



Hewlett Packard
Enterprise

E-rate FY2025 – Use it or Lose it!

Dan Rivera, US SLED, Director

July 9, 2024

Before we begin...



- Listen by computer audio or dial-in



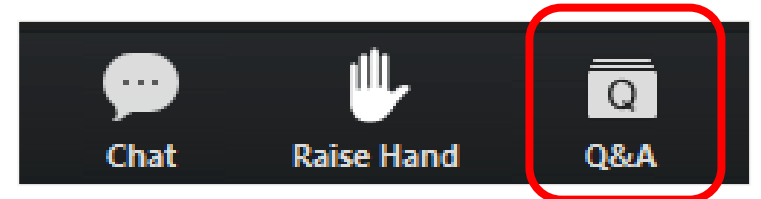
- All lines are muted during the webinar



- *Ask questions by selecting “Q&A”* and to report any webinar difficulties



- Webinar is being recorded & will be emailed to all attendees



Today's Agenda

1

K12 E-rate trends and challenges

2

Aruba's solutions for K12

3

Developing your E-rate strategy with Aruba

4

SCORE Program

5

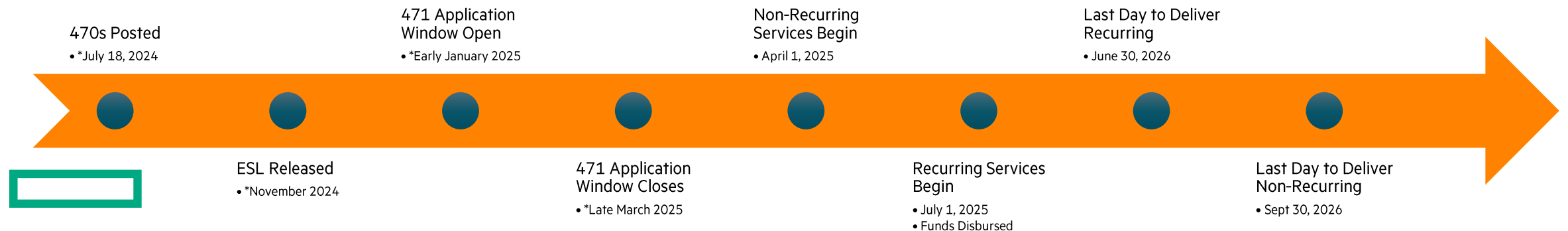
Key Takeaways and Additional Resources



Quick E-rate Updates

- Large source of ed-tech funding in US for K-12 schools
- Funding years are July 1 through June 30 (eg FY2024: July 1, 2024– June 30, 2025)
- Annual program cap: ~ \$4.94 billion
 - Two Categories of Service: Category One (ISP, WAN) and Category Two (Internal Connections)
- FCC approved WiFi on School Buses
 - Considered a Category One service
- FCC approved Cybersecurity Pilot Program
- FCC Mobile Hotspot NPRM
 - FCC to vote on July 18 (likely to pass)
- Funding Year 2025 Form 470 available after July 18 (pending FCC Decision on Hotspots)

E-rate Funding Year 2025 Timeline



Two Funding Categories

Category 1 (“C1” aka External Connections): *service to the campus*

- Internet access
- WAN links
- WAN “Network Hardware”
- School Bus WiFi

Category 2 (“C2” aka Internal Connections): *service within the campus and building*

- Eligible Broadband Internal Connections; aka Internal Connections
- Eligible Managed Internal Broadband Services; aka MIBS
- Basic Maintenance of Eligible Broadband Internal Connections; aka BMIC

