

Aruba ACTION Partner Club

For partners delivering networking solutions to small-midsize business (SMB) customers across the world

aruba

a Hewlett Packard
Enterprise company



Aruba ACTION Partner Club - Overview

ACTION Partner Club benefits

- **Connect** with Aruba and the latest in SMB technology.
- **Train** and get the latest sales tools.
- **Catch news** on products introductions.
- **Attend** events and webinars.
- **Receive rewards** for selling Aruba Instant On.

The screenshot displays the Aruba ACTION Partner Club dashboard. At the top, the navigation bar includes the Aruba logo, 'Instant On | ACTION Partner Club', and links for Home, Resources, and Support. A user profile icon and a notification bell are also present. The main header area features a large orange banner with the text 'Welcome To ACTION Partner Club' and a sub-header 'Here you will find everything that you need to be successful in selling Aruba Instant On products and driving your business profitability.' Below this, a message states: 'Check out how you are doing on your dashboard below and get yourself enabled for future sales with great training and promotions. And, of course, we will support you all the way with our community and support options. Happy Selling!'

The dashboard content is organized into several sections. On the left, a 'Welcome to ACTION Partner Club' message is followed by a circular profile picture of a man. Below the picture, the user's name is listed as 'Test Test' and their company as 'Test United Kingdom'. There are links for 'EDIT PROFILE' and 'VIEW DASHBOARD'. A prominent blue box displays the 'FY21Q3 Cash Back (\$)' as '\$171.00'.

On the right side, there is a 'My Dashboard' section with a 'VIEW MORE' link. Below this, there are two featured promotional cards. The first card, titled 'Great Offers & Assets for Q4', features an image of a person holding a transparent cube and describes 'Q4 Top Value Offers' on Aruba Instant On AP12 & AP11D, along with a discount on the 1930 switch, AP22 & AP17 with their Wi-Fi Everywhere promotion & volume deals in Kick Start 3.0. A 'VIEW PROMOTIONS / ASSETS' link is provided at the bottom. The second card, titled 'Small business Wi-Fi that works as hard as your customers do', features an image of a person on a phone and describes the ease of setting up small business Wi-Fi. A 'WATCH VIDEO' link is provided at the bottom.



Club Membership Options – EMEA

Aruba ACTION Partner Club

ACTION

Engage, grow knowledge and sales

If you're a new partner, a partner without HPE contract, or a business partner

- Small business-focused trainings and sales tools
- Reward for on-going sales and first sales:
 - 2% cash-back
 - start selling a Product Line : get one free AP11D

ACTION Premier

Accelerate benefits

If you're a partner with an HPE contract and quarterly SMB sales above threshold

- Aruba Instant On offering
- Broader training curriculum
- Reward for volume sales and growth



Pathway to Membership – EMEA

Aruba ACTION Partner Club

ACTION
New & Small partners
Engage, grow knowledge and sales
No HPE contract and Business Partners Kick-off sales and loyalty reward

ACTION Premier
Partners with an HPE contract and quarterly SMB sales above threshold
Accelerate benefits
Aruba Business Partners and above % of quarterly sales

New partners
Kick-off first sales
<ul style="list-style-type: none">Sell for 100\$ and get a free AP

Existing partners
Loyalty Rewards
<ul style="list-style-type: none">2% of SO (EMEA)Sell for \$100 of a new Product Line and get a free AP

Quarterly \$SO Band 1	Quarterly \$SO Band 2	Quarterly \$SO Band 3	Quarterly \$SO Band 4
10k\$ - 50k\$	50k\$ - 100k\$	100k\$ - 200k\$	200k\$ - 2M\$
5% rebate	7% rebate	8% rebate	10% rebate

Aruba ACTION Partner Club

How does it work for partners

- Registration
- Engagement with Aruba
- Enablement
- Rewards tracking
- Rewards redemption



ARUBA ACTION Partner Club Program

How it works for partners – at a glance

How do partners 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 partners redeem rewards?



Partners are earning rewards on Aruba SMB Sales



Incentives description can be viewed on portal



Partners see weekly incentive status on on-line dashboard



Based on sales out reported by Aruba authorized distributors



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



Partner registration

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

aruba Instant ON | ACTION Partner Club

About Program Support Login Language

Welcome To the
ACTION Partner Club

Email Address
abcd@mail.com

Password

☐ Remember Me [Forgot Password?](#)

SIGN IN

Don't have an account yet? [Register here](#)

About the ACTION Partner Club

Aruba ACTION Partner Club is a simple and effective program designed exclusively for partners that want to accelerate sales of Aruba Instant On networking solutions to small business.

