



**Hewlett Packard**  
Enterprise

# **HPE Aruba Networking SSE Introduction for Channel**

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Confidential – For Training Purposes Only

# Before we begin...

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- Listen by computer audio or dial-in



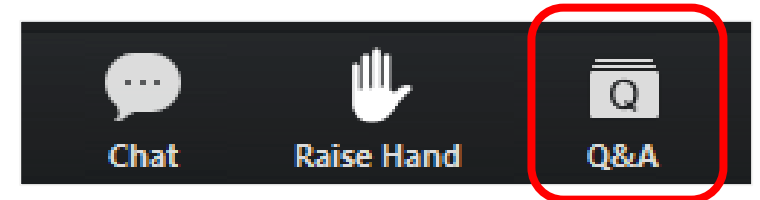
- All lines are muted during the webinar



- *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

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1

Market dynamics, trends and challenges

2

Identifying partner opportunities

3

How to engage and handle objections

4

Case studies and customer wins

5

Key Takeaways and Additional Resources

# Why Should you be excited

- New Market, New Solutions, More \$\$ for the partners – SaaS + Security
- SSE is a 70 B + TAM ..
- SaaS = No hardware, no shipping, no supply chain holdups. Immediate \$\$\$
- Quick Sales cycles – under 90 days with
- The competition is relevant, but outdated – Legacy apps ( zs, panw, ns )
- Value led sales motion to help you capture more margin
- 7 deals sold last quarter above List price !!
- 100% win rate vs the competition 2022, 2023
- 95% of orgs still have VPN + legacy apps
- 65% of customers will purchase SSE in the next 24 months
- 47% of those will begin with ZTNA

ALL of your customers are targets

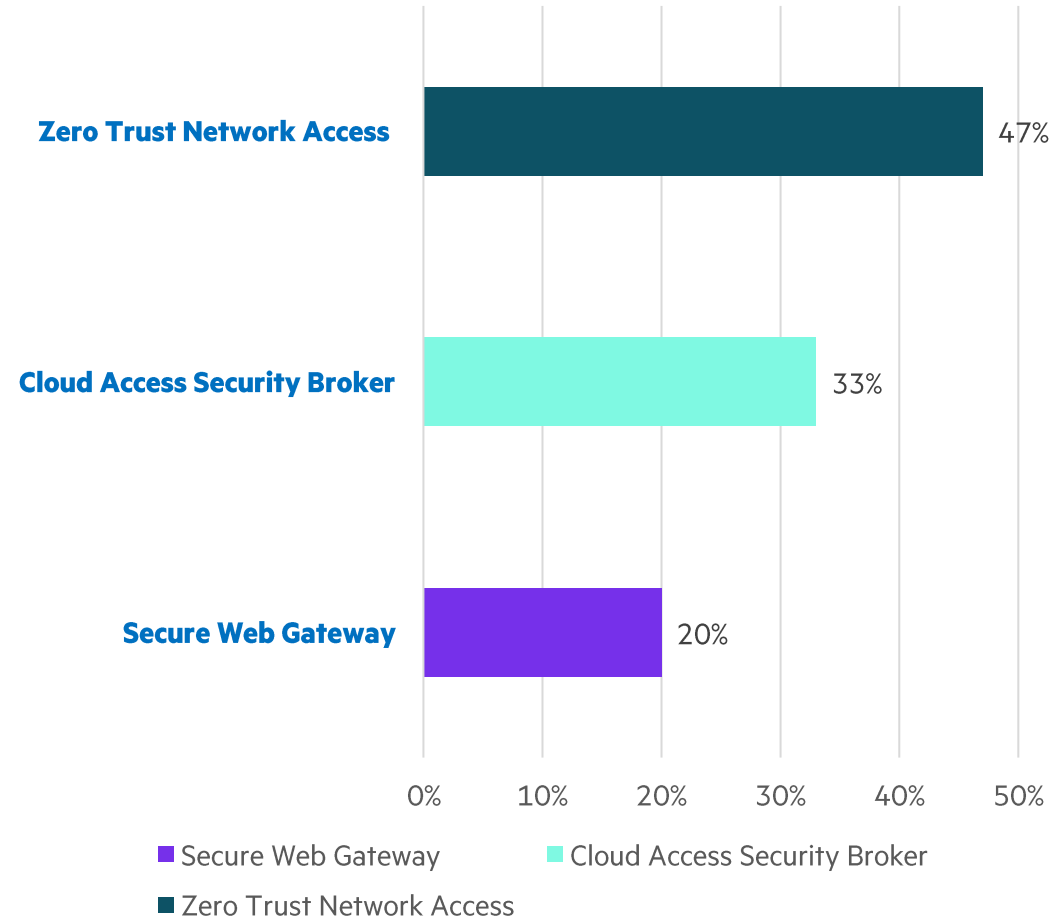
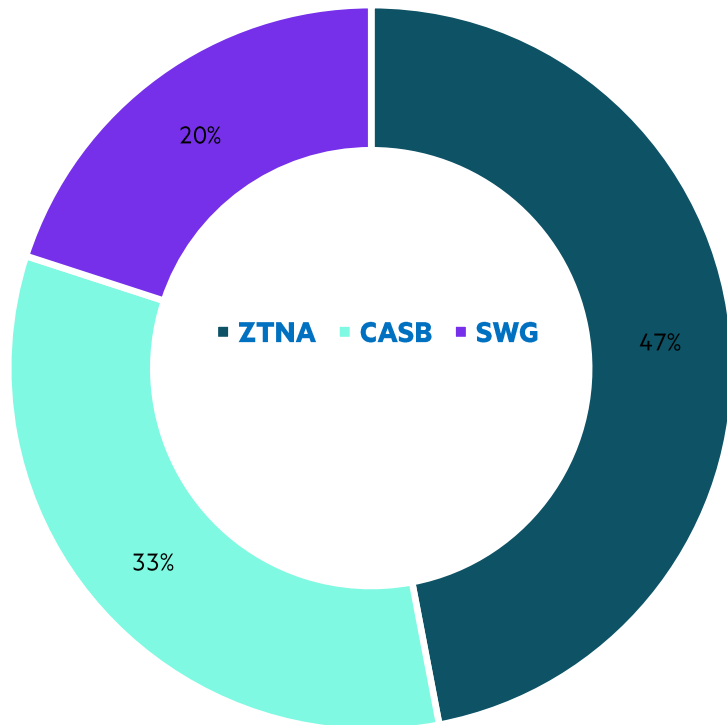