FCC Cybersecurity Pilot Program

- Three Year Pilot Program / \$200M Budget
- Administered by USAC
- Available to all schools and libraries that are eligible to participate in the E-rate program
- Applicants will have to apply to participate in pilot, using FCC Form 484
 - FCC has announced Pilot Participation application window will open sometime in the Fall
- Annual funding for schools and districts
 - Up to \$13.60 per student with a minimum of \$15,000 and a maximum of \$1.5 million.
- Annual funding for libraries and library systems
 - \$15,000 per library up to 11 sites. Library systems with more than 11 sites will be eligible for up to \$175,000.
- Annual funding for consortia
 - Consortia solely comprised of schools are subject to a maximum of \$1.5 million. Consortia solely comprised of libraries are subject to a \$175,000 maximum for library systems.
- Applicants can use total three year budget in single funding year
- USAC will host the Get Ready webinar for potential applicants for the Cybersecurity Pilot Program
 - July 10, 2024 at 3 p.m. ET – [Register Here](#)
- All Aruba security products will be eligible (ClearPass, EC, Axis, Central Advanced, etc)

Mobile Hotspot NPRM

- FCC to vote on July 18 (likely to pass)
- Provide support for schools and libraries to purchase Wi-Fi hotspots and wireless Internet services to be loaned to and used by students, school staff, and library patrons off-premises
- Defines “Wi-Fi hotspot” as device intended to provide Wi-Fi connectivity to a hotspot user as its sole function
- Wi-Fi Hotspot and Services Funding Caps
 - \$90 per hotspot / \$15 month WISP
- Establishes Fixed Three Year Budget Mechanism (2025-2027)
 - Independent School or District Budget: 20 Hotspots per 100 Students
 - Library or Library System Budget: 5.5 Hotspots per 1,000 sq ft
 - \$630 Three Year Maximum Budget (Device + 3 Years WISP)
 - Applicants can use up to 45% of budget in any single funding year
- Category One Service – 3rd Priority of funding (after Cat 1 and Cat 2 “on-premise” requests)



E-rate FY2024 Results



FY2024 E-rate 471 Wins Breakdown

Brand	BEN Count	Extended Cost	Switching	WLAN	Firewall	Other	C1
Cisco Systems	1444	\$483,130,181.78	\$255,602,120.42	\$81,627,063.99	\$15,863,965.89	\$118,575,551.54	\$11,461,479.94
HPE Aruba Networking	1711	\$284,039,521.85	\$130,662,904.34	\$85,350,070.13	\$821,702.19	\$64,666,733.09	\$2,538,112.10
Meraki	1765	\$195,354,347.77	\$51,466,371.85	\$72,239,985.27	\$2,213,521.45	\$69,246,364.89	\$188,104.31
Ruckus	641	\$58,027,653.95	\$22,488,291.62	\$25,172,945.17	\$4,473.58	\$10,076,153.61	\$285,789.97
Extreme Networks	766	\$121,578,006.01	\$51,534,829.03	\$33,851,050.39	\$136,073.81	\$35,593,023.52	\$463,029.26
Juniper Networks	276	\$90,712,918.15	\$37,241,385.88	\$38,858,359.34	\$838,539.94	\$12,973,440.28	\$801,192.71
Fortinet	886	\$42,499,706.92	\$17,357,640.73	\$6,650,750.32	\$14,646,254.63	\$3,776,208.56	\$68,852.68
Ubiquiti	1171	\$17,885,754.00	\$8,572,979.03	\$7,933,120.16	\$212,568.05	\$1,145,194.76	\$21,892.00

