
PARTNER COMMUNICATIONS

HPE ARUBA INTEGRATION



August, 2016



Partner Playbook

Version 1.1

Intended Audience: Reselling Partners of Aruba Products in EMEA Region

Throughout this document, the integrated company is referred to as HPE Aruba for ease of reference, although it is officially referred to as Aruba, a Hewlett Packard Enterprise company.

Dear Aruba Partner,

Welcome to the Hewlett Packard Enterprise - Aruba Networks Integration Program Playbook for Partners, providing an overview of key operational changes taking place as a result of the integration between Hewlett Packard Enterprise & Aruba Networks.

The purpose of this Playbook is to help you, and your organization, to prepare to do business via the integrated HPE Aruba Single Operating Model under a new HPE Partner Ready for Networking Program beginning November 1, 2016.

Some of these operational changes will mean little to no action for you, while others may require some adjustments to the way you currently interact with HPE and/or Aruba in order to conduct business following the integration.

Important notes about the content of this Playbook:

- Unless specifically mentioned, the content in this Playbook is applicable to the HPE Aruba Networking business unit only; Partners will transact business as usual with other business units in the Hewlett Packard Enterprise Company.
- To clarify, the HPE Aruba Networking business unit is a provider of the following Networking solutions:
 - Switches
 - Routers
 - Access Points and Controllers
 - Wireless LAN
 - Campus and Branch Networking
 - Wide Area Network
 - Software Defined Networking
 - Network Management
 - Support & Services for Networking
- Information provided in this Playbook, including any dates, is intended as guidance for planning purposes only and is subject to change. Further additional transformational changes may be required following November 1, 2016.
- Specific country rollout dates may vary, and will be communicated as soon as possible.

Next steps

You will receive a communication shortly that will include a training plan to ensure that your teams are well positioned to navigate through the operational changes.

Please share and discuss the information in this Playbook with your internal operational teams as appropriate.

If you have any outstanding questions, please connect with your Aruba Channel Team, or contact Aruba Support Center at <http://support.arubanetworks.com> .

Thank you for being a valued Partner. We look forward to working with you to help you achieve a smooth and seamless operational transition!

Thank you,
Donna Grothjan
Vice President, Worldwide Channels, HPE Aruba

ABOUT THIS DOCUMENT

Beginning November 1, 2016, HPE and Aruba will be operationally integrated as a combined entity in many countries from a Partner perspective.

This document provides an overview of the transition plan for November 1, 2016, including many common integration-related situations Partners may have questions about.

The information provided herein is intended as guidance for planning purposes only, and is subject to change.

*Throughout this document, **Reselling Partners** are referred to as **Partners** for ease of reference.*

TOPICS

- 1.0 Partner Agreements
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1.0 Partner Agreements

What remains the same:

Between now and October 31, 2016, Partners will continue to purchase Aruba products/services under the Aruba PartnerEdge Program; there is no change from today.

Key changes:

Between now and October 31, 2016, Aruba Partners who are yet to execute the HPE Partner Agreement will be required to execute a new Partner Agreement with Hewlett Packard Enterprise to be able to purchase Aruba products/services under the HPE Partner Ready for Networking program beginning November 1, 2016.

- **Platinum, Gold or Silver Partners**

Partners who are yet to execute the HPE Partner Agreement should contact their Channel Account Manager or Partner Business Manager to initiate the onboarding process to be able to continue purchasing Aruba products under the new HPE Partner Ready for Networking Program launching on November 1, 2016.

- **Authorized Partners**

Beginning August 1, 2016, Aruba Partners who are yet to execute the HPE Partner Agreement, will see a banner in the Aruba Partner Center portal that is linked to an 'Opt-In Now' page. Partners will be required to click on the 'Opt-In Now' link and submit preliminary information to initiate the onboarding process.

Executing the HPE Partner Agreement is an important milestone to ensure a long term win-win partnership, and will require a collaborative effort on behalf of both the Partner and HPE Aruba. Partners should note that the onboarding process normally takes between 2 to 4 weeks from the time of initiating the HPE Partner Agreement execution process.

Aruba Partners who have already executed the HPE Partner Agreement or Aruba Partners who are also existing HPE Partners do not need to go through this process.

As of November 1, 2016, the Aruba agreement will be terminated, and the new HPE Partner Agreement will govern. Aruba will notify Partners about contract termination beginning September 1, 2016.

While in most countries, there is no requirement of paperwork, in some countries special requirements may be applicable, and will be communicated to Partners as soon as possible.

Impact to Partners:

Between now and October 31, 2016, Aruba Partners should execute the HPE Partner Agreement to be able to purchase both HPE Networking & Aruba products/services under the new HPE Partner Ready for Networking Program launching on November 1, 2016, subject to meeting the FY17 program requirements.

