



a Hewlett Packard
Enterprise company

EBOOK

Maximise Your Profitability with Aruba's Transactional Price List Discounts

Your view of promotions,
top value offers and all
discounts on Aruba SMB
networking solutions

Reseller Version

Q4 FY21 (August - October 2021)



A Programme of Discounts and Offers

The Quarterly Transactional Price List

At Aruba, we want to support our distributors and resellers in winning more SMB business. To help with this, we provide discounts and offers that deliver greater value for networking solutions for Small and Medium Business customers. Each quarter, we update these offers and share them with you in our Transactional Price List (TPL). Current offers run until 31st October 2021, unless stated.

What's Included?

Top Value Offers

Every quarter, we may promote additional 'Top Value Offers'. This means that with the numerous TPL discounted products, we may offer an additional discount for a limited time on a small number of selected products. This ensures that you always have fresh deals to offer to your customers, giving them the discounts that make Aruba SMB Networking such great value.

Promotions

Every quarter, we offer a new set of promotions on Aruba SMB products. These are a combination of TPL products, including such things as volume discounts, combined product offers or a cashback offer.



Helping you match customers to offers

We know that you do a lot of business with SMB customers, so we pick the deals to suit these businesses. To make it easy to target the right offers at relevant customers, we split SMBs into two target groups:

Small Business (Under 100 Users)

Promotions – Valid until 31st October 2021 unless stated.

Aruba Instant On Kick Start 3.0

Up to 5% additional discount (5 bundle SKUs) and 7% additional on (20 bundle SKUs) for specified AIO access points and switches.

Wi-Fi Everywhere Promotion

Get up to 36% discount on Aruba Instant On small business networking with Wi-Fi Everywhere promotion! Includes specific product codes for AP22, AP17 and 1930 switch.

Transactional Price List

Up to 30% off Aruba Instant On Access Points and up to 31% on 1930 switches

Drive the complete Aruba Instant On Solution with excellent discounts on Small Business Networking.

Up to 64% off HPE OfficeConnect Switching

Drive your HPE OfficeConnect switching business with great deals on Un-managed (1405 / 1420) and smart Managed – Basic (1820) products.

Lower Midmarket (100 – 499 users)

These are Lower Midmarket customers with between 100-499 employees encompassing many different sectors. Many may have in house IT skills and multiple premises.

Transactional Price List

Up to 52% discount on Aruba Switching

Target scalable Aruba SMB business with discounts on Fully Managed L2 (CX6100) and Fully Managed L3 (2930F) (VSF- stackable) switches.

Up to 52% discount on Aruba Wireless

Take advantage of competitive deals on controller-less wireless access points (AP-505 plus AP-203H and AP-303H for Hospitality).

Up to 37% discount on Aruba Cloud Network Management

With up to 37% discount it's the perfect opportunity to upsell Aruba Central Cloud Management with you wired and wireless deals and offer the complete Aruba Midmarket solution.

Promote Aruba SMB offers with our sales and marketing assets, available in many languages.

[Click here for assets.](#)

(Note: If you are an ACTION Partner Club member, [you can access assets here](#))

Top Value Offers:

R2X01A **35% discount on**
Aruba Instant On AP12 access point

R2X16A **29% discount on**
Aruba Instant On AP11D access point

The Aruba logo is rendered in a bold, lowercase, orange sans-serif font. The letters are closely spaced, with the 'a' and 'u' having a distinctive shape. The background of the slide is a dark blue with a grid of small, light blue dots that fades out towards the right. There are also large, faint, light blue circular and curved shapes on the left side of the slide.

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