E-rate FY2024 Bullets



FY2024 Misses

Total Aruba Awards Down: \$37M

Aruba-spec'd 470s Down: \$45M

Aruba-spec'd 470s Lost to Competitors: \$11.1M



FY2024 Hits

Aruba-spec'd 470 Wins: \$168.5M

Aruba Competitive Wins: \$28.1M

Aruba No-Preference Wins: \$8.8M

Aruba SCORE Wins: \$5.7M



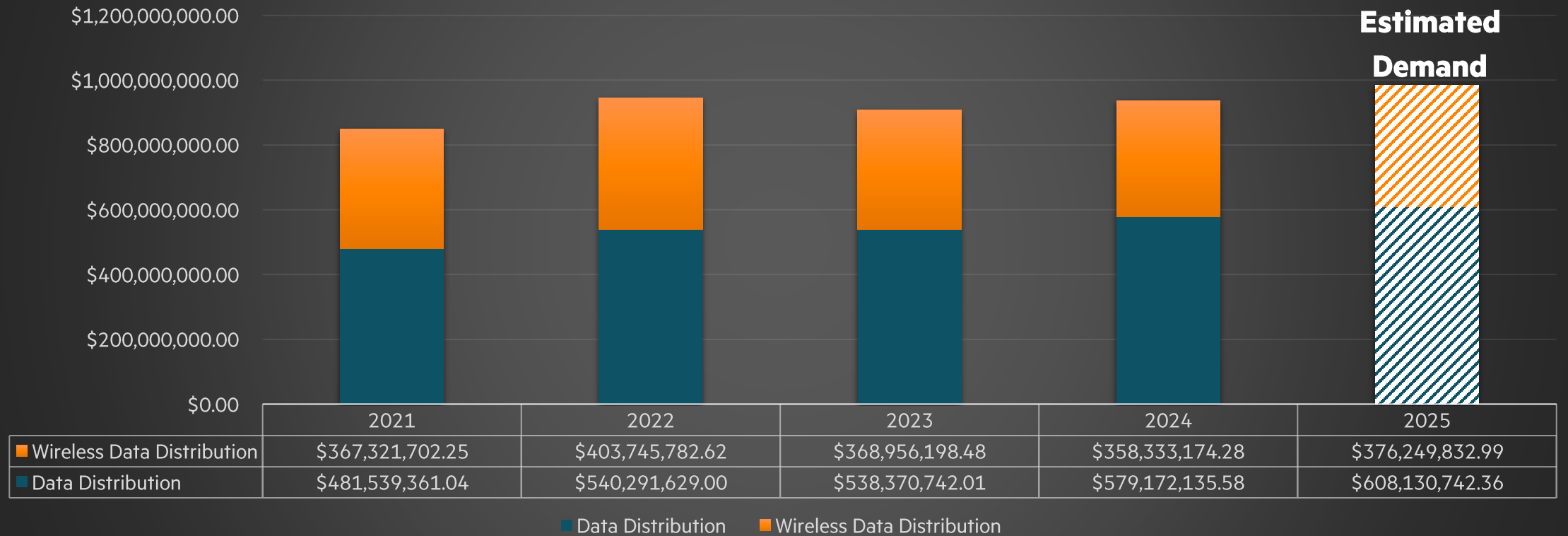
E-Rate FY2025



E-rate FY2025 Estimated Wired and WLAN TAM

	Qty	Remaining C2 Budget \$s
Total number of applicants & remaining Category 2 Budget Dollar Amounts	57,427	\$7,502,755,536.20
...who have purchased C2 since 2015	22,450	\$3,109,980,174.85
...who have NOT purchased C2 since 2015	34,977	\$4,392,775,361.35

Wired & Wireless Data Distribution



Nationwide Overview

All Applicants

RAD Status	Qty Applicants	~Current 5yr Cycle Remaining C2 Funds
Retain	2,535	\$393,577,250.01
Develop	3,536	\$541,161,162.33
Acquire	51,356	\$5,264,098,311.81
Grand Total	57,427	\$6,198,836,724.15

RAD Definitions:

Retain – Accounts where HPE Aruba is selling both LAN and WLAN solutions

Develop – Accounts where HPE Aruba is selling one of LAN or WLAN solutions, but not both

