



**Hewlett Packard**  
Enterprise

# **HPE Partner Ready for Networking Acceleration Initiative**

Initiative guide

May 2025

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## Document Purpose

The purpose of this initiative guide (the “Guide”) is to provide a general overview of the HPE Partner Ready for Networking accelerating initiative including its eligibility criteria, requirements, benefits, and processes. This Guide includes links to additional information. If you are not invited to enroll in this initiative, you may have limited access to this information.

HPE may change the terms of this Guide at any time. Changes will be effective at least 30 days from the date the modified terms are posted on the [HPE Partner Ready Portal](#) or as communicated directly to you.

The Guide, together with the HPE Partner Agreement, constitutes the formal agreement (the “Agreement”) between HPE and you, our partner, with respect to the Initiative. You must comply with the terms set out in this Guide. HPE reserves the right to audit a partner for compliance with any of the Initiative terms defined herein. This Agreement may be terminated by HPE at any time with a 30-day notice. In case of any discrepancy between your HPE Partner Agreement and this Guide, this Guide controls the subject matter of this Initiative.

## Acceleration Initiative Overview

This 18-month Initiative is designed to accelerate your sales in high growth HPE Aruba Networking technologies including SASE, DCN and HPE Aruba Networking Central.

Eligible partners will be provided with access to all the affiliated benefits of the HPE Partner Ready for Networking Gold membership tier. Partners will also have access to prescriptive learning paths, accelerated technical training, exam preparation sessions, HPE Aruba Networking lab training and exam vouchers, sales playbooks, business planning guidance, and more.

## What to Expect

We’ve designed this Initiative to provide you with an opportunity to accelerate your networking opportunities with HPE Aruba Networking, as well as providing the foundation for maintaining and growing your footprint within your targeted accounts over time. This Initiative is structured to provide you with relevant training, templates, customer-facing collateral, and incentives to help your organization optimize sales engagement, deliver a complete solution to your customers, and cultivate a healthy revenue stream for your business.

Once enrolled in the Initiative and fully onboarded as an HPE authorized partner, you will be identified as an HPE Partner Ready for Networking: Solution Provider Gold membership partner and HPE Partner Ready Vantage As-a-Service Center of Expertise – Networking member and your achievement is published on [HPE Partner Connect](#).

## Steps to Get Started

To join the Initiative, please follow the steps included in the link provided to you in your invitation letter.

Explore, learn and enroll:

1. Register your organization on the [HPE Partner Ready Portal](#) and follow the onboarding steps.
  2. Navigate to the [HPE Partner Ready for Networking Partner Acceleration Initiative](#) page to learn more about this Initiative, business opportunities, and to submit your technical individual’s active certifications for review and business opportunities.
  3. View the resources outlining partner eligibility criteria for the Initiative below.
- For further information on how to complete requirements to progress within the Initiative, be sure to reach out to your HPE Partner Account Manager, or click on the [“Get Support”](#) link on the partner portal.

There are various optional competencies and specializations to expand into within each program. These are recommended to earn incremental rewards and deepen your expertise throughout each technology suite.

<b>Step 1</b> <b>HPE Partner Agreement*</b>	<b>Step 2</b> <b>Application</b>	<b>Step 3</b> <b>Training</b>
Go to the HPE Partner Ready Portal and follow the onboarding steps <i>*If you are already an HPE Partner, proceed to step 2.</i>	Complete the HPE Partner Ready for Networking Partner Acceleration Initiative application using the link provided by your HPE Partner Account Manager.	Complete the required online training classes.