Transition Plan:

Use Case	What Partners can expect?
<p>Aruba Partners who currently have separate Partner Agreements with both Hewlett Packard Enterprise and Aruba, and buy through Distributors</p>	<p>Aruba Partners will continue to purchase Aruba products/services under the Aruba PartnerEdge Program until October 31, 2016; there is no change from today.</p> <p>As of November 1, 2016, the Aruba agreement will be terminated, and the HPE Partner Agreement & associated program guides will govern all networking transactions with the combined HPE Aruba business unit.</p> <p>Beginning November 1, 2016, Partners will be able to purchase both HPE Networking & Aruba products/services under the new HPE Partner Ready for Networking Program launching on November 1, 2016, subject to meeting the FY17 program requirements.</p>
<p>Aruba Partners who currently have a Partner Agreement only with Aruba, and buy through Distributors</p>	<p>As of November 1, 2016, the Aruba agreement will be terminated, and a new HPE Partner Agreement will govern.</p> <p>Partners should have completed the HPE Partner Agreement execution process on or before October 31, 2016 to be able to purchase both HPE Networking & Aruba products/services under the new HPE Partner Ready for Networking Program launching on November 1, 2016, subject to meeting the FY17 program requirements.</p>

Next Steps:

Between now and October 31, 2016:

- Aruba PartnerEdge Platinum, Gold or Silver Partners (with no FY16 HPE Partner Ready Silver or higher membership status) who are yet to execute the HPE Partner Agreement should contact their Channel Account Manager or Partner Business Manager to initiate the onboarding process.
- Authorized Aruba PartnerEdge Partners with no FY16 HPE Partner Ready membership status should click on the 'Opt-In Now' link in the Aruba Partner Center Portal and submit preliminary information to initiate the onboarding process.
- All Aruba PartnerEdge Partners with no FY16 HPE Partner Ready membership status should have completed the onboarding process on or before October 31, 2016.

2.0 Partner Portal

Preface:

HPE Aruba has developed a new “Partner Ready for Networking site” especially for Partners focused on Networking-only business. The site will provide access to content and tools specific to Networking-only business like deal registrations, quoting, pricing, product information, compensation and benefits, marketing and sales support.

The “Partner Ready for Networking site” will be a sub-site accessible via the HPE Partner Ready Portal (PRP).

Aruba Partners who also are HPE Partners would be familiar with the HPE Partner Ready Portal, and can choose to continue using the same for all business transactions including Networking-only business transactions. However, they are encouraged to explore the “Partner Ready for Networking site” after November 1, 2016 to take advantage of HPE Aruba Networking business specific content available therein (like Arubapedia, Airheads Community, etc.).

Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement will be able to conduct business via the unified portal environment per the below recommended matrix:

Scenario	Recommended Portal Interface
<ul style="list-style-type: none"> Conduct business for Networking-only products/services 	Partner Ready for Networking site
<ul style="list-style-type: none"> Conduct business for non-Networking products/services <i>(Examples: Servers, Storage, etc.)</i> Conduct business for both Networking products/services and other HPE products/services <i>(Examples: Servers + Storage, Servers + Networking, Storage + Networking, etc.)</i> 	HPE Partner Ready Portal

What remains the same:

Between now and October 31, 2016, Aruba Partners will continue to conduct business via the Aruba Partner Center Portal; there is no change from today.

Key changes:

Beginning November 1, 2016:

- Aruba Partners who have executed the HPE Partner Agreement should conduct business via the “Partner Ready for Networking site”, for Networking-only transactions. Partners who are familiar with the existing HPE Partner Ready Portal can choose to continue doing business via the same as they normally would, or use the “Partner Ready for Networking site” for Networking-only business.
- Upon executing the HPE Partner Agreement, Partners will receive an email notification with instructions for setting up their login credentials to be able to start accessing the new “Partner Ready for Networking site”.
- Aruba Partners will no longer be able to conduct business via the Aruba Partner Center Portal (barring MDF & Co-Op transactions, which are explained in respective sections of this Playbook).

Partners will however be able to view historical information via the Aruba Partner Center Portal in ‘Read Only’ mode until January 31, 2017.

Impact to Partners:

Beginning November 1, 2016:

- Partners who have signed the HPE Partner Agreement before October 31, 2016, should conduct business via the “Partner Ready for Networking Site”. Bookmark the new URL (partner.hpe.com/aruba) to the “Partner Ready for Networking site”.
- Aruba Partners will no longer be able to conduct business via the Aruba Partner Center Portal (barring MDF & Co-Op transactions, which are explained in respective sections of this Playbook).

Partners will however be able to view historical information via the Aruba Partner Center Portal in ‘Read Only’ mode until January 31, 2017.

Partner Ready for Networking Site specifications

- The “Partner Ready for Networking site” is a sub-site of the HPE Partner Ready Portal, and provides Partners with Single-Sign-On (SSO) capability to seamlessly navigate across HPE’s unified portal environment.
- The site will deliver the same structure and navigation experience as the HPE Partner Ready Portal.
- Most of the business tools and content currently accessible via the Aruba Partner Center Portal will transition to the “Partner Ready for Networking Site”. Some of the transitioned tools will have a different look and feel, but will have similar functionalities that Aruba Partners are familiar with.
- The site will retain the Aruba branding and will be translated into 24 languages.

Transition Plan:

Use Case	What Partners can expect?
Conducting business via Partner Portal between now and October 31, 2016	There is no change from today. Aruba Partners will continue to conduct business with Aruba via the Aruba Partner Center Portal.
Conducting business via Partner Portal on or after November 1, 2016	<p>Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement will be required to conduct business via the “Partner Ready for Networking site”, for Networking-only transactions.</p> <p><i>Partners who are familiar with the existing HPE Partner Ready Portal can choose to continue using the same, or use the “Partner Ready for Networking site” for Networking-only business.</i></p> <p>Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement will no longer be able to conduct business via the Aruba Partner Center Portal (barring MDF & Co-Op transactions, which are explained in respective sections of this Playbook). Partners will however be able to access all business tools in ‘Read Only’ mode until January 31, 2017.</p>

Login Credentials	As part of the Partner Agreement execution process outlined in the “Partner Agreements” section, Partners will receive an email notification with instructions for setting up their login credentials to be able to start accessing the site. Users from Partner organizations should contact the Administrator in their organization for login credentials.
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Next Steps:

- Aruba Partners who execute the HPE Partner Agreement will receive an email notification with instructions for setting up their login credentials to be able to start accessing the new “Partner Ready for Networking site”.
- Aruba Partners who execute the HPE Partner Agreement will receive a communication prior to October 31, 2016 that will provide details of the different business tools available via the “Partner Ready for Networking Site” beginning November 1, 2016.