# POLL QUESTION

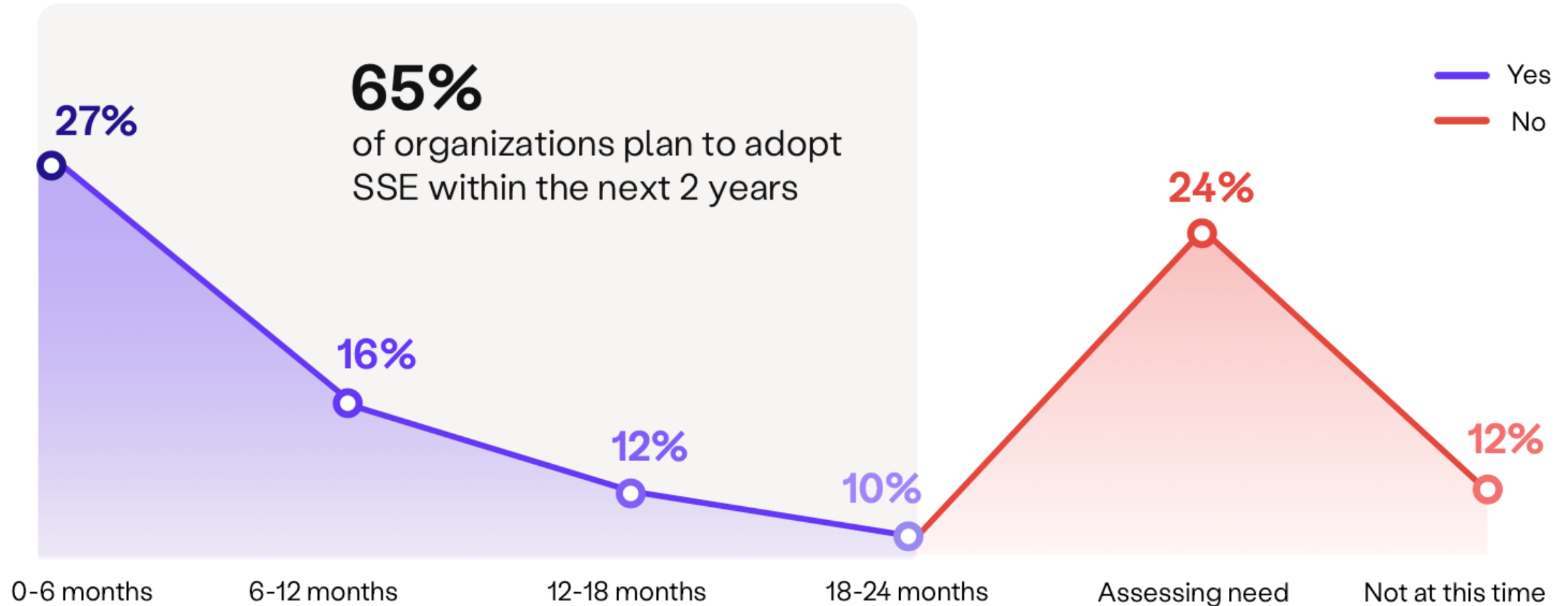


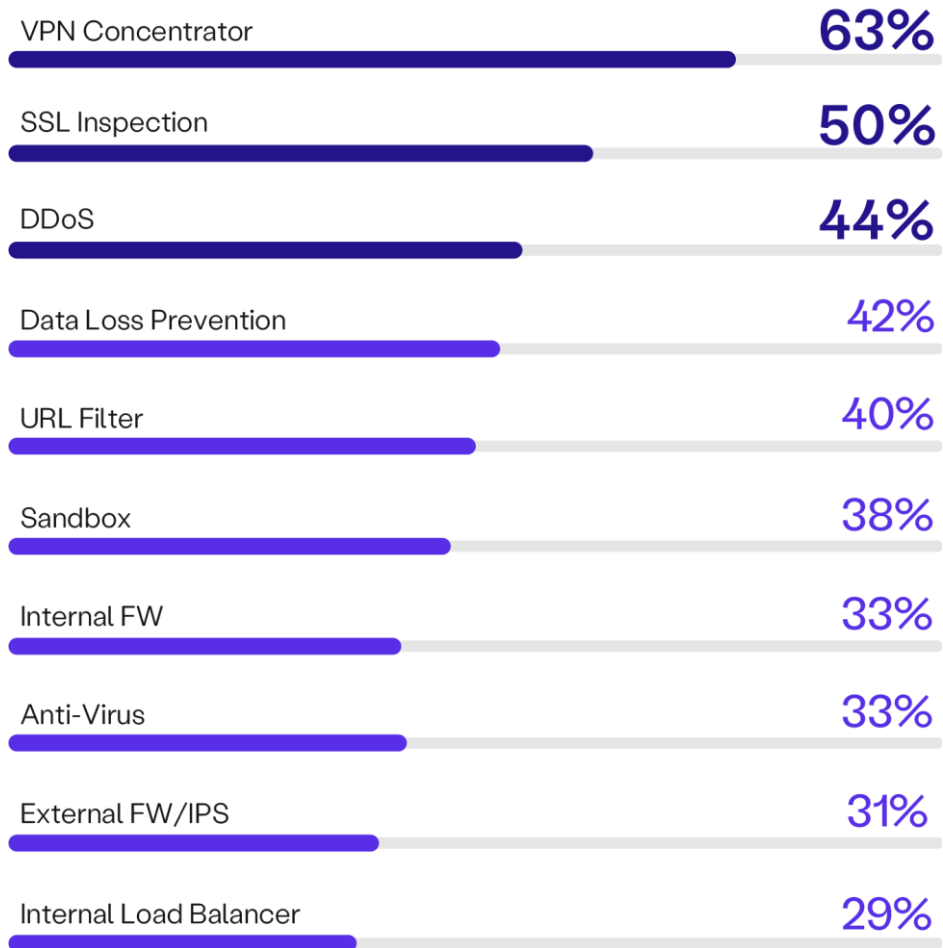
# ZTNA is the most popular starting

Out of the three core SSE technologies, which do you plan to begin with first?



# SSE Adoption will skyrocket over the next two years





## Appliances that SSE can replace



# A look ahead to the SSE Market in 2026

## ZTNA

Private access

\$13 billion spend  
CAGR through 2026 = 28%

**NOTE:** (NAC will be \$3.25 billion and growth is 4.5% growth)

## CASB

Private access

\$6.97 billion spend  
CAGR through 2026 = 31%



**HPE** aruba  
networking

Private Access

Internet Access

SaaS Layer security

Experience monitoring

## SWG

Internet Access

\$10.3 billion spend  
CAGR through 2026 = 15%

## DEM

Digital Experience Monitoring

60% of I&Ops will use DEM | Up from 20% in 2021

90% of Security leaders say DEM is important

### Additional capabilities SSE will soon be an alternative for:

Secure email gateway - \$4.94 Billion (CAGR through 2026 = 10%)

Privileged access management - \$3.44 Billion (CAGR through 2026 = 9.9%)

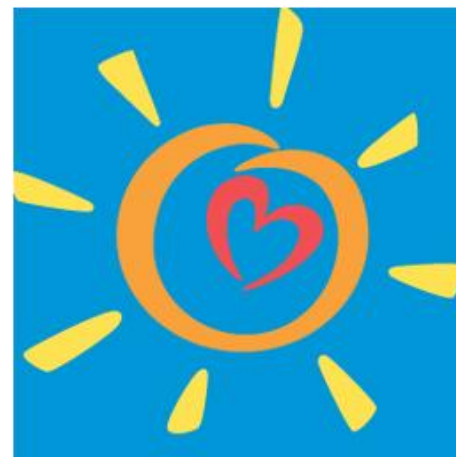


logitech



Procter&Gamble

**Baxter**



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# HPE Aruba Value Drivers

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## Why do organizations invest and derive value from HPE Aruba Networking SSE

