

EMEA Aruba ACTION Partner Club

29th September 2020

aruba

a Hewlett Packard
Enterprise company



Welcome

Listen to this webinar using the computer audio broadcasting or dial in by phone – whatever you prefer!



You can hear us, but we can't hear you as the lines are muted



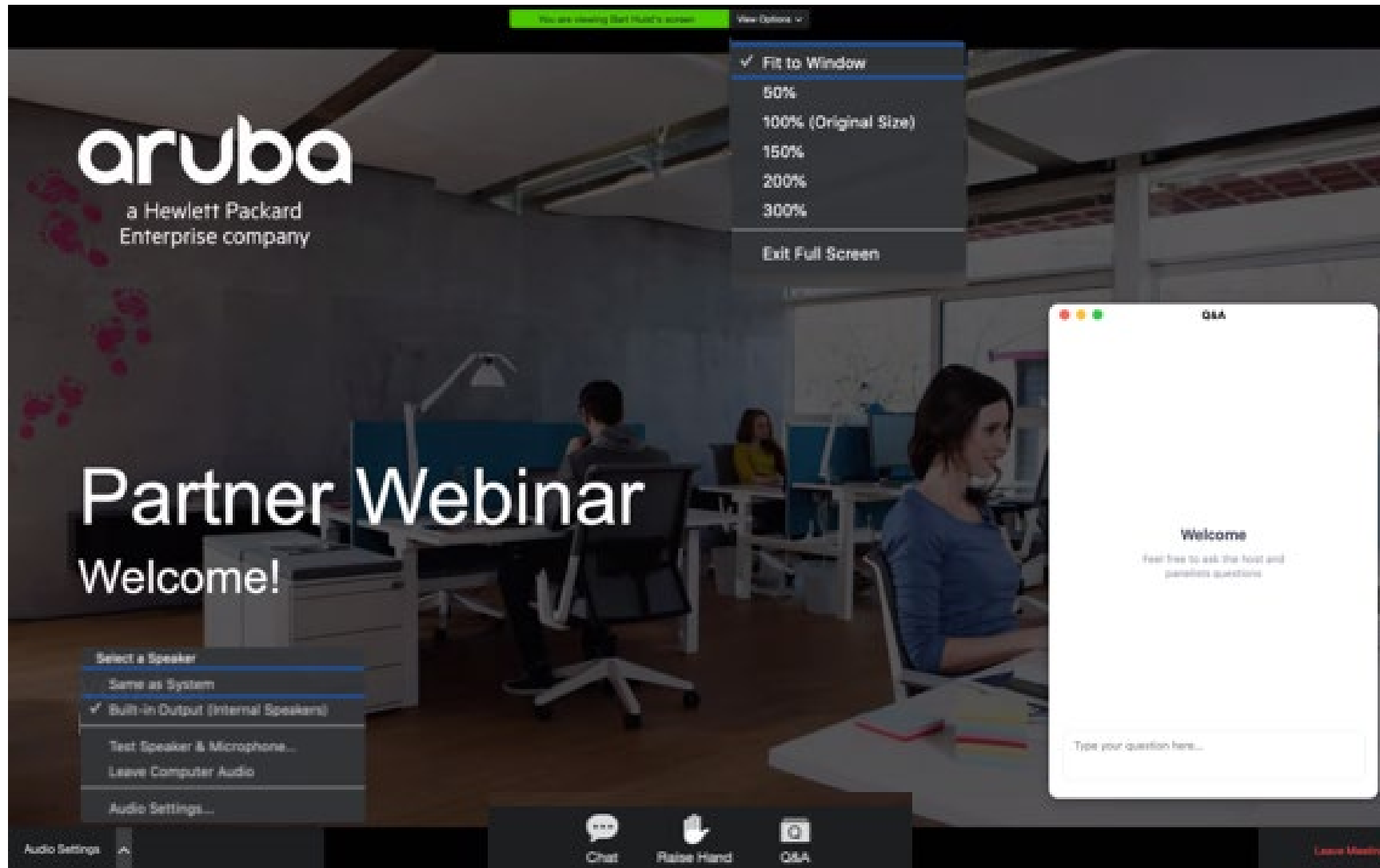
We try to cover a lot but can't cover everything so if you have a question just type them in the Q&A panel