Acquire – Accounts where HPE Aruba is NOT selling either LAN or WLAN solutions

E-rate Funding Year 2025 Next Steps

- E-rate FY2025 No Touch Big Deals now in place
 - Discounting on Hardware and Software Products match
 - Based on Medallion Level (Platinum/NSP, Gold, Silver, Business Partner)
- E-rate FY2025 Deal Registration now available
- Get Ahead of the Deal
 - Connect with K12 Sales Specialist
 - Use ROGER to develop Pre470 Plan
 - Focus on RAD designation; prioritize Retain and Develop Accounts
 - Use COSi to find existing HPE customers that aren't buying Aruba
 - Cross-reference against ROGER to prioritize Acquire accounts
- Mandatory E-rate FY2025 Partner Compliance Training
 - Required for all partners that want to participate in E-rate
 - Available Now
- Take E-rate FY 2025 Getting in Front of the Form 470 Survey
 - <https://forms.office.com/r/8UMtsJbAhd>

Get Ahead of the Deal

- **Identify you Sweet Spot**

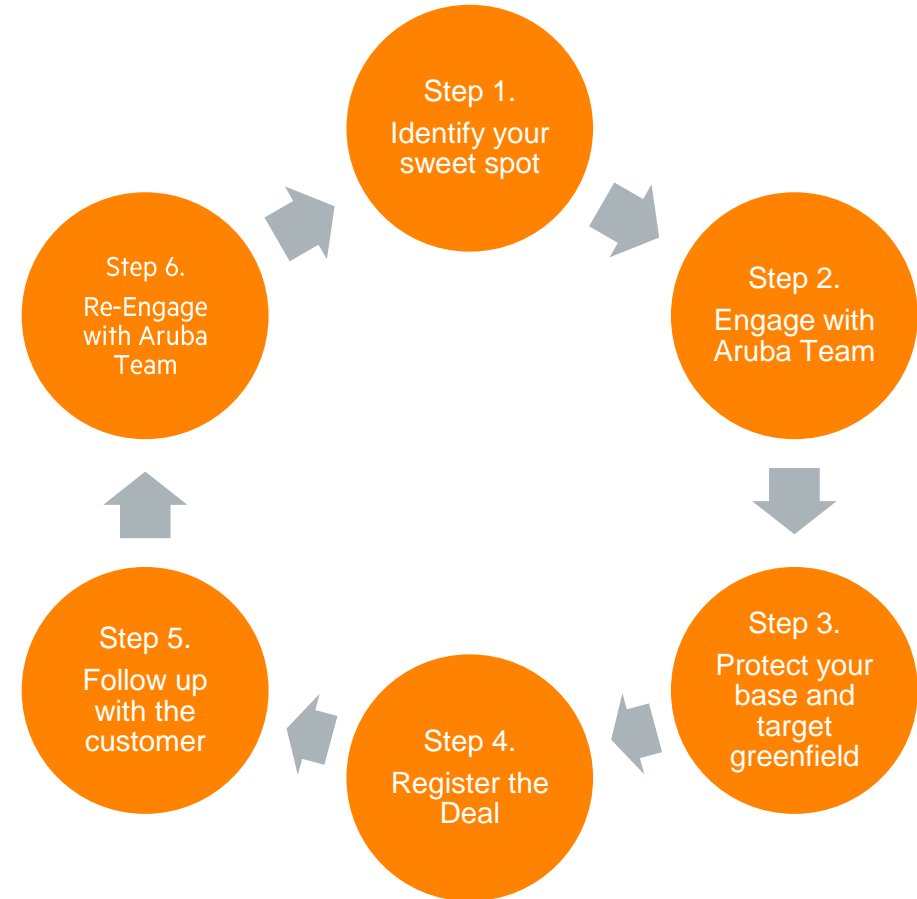
- Start Laser Focus
 - Be specific – What is your ideal customer?
 - Existing Customer
 - May or may not have networking
 - Competitive Knockout
 - Focus on original installs 5+ years old
 - Start with 10 Accounts – Expand in phases