Join the ACTION Partner Club to engage with Aruba Instant On and get rewarded for your sales. Registering is easy. Just click [Register Here](#). Once registered, you are ready to sell Aruba Instant On products and earn rewards. [Learn More](#).

STEP BY STEP VIDEO

Become an
Aruba ACTION Partner Today!

JOIN THE ACTION PARTNER CLUB

1. Select language
2. Click Register Here
or Click Join the ACTION Partner Club

English	Español	Bahasa Indonesia
Deutsch	Français	繁體中文
Italiano	Türkçe	ภาษาไทย

Registration

1. Check Your Company Eligibility

Select Country *
Please select your country first

Partner ID *
Please enter your Partner ID to check your company eligibility

☐ I do not have a Partner ID

3. Select Country
4. Enter your partner ID or tick in the box "I do not have a Partner ID"
 - Entering a partner ID is pre-populating company registration fields and speeding-up the registration confirmation

Registration form


User information And consent

Company needs
to be registered
by company
owner or
manager.
Then other Sales
or Technical
employees can
be invited, using
Company Profile

Company Information

Not needed
if partner ID
entered

Registration



1. Check Your Company Eligibility

Select Country *

Please select your country first

United Kingdom

Partner ID *

Please enter your Partner ID to check your company eligibility

☒ I do not have a Partner ID

Official Company Name *

Please enter your registered official company's name in full

Tax ID *

Please enter your Taxpayer Identification Number

Official Company Address *

Please enter the address of your company headquarters

State *

Aberdeen City

City *

Postal Code *

Country Code *

+44

Official Company Contact Number *

Official Company Email Address *

Company website *

First Name of the Business Manager (or legal representative, procurator) *

Or legal representative, procurator

Last Name of the Business Manager (or legal representative, procurator) *

Or legal representative, procurator

Country Code *

+44

Contact phone number for the Business Manager (or legal representative, procurator) *

How did you hear about Aruba Instant On ACTION Partner Club? *

☐ Distributor

☐ Social Media

☐ Peers/Co-workers

☐ Aruba

☐ Others

2. Set up Your Account

Email Address *

Please enter your business email address. Public domain emails like hotmail, gmail, yahoo, etc, are not allowed.

Password *

Must contain 8 Characters, One Uppercase, One Lowercase and One Numeric Character

3. Tell Us About Yourself

Job Title *

[=]

Salutation *

[=]

First Name *

Last Name *

Country Code *

+44

Contact Number *

(Your contact number can contain numbers only. Special characters like [] - * / are not allowed)

Country Code *

+44

Alternative Contact Number

(Your contact number can contain numbers only. Special characters like [] - * / are not allowed)

4. Confirm Your authorization to participate

I confirm that I have been authorized by my company to register for Aruba Instant on ACTION Partner Club. I have read, understood and agree to the terms and conditions as outlined.

By participating in Aruba ACTION Partner Club, I agree to abide with HPE's compliance and anti corruption policies, and all applicable anti corruption laws.

☐ [Aruba ACTION Program Terms and Conditions](#)

