



**Hewlett Packard
Enterprise**

HPE GREENLAKE FOR BLOCK STORAGE DEMO NFR CASHBACK PROGRAM



Q323



HPE GREENLAKE FOR BLOCK STORAGE DEMO NFR CASHBACK PROGRAM – OVERVIEW

of units available by GEO // Cashback incentive is funded by Storage GBU

CE

SEUR

UKIMEA

NWE

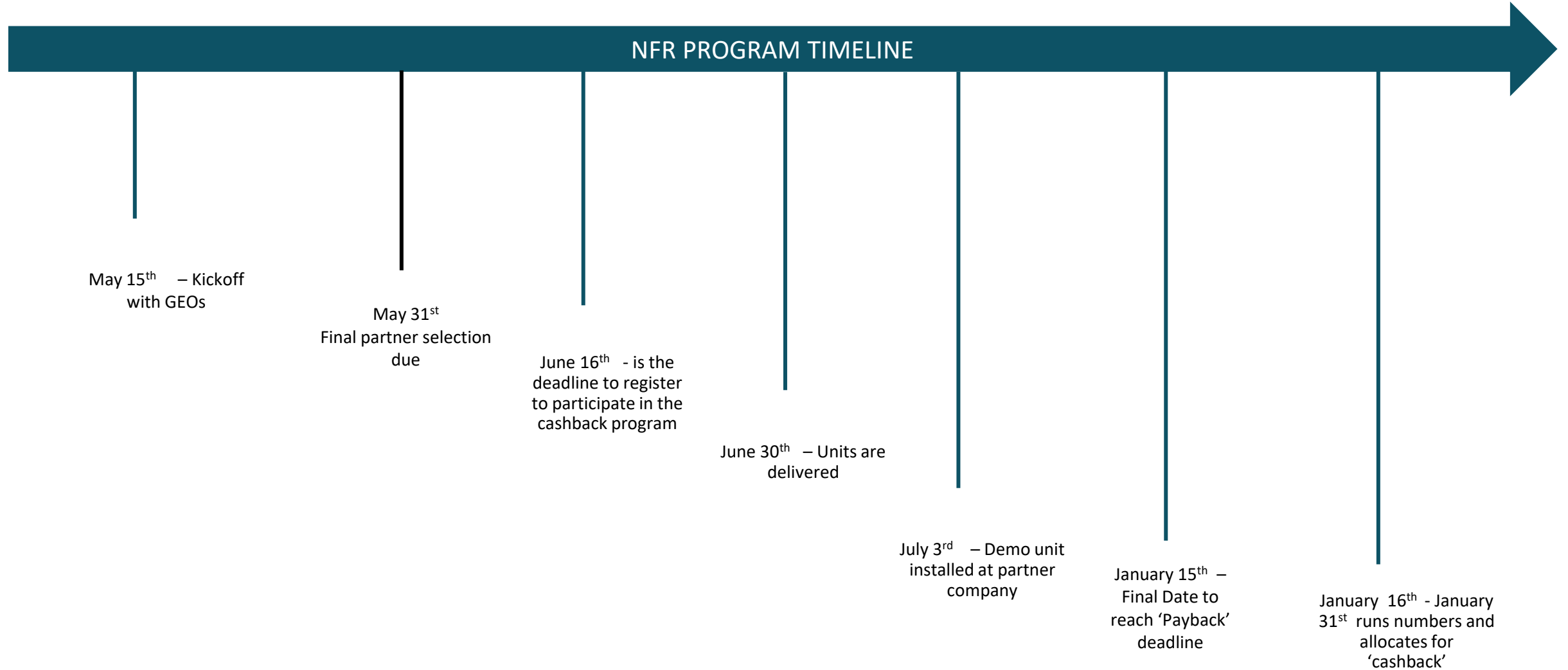
Benefits

- Provide partners with a demo unit at a deep discount. Cashback incentive will help the partner **recover the cost** of the demo by receiving **cash back** for **HPE GreenLake for Block Storage** systems sold within the cashback period.
- Showcase HPE GreenLake for Block Storage and provide customers with hands-on experience.
- Help partners become HPE solutions experts and win new business, faster.

Details - Capacity 23 (model recommended by WW)

- June 1st – January 15th qualification period for cashback.
- Partners must sell 1 HPE GreenLake for Block Storage (any model) up to 3 units to qualify for cashback. *(Cashback per unit up to 3)*
- When the partner sells one Alletra unit they get 1/3 of the total cost of the unit back. The partners sells 3 Alletra units to recover the full cost.
- HPE GreenLake for Block Storage demo must be turned on at partner within 30 days of receipt of unit.
- GEO to select partners and approved by WW
- Exclusively used for test environments—in demo centers, labs, and training
- *Cashback value - full demo unit purchase price up to a maximum of US\$30,594 (Geo thresholds to be met)*
- *Cashback based on Shipment date*

TIMELINE: HPE GREENLAKE FOR BLOCK STORAGE DEMO NFR CASHBACK PROGRAM



HPE GREENLAKE FOR BLOCK STORAGE NFR CASHBACK PROGRAM FAQ

What happens if I have less units allocated out OR more units allocated.

WW funding pool provided to the geo is based on the approved # of units at a \$30,594 per unit amount. Example: If the GEO was awarded 5 units @ \$30,594K = \$152,970 funding pool

- *If the GEO only allocates out 2 units – the funding pool will decrease to \$61,188K.*
- *If GEO allocates out 10 units, the GEO will need to cover the cost difference Or lower the \$ amount a customer can earn for the cashback program.*

• What if the array purchased is less than \$25K?

Partner will receive the \$ value of the array purchased up to the \$25K Maximum. Example:

- *If the array is \$40K – the maximum cashback is \$30,594K*
- *If the array is \$19K – the maximum cashback is \$19K*

***These are the WW funding agreements, if the GEO chooses to reward differently, they will cover the cost difference.*

• Can the partner purchase a different HPE GreenLake for Block Storage model?

Yes, however WW will only fund the cashback up to the \$30,594K (or less if the model purchased results in a lower \$\$ amount). If GEO wants to subsidize the incremental difference they can, otherwise the partner will only receive up to the \$30,594K (or the \$\$ amount if the model selected config came in less).

• Can GEO add more units than the WW allocation?

Yes, however WW will only fund the cashback up to the agreed POOL of funding provided to each GEO. The agreed pool of funding is based on the # of units allocated to a geo, if the geo ends up with less units allocated out then the funding pool will be based on the lower number of units allocated out. If GEO wants to subsidize the incremental difference or lower the cashback incentive paid out to each partner to increase the partners participating, that is GEO choice. WW approvals for changes will be required.

HPE GREENLAKE FOR BLOCK STORAGE NFR CASHBACK PROGRAM FAQ

- **Can the cashback period be adjusted?**

No, WW funding for cashback is only available for orders placed by January 15th. This is due to finance restrictions.

- **What if partner misses the 30-day window to turn on their demo?**

Qualification requirements will not change, they are set to ensure the Demo units are purchased and leveraged to increase sales. Cashback program exists to support partners turning on the right behavior.

- **When will the payout of the cashback occur?**

Payout of the cashback will occur once the order has shipped. Only orders placed during the qualified period will count. Will automatically be paid out about 2 months after the shipment.

- **What if partner has sold 1 Alletra or more and are on exclusion list?**

Partners who have sold 1 Alletra or more to a customer are not qualified for this program. If they are on the exclusion list and this is due to an NFR purchase, please let us know and we will validate this and request an exception be made.

