

# WIN WITH HPE STORAGE

DIFFERENTIATE WITH DHCI

INNOVATE WITH ALLETRA

WIN WITH MSA



**£20,000 Trade-In\*\*\***

**£20K on Alletra Wins  
& Dell Takeout's**  
[More Offers](#)



**Silver Bullet Pricing**

**Improved Alletra 6k  
Pricing**  
[More Details](#)

**ENGAGE&GROW**

**Engage & Grow\*\***

**Earn £2,500 per  
Quarter**  
[Learn More](#)



**Partner NBO**

**15% NBO on all  
Primary Storage**  
[Learn More](#)



**CloudPhysics**

**Data-Driven Customer  
Assessments**  
[Register](#)



**ATS Classes\***

**Dedicated Customer  
PreSales Sessions**  
[Register](#)



**Customer Asset Tool**

**AI Driven Analytics &  
Discovery Tool**  
[More Details](#)



**Maintenance Schedules**

**Attach Maintenance  
Schedules**  
[More Details](#)

\* 55% Win Rate within 90 Days of Customers Attending an xTS Class

\*\* Earn 2% for Sales & 2% for Pre-Sales for Primary Storage Wins

\*\*\* 70% Win Rate when you Trade-In

# WHAT'S IN IT FOR YOU & YOUR END CUSTOMER

Nimble All Flash Deal – Example	Values
OPG Price to Distribution:	<b>£75,000</b>
NBO (15%)	£11,250 of Partner Margin
Engage & Grow Sales Incentive (1%)	£750
Engage & Grow Pre Sales Incentive (1%)	£750
Trade in	£10,000 Cashback**
<b>Total £'s available to the Partner</b>	<b>£22,750</b>

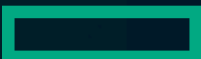
Alletra 6000 Deal – Example	Values
OPG Price to Distribution:	<b>£150,000</b>
NBO (15%)	£22,500 of Partner Margin
Engage & Grow Sales Incentive (3%)	£2,500*
Engage & Grow Pre Sales Incentive (3%)	£2,500*
Trade in	£20,000 Cashback**
<b>Total £'s available to the Partner</b>	<b>£47,500</b>

## Enhance your chances of wining with HPE Storage:

- **55%** of customers that attend our **xTS Classes** place a PO within 90 days
  - **70% Win Rate** when you Trade-In
  - **Trade-In and Win**

\* Maximum £2,500 per Sales & £2,500 per Pre-Sales Person per Quarter

\*\* Trade-In Cashback is Paid Directly to the End Customer



# TRADE-IN

## Refresh with HPE & get more back

- Refresh your old and aging IT infrastructure with HPE Storage All Flash Arrays
- Get up to £25,000 cash back on any new HPE purchase\*
- Legacy infrastructure collected at no extra charge from your site and recycled
- Drive more efficient use of energy & materials. Manage your IT assets in a secure, compliant, & environmentally responsible manner. Find out more at [HPE Circular Economy](#)
- Participants: End-User Customers & HPE Channel Partners

Return	New HPE Purchase	£'s per/TB	Flat Payment	Max Claim Value
<ul style="list-style-type: none"> <li>• Any HPE Installed base system or certain competitors</li> <li>• Any age</li> <li>• Complete and functional</li> <li>• Owned by the end-customer for at least 6 months</li> </ul>	HPE MSA Gen 6	£50	N/A	Gen 3 – £3,000 Gen 4 – £3,500 Gen 5/Non HPE – £4,000
	HPE Nimble / Primera	£200	N/A	£10,000
	HPE SimpliVity	£200	N/A	£10,000
	HPE Alletra	£400	N/A	£20,000
	HPE Apollo	£50	N/A	£3,750
	**HPE StoreOnce	£100	N/A	£5,000
<ul style="list-style-type: none"> <li>• Any Competitor – DellEMC, Pure, NetApp, etc storage system***</li> <li>• Complete and functional</li> <li>• Owned by the end-customer for at least 6 months</li> <li>• Minimum bid value of £50k applies</li> </ul>	HPE Nimble Storage HPE Nimble Storage dHCI HPE Primera HPE Alletra	N/A	£20,000	£20,000
	**HPE StoreOnce	N/A	£5,000	£5,000

Apply at [HPE Promotions](#)

Buy your new HPE Storage Product

Raise a collection request for the legacy product

Receive the trade in value to your bank account

\*Promotion can be combined with deal pricing, however final refund may vary based on deal discount granted. Speak to your PBM or Account Manager for more info.