3.0 Certification & Learning

Preface:

- The Aruba Learning Management System will be migrated to HPE's processes / tools beginning November 1, 2016.
- Learners associated with Aruba Partners who have executed the HPE Partner Agreement will be granted access to The Learning Center (TLC), which is HPE's single system of record for all learning, training and certification activities to:
 - Hone job skills.
 - Track learning activities that support attainment of the HPE Partner Ready for Networking Program requirements.
- Learners will be able to access training content via HPE's The Learning Center beginning November 1, 2016.
- Learners will be required to use the [Partner Training Calendar](#) to search, select, and access training.

The Partner Training Calendar is a comprehensive schedule of training available for Learners. These offerings are designed to help learners acquire, maintain, and optimize sales and technical skills.
- A training video will be available on the "Certification & Learning" page under the "Partner Ready for Networking site" to help new users familiarize themselves with The Learning Center and its tools.

What remains the same:

Today, Learners from Partner organizations will continue to use the Aruba Learning Management System accessible via Aruba Partner Center Portal for their learning and certification requirements until October 31, 2016; there is no change from today.

Key changes:

Between now and October 31, 2016:

- As Partners get on-boarded into the "Partner Ready for Networking site", each Partner Learner will receive an HPE Learner ID and access to The Learning Center and associated tools & websites.

- Learners' existing transcripts from the Aruba Learning Management System will be migrated into The Learning Center in phases beginning October 15, 2016 through November 30, 2016.

If the user already has an existing login to The Learning Center, the existing account will be maintained as the account of record, and the user's Aruba learning history will be added to it.

- Learners must complete all trainings in the Aruba Learning Management System on or before October 31, 2016 in order for the transcript data to be migrated to The Learning Center.

If any training remains in an "In Progress" state in the Aruba Learning Management System at close of business on October 31, 2016, Learners will be required to re-register for and launch the training afresh in The Learning Center.

Beginning November 1, 2016:

- Learners should use the Partner Training Calendar to find the trainings they need.
- Learners should access The Learning Center to view their certifications and transcripts.

Impact to Partners:

- Learners associated with Partners who have executed the HPE Partner Agreement before October 31, 2016, will have access to training content through the Partner Training Calendar beginning November 1, 2016.

Bookmark the new URL (<http://certification-learning.hpe.com/>) to the Partner Training Calendar.

- Learners must complete all trainings in the Aruba Learning Management System on or before October 31, 2016 in order for the transcript data to be migrated to The Learning Center.

If any training remains in an "In Progress" state in the Aruba Learning Management System at close of business on October 31, 2016, Learners will be required to re-register for and launch the training afresh in The Learning Center.

Transition Plan:

Use Case	What Partners can expect?
Learning between now and October 31, 2016	There is no change from today. Learners from Partner organizations will continue to use the Aruba Learning Management System accessible via Aruba Partner Center Portal for their learning and certification requirements until October 31, 2016.
Learning on or after November 1, 2016	<p>The Aruba Learning Management System will be migrated to HPE's processes / tools, and beginning November 1, 2016, Learners will be able to access training content via HPE's The Learning Center via the "Partner Ready for Networking site".</p> <p><i>If any training remains in an "In Progress" state in the Aruba Learning Management System at close of business on October 31, 2016, Learners will be required to re-register for and launch the training afresh in The Learning Center on or after November 1, 2016.</i></p>
Accessing learning history between now and October 31, 2016	<p>There is no change from today. Learners will continue to access their learning history from the Aruba Learning Management System accessible via the Aruba Partner Center Portal as they normally would until October 31, 2016.</p> <p><i>Learners should retain a copy of their Aruba transcripts / learning history for their records.</i></p>
Accessing learning history on or after November 1, 2016	<p>Learners' existing Aruba learning history that is in "Completed" state in the Aruba Learning Management System at close of business on October 31, 2016, will be migrated into The Learning Center.</p> <p>Learners will be able to access their Aruba learning history from The Learning Center on or after November 1, 2016.</p> <p><i>If any training remains in an "In Progress" state in the Aruba Learning Management System at close of business on October 31, 2016, Learners will be required to re-register for and launch the training afresh in The Learning Center on or after November 1, 2016.</i></p>

Next Steps:

Between now and October 31, 2016:

- Learners should document and retain their Aruba transcripts for their records.
- Learners who have taken exams in the past using the Pearson Vue Aruba system should retrieve their score reports and retain them for records.

The Learning Center will only show the past Aruba passing results; the score reports will not be migrated.

4.0 Deal Registration

Preface:

Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement will be required to use the HPE Deal Registration process/tools to avail of benefits under the new HPE Partner Ready for Networking Program. The HPE Deal Registration process provides a globally consistent approach with access to financial rewards and/or protection.

HPE Aruba has designed a new HPE Aruba Networking Deal Registration Interface especially for Aruba Partners to provide a similar Aruba-like user experience that they are familiar with, to register and manage deals related to Networking-only business opportunities.