## Partner Eligibility Criteria

HPE seeks partners with strong networking expertise to grow HPE Aruba Networking sales. Invitations will be sent to partners who meet one or more of the following criteria:

- Be new to HPE and have established revenue with other vendors as a networking solution provider or service provider ≥\$100,000 over the last fiscal year (FY24). “New to HPE” includes existing HPE Business Partners with less than < \$40K in HPE Aruba Networking annual sales out
- Maintain at least two networking sales staff and 2 networking technical staff
- Hold an equivalent vendor certification to the HPE Aruba Networking Campus Access Design Architect
- Per HPE’s judgement, have the potential to commit to and be successful for a business plan as described in this Guide;
- Be prepared to successfully enroll as an HPE Partner Ready for Networking partner, agreeing to all Initiative terms and conditions and to accept the Partner Acceleration Initiative terms and conditions

## Advance to Gold

There are many ways to receive rewards in this Initiative. Here’s how to begin:

### Build the Foundation for Success

- **Technical Learning Commitment:** Complete the prescribed technical and sales learning commitments and pass the certification exams to achieve the associated certifications as a first step to eligibility for the incremental performance rewards listed below.
- **Joint Business Plan:** Develop a Joint Business Plan and Investment Plan with your PAM, and upon plan validation by HPE Aruba Networking, benefit from pre-allocated Development Funds.
- **Sales Growth:** Achieve a minimum HPE Aruba Networking sell-out of \$50,000 USD by the dates (depending on the enrollment to the Initiative) stated below:

Enrollment Interval	\$50,000 USD Sales Achieved By
May 1 – July 31, 2025	October 31, 2025
August 1, 2025 – January 31, 2026	April 30, 2026
May 1, 2026 – July 31, 2026	October 31, 2026

- Partners that do not meet \$50,000 in sellout by the specified dates will be ineligible to continue participating in this Initiative and will not be eligible to receive continued benefits as a Gold partner, nor the benefits associated with this Initiative. Existing HPE Business Partner with less than < \$40K in HPE Aruba Networking annual sales out that have been invited and enrolled in the Initiative will be entitled to a payment of incentives for new business sell-out above baseline of \$40K only. For the avoidance of doubt, sales before the enrollment into the Initiative will not be taken into account.

### Advance Your Rewards with Pipeline Growth

- **Access SMEs and Product Experts:** Develop \$200,000 in focus product sales pipeline within your first 6 months of joining with identified customers / opportunities to receive access to product experts to help guide your sales and technical teams in their approach
- **Gain Executive Sponsorship:** Achieve \$500,000 in focus product sales pipeline within your first 6 months to gain executive sponsorship to help target high in your customer organizations

### Convert Pipeline to Key Wins to Continue to Grow

- **Partner Advisory Roundtable:** Achieve \$50,000 in focus product sales during the initiative dates to become a part of a tailored Partner Advisory Roundtable, and become eligible for mentoring services to assist in developing your services and technology expertise

### Achieve Sellout Targets to Earn an Incremental Sales Booster

- **5% Incremental Sales Booster:** Upon achieving \$250,000-\$499,000 in product sales by October 31, 2025, you can be eligible to receive an incremental sales booster of 5% on all HPE Aruba Networking sales
- **10% Incremental Sales Booster:** Achieve \$500,000-\$1,000,000 in sales by October 31, 2025, and receive a sales booster of an additional 10%, to a maximum of \$100,000 bonus
- Please refer to “Sales Booster Incentive” below for more information.



## Joint Business Plan Completion

Partners will be required to work with their Partner Account Manager to develop a Joint Business Plan to capture progress, align focus and priorities, and to maintain and grow your footprint within each of your targeted accounts through cross and up-sell opportunities. As a partner of the Initiative, you are required to possess a Joint Business Plan. Both parties will review the Joint Business Plan on a quarterly basis to monitor performance against the stated sales growth. This process will be owned by the HPE Partner Account Manager in conjunction with the HPE Partner Ready for Networking partner. Continued participation in the Initiative is subject to compliance with this business plan process and achievement of business plan objectives. Please reach out to your Partner Account Manager for more information.

## Certification Requirements

Partners must complete the training consistent with HPE Partner Ready for Networking: Solution Provider Gold status below, within two (2) quarters of acceptance into the Initiative. HPE will track the completion of training requirements.