\*\* StoreOnce must be traded-in with a backup product. StoreOnce can be used in combination with the trade-in of an Array

\*\*\*Major competitors only

# SILVER BULLET PRICING

<b>If you are Currently Quoting</b>	Nimble xF20	<b>Flip To -&gt;</b>	Alletra 6010	<b>And Get Aggressive Discounts</b>
	Nimble xF20 dHCI	<b>Flip To -&gt;</b>	Alletra 6010 dHCI	

Speak to your HPE Partner Business Manager  
or HPE Account Team for more details on how  
to get Silver Bullet Pricing



# HPE ENGAGE & GROW – FOCUS STORAGE INCENTIVE

The Following Product Lines are Included

PL	Description	BPs
M7, MY, M9, N0	HPE Alletra	<b>3% of Net Value</b>
N2, EO	HPE Nimble Storage dHCI	
H5, EK, H6, EL	HPE Nimble Storage	<b>1% of Net Value</b>
QS, F4	HPE Primera	

## Eligibility:

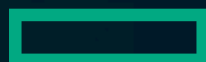
- Open to All Partners Registered to the HPE Engage & Grow Program
- Partner Must be Registered to the Portal Before the Deal Closes
- Deal Must be Claimed Within 28 Days of Order Placement Date
- Deal Must be Led and Driven by the HPE Partner and Not by HPE Directly

## Calculations:

We're Including Products by Product Lines Rather than SKUs, and the Bonus Point Calculation is Based on the Size of the Deal. The Amount of Bonus Points you Earn will be 3% / 1% of the PL's Net Value that you Sell. For Example: if you Close a 150K Deal which is Comprised of 100K of Nimble Storage and 50K of DL380s, you'd get 1% of 100K Converted to Bonus Points

Other T&Cs May Apply for this Incentive. The Main T&Cs of the HPE E&G Program are also Applicable