The Deal Registration interface will provide functionality to register and track deal registrations throughout the end-to-end process of registration and approvals with up front assurance of HPE's support, claiming, and reporting.

Aruba Partners who are familiar with the existing HPE Deal Registration processes and tools can choose to continue registering deals for HPE Aruba Networking-only business opportunities as they normally would by using the existing HPE Deal Registration interface accessible from the HPE Partner Ready Portal. However, they are encouraged to explore the new HPE Aruba Networking Deal Registration interface accessible from the new "Partner Ready for Networking site" to register deals related to Networking-only business opportunities after November 1, 2016.

Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement will be required to register and manage deals per the below matrix:

Scenario	Recommended Deal Registration Interface
<ul style="list-style-type: none"> Deal Registration for business opportunities for Networking-only products/services 	HPE Aruba Networking Deal Registration Interface - accessible from the new "Partner Ready for Networking site"
<ul style="list-style-type: none"> Deal Registration for business opportunities for non-Networking products/services Deal Registration for business opportunities including both Networking products/services and other HPE products/services (Some examples: <i>Servers + Storage</i>, <i>Servers + Networking</i>, <i>Storage + Networking</i>, etc.) 	HPE Deal Registration Interface - accessible from the HPE Partner Ready Portal

Note: The program benefits and approval process for Networking component of the Deals will remain the same, regardless of the interface being used to register deals.

What remains the same:

Between now and October 31, 2016, Partners will continue to register and manage deals using the Aruba Deal Registration processes/tools; there is no change from today.

Key changes:

Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement:

- Should prepare to register and manage deals using HPE Deal Registration processes and tools.
- Will not be able to register and/or manage deals using Aruba processes and/or tools.
- May be able to register and manage deals in local currency.
- Will be able to view the Deal Registration interface in their local language per user profile set up.

Partners who are familiar with the existing HPE Deal Registration processes and tools are encouraged to explore the new HPE Aruba Networking Deal Registration interface accessible from the new “Partner Ready for Networking site” to register deals related to Networking-only business opportunities after November 1, 2016.

Impact to Partners:

Beginning November 1, 2016:

- Partners should prepare to register and manage deals using HPE processes and/or tools.
- Partners may need to make changes to internal process documents as needed, including:
 - Navigate to the HPE Aruba Deal Registration interface in the “Partner Ready for Networking site” for Networking-only business opportunities.
Bookmark the new URL (<https://partner.hpe.com/aruba>) to the “Partner Ready for Networking site”.
 - Navigate to the HPE Deal Registration interface in the “Partner Ready Portal” for Mixed BU business opportunities or business opportunities with other HPE business units.

Bookmark the new URL (<https://partner.hpe.com>) to the HPE partner portal.

Transition Plan:

Use Case	What Partners can expect?
New deal registrations between now and October 31, 2016	There is no change from today. Aruba Partners will continue to register / manage deals as they normally do using the existing Aruba Deal Registration interface accessible from the Aruba Partner Center Portal.
New deal registrations beginning November 1, 2016	Aruba Partners who have executed the HPE Partner Agreement will be required to register / manage deals per the recommended Deal Registration interface described in the matrix in the 'Preface' section.
Deal registrations pending approval in Aruba systems at close of business on October 31, 2016	<p>All deal registration requests in Aruba systems will have been processed, and will be either approved or declined per existing Aruba approval policies (business as usual).</p> <p>There will be no deals pending approval in Aruba systems at close of business on October 31, 2016.</p>
Approved deal registrations in Aruba systems at close of business on October 31, 2016 with a validity beyond November 1, 2016	<p>For Aruba Partners who have executed the HPE Partner Agreement, all deal registration requests that were approved in Aruba systems with an expiration date beyond November 1, 2016 will be migrated from Aruba systems to HPE systems on November 1, 2016 thereby enabling Partners to seamlessly continue working on these deals using the HPE deal registration processes/systems.</p> <p>Legacy Aruba Deal Registration IDs will be available in HPE systems for cross-referencing by Partners.</p> <p><i>Execution of migrated deal registrations on or after November 1, 2016 will be required to be processed through HPE systems.</i></p>
Deal Registrations that were 'Saved' but not 'Submitted for Approval' in Aruba systems by close of October 31, 2016	These deals registration requests will not be migrated to HPE systems, and will need to be re-created in HPE systems beginning November 1, 2016.
Historical deal registrations	Historical deal registrations that were approved or declined in Aruba systems with expiration date prior to October 31, 2016 will not be migrated to HPE systems.

Next Steps:

Between now and October 31, 2016:

- Existing Aruba Partners who are yet to execute the HPE Partner Agreement should complete the process at the earliest, but not later than October 31, 2016 to be able to utilize approved & valid deal registrations via HPE systems from November 1, 2016.
- Partners who have not executed the HPE Partner Agreement on or before October 31, 2016 will not be able to access and/or utilize the approved deals in both Aruba and HPE systems from November 1, 2016.

5.0 Non Standard Price (NSP) Approvals

What remains the same:

Between now and October 31, 2016, Partners will continue to request Non Standard Pricing (NSP) using the established Aruba processes; there is no change from today.

Key changes:

Beginning November 1, 2016:

- Aruba Partners who have executed the HPE Partner Agreement should prepare to submit special pricing requests using the HPE Special Pricing processes/tools known as 'Integrated Quoting'. HPE Special Pricing requests are equivalent to Aruba Non Standard Pricing requests.

