



### **Q: What is the Trade-In program?**

HPE Trade-In Program offer a financial incentive when replacing old hardware with new HPE products of same category type.

Besides the monetary incentive, HPE takes care for collection and disposal, compliant to HPE's environmental standards.

### **Q: Who is the target? Who can use it?**

End-User Customers purchasing HPE Products are supposed to benefit from the Trade-In Program.

Some process options may involve HPE Channel Partners in the process execution, in such case the Channel Partner can participate on behalf of the End-User customer and also receive the benefit.

### **Q: Does any partner participate with this program?**

The Channel Partners participating must be at least HPE Business Partner level and capable to deliver and support the solution proposed.

### **Q: Which products can be traded-in?**

Switches, Routers, Access Points and Access Controllers from any manufacturer are eligible for return. Returned products and new HP Networking equipment must belong to the same product category (switches can be traded in for switches, access points for access points, etc.). They must not be contaminated with biological, chemical or radioactive materials.

### **Q: Is it available in my country? If not, how does it work?**

Please access the Trade-In Portal [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein) and select your country from the Geo-Locator.

After having done this, all programs available will be displayed in the respective product categories.

Please note, some countries are merged into clusters, e.g. "Middle East", in such case please open the start the registration process with the program you were looking for and right at the start, you'd have to select the country from a list.

If your country is not listed in the Geo-Locator, nor at the program start page the Trade In program can't be offered due to process or compliance constraints.

Please contact your sales account manager for information about local solutions for asset disposal or buy-back.

### **Q: How is the trade in value calculated?**

Calculation of Trade-In Value is based on number of points assigned to the products.

For new HP Products and Trade-In Products in the Switches, Transceivers and Routers categories, points are equal to the functioning network ports in each product.

In the Wireless Access Points and Access Controllers categories, points refer to the quantity of products.

To attain the maximum refund for each HP Product, the points for the corresponding Trade-In Products must be equal to or greater than the points assigned to the new HP Product.

If you are offering fewer trade-in points than new, your cash back amount will be pro-rated.

### **Q: Are there any advantage if I return a non-HPE branded product?**

Cisco [switching](#) products receive 30% more in trade in value than other returned manufacturers.

### **Q: Who receive the cash-back? Is it the partner or the end-user?**

The intention of the program is to provide the incentive to the end-customer for taking the decision to upgrade his IT infrastructure with HPE Products.

The program customization actually supports both options for routing the payment. At the time the request is created we ask for role specification, differentiating between 'Actor', the person or company raising the request for participation and 'Beneficiary', the person or company receiving the refund:

- Is the End-User customer the beneficiary, contact details, VAT ID as applicable and Bank account information are expected pointing to the End-User customer.
- Is the Channel Partner the beneficiary and the above data refers to the Partner, a transfer of ownership certificate must be provided with the claim, to confirm the partner has been authorized by the end customer to trade their equipment.

**Q: Which information do I have to provide?**

- For new products: Customer invoice, product number and serial number
- For returned products: Manufacturer, Model and (optional) further product attributes (e.g. Number of ports or raw capacity in TB, dimensions and weights)
- Personal Details: Bank details, E-mail address and Pick-up address

**Q: How can I get a quotation easily without filling detailed information (such as serial number for instance)?**

Process can be split into 2 steps:

- When initiating a request or application for participation you have to provide some basic product information on new HPE Product and Trade-In Product, with completion of this initial step, a non-binding trade-in quote is provided.
- With some programs this document can be shared via email and re-accessed with a unique link provided in that email.

Or, you can continue after the quotation step directly to the claiming process and complete your final request.

**Q: How can the registration process be shortened?**

For Channel Partners who are likely to raise Trade-In requests frequently we recommend to create a personal account to store and recover vendor information to be automatically populated with creation of a request.

By clicking the →Login link in the top right corner of the web template an account can be created, or if already done so, logged in to enable the data pre-population feature.

**Q: Who is in charge of the collection of old equipment?**

HPE is contracting with a certified carrier to collect the equipment on the agreed date and location. The charges for the collection are carried by HPE. This is free of charge for the participant.

**Q: What if the customer has already received some big deal discount, will he be eligible for trade in request?**

This is different by program. Please read the specific program terms. If the program terms not explicitly exclude participation with deal discount you can assume it is allowed.

However, when combined with deal discounts, the trade-in allowance may be adjusted in dependency to other discounts granted with this transaction.

**Q: Is there a limit of Trade-In-Value to claim?**

The total amount of Trade-In refunds paid to a Participant within one month may not exceed 5.000,00 € or equivalent local currency. In circumstances when the monthly total of claimed TradeIn value exceeds that amount, exception approval has to be granted by HPE.

**Q: Do claim and purchase of new products have to be in the same country?**

Yes, the Trade-in Product(s) for return must be located within the country the Participant registered to the Program. Applications for collection of Trade-in Products from offshore locations cannot be accepted.

**Q: Where can I get further information on the program?**

You can obtain information about the program, register and request a trade-in offer on the web site [www.hpe.com/eu/tradein](http://www.hpe.com/eu/tradein).

**Q: What happens if trade-in products are not in the conditions presented by the end-user or the list of equipment does not represent what is actually returned?**

In such instances, HPE reserves the right not to pay any trade-in value or to debit the difference between the stated and actually received Trade-in Product when the trade-in value of the incorrect product is less.

**Q: When should I submit the request?**

With 2 step programs an application to participate has to be submitted before purchase and requires HPE approval before a trade-in claim can be raised.

Requests from approved applications should be raised within 30 days after date of purchase (end-customer invoice date).



## Frequently asked questions

### **Q: When should I return old products to HPE?**

The period between acceptance of Trade-In request and the readiness for collection of the Trade-in Product(s) must not exceed 90 calendar days.

### **Q: When cash back will be paid?**

HPE will transfer cash-back directly to the provided bank account within 45 days after the delivery and satisfactory audit of the trade-in equipment.

### **Q: How can I get support with large requests containing a lot of products?**

If you have more than 20 products with a claim, the Customer Service Center will be happy to support you. Please, use the contacts provided below.

### **Q: How can I contact a helpdesk?**

If you need any help, please contact the HPE Global Promotion Services Team by:

- Phone: + 49 7031 7632 418
- email: [trade-in@tpps.mail.hpe.com](mailto:trade-in@tpps.mail.hpe.com)
- or completing the online form by clicking the "→Contact" link provided top left on the program web site.