**1) Reduce Risk**

**2) Reduce Cost**

**3) Improve user experience + productivity = Revenue**



# Fundamentals of the Value Sales Motion – Does this Work ??

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## The impact of the Value Sales Motion

- 1) Q4 FY'23 : 4 Aruba led opportunities opened and closed won in quarter totaling 2.8m TCV – all enterprise segment
- 2) 3 closed in 70 days, 1 closed in 80 days with discovery, workshops, value assessment, POV and PO
- 3) 3 of the 4 sold at or above list price. The 4<sup>th</sup> was at 50 % off list after negotiations
- 4) In Q4 FY'23 we sold 7 deals at or above list price with only 7 SSE ( Axis ) sellers
- 4) Bass Pros sold at 2.4x List Price. The customer was paying \$7/ user for VPN. The rep sold ZTNA only for \$244/ user

**The Value Sales Motion Works if we follow the process**



## Target

- Global 2K accounts using VPN  
(Based on HG insights data)
- Net new logos

## Personas

- P1: Director of Security
- P2: VP of Infrastructure

## Competition

Pulse Secure  
Cisco AnyConnect  
PAN Prisma Access  
Checkpoint  
F5 APM  
Citrix NetScaler  
Fortinet FortiGate

## Discovery Questions

- ✓ Is hybrid work/remote work common within your business?
- ✓ Do you have a significant number of remote users and/or third-parties? Are they accessing through VPN?
- ✓ How many VPN solutions do you have in place today? Any VDI?
- ✓ Do you have any concerns about cyber-threats due to exposed VPN servers?
- ✓ Are you looking to adopt a Zero Trust Network Access as part of a broader Zero Trust initiative?

## Problem

VPNs were not built to support the modern era of hybrid work and cloud-based applications, resulting in a poor access experience and high risk of exposure. Gartner recommends that teams move to adopt an SSE platform, starting by securing access to private apps with ZTNA, and use these solutions to replace VPN.

## Challenges of VPN

- Most organizations only have 3-6 VPN concentrator geo-locations. This creates long-backhauls, which lead to a slow end user experience. End users can't stand the clunky experience that VPNs come with.
- 97% of security leaders are aware that VPNs are actively being exploited. VPN gateways expose IPs to the internet, making them a beacon for malware attacks. Application access requires granting network access to employees and third-party users - leading to over privileged access.
- Lack of visibility into remote user activity taking place on the network.
- VPN creates a need for an expensive inbound appliance stack made of an external firewall, DDoS protection, load balance, VPN, and internal firewalls. This stack grows in cost and complexity as remote/hybrid access increases.

## Benefits of HPE Aruba Networking SSE

- Enhance user productivity - Ensure least latency for users with 350 edge locations where all end user business traffic is on boarded onto the Atmos Cloud platform. Captive-portal recognition, SCIM 2.0 support, and direct to app connections lead to a more performance experience, and less IT support tickets.
- Enable universal remote access to all resources - Allow work from anywhere, on any device and over any network - Starting with secure access to all private apps (i.e. RDP, VOIP, ICMP, AS400, web apps) - to fully replace VPN.
- Protect data from cyberthreats - by masking private resources from the Internet, keeping users off the network, and enabling least-privileged access to specific resources. NOTE: Access rights auto-adapt based on changes in context like identity, endpoint, location, and access policy ( adaptive trust).
- Inspect private traffic to view user activity in granular details - what apps, when they accessed, commands used, files downloaded - then apply granular inline data leakage controls for private data.
- Save time & lower costs - Use a cloud-delivered platform to avoid expensive inbound appliance stack and MPLS costs.

## Extra Salt

VPN Buyback Offer - We will buyout the customer's VPN contract, and give them 6 months of free service, with any 3-year Atmos ZTNA edition deal.

# Zscaler Takeout

The SSE market has evolved and newer, better solutions have entered the market. Help your prospects takeout Zscaler and experience a secure, seamless and cost effective SSE solution with Axis.

## Target

- Global 2K accounts using ZPA and/or ZIA  
(Based on HG insights data)
- Dissatisfied Zscaler customers
- Net new logos

## Personas

- P1: VP of Infrastructure
- P2: CISO
- P3: Network Architect

## Competition

Zscaler Private Access (ZPA)

Zscaler Internet Access (ZIA)

## Discovery questions

- ✓ Are you currently using ZPA, ZIA, or both?
- ✓ Are you fully deployed at the moment?
- ✓ Do you have the Zscaler Client Connector deployed on all endpoints?
- ✓ What was the major use case that drew you to Zscaler?
- ✓ What is the main use case you are tackling with Zscaler at the moment? (Remote Access, secure web gateway (SWG) replacement, Branch transformation, M&A?)
- ✓ How long have you been a customer of ZS? How has the customer support been?
- ✓ Are you happy with your current offering?

## Problem

The Zscaler champion is in constant pursuit of ensuring the business stakeholders work productively, CapEx and OpEx costs are optimized, and that security and network teams work synergistically. Their organization values their pioneering mentality, and initially was behind their decision to select Zscaler, but the costs of Zscaler have continued to increase, support has degraded, and the complexity of various Zscaler services is piling up. Zscaler cannot fully replace their legacy infrastructure due to challenging protocols like VoIP, ICMP, and AS400. ZS customers are unable to get the full value of their investment. Now, they're beginning to question the viability of continuing on with Zscaler - especially given that the space has evolved, and newer solutions have entered the market. The champion doesn't want a muligan per se, but needs to find an alternative solution ahead of their renewal - the question is who can they turn to to help?

## Challenges introduced by Zscaler

- No unification between ZIA, ZPA, and Zscaler Client Connector technologies makes the "platform" feel more like individual point products, especially due to siloed ZPA vs. ZIA infrastructure, and Zscaler cloud architecture.
- Complex policy management due to separate policies for ZIA and ZPA create unnecessary work. ZPA granular segmentation is challenging to enable due to limitations of its "app segments." Lack of shared visibility across ZIA and ZPA makes understanding the end-to-end data/access journey impossible for admins.
- ZS does not support all ports and protocols - no VOIP, ICMP, AS400 or agentless SSH, RDP, Git, DB.
- ZS has no inspection of, or DLP policies, for private traffic. No IPSEC support for private traffic either.
- ZS is expensive, and nickel and dime-style, pricing and packaging options becomes an impediment for increased roll out to the business.