The 'Integrated Quoting' tool will provide Partners a self-service quoting ability to:

- Configure Aruba and HPE Networking products/solutions using HPE configuration tools
 - Get an instant quote response, review & accept quote
 - Review & accept quote to receive an orderable document known as OPG (Order Processing Guidelines). Partners should use the OPG to subsequently place the order with a Distributor.
 - Request non-standard price (special price) if Partner requires an additional discount over and above the instant price.
- Partners will be required to submit quote requests in local currency per user profile set up.

Impact to Partners:

Beginning November 1, 2016:

- Partners should prepare to use the HPE self-service 'Integrated Quoting' tool for their quoting needs. The resulting quotes will be generated from HPE systems per HPE terms and conditions.

- Partners may need to make changes to internal process documents as needed, including:
 - Navigate to the HPE Integrated Quoting interface in the “Partner Ready for Networking site” for quoting needs related to HPE Aruba Networking-only products/services.

Bookmark the new URL (<http://partner.hpe.com/aruba>) to the “Partner Ready for Networking site”.
 - Navigate to the HPE Integrated Quoting interface in the HPE Partner Ready Portal for quoting needs related to products/services offered by other HPE business units.

Bookmark the new URL (<https://partner.hpe.com>) to the HPE partner portal.
- Partners will be required to submit quote requests in local currency per user profile set up.

Transition Plan:

Use Case	What Partners can expect?
Request NSP approvals for Aruba products/services between now and October 31, 2016	<p>There is no change from today.</p> <ul style="list-style-type: none"> • Aruba Partners will continue to engage with Aruba Sales Reps and/or Distributors to request NSP approvals. • The resulting quotes will be generated from the Aruba systems until October 31, 2016. • The Aruba NSP number should be used when placing orders with Distributors on or before October 31, 2016.
Request Special Pricing approvals for Aruba products/services on or after November 1, 2016	<ul style="list-style-type: none"> • Aruba Partners who have executed the HPE Partner Agreement will be required to submit new Special Pricing requests using HPE Special Pricing process and/or systems. • The resulting quotes will be generated from HPE systems per HPE terms and conditions. • The HPE Deal ID should be used when placing orders with Distributors.
Approved and valid NSPs in Aruba systems at close of business on October 31, 2016 (validity beyond November 1, 2016)	For Aruba Partners who have executed the HPE Partner Agreement prior to October 31, 2016, approved NSPs valid beyond October 31, 2016 will be migrated to HPE systems.

NSP Requests pending approval by Aruba at close of business on October 31, 2016	NSP Approval Requests submitted to Aruba prior to October 31, 2016 that are pending approvals by Aruba will not be migrated to HPE systems; Partners will be required to re-create new requests in the HPE Special Pricing systems, and work with the HPE Aruba Sales Reps for any assistance.
Historical NSPs	Historical NSPs that were approved or declined by Aruba with validity ending prior to October 31, 2016, will not be migrated to HPE systems.

Next Steps:

Between now and October 31, 2016:

- Existing Aruba Partners who are yet to execute the HPE Partner Agreement should complete the process at the earliest, but not later than October 31, 2016 to be able to utilize the approved NSPs from November 1, 2016.
- Partners who have not executed the HPE Partner Agreement on or before October 31, 2016 will not be able to access and/or utilize the approved NSPs in both Aruba systems and HPE systems from November 1, 2016.

6.0 Service Contract Migration

What remains the same:

Between now and October 31, 2016, Aruba service contracts will continue to reside in Aruba systems; there is no change from today.

- Aruba installed base service contracts will remain active on Aruba systems.
- Aruba service renewals and amendments will continue to be managed by Aruba Distributors via Aruba service annuity programs, processes & tools.

Key changes:

Beginning November 1, 2016:

- Active Aruba service contracts will be migrated & activated in the Hewlett Packard Enterprise systems starting November 1, 2016.
- Renewals and amendments will be managed through HPE Distributors via the HPE service annuity programs, tools and processes.

Impact to Partners:

Beginning November 1, 2016, Partners should work with HPE Distributors for Service Contract renewals and/or amendments.

Transition Plan:

Use Case	What Partners can expect?
Where will Service Contracts reside between now and October 31, 2016?	There is no change from today. Aruba service contracts will continue to reside in Aruba systems.
Where will Service Contracts purchased from Aruba prior to October 31, 2016 reside on or after November 1, 2016?	<p>Service Contracts will reside in HPE systems effective November 1, 2016.</p> <p>In October 2016, a 'Welcome Letter' will be sent to the 'Sold To' party on the service contract (typically the Distributor) to inform them of the following:</p> <ul style="list-style-type: none"> • Active Aruba service contracts will be migrated & activated in the Hewlett Packard Enterprise systems starting November 1, 2016 with an equivalent service level. • Support for Aruba products has been transferred over to Hewlett Packard Enterprise. • How to access support on Aruba products from Hewlett Packard Enterprise. <p><i>Partners having more than one service contract with Aruba may receive multiple notifications as each service contract migrates to Hewlett Packard Enterprise.</i></p>
Service Renewals between now and October 31, 2016	There is no change from today. Partners will be required to follow the established Aruba service renewal processes.
Service Renewals on or after November 1, 2016	Service Contracts from Aruba that were migrated to Hewlett Packard Enterprise will be active in HPE systems, and Partners will be required to follow the HPE service renewal processes.
Open Service Renewal Quotes provided by Aruba as of close of business October 31, 2016	Partners will be required to complete the transactions following the established Aruba service renewal processes (including quote amendments)

Next Steps:

October 2016: Partners should follow-up with their Distributors to ensure they have received the 'Welcome Letter' for the service contracts they have with Aruba.