5. Consent to be Contacted

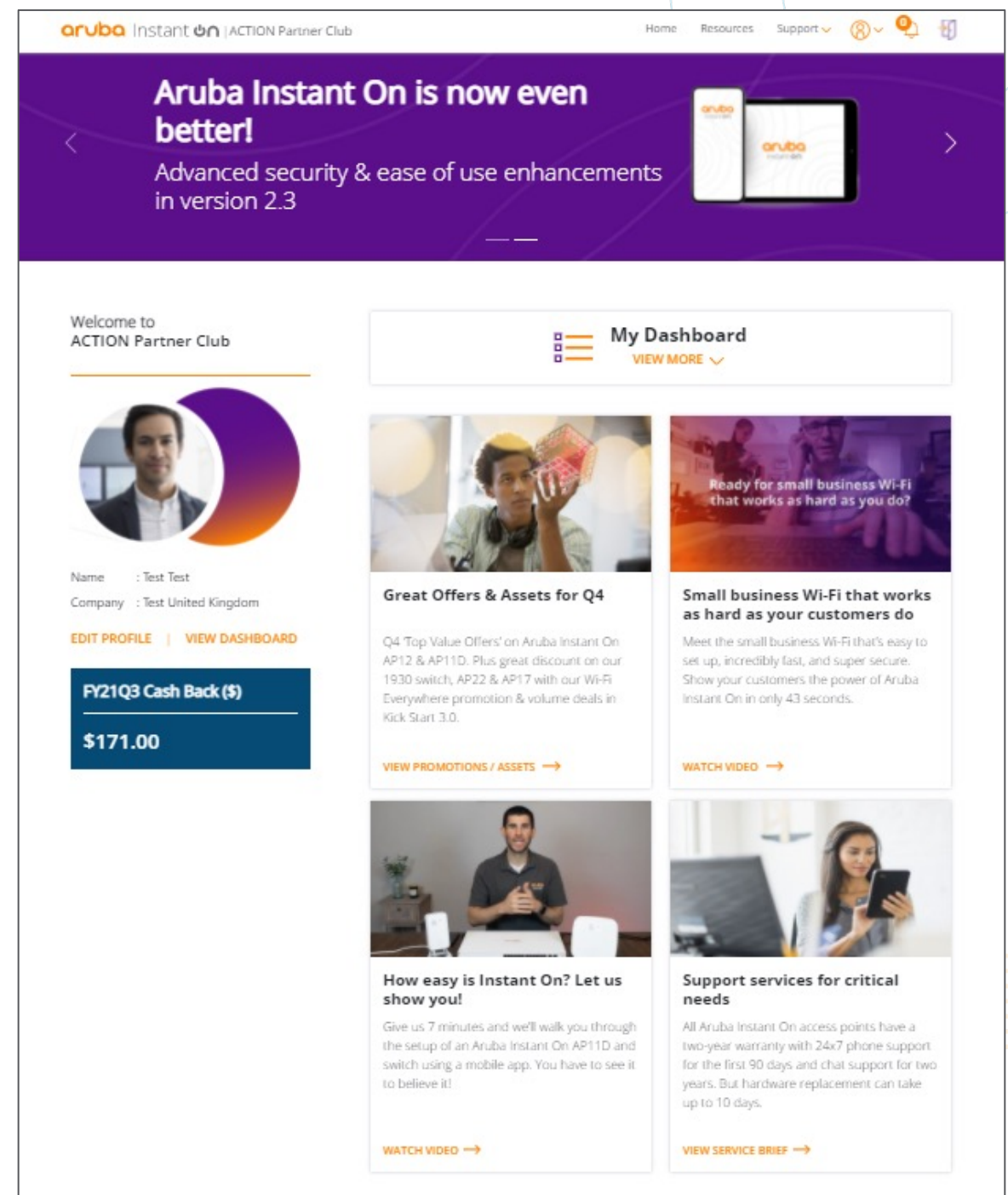
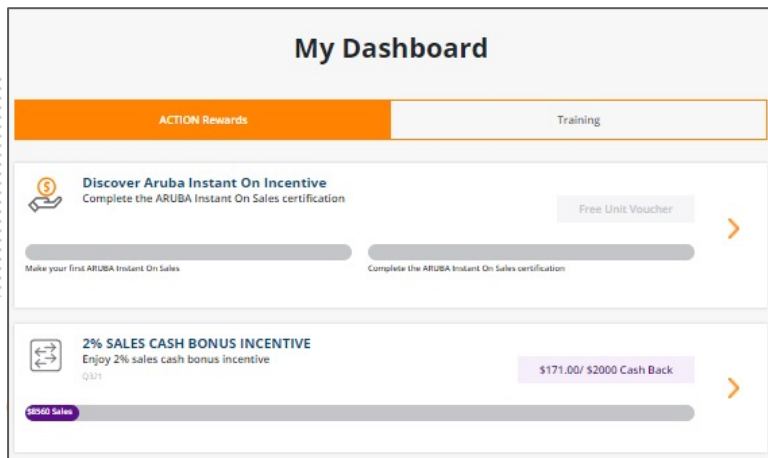
May HPE provide you with personalized communications about HPE and select HPE partner products, services, offers and events?