<https://emea.engageandgrow.hpe.com/EN/Pages/Login.aspx>



# HPE PARTNER READY: SOLUTION PROVIDER COMPENSATION (NBO)



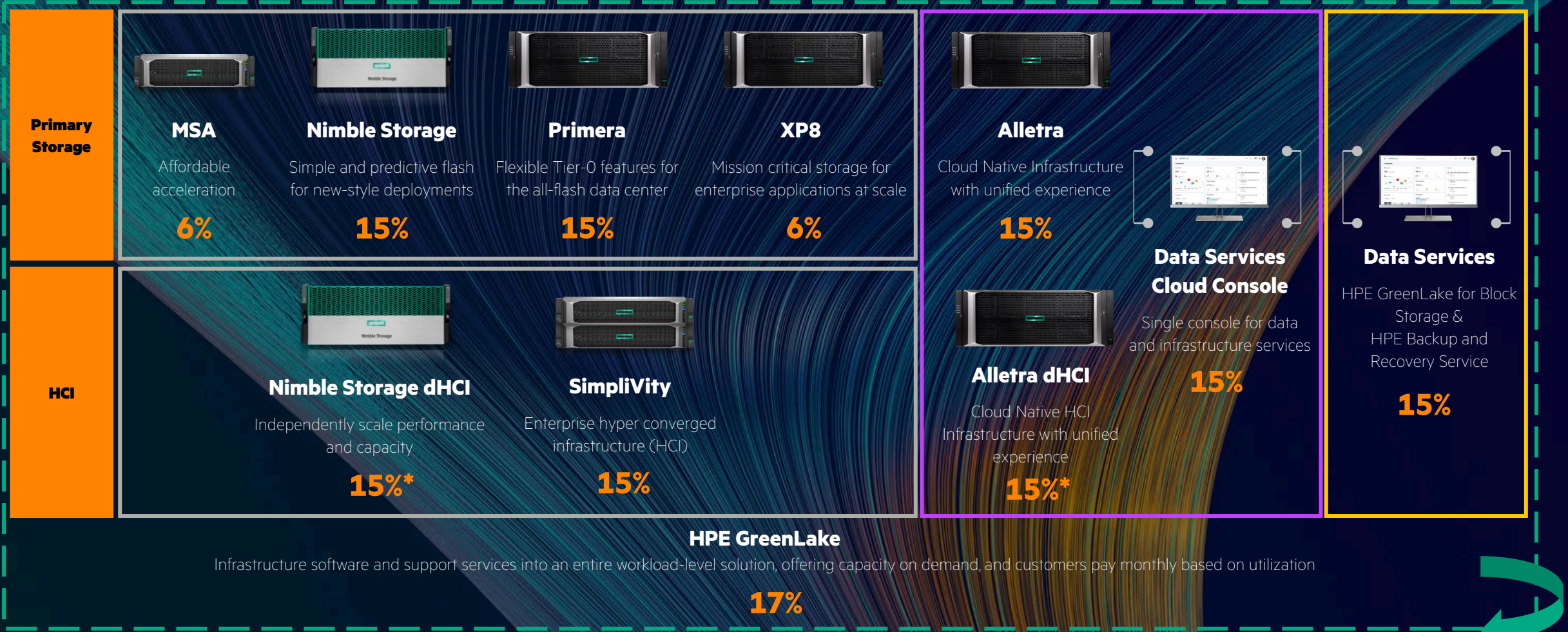
## TRADITIONAL CORE



## NEW CORE



## CLOUD SERVICES



\*15% NBO applicable on HPE Alletra or HPE Nimble storage array of a dHCI solution, 10% on Compute

# CLOUDPHYSICS CUSTOMER ASSESSMENTS

HPE CloudPhysics delivers instant data-driven insights, enabling customers to make smarter IT purchasing decisions across edge-to-cloud. It's a simple, remote, and agentless software that continuously monitors and analyzes an IT environment.

CloudPhysics Website:

<https://app.cloudphysics.com/login>

Partner Registration:

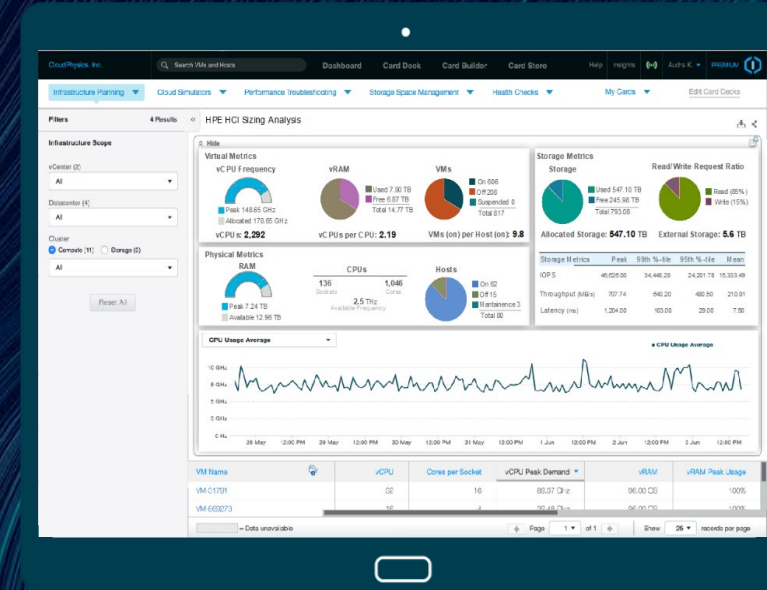
<https://app.cloudphysics.com/partner/hpe/register>