## Learning Commitment:

Sales Certification	# of Individuals	Description
<a href="#">HPE Sales Certified: Networking Products &amp; Solutions</a>	2	This certification verifies that you can articulate and differentiate the HPE Aruba Networking strategy, Edge Services Platform (ESP), and HPE Aruba Networking Unified Infrastructure and solutions which uniquely address customers challenges at the network edge.
<a href="#">HPE Aruba Networking Certified Professional—Campus Access</a>	2	Validate you have the networking knowledge and skills required to implement, configure, and manage advanced HPE Aruba Networking Wireless Local Area Network (WLAN) enterprise solutions.

## Sales Booster Incentive

### Sales Booster Incentive Eligibility:

Partners that join the Acceleration Initiative are also eligible to participate in a Sales Booster Incentive (“Incentive”). In the Incentive Partners will be eligible to receive a Cashback Incentive for qualifying product sales between May 1, 2025 and October 31, 2025 (“Cashback Period”), upon meeting the criteria outlined below:

- Have been invited to join, and have met all above-listed Partner Eligibility Criteria for the acceleration initiative
- Completed the steps to register for the Incentive on this site: [www.hpe.com/networking/acceleration](http://www.hpe.com/networking/acceleration). Please see Appendix B for additional information.
- Completed the above-listed Certification Requirements
- Achieved the \$50,000 minimum sales threshold in accordance with the “\$50,000 USD Sales Achieved By” date (see “Build the Foundation for Success”)
- Achieved equal or above the below-listed sellout revenue targets on the eligible products and product lines (Appendix A) in qualifying countries (Appendix B)

The targets are defined on the net sellout amount measured via HPE’s reporting tool on the individual participating Partner as follows.

Target level 1:	sellout between \$250,000-\$499,000	- 5% Cashback
Target level 2:	sellout between \$500,000-\$1,000,000	- 10% Cashback

### Cashback Incentive Cap:

The Cashback is capped at \$100,000 USD per Partner for the FY25 Sales Booster Incentive.

### Cashback Incentive Criteria:

- Sales are measured during the Cashback Period. Sales made before a Partner successfully registers for the Incentive, may be taken into account for the Cashback, if the Partner has been approved for the Initiative.
- Sellouts must be reported via HPE’s reporting tools within the Cashback Period to be eligible for the Cashback Incentive. HPE reserves the right to disqualify incomplete, altered or illegible claims in its sole discretion.
- Partners submitting fraudulent claims will be excluded from the Incentive and HPE reserves the right to take legal action.



- **Reference Number:** For each submitted and approved registration of an Eligible Sale the Partner receives a reference number for status follow-up, support and payments.

**Eligible Products and Product lines (Appendix A):**

All HPE Aruba Networking products under the qualifying HPE Aruba Networking product lines sold by a Partner to HPE end customers and eligible for a Cashback Incentive are referred to herein as “HPE Aruba Networking Products.”

The sellouts of HPE Aruba Networking Products must be reported via HPE’s reporting tools by an authorized HPE Distributor in the respective territory of the participating Partner to be eligible for the Cashback Incentive under this Incentive. All other products sold and not measured in HPE’s reporting tools are excluded from this Incentive.

A list of all HPE Aruba Networking Products is provided in Appendix A of this Guide.

**Incentive Territory:**

Active sales of the HPE Aruba Networking Products must be made to HPE end-customers only located in:

- The country of the Partner or
- The Territory as per the HPE Partner Agreement if applicable.

A list of all participating countries can be found in Appendix B.