- **Plan with CAM/iCAM**

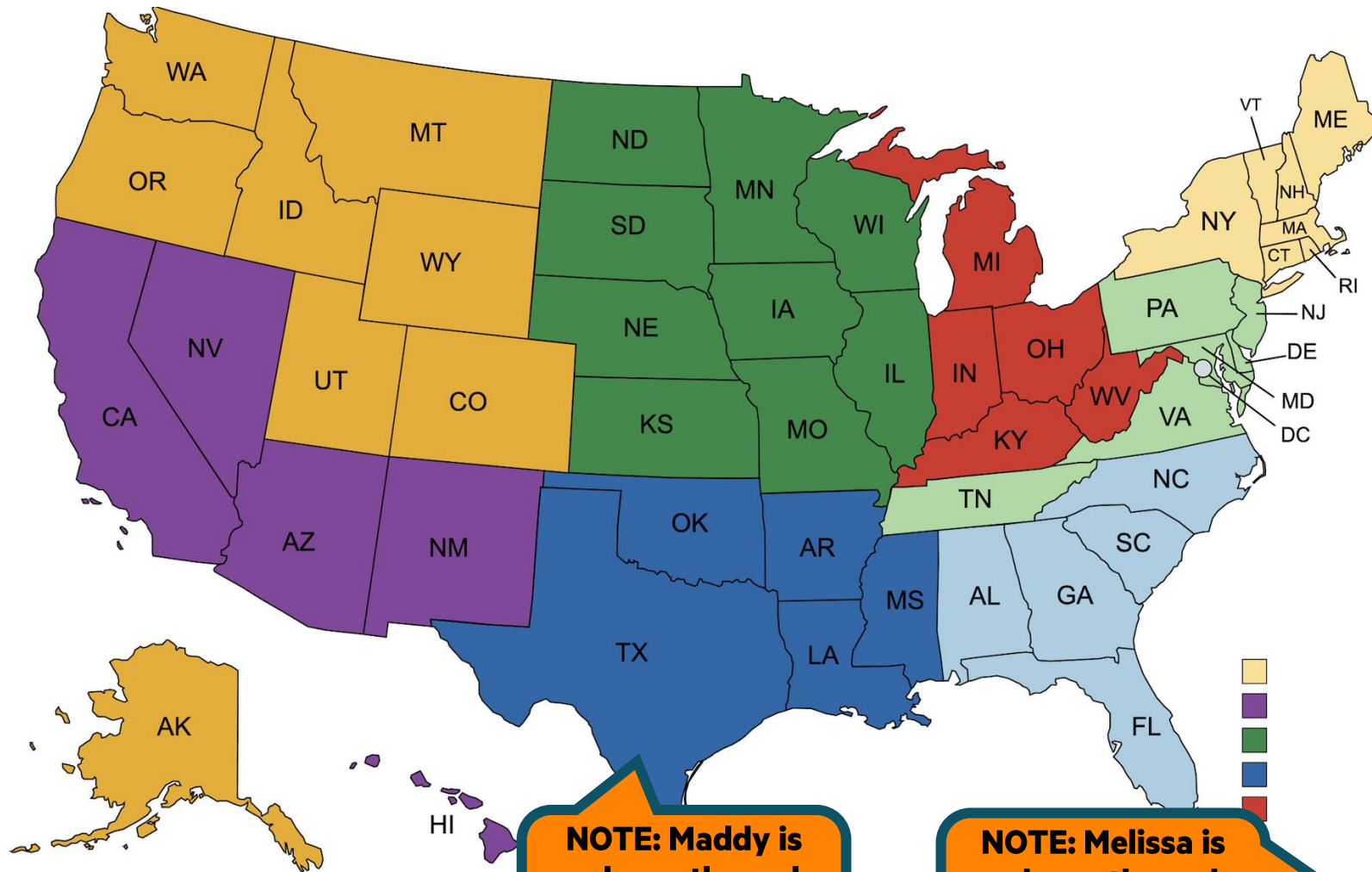
- Setup Equipment Demonstrations
 - Particularly for new prospects and/or new technology solutions
- Market Development Funds
 - Discover Campaign Opportunities
 - Lead Generation, Brand Awareness, etc