## Benefits of Axis

- Fully unified connectivity-as-a-service platform where ZTNA, SWG, and endpoint agent (and all other Atmos services) share a single codebase.
- A single Atmos policy is all the customer needs to provide secure access to business resources - making access control incredibly simple for IT admins. Policy tags, rich telemetry data, and API integrations make life easier for practitioners.
- No app is left behind. Atmos supports any Internet site, SaaS app, or Private app. Including challenging apps like: VOIP, ICMP, AS400 and agentless SSH, RDP, Git and DB.
- The customer has the option to inspect traffic (both external and internal), view full user activity logs, and support IPSEC for all traffic (Users and headless devices i.e. printers).
- Simplified pricing and packaging due to just four editions (packages), and two value-packed Customer Success offerings. There are no complex add-ons for app segmentations, app connectors, data protection, etc. This allows customers to feel confident about their partnership with Axis - and not feel taken advantage of - especially as Axis deployments scale within the customer's environment.  
NOTE: We provide a customer "Use Case Gap Analysis" for every customer so they can get the most value out of their Atmos service.



## Extra salt

ZPA Buyback Offer - We'll buyout your customers ZS contract & give 6 months of free service, with any 3-year Atmos Core edition deal.

Free ZPA Migration tool - Enable Zscaler customers to migrate from ZPA to Axis in only a couple of minutes. All ZPA segments are auto-converted into Atmos segments.

## Target

- All Global 2K accounts using Cisco, Juniper, HP, or traditional networking and security solutions
- Dissatisfied ZS ZPA, Palo Alto Prisma Access, and Netskope customers
- Net new logos

## Personas

- P1: CIO
- P2: VP of Infrastructure
- P3: End-User Experience Manager

## Competition

Zscaler  
Palo Alto Prisma Access  
Cisco  
Netskope  
Cato Networks

## Discovery Questions

- ✓ Are you moving your applications to the Cloud or SaaS?
- ✓ Do you have traditional WAN investments like MPLS?
- ✓ Do you have assets in private data centers and the Cloud?
- ✓ What are the blockers to moving to the Cloud?
- ✓ Are you looking at a Zero Trust security strategy now or in the future?
- ✓ Do you have solutions like ZTNA 1.0/SDP and NAC in your campus or branch offices?
- ✓ Are you looking to secure and enable a hybrid workforce?

## Problem

The CxO faces many challenges as they modernize their businesses. Major blockers are often a legacy "hub-and-spoke" network, and datacenter-based security appliances from the past. These architectures and technologies no longer work in the new era of cloud-delivered services like SaaS, IaaS, and SASE. Instead, they block, slow down, and force the leader into a dilemma. Do I favor network performance over security, or security over network performance? The problem is that BOTH are critical.

## Challenges of the Modern Workplace

- Legacy solutions force teams to choose between security and network performance, even though the business needs both.
- Network technologies prioritize performance, and as a result, are permissive on the security front. Security solutions must be layered on top as a result.
- To secure traffic, all traffic must be backhauled through the data center, resulting in slow app performance, and expensive network costs (MPLS, site-to-site VPN).
- Legacy network and security designs result in complex, multi-formed architectures that are brittle, expensive, and have high operational overhead.
- Legacy solutions are insufficient to support hybrid workforce needs, leading to separate solutions for various work environments: remote workers, branch users, or road warriors.

## Benefits of Axis

- Unified solution for all apps - Atmos delivers both legacy & digital apps with the same user experience, security, and telemetry. Threats can be detected and defended in real time and app performance monitored at packet level.
- Zero trust access at scale - Atmos delivers secure app access from anywhere with a global cloud backbone, maximizing network performance while baking in security. No more performance-security trade-off.
- Reduced complexity & simplified management - Atmos greatly simplifies network and security management, freeing up resources to focus on more strategic projects that generate revenue or reduce business risk.
- Cost savings for the business - Atmos extends to the campus or branch, creating an SSE everywhere design, minimizing costs allocated to MPLS and eliminates expensive technologies like older NAC and ZTNA 1.0/SDP solutions.

## Extra Salt

Free Pair of Atmos Local Edges - Help prospects better support connectivity for their hybrid workforce with a free pair of Atmos Local Edges when they opt for the Atmos Enterprise Bundle.

Free Business Value Assessment + Architectural Workshop - Show your prospects how much they could really save across the business with a modern SSE platform. Then show them how it can work for them in an Architectural Workshop.

### Target

- Upsell logos
- All Axis Customers

### Personas

- P1: Current account champion
- P2: VP of Infrastructure

### Discovery Questions

- ✓ We're happy to see the progress you've made with our ZTNA solution thus far. We've got some additional use cases we'd love to speak with you about. Have you considered any plans for enabling hybrid work for employees (WFH access and in-office access to private resources, or open Internet sites), or securing third-party access?
- ✓ Has your team kicked off a SSE or SASE platform project? - Would you be open to having a broader discussion on the subject? We're doing this for 100% of our customers.
- ✓ Are you currently using a SWG technology today for in-line access control to Internet and SaaS (SSL inspection, malware scanning etc.)
- ✓ Are you familiar with our new Atmos Web Gateway service?
- ✓ As far as branch connectivity, are you considering connecting user and headless devices through a SSE service? - We recently released a new capability called Local Edge, and now support IPSec for all traffic. We can integrate with SD-WAN vendors, or you can send traffic directly to our Atmos Cloud.
- ✓ Would you be interested in a short demo of these new capabilities? Or potentially trialing the service within your environment for a few days?

### Problem

The SSE space is growing quickly (65% of enterprises will adopt an SSE service within 24 months), and with that comes a lot of questions from customers. What's next? Who do we ultimately partner with (i.e. Axis, Zscaler, PAN, or Netskope)? What related services need to be adopted/integrated (endpoint security, SD-WAN, public cloud)? To make matters worse, they won't always feel comfortable asking their existing vendors these questions. Most customers begin by adopting ZTNA, like most Atmos customers, but then need guidance on what the next steps are in the broader secure access journey. Going from ZTNA to SWG, to CASB, and ultimately enabling secure access for all traffic, from all users and devices - without adding complexity is the goal. Additionally, they often need help making a business case for broader SSE adoption, so we provide them with a customer business value assessment that they can share with their CFO.

### Challenges of getting to full Atmos adoption

- Champion has left, or is not familiar with, and has not been presented, the broader Atmos value story (we are not just ZTNA anymore).
- The abundance of vendors leads to anxiety over which solution to go all in on from a SSE standpoint - and long POCs lead to burned out network and security teams.
- Champion becomes paralyzed at the Atmos ZTNA adoption stage, and needs to be "unstuck" to expand ZTNA or add SWG - either because they were the wrong champion, need more help with deployment, or they are struggling to justify additional spend to the business (they often need to tie expansion to a com-pelling event/reason. What if there is no clear reason?).

### Benefits of Axis expansion

- We have a new, updated, vision we're excited to tell customers. One that includes advanced in Internet Access (SWG) and modernizing the network (Local edge, IPSec for all traffic).
- We have a hyper-streamed proof of value process that not only highlights how easy that platform is for customer to use, and how fast it can deploy, but also offer a customer business value assessment for any existing customer.
- We work with each customer on their use case gap analysis, and chart a path forward for them to get the most value out of our Atmos service.