## Acceleration Initiative Commencement, Changes and Termination

- The commencement date of this Initiative is April 11, 2025 and will remain in effect until October 31, 2026, unless otherwise terminated by HPE in accordance with this Guide.
- HPE may terminate this Initiative at any time without cause with thirty (30) days' written notice by posting on the HPE partner portal or otherwise communicated in writing to the participating Partner.
- The participation of participating Partners in this Initiative may be terminated by either party at any time with thirty (30) days' written notice.
- HPE may terminate the participation of participating Partner in this Initiative with immediate effect if Partner fails to comply with the criteria and terms stated in this Guide, and the situation is not cured within a reasonable time period, which will not be less than ten (10) days from the date of HPE giving notice.
- The participation of participating Partner in this Initiative may be terminated by either party upon written notice with immediate effect:
  - in the event of a material breach of any of the other party's material duties and/or obligations and such failure is not cured within ten (10) days of the aggrieved party's notice.
  - in the event of force majeure circumstances continuing for more than three (3) months.
- The participation of participating Partner in this Initiative will automatically terminate when the Partner's HPE Partner Agreement terminates.
- In the event the participation of participating Partner in this Initiative is terminated, the participating Partner shall immediately refrain from representing itself as Partner with Gold partner status.
- Termination of the participating Partner's participation in this Initiative by itself does not affect the validity of the Partner's HPE Partner Agreement.

### Additional Terms

- Partners agree that they are authorized to enter this Initiative and their participation in the Initiative and its Incentive constitutes acceptance of this Guide and the terms stated within.
- HPE, its affiliates, subsidiaries, parent corporations, and its officers, directors, shareholders, employees, and agents and any and all internet servers and access provider(s) are not responsible for: any incorrect or inaccurate entry information; human error; technical malfunctions or defects of computer systems or websites utilized in the Incentive, theft, tampering, destruction, or unauthorized access to, or alteration of entries; data processing that is processed late or incorrectly or is incomplete or lost; and any entries that are late, lost, incomplete, misdirected, stolen, mutilated or illegible. Submitting false, fraudulent, or misleading information in connection with the Initiative may result in adverse actions including, but not limited to, in disqualification from this Initiative, future HPE Initiative, and civil or criminal liability to the submitter. HPE reserves the right to audit information provided in registration and the supporting documentation for all claims made under this Initiative.
- For the purpose of this Initiative, HPE cannot guarantee the performance of any third party and to the extent permitted by applicable law shall not be liable for any act or default by a third party.
- In the event of incorrect payments made by HPE, the Partner shall repay any such incorrect payment not later than 28 days after receipt of written notice from HPE. The Partner agrees that HPE shall not be responsible or otherwise liable for any liability, losses, claims, damages or tax liabilities that might arise in such circumstances.
- HPE is not responsible or liable for any technical, hardware, software, server, website, or other failures or damage of any kind to the extent that this prevents or otherwise restricts the Partner from participating in the Initiative.
- HPE shall not be liable for any loss, damage, cost, expense or other liability suffered or incurred by Partners arising out of or in connection with their participation in this Initiative. However, nothing in these terms shall exclude or restrict HPE's liability for death or personal injury of Partners caused by HPE's negligence or any liability which may not be excluded or limited by applicable law.
- HPE reserves the right to review, modify, extend or discontinue any and/or all aspects of the Initiative without prior notice. The Initiative and its Incentive may be extended by HPE at its sole discretion.



- To the extent permitted by applicable law, HPE has the final decision regarding all matters related to this Initiative.
- Any personal data which you may provide when you participate in this Initiative will only be used by HPE in accordance with its Privacy Statement available at <https://www.hpe.com/us/en/legal/privacy.html> and if applicable, its subcontractors or service providers, for the purposes of this Initiative and Partner consent to use of their data for these purposes.
- This Initiative shall be governed and construed by the laws specified in the Partner's HPE Partner Agreement and be subject to the jurisdiction of the courts stated thereunder.