7.0 Service Portfolio & Ordering

What remains the same:

Between now and October 31, 2016, Partners will continue to purchase services for Aruba products from Aruba; there is no change from today.

Key changes:

Beginning November 1, 2016:

- Partners who join the HPE Partner Ready for Networking Program will be able to purchase and resell HPE Support and Consulting Services on both HPE Networking and Aruba products.
- Resellers will need to order HPE services for Aruba products from HPE Distributors using HPE part numbers.
- A full suite of HPE Services will be available for Resellers to purchase on Aruba products.
 - Reactive Support Services called **Aruba Foundation Care**
 - Remote + Onsite, Device Level Support
 - Proactive Support Services called **Proactive Care**
 - Reactive support + proactive monitoring, device level support
 - Environmental Support Services called **Datacenter Care**
 - Customized support for the customer's entire environment
 - Dedicated support team
 - Lifecycle Event Services
 - Installation & Startup and Deployment Services
 - Services to install and configure the network
 - Consulting & Professional Services
 - Aruba Mobile First Strategy, Assessment, Design, Deployment & Integration, Optimization Services for:
 - Aruba Wireless Infrastructure
 - Aruba Campus Network Switching
 - Aruba ClearPass Policy Manager
 - Aruba AirWave Network Management
 - Aruba Meridian Mobile Engagement insert
 - Aruba (ALE) Analytics and Location Engine

Impact to Partners:

Beginning November 1, 2016, Partners will be required to start ordering HPE Services on Aruba products through HPE Distributors.

8.0 Service Delivery Programs & Technical Support

What remains the same:

Between now and October 31, 2016, Partners who participate in a Service Delivery Program will continue to contact Aruba for Technical Support on Aruba Wireless products. Partners will continue to utilize Aruba Support Central for online service support needs.

Beginning November 1, 2016, Partners will continue to receive the same high quality Technical Support from the Aruba Technical Assistance Center (TAC). However Aruba Support calls will be routed through HPE to the Aruba Technical Assistance Center (TAC).

Key changes:

Between now and October 31, 2016, qualified Delivery Partners who have signed the HPE Partner Agreement may be invited to sign a Service Delivery addenda with HPE to deliver Partner Branded Support Services to the end Customer.

Beginning November 1, 2016:

- Partners will be required to contact Hewlett Packard Enterprise for Technical Support on Aruba products.
- Technical Support on Aruba products will be transacted via HPE systems and processes.

Support Calls via Phone: A list of support contact numbers will be published prior to October 31, 2016. Partners should utilize the designated contact number to address technical issues and questions over the phone, following the prompts to receive assistance on Aruba products. Partners will need to provide the new HPE Service Agreement ID number (SAID) each time they contact HPE for support.

Online Support: Partners will be able to get online technical support on Aruba products via the HPE Support Center and MyNetworking Portal that can be accessed from the new Partner Ready for Networking Site. This includes online case management, software downloads, license management and support tools/documentation.

Replacement Parts: Spare parts for Aruba products will be available in HPE stocking locations.

Impact to Partners:

Beginning November 1, 2016:

- Partners will be required to contact HPE for technical support on all Aruba and HPE products. They will continue to receive the same high quality support from the Aruba Technical Assistance Center (TAC) but utilizing HPE delivery processes, tools and logistics systems.
- Partners should contact their Distributor in the last week of October for more guidance on how to access support on Aruba products through HPE.
 - Partners will be required to provide the new HPE Service Agreement ID number (SAID) to access software downloads, phone support and knowledge base information around the clock - 24/7.
 - Partners will be provided a link to access a website that will list the phone number to call the local HPE support center.
 - Partners will be provided information on how to access the technical support portals in HPE to obtain software updates/downloads and utilize on-line case management, license management and support tools/documentation.

Transition Plan:

Use Case	What Partners can expect?
Support Delivery for Aruba products & services between now and October 31, 2016	There is no change from today. Technical support on Aruba products & services will be transacted via the Aruba systems and processes.
Support Delivery for Aruba products & services on or after November 1, 2016	Technical support for Aruba products & services will be transacted via HPE systems and processes for contracts that were migrated.

Next Steps:

Partners should contact their Distributor in the last week of October for more guidance on how to access support on Aruba products through HPE.

9.0 HPE Renew

Preface:

HPE Renew offers a comprehensive portfolio of quality Hewlett Packard Enterprise (HPE) remanufactured products at very attractive prices. All HPE Renew products are covered by the original same-as-new factory warranty, service, and support options Hewlett Packard Enterprise offers

Customers who have a tight IT budget but still want Hewlett Packard Enterprise quality, can utilize the HPE Renew program which delivers a high-performance, low-cost solution when price really counts. HPE Renew products are at least 15 to 30 percent below the price of new, in addition to unbelievable promotions, so customers can reduce their IT costs and increase their bottom line.

With HPE Renew, customers can be sure the product has been remanufactured by the original manufacturer and is an extension of the trusted HPE brand. Software, licenses, service and support options for HPE Renew products are equivalent to those offered with new products. The products are also loaded with the latest software and firmware revisions.