Make notes, but we will also record this webinar. We will notify you once the recording and presentation are available



Zoom Webinar



Agenda

Positioning of Small Business Opportunity and Aruba Instant On

Hemayun Bazaz, EMEA SMB Business Development Manager, Aruba



EMEA Aruba ACTION Partner Club Overview

Hemayun Bazaz, EMEA SMB Business Development Manager, Aruba

EMEA Aruba ACTION Partner Club Portal Demonstration & Assets

Simon Arlow, EMEA Distribution Marketing Manager, Aruba



Positioning of Small Business Opportunity and Aruba Instant On Solution

*Hemayun Bazaz,
EMEA SMB Business Development Manager,
Aruba*



SMB'S ADOPTING **NEW TECHNOLOGIES** TO STAY AHEAD OF THE CURVE



68%

have a focus on investing in replacing outdated IT infrastructure in 2020.¹



35%

Have a focus on investing in technology to combat increased security threats.¹



44%

plan to use IT automation tools.¹



35%

of the total IT spend would be allocated to Hardware refresh for small businesses¹



50%

of SMBs will adopt a **Cloud-First approach** when sourcing software, infrastructure, or platforms² by 2021.

¹ <https://www.spiceworks.com/marketing/state-of-it/report/>
² IDC FutureScape: Worldwide SMB 2020 Predictions

KEY SMB CHALLENGES AND TRENDS – WITH THE NEW “NORMAL”



57% of SMBs say they've heard of digital transformation, 24% have started executing on a digital transformation strategy*

- Difficulty in integration
- Lack of IT skills, time and money



78% of SMBs currently using or plan to use online and digital sales channels*



45% growth in mobile applications by 2022**

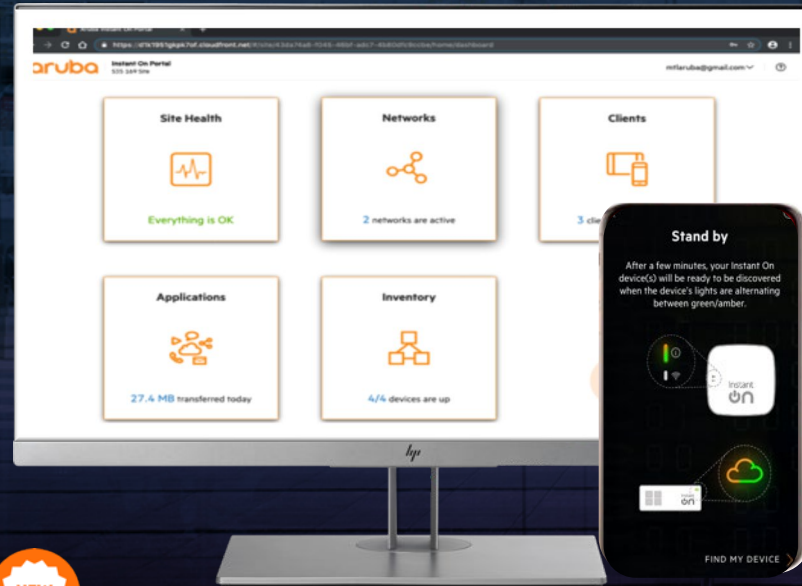


80% have established work-from-home/telecommuting options

New technologies SMBs will invest:

1. Converged IT infrastructure
2. PC as a service
3. High-performance wireless networking with Wi-Fi 6

ADDRESS BUSINESS CHALLENGES WITH END-TO-END SOLUTION



Instant On wireless access points introduced last year

Now expanding the Aruba Instant On portfolio to better serve SMB customers

Addition of the new wired switches to the portfolio

Unified management across wireless and wired devices via the Instant On mobile app and cloud-based web portal



INSTANT ON END TO END NETWORKING SOLUTION **CLOUD FEATURE-SET**



Single Pane of Glass

Common user experience for Instant On switches and Access Points



Managed Firmware Updates

Automatic distribution/ installation of maintenance software for bug fixes/ security enhancements