## Appendix A: Eligible HPE Aruba Networking Products/Software

<b>PL</b>	<b>Description</b>
34	Comware Campus Access
35	Legacy Campus Access
I6	Campus Interconnects
NT	Comware Campus Aggregation Core
NV	CX Aggregation Core
WB	CX Campus Access
FA	Pensando DCN
L1	CX DCN
NC	Comware DCN
VL	WLAN Hardware
XB	SD Branch Hardware
I5	Instant On Wired
3P	Instant On Wireless
I7	Comware Routing
PW	UXI Upfront SaaS
L3	Security Products
PV	Airwave & On Prem
N6	Cloud SaaS
6H	UXI SaaS
RZ	SD-WAN HW
SO	SD-WAN SW Term
WA	SD-WAN SW
XO	SSE SW Services SaaS
X0	P5G Software
X2	P5G Hardware
Y9	P5G SaaS
L5	Central SW AAE
X6	Central SW AAS

## Appendix B: Participating Countries

**Table A:**

<ul style="list-style-type: none"> <li>- Albania</li> <li>- Armenia</li> <li>- Australia</li> <li>- Azerbaijan</li> <li>- Belgium</li> <li>- Bosnia and Herzegovina</li> <li>- Canada</li> <li>- Cyprus</li> <li>- Denmark</li> <li>- Egypt</li> <li>- Estonia</li> <li>- Finland</li> <li>- France</li> <li>- Georgia</li> <li>- Germany</li> <li>- Greece</li> <li>- Hong Kong</li> <li>- Hungary</li> <li>- India</li> <li>- Indonesia</li> </ul>	<ul style="list-style-type: none"> <li>- Israel</li> <li>- Italy</li> <li>- Japan</li> <li>- Kazakhstan</li> <li>- Korea</li> <li>- Kosovo</li> <li>- Latvia</li> <li>- Lithuania</li> <li>- Malaysia</li> <li>- Moldova</li> <li>- Monaco</li> <li>- Montenegro</li> <li>- Morocco</li> <li>- Netherlands</li> <li>- New Zealand</li> <li>- Norway</li> <li>- Philippines</li> <li>- Poland</li> <li>- Portugal</li> </ul>	<ul style="list-style-type: none"> <li>- Saudi Arabia</li> <li>- Singapore</li> <li>- Slovakia</li> <li>- Slovenia</li> <li>- South Africa</li> <li>- Spain</li> <li>- Sweden</li> <li>- Switzerland</li> <li>- Taiwan</li> <li>- Tajikistan</li> <li>- Tanzania</li> <li>- Thailand</li> <li>- Turkey</li> <li>- Turkmenistan</li> <li>- United Arab Emirates</li> <li>- United Kingdom</li> <li>- USA</li> <li>- Uzbekistan</li> <li>- Vietnam</li> </ul>
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### For Participating Partners in Countries Listed in Table A:

- Please register for the Sales Booster Incentive on the registration webpage: [www.hpe.com/networking/acceleration](http://www.hpe.com/networking/acceleration)
- Upon approval by HPE, you will receive a confirmation mail.
- Partners who do not provide HPE with all mandatory information during registration will be notified via email and offered the opportunity to provide the missing items within 7 calendar days. If the Partner still fails to provide the missing information or otherwise comply with the terms and conditions, the registration will be rejected.

For questions regarding the Incentive, please email the HPE Global Promotion Services Customer Care Center at:

- Cashback EMEA: [cashback@tpps.mail.hpe.com](mailto:cashback@tpps.mail.hpe.com)
- Cashback APJ: [cashback@tpps.mail.hpe.com](mailto:cashback@tpps.mail.hpe.com)
- Cashback AMS: [promotions.support@tpps.mail.hpe.com](mailto:promotions.support@tpps.mail.hpe.com)

**Table B:**

<ul style="list-style-type: none"> <li>- Bangladesh</li> <li>- China</li> <li>- Ethiopia</li> <li>- Ghana</li> <li>- Jordan</li> <li>- Korea</li> <li>- Kuwait</li> </ul>	<ul style="list-style-type: none"> <li>- Lebanon</li> <li>- Mauritius</li> <li>- Oman</li> <li>- Pakistan</li> <li>- Philippines</li> <li>- Qatar</li> <li>- Uganda</li> </ul>
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### For Participating Partners in All Other Eligible Countries:

For partners in all other eligible countries, including those in Table B, please contact your Partner Account Manager for additional detail on registration.