply
- Not all HPE products are eligible.
- Not all customers may qualify for these rates
- Not all services or offers are available in all countries. Other restrictions may apply
- HPFSC reserves the right to change or cancel this program at any time without notice

*Eligible countries:

- France, Italy, Spain, Germany, Ireland, Netherlands, Portugal, Greece, Austria, Finland, Belgium, Luxembourg and United Kingdom with minimum total deal size of €1.5K
- Poland, Czech Republic, Slovakia, Romania, Slovenia, Hungary with minimum total deal size of €50K
- Qualifying transactions go up to €150,000