CloudPhysics TekTalk:

<https://vshow.on24.com/vshow/HPETekTalks/content/3415080>

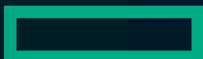
CloudPhysics Seismic briefcase:

<https://hpe.seismic.com/Link/Content/DCdQFPN4erIEG9NcDW6V5ryw>



## HPE CloudPhysics

Data-driven insights for smarter IT decisions



# ATS CLASSES

## Topics

### **Understanding Device Onboarding**

- Explaining Device Onboarding
- Explaining the various users and roles

### **Data Service Cloud Console**

- Describe Data Services Cloud Console Concepts
- Demonstration Data Services Cloud Console

### **Data Ops Manager**

- Describe Data Ops Manager Concepts
- Demonstration Data Ops Manager

### **Intent Based Provisioning**

- Explain Intent based Provisioning
- Provision multiple volumes
- Explain the benefits of Intent Based Provisioning

### **HPE Alletra Platforms**

- Describe the Alletra 6000
- Describe the Alletra 9000

### **Audit and Monitoring Reports**

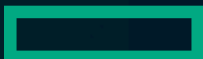
- Demonstration the audit reporting and other reports

### **Hands-on Lab Exercises**

- Using HPE Data Services Cloud Console
- Using HPE Data Ops Manager
- Using Intent Based Provisioning to provision a volume
- Connecting a host to the provision volume
- Reporting and Audit logging

ATS Schedule	Product	Class Name	Registration Link	Location
18th May	Alletra 6k	ATS	<a href="#">Click Here</a>	Manchester
15th June	Alletra 6k	ATS	<a href="#">Click Here</a>	Virtual
19th July	Alletra 6k	ATS	<a href="#">Click Here</a>	Virtual

Speak to your HPE Partner Business Manager for more details





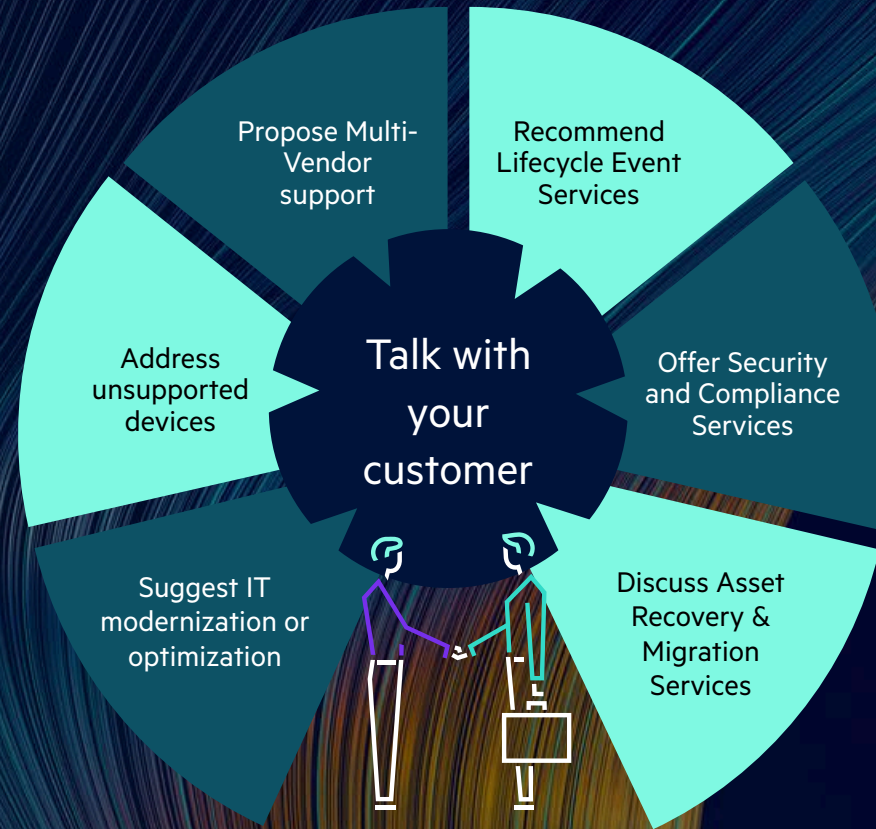
# HPE CUSTOMER ASSET PROGRAM (CAP)