Five reasons to buy HPE Renew:

1. Great Value

Get high quality solutions at significant discounts with fully remanufactured Hewlett Packard Enterprise products. HPE Renew delivers high-performance, low-cost solutions while offering the same reliability, functionality and warranty as new HPE products. If customers have a limited IT budget, HPE Renew is the perfect alternative – high-quality solutions at a lower cost.

2. HPE Certified Quality

All HPE Renew products undergo complete remanufacturing and testing processes, fully restoring them to meet HPE's stringent quality standards and ensuring they meet all original factory specifications.

3. Same-as-New Factory Warranty

HPE Renew products are covered by the same-as-new factory warranty, so there is no difference between the warranty of a new HPE product and the equivalent HPE Renew product. The warranty starts from the date of purchase and refreshes the original warranty. Additional service and support options are available to complement the original HPE product warranty.

4. Broad Range of HPE Solutions

Whether your customer is looking to implement a new IT platform or planning to maintain or upgrade an existing one, HPE Renew offers a comprehensive portfolio of fully remanufactured HPE solutions to fulfill their specific business needs. HPE Renew offers current, state of the art technology, in addition to older generation equipment.

5. Eco-friendly

Start making sustainable choices for the planet with HPE Renew. By remanufacturing and redeploying returned, loaned or trial units, HPE Renew enables these products to be fully utilized so that they do not end up in landfills. HPE Renew lets customers reduce the overall environmental impact while taking advantage of an affordable alternative.

For more information

To learn more about HPE Renew, visit [HPE Renew](#)

To contact an HPE Renew representative, visit [HPE Renew contacts](#)

Impact to Partners:

Beginning November 1, 2016, Aruba Partners who have signed the HPE Partner Agreement will be able to buy HPE Renew Networking products at lower price points according to the same rules they have for purchasing new networking products.

Information about the HPE Renew program is available by region at the listed links:

- [HPE Renew US, Canada, Latin America](#)
- [HPE Renew Europe, Middle East, Africa](#)
- [HPE Renew Asia Pacific & Japan](#)

10.0 Market Development Funds (MDF)

Preface:

As of November 1, 2016, Hewlett Packard Enterprise will launch the HPE Partner Ready for Networking Program, a new program for former Aruba Partners and current HPE Partners. At the same time, the marketing budgets of HPE and Aruba will be consolidated, and Aruba Partners who have executed the HPE Partner Agreement may have the opportunity to access these funds under the HPE MDF Program.

What remains the same:

Between now and October 31, 2016:

- Partners will continue to benefit from Aruba Networks MDF as part of the PartnerEdge Program; there is no change from today.
 - Partners may continue to submit new requests to conduct marketing activities using Aruba MDF as they normally do.
 - Partners can continue to conduct approved and confirmed marketing activities using Aruba MDF as they normally do.

Between now and November 30, 2016:

- Partners will continue to submit invoices along with associated documents like proof of performance, marketing reports, etc. through the Aruba Partner Center Portal as they normally do; there is no change from today.

Key changes:

- The Aruba Networks MDF Program (part of PartnerEdge) will be terminated on October 31, 2016.
- Partners must complete all marketing activities using Aruba MDF on or before October 31, 2016.
- The last date to submit invoices for approved marketing activities conducted on or before October 31, 2016 using Aruba MDF is November 30, 2016.
- Aruba will not accept invoices or other required proof of performance documentation after November 30, 2016. Claims that are still outstanding after November 30, 2016 will not be paid.

Impact to Partners:

The Aruba Networks MDF Program (part of PartnerEdge) will be terminated on October 31, 2016. However, beginning November 1, 2016, Partners who have signed the HPE Partner Agreement may be able to take advantage of HPE MDF as part of the HPE Partner Ready for Networking program.

Partners should start discussing marketing activities with their HPE Aruba Channel Lead prior to conducting the activity under the HPE MDF program.

Transition Plan:

Use Case	What Partners can expect?
Conduct marketing activities between now and October 31, 2016	There is no change from today. Partners may continue to conduct marketing activities using Aruba MDF as they normally do.
Conduct marketing activities beginning November 1, 2016	Partners who have signed the HPE Partner Agreement may be able to conduct marketing activities under the HPE MDF. Partners should start discussing marketing activities with their HPE Aruba Channel Lead prior to conducting the activity under the HPE MDF program.
Submit invoices for approved and confirmed marketing activities conducted on or before October 31, 2016 using Aruba MDF	There is no change from today. Partners will be required to submit invoices along with associated documents like proof of performance, marketing reports, etc. through the Aruba Partner Center portal as they normally do. The last date to submit invoices and required proof of performance documents for outstanding approved claims is November 30, 2016.
Submit invoices for marketing activities conducted on or after November 1, 2016 under HPE MDF	Partners will be required to use the HPE MDF claim submission processes/tools, which will be communicated to them by the Regional Marketing Leads prior to October 31, 2016.

Next Steps:

- Partners will receive more information about the HPE MDF Program, processes and guidelines over the coming weeks.
- Aruba Partners who have executed the HPE Partner Agreement should plan marketing activities with their HPE Aruba Channel Lead to avail benefits under the HPE MDF program.

11.0 Cooperative Marketing Funding (Co-Op)

Preface:

The Aruba Cooperative Marketing Funding Agreement ("Co-op Contract") will expire on **October 31, 2016** ("Expiry Date").