☐ Email ☐ Phone ☐ SMS ☐ IM ☐ Social Media

Partner engagement with Aruba

Aruba ACTION Partner Club Portal Home page


- Latest news with Carrousel banner
- Monthly updates on latest resources
 - Also shared through monthly newsletters
- Invites to live webinars with Q&A
- Company status summary
- Weekly updates to rewards status



Partner enablement

Resources

TRAINING



TRAINING

Filter

✕ Clear All Filter

Keyword Search

Sort By

Latest

Category

☒ Aruba Instant On Access Points

☒ Aruba Instant On Switches

☒ Aruba Instant On Wired & Wireless

Aruba Instant On Sales Certification Training

27:20 minutes

VIDEO

0 Likes

Aruba Instant On 2.3 SW release user guide

Detailed description of all the new capabilities

ARTICLE

0 Likes

Aruba Instant On Deployment Guide

Easy infographics on 4 ways to deploy Instant On APs

PDF

0 Likes

How to power Instant on AP11

Visualize the best approach for small offices and home offices


ARTICLE

0 Likes

Train and grow knowledge

Resources

Sales Tools



Sales Tools

Filter

✕ Clear All Filter

Keyword Search

Sort By

Latest

Category

☒ Aruba Instant On Access Points

☒ Aruba Instant On Switches

☒ Aruba Instant On Wired

☒ Aruba Instant On Wired & Wireless

☒ Aruba Instant On Wired and Wireless Solutions

☒ HPE OfficeConnect Switches

Aruba Instant On Quick Reference Guide

Promotional Video

ARTICLE

0 Likes

"Let The Network Do The Talking"

Promotional Video

ARTICLE

0 Likes

5 reasons to consider Aruba Instant On

Simpler, smarter networking for your small business customers

ARTICLE

0 Likes

Wi-Fi 6 AP22

Ideal for offices, schools, stores and hotels


PDF

0 Likes

Customer facing assets

Resources

Promotions



Promotions

Aruba Q4 Top Value Offers

Get additional discount on our Aruba Instant On AP12 (R2X01A) with up to 35% discount and AP11...

ZIP

0 Likes

Aruba Wi-Fi Everywhere

Get up to 36% discount on Aruba Instant On small business networking with Wi-Fi Everywhere...

ARTICLE

0 Likes

Campaign Implementation Guide

Campaign Implementation Guide- This guide will help you step by step on how to get the best from Aruba...

PDF

0 Likes

Promotions Call Guide

Promotions Call Guide- Generic Call guide with all SMB Promotional offers.

ARTICLE

0 Likes

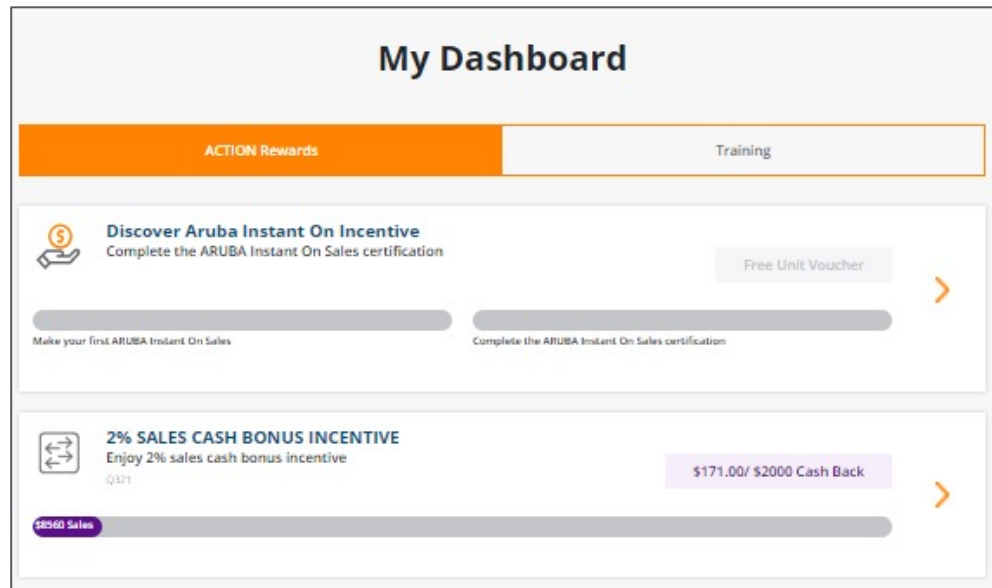
Promotions assets
Go-to-market campaigns



