



PartnerEdge Program Program Enhancements – FAQ

How is the PartnerEdge Program changing?

Below is a summary of the program improvements:

- Adjusting recommended VAR discounts to allow more differentiation between program levels: now 30, 33, 36% for Silver, Gold, and Platinum respectively
- Discontinuing payback rebates to offer more up-front pricing flexibility
- Replacing New Customer Bonus Program with a broad Deal Registration Program where the minimum first order size is reduced from \$30K to \$10K (USD list) and the validity period is increased to 6 months
- For Silver partners, reducing ACMP requirement from 2 to 1
- Extending grace period to allow more time to complete training and certification. Deadline for completing all training, including technical certifications, is extended until 2nd half 2008.
- Introducing new, online sales training and qualification

When will the PartnerEdge Program changes be effective?

The changes to recommended discounts, deal registration and payback rebate will take effect May 1, 2008.

Is the new Deal Registration program limited to new customers or incremental business?

No, the new Deal Registration program applies to all opportunities, regardless of whether the customer has already purchased from Aruba or the partner has introduced us. However, the partner must complete specified pre-sales activities prior to registering the opportunity.

How will the Deal Registration incremental discount be determined?

The Aruba Sales team will evaluate the role that the partner has played in identifying and qualifying the opportunity. The Aruba Operations Director will assign the incremental discount, which can be up to 8% accordingly.

How do discount levels compare? Will a VAR make more or less margin with the new program?

Discounts have been adjusted to allow more differentiation between program levels. The expanded Deal Registration program offers more up-front points and pricing flexibility. On average, partners at all levels will see an improvement in effective discount, especially those who take advantage of Deal Registration.

When is the new deadline for the technical training requirement?

The grace period for completing training and certification requirements has been extended until the 2nd half of 2008. The new deadline will be communicated to partners by June.

Which transactions will qualify for the final Payback Rebate?

Orders booked through April 30, 2008 that qualify for PartnerEdge benefits will be eligible for the Q3 Payback Rebate (Aruba's fiscal year). The accrual will end as of April 30, 2008.

What happens with previously declined New Customer Bonus deal registrations?

For deal registrations previously declined as a result of not meeting the \$30K list first order size and/or not qualifying as a new customer, partners can resubmit under the new program starting May 1, 2008. If approved, the incremental discount will only apply to subsequent orders.

What happens with current approved New Customer Bonus deal registrations?

For current approved New Customer deal registrations, we will extend the validity period from 90 days to 6 months from the date of approval (at our discretion) . If there is ongoing activity after the validity period, the partner can re-register the opportunity under the new Deal Registration program. Aruba has the right to approve or deny a re-registration.

When will Aruba stop accepting New Customer Bonus deal registrations?

New Customer Bonus deal registrations will be accepted until April 30 and honored with current terms for orders placed within the 90-day validity period. Any renewals after April 30, 2008, must be under the new program.