Continued



# Fundamentals of the Value Sales Motion – this is a Transformational sale



## Research & Discovery

Align to corp initiatives, leverage to identify What we solve for :  
Impact of the Pain + Why it matters to the business

## Consensus+ Value Delivery

Gain Consensus on Qualified next steps. Initiate the Value Prop,  
Positive Business Outcomes + AVA

## Workshops, Resources + Strategic Alignment

Workshops to continue value added discovery + criteria building,  
resources for strategic alignment + Exec intros

## POV – Proof of Value

POC tests features and tech. A POV is where all criteria, outcomes :  
operational, financial, technical outcomes are predetermined along  
with next steps & timing supported by the EBi

**IF LIMITED WITH THE NUMBER OF QUESTIONS YOU CAN ASK,  
WHICH ONES BRING THE MOST VALUE?**

**CIO**

- What has been your biggest challenges in adapting to the new Work from anywhere world?
- How do you feel your users experience is today when accessing the network and applications?
- When you appear before the board in 6-12 months - what wins would you like to share?
- What is your strategy to balance the enhanced experience the modern workplace needs with the requirement to protect your intellectual property?
- How are you enabling work from anywhere?

**CISO**

- If you could transform a network from traditional to a more secure modern workforce, what would that look like?
- What has been the biggest barrier to adopting a zero trust architecture?
- What would it mean to your organization to remove inbound network level VPN connections?
- What challenges are there in how users are accessing applications today?
- How has the pandemic impacted your company?

**SECURITY PERSONA**

- If you could pick would you rather have users on or off the network?
- What's the top thing you wish your remote access solution could do that it doesn't today?
- Has the importance of user experience challenged your goals around securing your environment?
- What types of users are challenging to secure access for today?
- What tools do you have to monitor the activities of remote access?



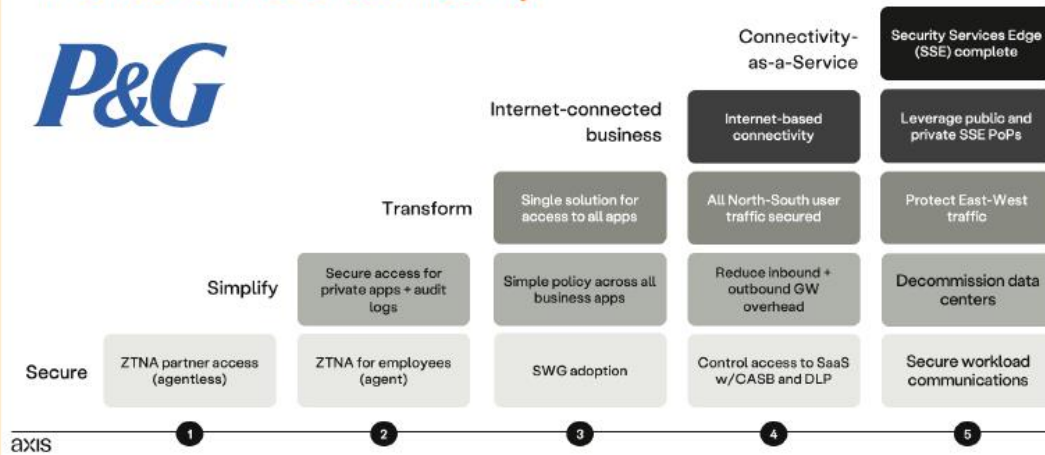
## Industry stats that highlight our opportunity

- 67% of companies plan to start with SASE journey with SSE rather than SD-WAN
- 65% of companies will adopt SSE within the next 24 months
- 48% of businesses will first begin using an SSE platform to secure remote and hybrid access for their business.
- IT leaders ranked SSE #1 when it comes to critical zero trust technologies. Identity (#2), Endpoint security (#3) and SIEM (#4)
- 47% of organizations will begin SSE implementation by starting with ZTNA
- 63% of organizations currently have 3+ different vendor secure access solutions
- 71% of companies are familiar with the terms SSE
- Complexity of managing access policies across ULs is the second most common challenge IT leaders have with existing secure access solutions
- VPN concentrator, SSL inspection, DDO, DP and URL filter are the top 5 appliances that IT leaders will look to replace with SSE
- The fastest growing CAGR for security solution is within ZTNA, CASB and Access Management
- Market spend on ZTNA services is expected to be \$1.36 billion by 2024
- Market spend on SWG services is expected to be \$4.87 billion by 2024
- Market spend on CASB (next step after SWG) is expected to be \$2.93 billion by 2024

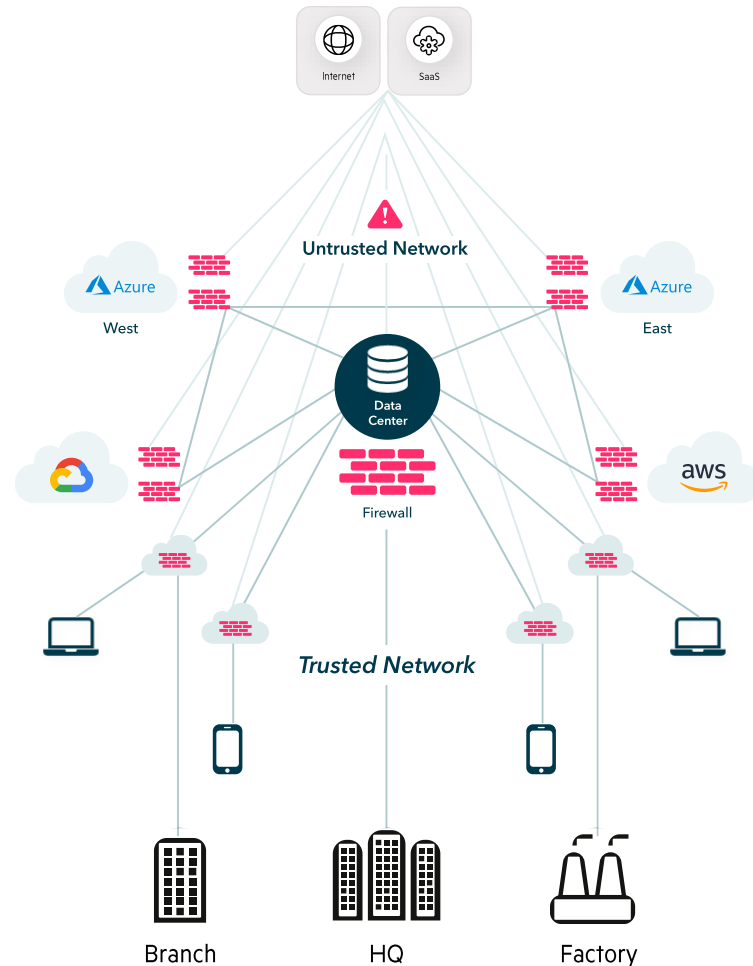
## Use Case Gap Analysis

Track	Secure Hybrid Work	Third-Party Access	Modern Infrastructure
Use Case 1	<b>Remote Access</b> Edition: Atmos Core Feat: Atmos ZTNA	<b>Contractor Access</b> Edition: Atmos Core Feat: Atmos ZTNA, Atmos Air	<b>SWG Replacement</b> Edition: Atmos Enterprise* Feat: Atmos Web Gateway, Atmos CASB
Use Case 2	<b>Work from Anywhere</b> Edition: Atmos Harmony Feat: Atmos ZTNA, Atmos Local Edge, Atmos Web Gateway	<b>B2B Customer Access</b> Edition: Atmos Core Feat: Atmos ZTNA, Atmos Air	<b>Accelerate IT Integration</b> Edition: Atmos Harmony Feat: Atmos ZTNA, Atmos Local Edge, Atmos Web Gateway
Use Case 3	<b>Experience Monitoring</b> Edition: Atmos Harmony Feat: Atmos ZTNA, Atmos Local Edge, Atmos Web Gateway	<b>Partner Access to OT</b> Edition: Atmos Core Feat: Atmos ZTNA	<b>Network Transformation (SASE)</b> Edition: Atmos Harmony Feat: All Atmos