- **Team up with your HPE Aruba Networking Sales Rep**

- Connect with the K12 Sales Specialist
- Schedule joint customer calls
- Setup Equipment Demonstrations
- Drive pre-RFP Deal Registrations



K-12 Sales Specialist Team



Matt Montgomery – K12 Sales Specialist Manager

541-360-6263 - matt.montgomery@hpe.com

- Tim James – Northeast Sales Specialist**
 541-291-5288 - Tim.james@hpe.com
- Rand Ahlgren - Mid Atlantic Sales Specialist**
 503-405-8518 - Rand.ahlgren@hpe.com
- Noelle Rivera - Southeast Sales Specialist**
 704-421-7621 - Noelle.Rivera@hpe.com
- Alexis Vazquez- Great Lakes Sales Specialist**
 503-381-4121 - Alexis.Vazquez@hpe.com
- Maddy Saccareccia – South Central Sales Specialist**
 541-360-6257 - maddy.saccareccia@hpe.com
- Nancy Espejo – Great Plains Sales Specialist**
 469-273-1175 - nancy.espejo@hpe.com
- Israel Orozco – Southwest Sales Specialist**
 541-360-6240 - Israel.orozco@hpe.com
- Daniel Ontiveros– PNW Sales Specialist**
 503-678-9226 - ernesto-daniel.martinez@hpe.com

NOTE: Maddy is on leave through Sept 2024. Noelle is backfilling

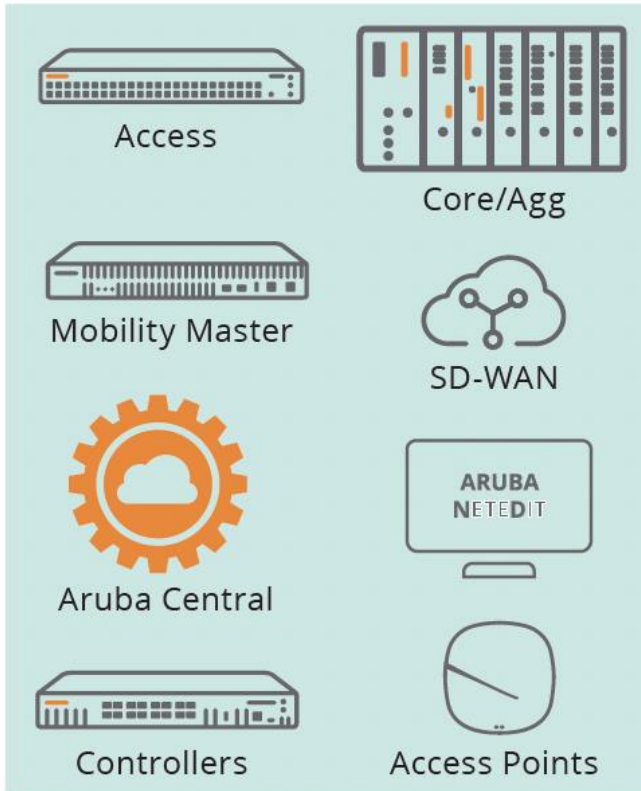
NOTE: Melissa is on leave through Aug 2024. Dan is backfilling

K-12 Partner Support
Melissa Brown – K12 & E-rate National Channel Manager
 828-734-1612 - melissa.brown@hpe.com