As of November 1, 2016, the marketing budgets of HPE and Aruba will be consolidated, and Aruba Partners who have executed the HPE Partner Agreement may have the opportunity to access these funds under the HPE MDF Program. Partners will receive more information about the HPE MDF Program, processes and guidelines over the coming months.

Due to the introduction of the HPE MDF Program, Partners should note that Aruba will not be extending the Co-op Contract after October 31, 2016 ("Expiry Date"). This means that Partners will no longer accrue Aruba Co-op funds after October 31, 2016.

What remains the same:

- **Submit new requests for conducting marketing activities using their accrued Aruba Co-op funds**

Between now and **November 30, 2016**, there is no change from today.

Partners may continue to submit new requests to conduct marketing activities using their accrued Aruba Co-op funds as they normally would via the Aruba Partner Center Portal.

- **Conducting marketing activities using Aruba Co-op funds**

Between now and **December 31, 2016**, there is no change from today.

Partners can continue to conduct approved and confirmed marketing activities using Aruba Co-op funds as they normally do.

- **Submit invoices and proof of performance documents for approved claims**

Between now and **January 20, 2017**, there is no change from today.

Partners will continue to submit invoices and proof of performance documents for claims via the Aruba Partner Center Portal.

Key changes:

The Aruba Cooperative Marketing Funding Agreement ("Co-op Contract") will expire on **October 31, 2016** ("Expiry Date"), and due to the introduction of the new program, Partners should note that Aruba will not be extending the Co-op Contract after the Expiry Date.

In light of expiration of the Co-op Contract and the commencement of the HPE MDF Program, Aruba has, pursuant to Section 6 of the Co-op Contract, changed the time periods for the submission and payment of Co-op claims as follows:

- **Submit new requests for conducting marketing activities using their accrued Aruba Co-op funds**

November 30, 2016 is the last date to submit requests for conducting marketing activities using Aruba Co-op funded activities.

- **Conducting marketing activities using Aruba Co-op funds**

All approved Aruba Co-op funded activities must be completed by December 31, 2016.

- **Submit invoices and proof of performance documents for approved claims**

January 20, 2017 is the last date to submit invoices and proof of performance documents for approved claims.

All unclaimed Aruba Co-op funds will expire on January 31, 2017 and Aruba will not pay any unclaimed Co-op funds after this date.

Impact to Partners:

- The Aruba Cooperative Marketing Funding Agreement ("Co-op Contract") will expire on October 31, 2016. Partners should note that Aruba will not be extending the Co-op Contract after October 31, 2016.
- Partners should make note of the changes to the time periods for submission and payment of Co-op claims as outlined in the "Key changes" section above.

Transition Plan:

Use Case	What Partners can expect?
Request approval for conducting marketing activities using Aruba Co-op funds between now and November 30, 2016	<ul style="list-style-type: none"> Partners may continue to request approval for conducting Aruba Co-op funded marketing activities as they normally would by via the Aruba Partner Center Portal; there is no change from today. November 30, 2016 is the last date to submit requests All activities must be completed by December 31, 2016.
Submit claims for approved and confirmed marketing activities conducted between now and January 20, 2017 using Aruba Co-op funds	<ul style="list-style-type: none"> Partners will continue to access the Aruba Partner Center Portal to submit invoices and proof of performance documents for open approved claims. Partners will be required to submit all invoices and proof of performance documents for open approved claims by January 20, 2017. All unclaimed Aruba Co-op funds will expire on January 31, 2017 and Aruba will not pay any unclaimed Co-op funds after this date.

Next Steps:

Between now and October 31, 2016, Partners will receive more information about the HPE MDF Program, processes and guidelines over the coming months.

12.0 Partner Communications

What remains the same:

Between now and October 31, 2016:

- Aruba PartnerEdge Partners will continue to receive monthly newsletters, webinar invites, and event invites from Aruba; there is no change from today.
- Aruba PartnerEdge Partners who are also HPE Partner Ready Partners, will receive the HPE Partner NewsFlash and other periodic communications from HPE.

Key changes:

Beginning November 1, 2016, Aruba Partners who have executed the HPE Partner Agreement, will start receiving Aruba-branded Partner Ready for Networking communications from HPE. They will also receive the HPE Partner NewsFlash. Partners will have the option to unsubscribe to either or both.

Transition Plan:

Use Case	What Partners can expect?
Receive Partner Communications between now and October 31, 2016	<p>Aruba Partners will continue to receive communications from Aruba; there is no change from today.</p> <p>Aruba Partners who have executed the HPE Partner Agreement prior to October 31, 2016 will receive communications from both Aruba and HPE until October 31, 2016 with the option to unsubscribe to either or both.</p>
Receive Partner Communications on or after November 1, 2016	<p>Aruba Partners who have executed the HPE Partner Agreement prior to October 31, 2016 will receive Aruba-branded HPE Partner Ready for Networking Program communications from HPE.</p> <p><i>Aruba Partners who have not executed the HPE Partner Agreement prior to October 31, 2016 will no longer receive newsletters, webinar invites, and event invites from Aruba until they execute the HPE Partner Agreement. They will, however, continue to receive operational emails until March 31, 2017.</i></p>

Next Steps

Between now and October 31, 2016, Aruba Partners should execute the HPE Partner Agreement to ensure that they continue to receive all Aruba-branded communications from HPE beginning November 1, 2016.



1344 CROSSMAN AVE | SUNNYVALE, CA 94089
1.866.55.ARUBA | T: 1.408.227.4500 | FAX: 1.408.227.4550 | info@arubanetworks.com

www.arubanetworks.com