



a Hewlett Packard
Enterprise company

Reseller Version

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



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 30 April 2021, unless stated.

What's Included?

Top Value Offers

Every month, 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 30th April 2021 unless stated.

Small Business 1+1 Switch / Access Point Promotion

Get selected Office Connect /Aruba Switches and Aruba Instant On APs for just the price of the switch.

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.

Working from Home Promotion

Boost Homeworker Wi-Fi performance and save up to 15%. Includes a choice of Higher usage / Super-fast Wi-Fi 6 Certified Aruba Instant On AP22 or Individual / family use Wi-Fi 5 options with AP11 and AP11D.

Transactional Price List

Up to 26% off Aruba Instant On Access Points and 35% on NEW 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 66% discount on Aruba Switching

Target scalable Aruba SMB business with superb discounts on Fully Managed L2 (2530 and 2540) and Fully Managed L3 (2930F) (VSF- stackable) switches.

Up to 54% discount on Aruba Wireless

Take advantage of competitive deals on controller-less wireless access points (IAP-305, IAP-315, AP-303; AP-303P plus AP-203H and AP-303H for Hospitality).

Up to 43% discount on Aruba Cloud Network Management

With up to 43% 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.

Check out the promotional assets on the ['Partner Ready for Aruba'](#) Portal Promotions Page

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 features a dark blue field with a grid of small, light blue dots that fades out towards the left. A large, thin, light blue circle is partially visible on the left side of the frame. A large, solid orange shape with a curved edge is positioned at the bottom right of the page.

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