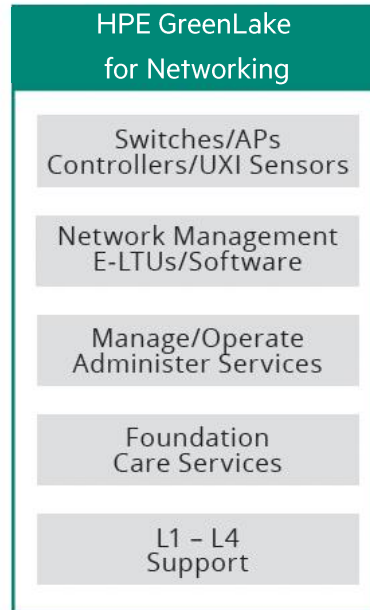
HPE Aruba Networking E-rate Solutions

E-RATE ELIGIBLE*

CATEGORY TWO INTERNAL CONNECTIONS



CATEGORY TWO MIBS

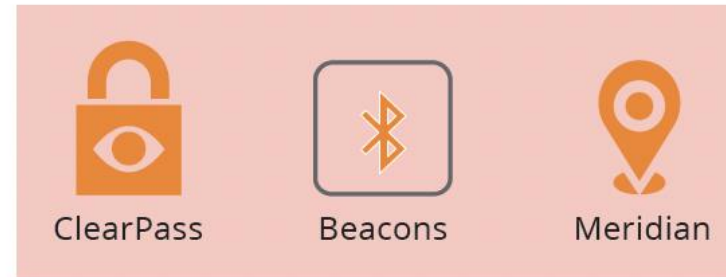


Basic Maintenance of Internal Connections

Aruba Foundation Care Restrictions Apply

NOT ELIGIBLE UNDER INTERNAL CONNECTIONS*

SECURITY/ANALYTICS/MANAGEMENT/LBS



ELIGIBLE UNDER MIBS/NOT ELIGIBLE UNDER INTERNAL CONNECTIONS



*Based on E-rate Funding Year 2024 Eligible Services List

E-rate SKU Lookup Tool
www.arubanetworks.com/eratetool

Internally Developed Tools and Resources

- **ROGER**
 - Comprehensive Business Intelligence
- **EASY Tool**
 - Historical data on E-rate Applicants
- **E-rate Funding Status PowerBi**
 - Track status of each funding request
- **E-rate FY2025 Partner Playbook**
 - Available Now
- **E-rate FY2025 Compliance Training**
 - https://hpe.sabacloud.com/Saba/Web_spf/HPE/common/ledetail/0001209801



Resources

- **Aruba E-rate Solution Overview:**
https://www.arubanetworks.com/assets/so/SO_K12NetworksForStudentSuccess.pdf
- **Why K-12 Chooses Aruba Infographic:**
<https://www.arubanetworks.com/assets/infographic/Why-K-12-Chooses-Aruba.pdf>
- **Aruba K-12 ESP eBook:**
https://www.arubanetworks.com/assets/eo/eBook_Industry-Advisor-K-12.pdf
- **E-rate Eligible Services List:**
<https://www.usac.org/e-rate/applicant-process/before-you-begin/eligible-services-list/>
- **USAC Website:** <https://www.usac.org/e-rate/>

E-rate Questions: erate@hpe.com

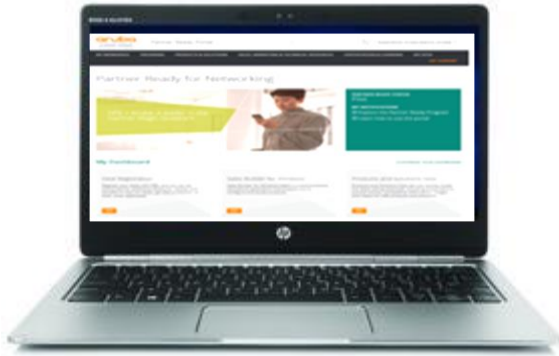


Questions

erate@hpe.com



RESOURCES



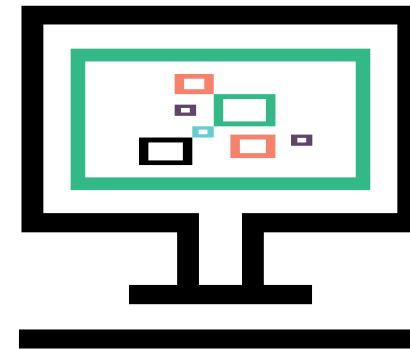
Partner Ready for Networking portal
[\(Click here\)](#)



Channel Account Managers (CAMs)
Regional channel support



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Thank you

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