## The road to modern connectivity



# Customers avoid forcing old architectures like this into a new world



## Over-exposure

Firewalls and VPNs (95% companies still use VPN) are an attack surface & malware propagates laterally

## Underperformance

High latency introduced by backhauls to the network hurts user experience

## Overspend

Time and money spent managing complex, and unnecessary, appliances

# Atmos is a visibility and control layer for every resource

## What changes?

### Transform experience

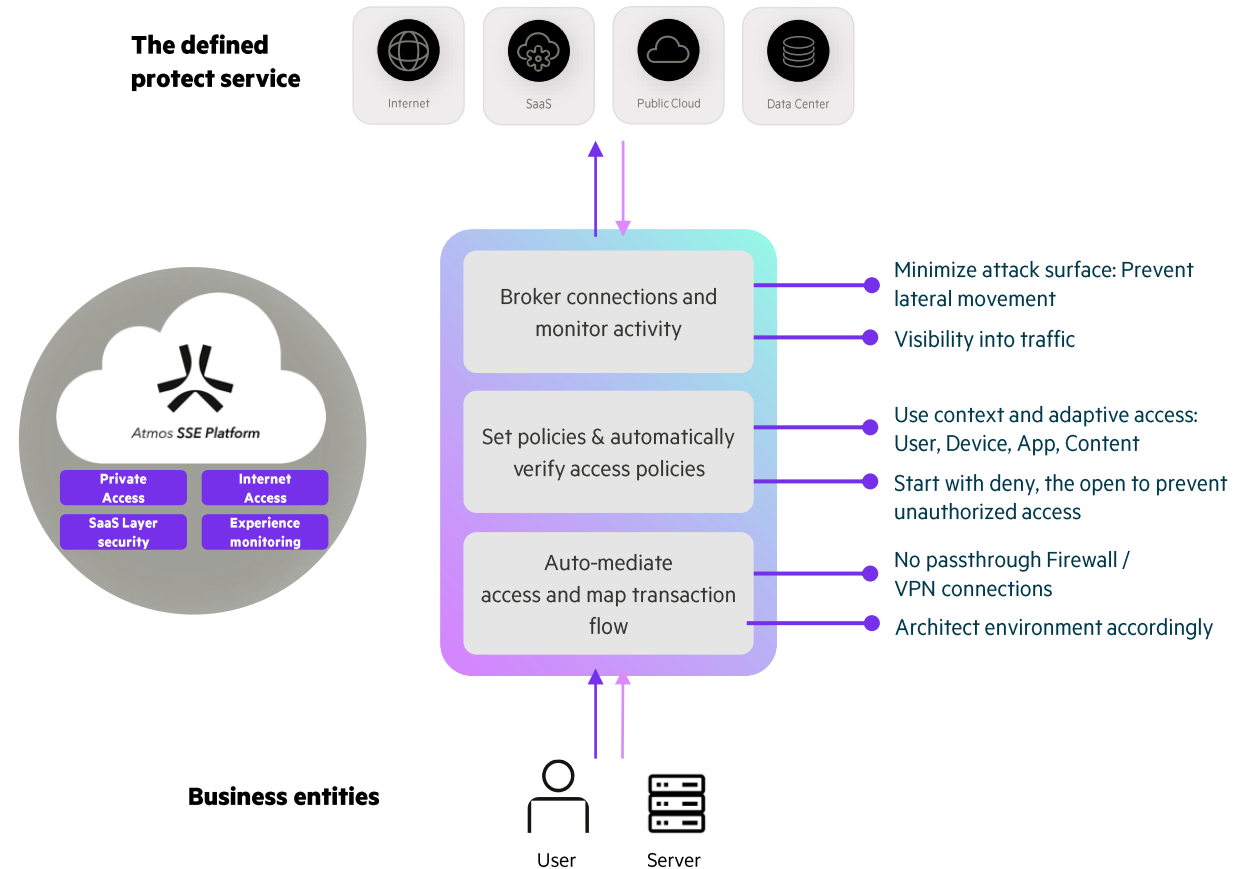
Deliver a highly productive user experience

