

# 1H25 Compute Incentives for Channel Partners

Explore the various **Compute Programs** available to you and take advantage of the incentives that HPE can offer!

The power to accelerate through HPE’s extensive products & solutions:

HPE Engage & Grow  
**1PT = 1USD**

## CloudPhysics Assessment

100

points for every **CloudPhysics** Customer Assessment

+

400

points when opportunity is won and shipped

=

500

Total Points

## Demo IT

50

points for every live customer demo via HPE Solutions Demo Portal or Partner’s won Demo equipment

+

200

points when opportunity is won and shipped

=

500

Total Points

Demo Solution Portal

**Live Demo Name:** Visit HPE Engage & Grow for eligible Compute demos.

## Compute Ops Management

Incentive per **COM License:**

COM OneView: 10 points

Variable Licenses: 40 points

1 Year: 25 points

5 Year: 75 points

Learn more here

## New Logo & Portfolio Expansion

Up to **30,000** points per deal for new customer for HPE (no sales for the last 12 quarters or cross BU portfolio expansion) based on deal size.



Category	Eligible PLs	Capped
New logo	6% of net sellout	<b>30,000</b>
Portfolio expansion	4% of net sellout	<b>20,000</b>

Both **Sales + Pre-Sales** eligible for payout.  
**Check Account Eligibility in HPE E&G** or contact your Channel Compute Rep.

## New Customer Engagement

500

points for creating new account opportunities for Compute products by:

- Facilitating appointment between customer and HPE Channel Teams.
- New Customer receiving a Compute solution quote from Partner.

**Customer & Promo Qualifications:**  
The new customer cannot have purchased HPE, HPC or MCS prodcuts in the last 20 quarters.  
Quote opportunity value in \$25,000 or greater of Compute products must be issued to customer.  
Only HPE Authorized Platinum, Gold or Silver Partners with an active HPE Partner Agreement are eligible.  
Contact your HPE Channel team to validate if eligible customer.

## HPE ProLiant Acceleration

Powered by:

**New Technology**  
Gen11 configured solutions

CTO

Earn up to 3,750 pts.

50 per unit

1-5 Units

HPE Support Gen 10+/11

Earn up to 750 pts.

75 per unit

6+ Units

**Speed to Grow**  
Available in-stock shipping fast!

BTO Gen 10+/11

Earn up to 5,625 pts.

75 per unit

Base unit servers with options available to integrate.

HPE Smart Choice

Earn up to 18,750 pts.

250 per unit

Fully configured server off inventory.

## Generative & Inference AI Solutions

Capped at quantity: **5 per invoice.**

**Vision AI**  
**Run AI with cameras.**  
Safety and security, video search, video analytics & smart cities.

**Multi-Workloads**  
**Run AI alongside other apps.** Manufacturing, hospitals, retail, enterprise campuses & schools.

**Generative AI**  
**Tune and deploy LLM models.** Customized chatbots, content creation, R&D & fraud detection.

\$500 per Unit

HPE ProLiant DL320 Gen11 Up to Four NVIDIA L4 GPUs

\$1,000 per Unit

HPE ProLiant DL385 Gen11 Up to Four NVIDIA L40 GPUs

\$1,500 per Unit

HPE ProLiant DL380a Gen11 Up to Four L40S GPUs

**NEW! AI SPIF for Generative AI with HPE PCAI**  
PCAI aaS rewards paid as kicker in Greenlake New Booked or Change Order SPIFs

Small

3,000 pts. per unit

SKU: S4P50A

SPIF capped at 5 units per partner per quarter

Medium

6,000 pts. per unit

SKU: S4P51A

SPIF capped at 5 units per partner per quarter

Large

10,000 pts. per unit

SKU: S4P52A

SPIF capped at 5 units per partner per quarter

## Booked New Order & Change Orders

5,000 to 30,000

points when you book an initial HPE GreenLake Flex Solutions deal, kickers for 2nd, 3rd & 4th booked order. Use HPE IQ to quote opportunity and get **500** points.

1,000 to 5,000

points when you book a CHANGE ORDER on an existing HPE Greenlake Flex Solutions deal.

## Customer Rebates Trade UP

**Trade-Up - Incentives for End Customers trading old equipment**

New HPE Server replacing:

Rebate

a) Qualified HPE Server

\$300 Per Server (Up to 40)

b) Qualified Competitor Server

\$1,000 Per Server (Up to 40)

Trade-Up Program  (Rebate are capped based on product sold)