

Aruba PartnerEdge™ Program Overview Guide



Introducing the Aruba PartnerEdge Program

The Aruba PartnerEdge Program brings Value-Added Resale partners unique opportunities for revenue growth, customer retention, market differentiation and compelling margins. In turn, we are looking for active partners who want a winning, long-term vendor relationship; who know how to sell on value; who pride themselves on their expertise; and who stand out in the industry by their growth and customer base. We've designed our program with these objectives in mind.

The Aruba PartnerEdge program begins with a clear value proposition that will help you stand above your competition. Then we go a step further with a combination of deal registration, co-op funds, comprehensive free training, and demo kits. And best of all, Aruba is not over distributed, which makes us a great differentiator for select partners. You'll get a winning product mix and the support of a company that understands what you need to succeed.

Enjoy Sales Support, Immediate Product Availability, and Financing Options from Aruba Value-Added Distribution Partners

PartnerEdge begins with our Value-Added Distribution (VAD) partners that offer a number of important advantages that will directly affect your bottom line, including additional sales, quoting, bid, and technical support. Aruba's VAD partners also give you a variety of financing options, as well as vital product availability. We have selected VADs who stand out in providing on-boarding support, value-added services and business resources.

Program Overview




The Aruba PartnerEdge Program is organized around three partnership levels: Silver, Gold and Platinum, with benefits designed to reward you as you invest with Aruba. In addition to enhancing growth and margins, the PartnerEdge Program offers incremental benefits as you improve your Aruba sales and technical skills and achieve revenue targets.

Key for VARS	Aruba Offering
Revenue growth and sustainable business plans	Aruba's products provide entry into the security, voice, mobility and guest access segments of the "Secure Mobility" market — projected to grow to \$8.3B by 2010
Customer retention	Financial rewards and protection for identifying and developing sales opportunities
Market differentiation	Market-leading solutions; Differentiated rewards aligned to program levels
Compelling margins	Differentiated products and controlled distribution drive higher margins
Attracting and retaining great employees	Free training and certification in Aruba solutions and technologies

Program Benefits and Rewards

The PartnerEdge Program offers a comprehensive set of rewards to recognize our partners' investment in the program and their contribution to delivering solutions that drive joint success. A variety of programs and resources—including deal registration, co-op funds, priority technical support, access to marketing programs and more—are designed to increase partner profits, make it easier to do business and promote both the partner and Aruba.

In addition, Aruba provides a variety of training options for your entire staff. Sales Training modules are offered at no charge, so your sales staff can be fully prepared to position Aruba's solutions and win new opportunities. Also, Aruba offers free, instructor-led technical training and certification to ensure that your engineers have the know-how to design, implement and troubleshoot to achieve maximum customer satisfaction.

Benefit	Description			
Recommended Discount	Opportunity for margin enhancement	Good	Better	Best
Deal Registration	Incremental discount to protect your relationships and reward investment	Up to 8% of list	Up to 8% of list	Up to 8% of list
Co-op Funds (Cost split 75%/25%)	Subsidized activities generate demand and promote your company	1% of net	2% of net	2% of net
Access to Partner Portal	Access to key product and program information, sales tools, marketing resources and training	Yes	Yes	Yes
Technical Training	Comprehensive, instructor-led technical training	Required training provided free of charge; 25% discount for each additional course	Required training provided free of charge; 50% discount for each additional course	Required training provided free of charge; 50% discount for each additional course
Sales Training	Online training to help you position Aruba and win opportunities	Available online	Available online	Available online
Demo Kits	Fully configured kit and scripts to demonstrate Aruba's key differentiators. Specified number provided free of charge.	1 per ACMP (max 1)	1 per ACMP (max 2)	1 per ACMP (max 4)
Priority Technical Support	ACMX direct access to Aruba TAC escalation engineer	No	Yes (must be ACMX)	Yes (must be ACMX)
Aruba Partner Locator*	Online tool to promote qualified partners	Yes	Yes	Yes
Channel Advisory Council	Opportunity to meet the Aruba Executive Team and ensure your voice is heard	By invitation only	By invitation only	By invitation only
Joint Business Reviews	Regular, focused review and development of joint business plan	Selectively	Quarterly	Quarterly
Access to Marketing Programs	Access to programs that help you drive awareness and incremental growth	Yes	Yes	Yes

*Offering not available at the time of printing but will be a future enhancement to the program.

Program Requirements

To take advantage of the PartnerEdge program, partners must meet minimum volume, sales training, and technical certification requirements. The program is designed to reward partners at all levels, while differentiating those who offer exceptional value to Aruba and our joint customers.

Requirement	Description	Silver	Gold	Platinum
Annual Sales Volume	Run rate measured quarterly based on Aruba product revenue	> \$250K net	> \$500K	> \$1M
Technical Training: • ACMP Engineers • ACMX Engineers (Training free of charge; pay only for exam)	Comprehensive, instructor-led technical training offered to prepare engineers for Aruba certification	1 0	1 1	2 2
Sales Training: • Sales Specialist	Online training to help you position Aruba and win opportunities	1	2	4
Aruba Partner Specialist	Focused relationship manager	Not Required	Required	Required

Getting Started

It's easy to join the PartnerEdge program. To apply for membership go to http://www.arubanetworks.com/partners/channel_partners.php and follow the three simple steps. Upon approval into the program, you'll need to accept the PartnerEdge program agreement and establish a relationship with one of Aruba's Value Added Distributors: Avnet, Catalyst Telecom or Westcon Group.

About Aruba Networks

Aruba Networks™ award-winning secure unified mobility solutions are ideal for both generating new business and creating new opportunities at existing accounts. Unified mobility solutions integrate adaptive wireless LANs, identity-based security, and application continuity services into a cohesive, high-performance system that securely delivers data, voice, and video resources to users, wherever they work or roam. These solutions significantly expand the reach of traditional port-centric networks, preserving and extending investments in existing network infrastructure, while seamlessly integrating wired and wireless enterprise networks.

With over 3,500 satisfied customers, Aruba is ideally positioned at the intersection of the LAN, WLAN, WAN, and cellular networks. Our portfolio of products is best-in-class, and is consistently on the leading edge of technological innovation.

Listed on the NASDAQ and Russell 2000® Index, Aruba is based in Sunnyvale, California, and has operations throughout the Americas, Europe, Middle East, and Asia Pacific regions. To learn more, visit Aruba at <http://www.arubanetworks.com>.



WWW.ARUBANETWORKS.COM

1344 Crossman Avenue. Sunnyvale, CA 94089 | Tel. +1 408.227.4500 | Fax. +1 408.227.4550