Common Workflows

Automatic configuration of VLANs across APs and switches



Site Inventory

Easy access to all Instant On devices running at a given site



Remote Management

Remote monitoring and management of your network

Aruba ACTION Partner Club

Hemayun Bazaz
EMEA SMB Business
Development Manager, Aruba



Aruba ACTION Partner Club at a glance

Open to registration of new partners / small installers / ISPs



New partners / Small partners

- Aruba Instant On Small Business Offering
- Small Business Focused Trainings and Sales Tools
- Cash Bonus (Q4FY20) + Enablement Kit (Q1FY21 = WIP)

Eligibility

- New partners / Small partners
- Proximity partners

Scope

Focus: Aruba Instant On Switches and Access Points

Benefits

- Communication
- Enablement
- 2% cash bonus for resellers, capped at 2K\$ per quarter
- Community building

Partners Benefits in Aruba ACTION Partner Club

Recruit, Develop and Reward Proximity Partners for Aruba SMB sales

Registration & Engagement	Training	Enablement	Loyalty & Reward
<p>Engage with Aruba</p> <p>Facilitated Registration</p> <ul style="list-style-type: none">• Any Proximity partner can register• On-line 1 pager form with contact <p>Personalized on-line page</p> <ul style="list-style-type: none">• Incentives status• Trainings completed <p>Get the latest and greatest news on Aruba SMB</p> <ul style="list-style-type: none">• Receive updates on latest products, enablement and offers• Invitations to Aruba SMB webinars <p>Part of Aruba Instant On Community</p>	<p>Boost your SMB networking skills</p> <p>Aruba SMB on-line training curriculum:</p> <p>New to Aruba</p> <ul style="list-style-type: none">• Know who we are in the Networking and WIFI world, how to work with us and excel <p>New to Aruba Instant On</p> <ul style="list-style-type: none">• Differentiate with easy to set-up and sell SMB network and WiFi solutions <p>Deepen expertise</p> <p>Update to the latest</p>	<p>Boost your SMB network sales</p> <p>Easy access to Aruba SMB Sales Tools</p> <ul style="list-style-type: none">• Brochures• Campaigns• Conversation guides <p>Promotions</p> <p>Latest products introductions</p>	<p>Earn Rewards:</p> <p>By selling Aruba Products</p> <p>2% of Sales</p> <p>Get weekly incentive status update</p>



Partners Benefits in Aruba ACTION Partner Club

Recruit, Develop and Reward Proximity Partners for Aruba SMB sales

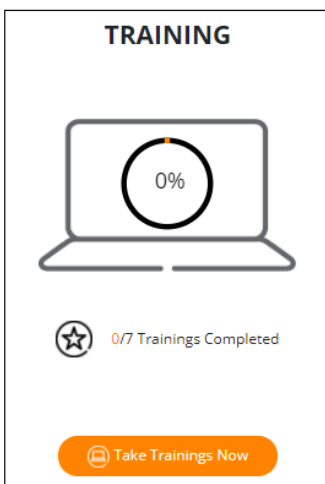
Registration & Engagement

Engage with Aruba

The image shows the registration form for the Aruba Instant On ACTION Partner Club. The form is divided into three main sections: 1. Check Your Company Eligibility, 2. Set Your Account, and 3. Tell Us About Yourself. The first section includes fields for Country, Company Name, Company Address, City, and Postal Code. The second section includes fields for Email Address and Password. The third section includes a field for a short bio. Below the form is a 'Join the Instant On Conversation' banner with five icons representing different product categories: Community How To, Everything Instant On, Instant On - Wireless, Instant On - Wired, and Mobile App. Each icon has a 'Discover' button.

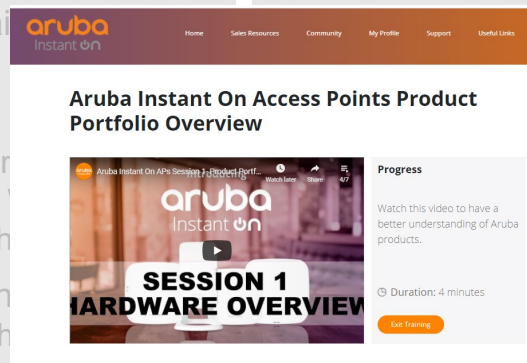
Trainings

Boost your SMB networking skills



Enablement

Boost your SMB network sales



Loyalty & Reward

Earn Rewards:



Aruba ACTION Partner Club - How does it work for resellers?