### Transform network

Reduce MPLS costs, broaden scale, improve speed

### Transform security

Block threats, enhance segmentation, prevent data loss

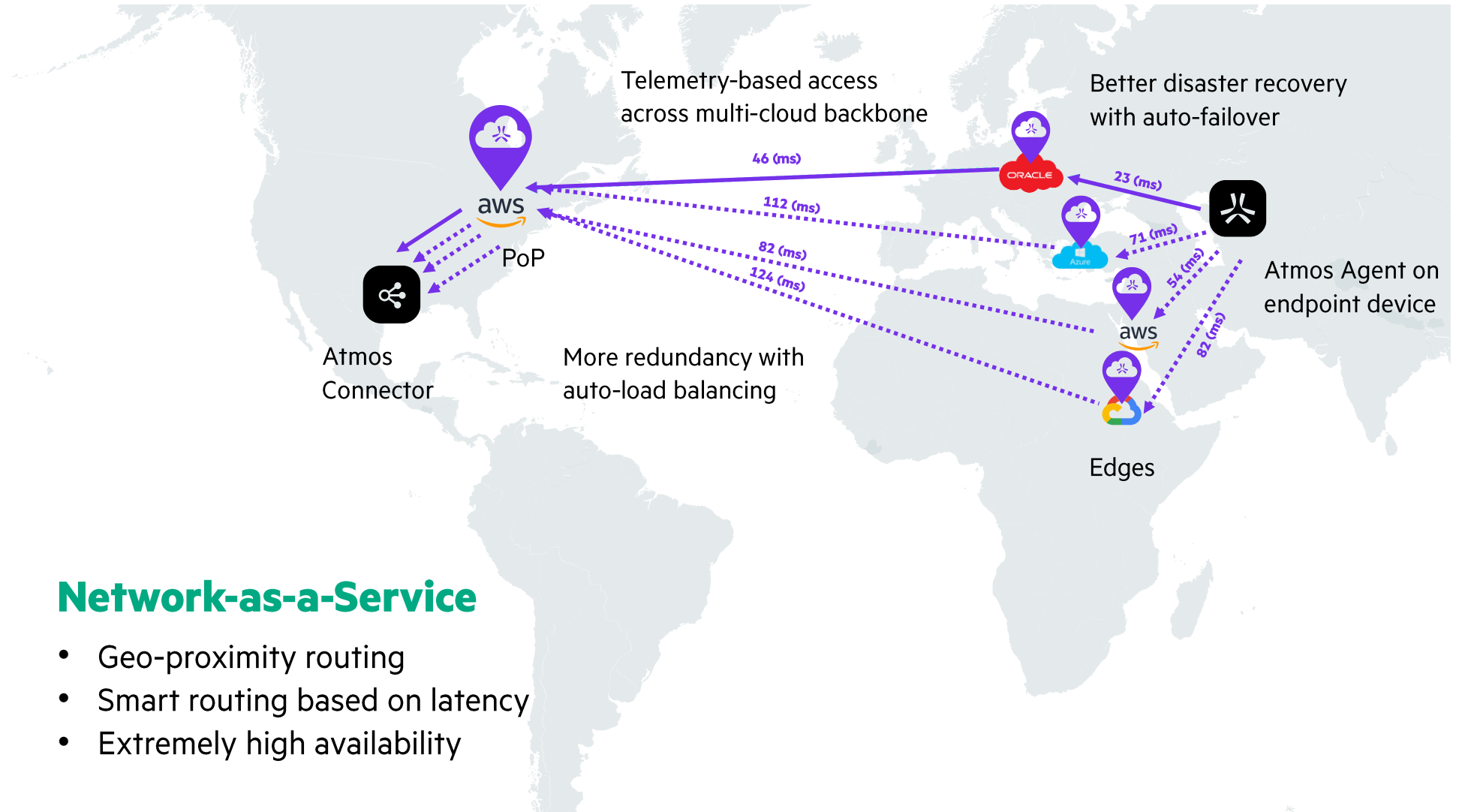


# Distributed cloud architecture

Reliability ...

Availability ...

Scalability ...



## Network-as-a-Service

- Geo-proximity routing
- Smart routing based on latency
- Extremely high availability

# HPE/Aruba Networks SSE Differentiators

## Super Simple

### Atmos minimizes complexity.

Direct the orchestration of users and apps from one pane of glass. It's cloud design lightens the management burden for IT, and is equipped with an elegant policy-tagging system for simplicity.

## Super Smart

### Atmos proves being smarter, cooler.

We simplify policy & inspect traffic for Internet, SaaS, and legacy apps (SSH, RDP, VOIP, AS400, ICMP etc.) – No app left behind

## Super Secure

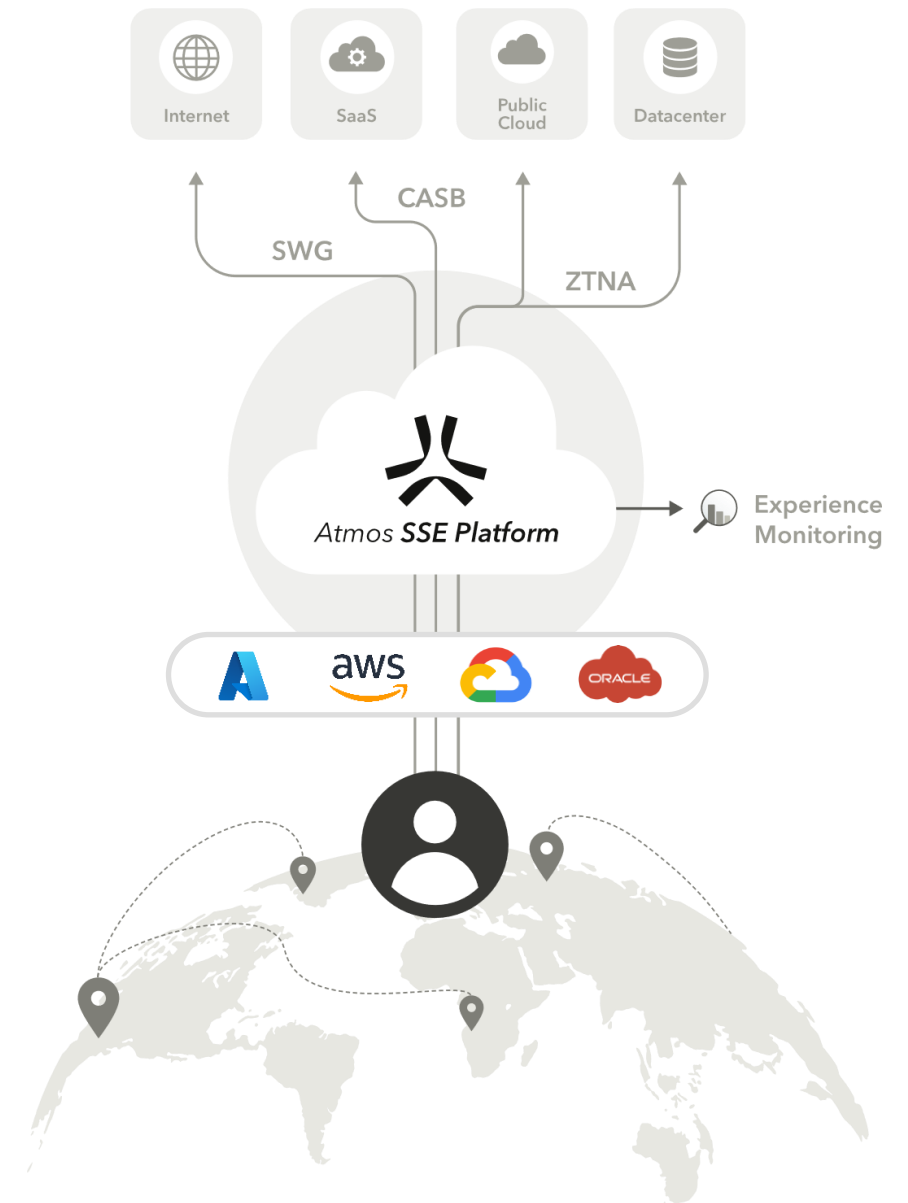
### Atmos makes security omnipresent

Inspect traffic to elevate visibility and prevent malware. Protect against data leakage. Detect and respond faster against security threats.

## Super Wins

### Atmos Beats Zscaler.

100% win rate in 2022 vs. Zscaler, Netskope, and PAN



# Fundamentals of the Value Sales Motion – Discovery + Consensus



## Research & Discovery

- Investigate, Identify & Align : 10k, 10q, Annual Reports, CEO, CFO
- Identify Pain and understand the Impact of the Pain
- Does it align to the Business Initiatives

\*\* this is a Transformational Sale. Replacing 20-30 yrs of tech

- 1) In your annual report, your CEO, CFO, CISO said “ .... “. What is your delivery strategy to meet this initiative ?
- 2) If you could pick would you rather have users on or off the network and why ?
- 3) How are you enabling work from anywhere? Or What has been your biggest challenge in adopting “ Work from Anywhere” ?
- 4) What types of users are challenging to secure access for today?
- 5) What would it mean to your organization to remove inbound network level access / VPN connections ?