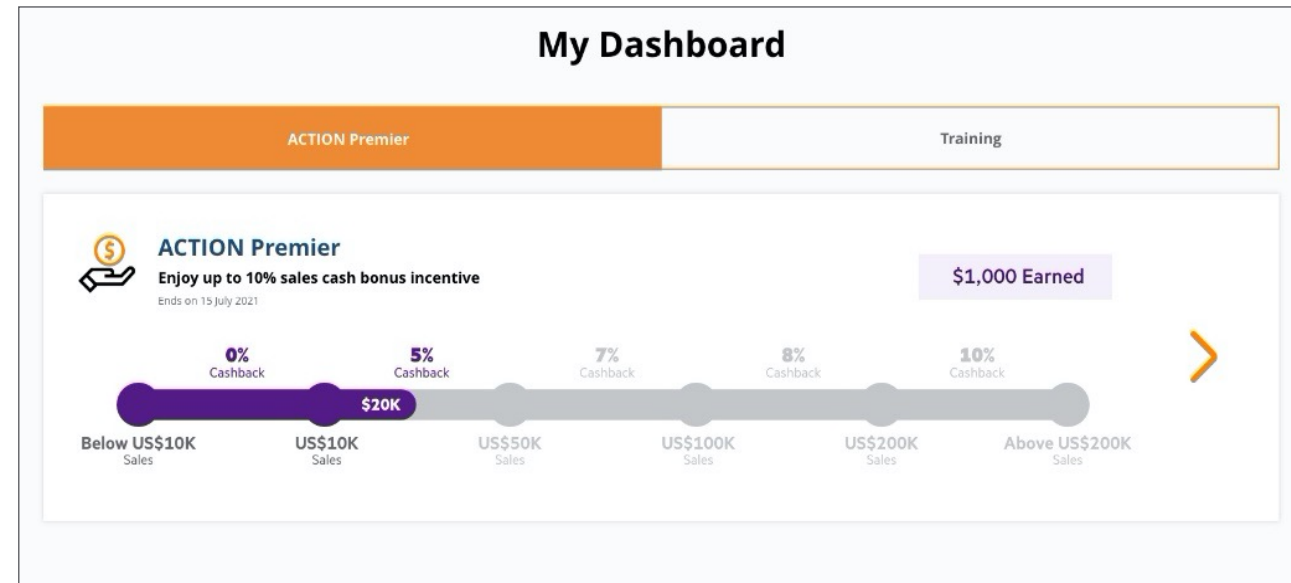
Rewards weekly tracking - EMEA

Aruba ACTION Partner Club

ACTION dashboard



ACTION Premier dashboard



Rewards Redemption - EMEA

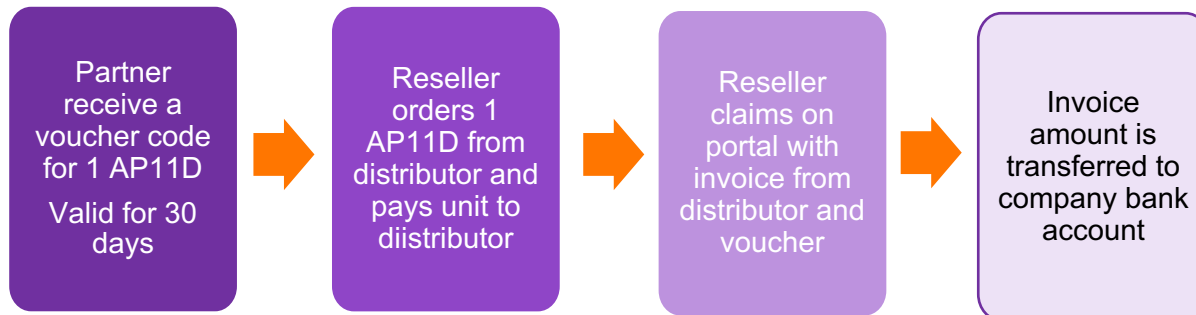
Aruba ACTION Partner Club

ACTION Rewards redemption

1. At the end of HPE financial quarter, partners receive e-mail notification to redeem their reward
2. Partners have 30 days to redeem their reward on the portal, otherwise it gets forfeited
 - Cash back: after on-line redemption, cash back is transferred to company bank account
 - Free unit:

ACTION Premier Rewards redemption

1. At the end of HPE financial quarter, partners receive e-mail notification with their reward amount
2. Rewards is transferred to company bank account



Get started: Register Today

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