How do resellers register?



Open <https://action.Arubainstanton.com/>
webpage



Register

Company Name, Address
User Name, Email & Phone Number
Password
Tax ID



Accept Terms & Conditions



Provide valid Bank data

How do resellers redeem rewards?



Resellers are earning rewards on Aruba SMB Sales



Incentives description can be viewed on portal



Resellers see weekly incentive status on on-line dashboard

Based on sales out reported by Aruba authorized distributors



Resellers redeem Rewards after the end of the quarter.
Rewards are transferred to partner's bank account.

Marketing Materials & ACTION Portal Demonstration


Simon Arlow
EMEA Distribution
Marketing Manager, Aruba



ACTION Partner Club Flyers on the portal

aruba Instant On

ACTION Partner Club



Earn 2% Cash Bonus* with EMEA Aruba ACTION Partner Club

Here's a great opportunity to drive your Small Business and achieve profitable growth through Aruba's industry leading Small Business networking solutions.

The EMEA Aruba ACTION Partner Club gives you a 2% Cash Bonus* on sales of Aruba Instant On Small Business products if you are not already an authorised Aruba Partner Ready for Networking Partner (terms and conditions apply). Plus you get access to our ACTION Portal for Aruba Instant On enablement content, sales and marketing materials, online support and dashboard view of your cash bonus and training status.

Register today to be part of this incredible community that will provide you with the right tools and features that will be fundamental for your growth. Join us by following the very simple steps below:

1

Go to our website

2

Click the Register button

3

Fill out the form

4

Accept the Terms & Conditions

5

Click Submit

Sign Up Today!




Happy Selling!


EMEA Aruba Action Partner Club

*Terms and conditions apply. Country eligibility conditions apply.

*EMEA Aruba ACTION Partner Club is not open to Aruba Partner Ready for Networking Partners, who can register for the [Partner Program](#).

*Aruba reserves the right of admission to this program. Registration and access will be restricted for those users who do not meet the Partner profile.





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aruba Instant On

ACTION Partner Club


SIGN UP AS
A MEMBER
TODAY



An exclusive platform for partners delivering networking solutions to SMB customers


1. ENGAGE

Stay engaged so that you don't miss any special opportunities and get latest feeds on cutting-edge solutions. What's more, converse with peers on the Aruba Instant On Community.




2. SALES RESOURCES

Boost your knowledge & sales performance with our sales tools kit and product trainings that are beneficial for your business.



3. INCENTIVE

Earn 2% cash bonus on the sales of Aruba Small Business Products*




IT'S EASY. REGISTER YOUR REWARDS JOURNEY TODAY.

Register Now

Start Selling Aruba Products

Get Rewarded For Your Sales



Sign up as a member today at
<https://action.arubainstanton.com>

Questions? Connect with us at
emea-support@arubareward.com

*Program participation, terms & conditions vary across countries. Refer to program portal for latest updates.

Translations
available in:

ES, FR, IT,
DE, ES

ACTION Partner Club

An exclusive platform for partners delivering networking solutions to SMB customers



Email Address

test_singapore@test.com

Password

Sign In

Forgot [Password?](#)

Click on the button below to gain access to this exclusive community.

Register As A Member

[Contact Support](#)

Easy Registration

Register Now on the
ACTION Partner Club website:
<https://action.arubainstanton.com/>

Portal languages:
English, French, Italian, German, Spanish



The screenshot shows the registration page for the Aruba ACTION Partner Club. The page has a dark blue header with the Aruba Instant On logo and the title 'ACTION Partner Club'. The main content area is white and contains a 'Registration' section with the instruction 'Please fill up the fields below: (Fields with asterisks are required)'. The registration process is divided into three steps: 1. Check Your Company Eligibility, 2. Set Your Account, and 3. Tell Us About Yourself. Step 1 includes fields for Country, Company Name, Company Address, City, Partner ID, Tax ID, State, and Postal Code, along with a question about how the user got to know about the club. Step 2 includes fields for Email Address and Password. Step 3 includes fields for Salutation, First Name, Last Name, Country Code, and Contact Number. A footer at the bottom states that the site uses cookies and provides a link to the Privacy Statement.