# Fundamentals of the Value Sales Motion – Consensus + Value Delivery



## Consensus + Value Delivery

- Do we have qualified, agreed upon and documented next steps that align to value delivery
  - Do we have Metrics, Impact of the Pain and is the EB aware
  - Value Tear Sheet discussion. Value Workshop. \* No Quotes
  - **Do we have the 3 WHY's ?**
- 1) Can you walk us through who else is involved in evaluating solutions
  - 2) Where does the merge of network and security take place and how do you engage with each other ?
  - 3) What we see more and more with enterprise orgs is the budgets are determined by Revenue, Cost and Risk. How do you represent this to your organization for approval of your projects ?
  - 4) What our enterprise customers are asking us to do is build justification with them to demonstrate the value of the solution around Revenue, Cost and Risk. Who is involved with this type of evaluation for your projects ?

# Fundamentals of the Value Sales Motion – Workshops, Resources + Strategic Alignment



## Workshops, Resources + Strategic Alignment

- Workshops designed to identify more pain & use cases, sell to a wider audience and build champions/ coaches while influencing criteria
  - Bring in SME's, Bring in Execs, Get out in front of the customer
- 1) While we are aligning value in step 2, we are recommending how we are going to ensure the customer's success.
  - 2) This is done through a series of workshops : Value Workshop, ZTNA Workshop, Architecture Workshop, Reporting Workshop etc
  - 3) This allows us to create more value with a wider audience, get more touches than the competitors, identify more use cases, influence criteria and build coaches/ champions
  - 4) Bring in your resources. We can not win alone, but we can lose alone

# Fundamentals of the Value Sales Motion – POV – Proof of Value

## Proof of Value

- We have consensus on success criteria, test plan, an understanding of the EB's initiatives + included them in the test plan
- 1) A POC tests features & tech. Speeds and Feeds
  - 2) A POV is a validation that the solution solves business problems, meets the agreed upon criteria and delivers the desired metrics, positive business outcomes and value to the organization
  - 3) Once completed we do a final review of the AVA, deliver a POV readout and then a comprehensive proposal that illustrates what we were asked to solve for, the positive business outcomes, 3 WHY's concluded by an investment summary. Pricing/ Discounts are determined by the AVA



## **VPN Takeout**

Finally say goodbye to VPN for remote access

## **Competitive Takeout**

Easier to use, more visibility, and less cost

## **Enable the Modern Workplace**

Seamless experience for all users, no matter where they work

## **SSE Expansion**

Unleash the full value of Atmos for your business

# POLL QUESTION



# Sales Incentives

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# SASE PARTNER INITIATED OPPORTUNITY SPIFF

Earn \$100 helping discover new sales opportunities for SD-WAN or SSE

## To Qualify:

- Partners in US and Canada submit a deal registration that is Partner Initiated Opportunity “PIO” in the Silver Peak/EdgeConnect Partner Program between February 1, 2024 – April 30, 2024
- Minimum size 10 site for Axis or EdgeConnect SD-WAN opportunity to qualify
- Engage with your CAM or iCSS to member to assistance with aligning you with the EdgeConnect Sales Representative
- Once the registration is approved, Partner reps can claim **\$100** in Engage & Grow incentive, <http://www.hpeengageandgrow.com>



**Aruba  
EdgeConnect**

**Axis Deal  
Registration**

### **Earn up to 100 HPE Engage & Grow Points**

Authorized HPE partners sales reps can earn up to \$100 HPE Engage & Grow points by submitting an HPE Aruba EdgeConnect Axis Deal Registration

[Terms & Conditions](#)

Submit a Claim

# ARUBA AND EDGECONNECT/AXIS APPOINTMENT SETTING SPIFF **HPE** aruba networking

EARN \$350 – Focus on Aruba White Space Customer Opportunities

- Work with your Aruba Channel Account Manager to identify potential Customers on the Target List
- With the CAM or ICSS (for EdgeConnect) assistance align with the Aruba Sales Representative that can assist with potential Customer
- Minimum size 10 site for EdgeConnect / AXIS opportunity to qualify
- Partner reps will work to identify relevant sales plays and set the appointment with the customer coordinated with Aruba field account managers (in-person or virtual)
- Once the meeting is completed, Partner reps can claim \$350 in Engage & Grow incentive, <http://www.hpeengageandgrow.com>
- New logo bonus may be combined with this incentive for up to a potential payout of \$10,350



**Aruba Enterprise, Commercial, and GMA Appointment Setting**

**Partner sales reps can earn 350 HPE Engage & Grow points by completing a face-to-face or virtual appointment with an end-user customer.**



# EDGECONNECT AND AXIS NEW CUSTOMER SPIFFS

EdgeConnect and Axis are joining the Aruba New Customer Promotion

Revenue at List Price Per Category	\$50,000 - \$99,999	\$100,000 - \$199,999	\$200,000 - \$299,999	\$300,000 - \$399,999	> \$400,000
EC and Axis Networking	\$1,000	\$2,000	\$3,000	\$4,000	\$5,000
*EC and Axis Networking 2X Enterprise and GMA	\$2,000	\$4,000	\$6,000	\$8,000	\$10,000

## How do you qualify?

- **Sell** \$50,000 Minimum @ HPE/Aruba List price on the PO

## What accounts are eligible?

- New EdgeConnect and Axis Accounts: the End User has not purchased ANY EdgeConnect/Axis products in the previous 36 months
- \*If the End User is on the select Enterprise and GMA Whitespace List and hasn't purchased EdgeConnect or Axis in the previous 36 months they are eligible for 2X

How do you win? Claim on **HPE Engage & Grow**. Remember, you have up to 6 weeks after the sale closes!



# Questions



# RESOURCES



**Partner Ready for Networking portal**  
**(Click here)**



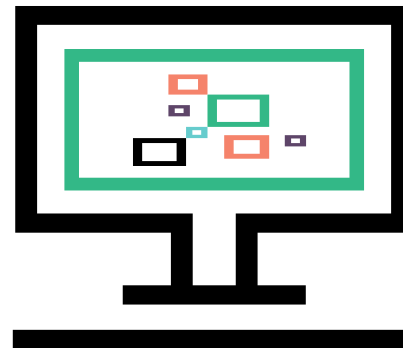
**Seismic**  
**(Click here)**



**Channel Account Managers (CAMs)**  
**Regional channel support**



**My Learning / The Learning Center**  
**(Click here)**



**Arubapedia for Partners**  
**(Click here)**

## **Additional Partner Resources**

[Silver Peak Partner Portal](#)

[Axis Security SKUs / Retail Pricing](#)

[NFR Requests](#)

[Submit a Deal for Registration](#)

[Check status of Deal Registration](#)

[FAQ Axis Security for Silver Peak Partners](#)

# Thank you

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