Free access to the HPE Customer Asset Tool, valued up to \$4,000

AI Driven Discovery & Analytics Tool to help you and your customer understand their complete environment, resulting in more consultative and informative recommendations, elevating you to Trusted Advisor status.

- **Categorised overview of IT equipment types**, learn the scale and composition of your customer environment
- **Summary of multiple vendors present**, enables a competitive landscape analysis
- **Builds a profile of customer's business growth patterns**, tailor a solution for your customer's short to long term business outcomes
- **Proactively plan for IT Lifecycle refresh**, recommend a modernization roadmap, address device functionality and disposal

HPE Customer Asset Tool: [watch the video](#)



Use the HPE CAP Report to build a Customer specific strategy and sales plan



# HPE MAINTENANCE SCHEDULES

## 1-year HPE Maintenance Schedule, including a HPE Maintenance Service Planner

Maintaining technology is comparable to servicing a car, with certain activities required more frequently than others to achieve optimal Performance. Does your customer have the time and resource to do this themselves?

- **Best practice recommended servicing options and frequency**, ensuring your hardware stays healthy throughout the lifecycle
- **Self service experience through our digital platform**, providing easy access to HPE services
- **Flexible service offerings**, allowing customers to adapt the schedule throughout the lifecycle
- **Available across multiple HPE technologies**, including storage, Compute & SAP HANA
- **HPE Maintenance Service Planner**, help the customer to align the plan as their business demands

### HPE Synergy Ecosystem Health Review

Provides a review of status, configuration, security, firmware, driver, and software versions.

### HPE Synergy FW Update Analysis

With current and recommended firmware and software compatibility analysis with all affected components.

### Health Check

Assessment of overall health, operational state, performance, capacity, and supportability of the HPE 3PAR system.

### Firmware Update Analysis

Provides report with current and recommended FW and SW revisions including compatibility analysis of all affected products.

### Firmware Update Implementation

Provides remote or on-site implementation of FW and SW revisions on products classified as user-updatable.

### Performance and Capacity Trending

Periodic high-level performance and capacity report to identify trends and emerging issues.

### Rebalance Service

Analysis, planning, and implementation to balance I/O across HPE 3PAR when adding capacity. Includes electronic data movement and physical drive movement as needed.

### Data Sanitization

Performs hard drive or solid-state drive erasure on storage arrays to meet industry standards (DoD 5220.22-M, NIST 800-88) to facilitate repurposing, resale, or disposal when repurposing or retiring drives.

### FW Update Implementation

### Health Check Service

Assessment of HPE ConvergedSystem for SAP HANA appliance compute environment, identifying problems before any impact to critical operations (per node)

### CSUR Update Service

A remote review and update of HPE drivers and firmware in your HPE solutions for SAP HANA environment. See data sheet for service details (per node)

### OS Patch Update Service

Remote review and update of OS general and security patching levels for eligible HPE Solutions for SAP HANA (per node/per partition)

### OS Upgrade Service

Remote upgrade of latest HPE certified and available SLES for SAP, or RHEL for SAP solutions OS upgrades for HPE solutions for SAP HANA (per node)

### OS Reinstallation Service for SAP HANA

Remote reinstallation of latest HPE certified and available SLES for SAP or RHEL for SAP solutions operating system for HPE Solutions for SAP HANA

### HPE Serviceguard Update Svc for SAP HANA

Remote review and update to HPE Serviceguard Extension for SAP product