Registration
Please fill up the fields below:
(Fields with asterisks are required)

1. Check Your Company Eligibility

Select Country ^{*}(Please select your country first)
[-]

Company Name ^{*}

Company Address ^{*}

City ^{*}

Partner ID

Tax ID

State ^{*}

Postal Code ^{*}

How do you get to know about Aruba ACTION Partner Club? ^{*}

☐ Distributor
☐ Social Media
☐ Peers/Co-workers
☐ Others

2. Set Your Account

Email Address ^{*}
test_singapore@test.com

Password ^{*}

Password Rules
-Must Contain 8 Characters
-Must consist of One Upper Case, One Lower Case and One Numeric Character

3. Tell Us About Yourself

Salutation ^{*}
[-]

First Name ^{*}

Last Name ^{*}

Country Code ^{*}

Contact Number ^{*}

This site uses cookies. While some cookies are required for the site to function, you can enable other non-essential cookies that will personalise and enhance your experience. To learn more, please visit our [Privacy Statement](#)

Optional Cookies
☒ Yes ☐ No

Aruba ACTION Partner Club Portal View



MY DASHBOARD

SALES CASHBACK INCENTIVE

0%

Cashback

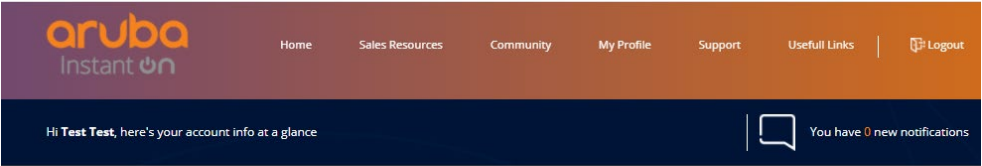
Learn More

TRAINING

0%

0/7 Trainings Completed

Take Trainings Now



Sales Resources

A group of people in a meeting, looking at a laptop.

Training

Interested to learn more? Click on the latest trainings available for you!

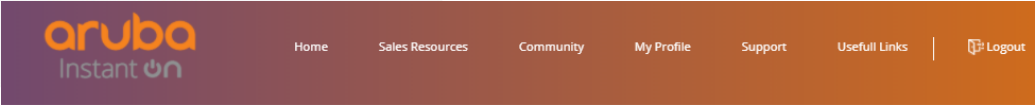
Learn More

A group of people in a meeting, looking at a laptop.

Sales Tools

Going for a sales pitch? Download cheat sheets to perfect it!

Learn More



TRAINING

Sort By:

Keyword Search

X Clear All Filter

Category

☒ Aruba Instant On Access Points

☒ Aruba Instant On Switches

☒ Aruba Instant On Wired and Wireless Solutions

Type

List Of Contents:		
Sort by: Latest		
	Aruba Instant On Wired and Wireless Solutions Sales Certification Sales Conversation Training	New 19 Aug 2020
	Aruba Instant On Switches 1930 Switch series New Product presentation - ppt	New 19 Aug 2020
	Aruba Instant On Access Points Product Portfolio Overview Session 1	New 19 Aug 2020
	Aruba Instant On Access Points Key Differentiators Session 2	New 19 Aug 2020
	Aruba Instant On Access Points Benefits Overview Session 3	New 19 Aug 2020
	Aruba Instant On Access Points Simple Set-up Session 4	New 19 Aug 2020
	Aruba Instant On Wired and Wireless Solutions Unboxing and Set up Demo video	New 19 Aug 2020

5 Steps For Your Success

- Register today on the ACTION Partner Club website:
<https://action.arubainstanton.com/>
- Check out the Aruba Instant On training and promotional materials
- Start selling Aruba Instant On
- Watch your cash bonus come in! Track it on the ACTION Portal
- Any questions? Contact support on the ACTION Portal



Thank you