

# 1H25 Storage Incentives for Channel Partners

Explore the various **Storage 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 or 1CAD

## 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 = **250** Total Points

[Demo Solution Portal](#) [Tech Accelerator Portal](#)

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

## 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 (USD)	<b>30,000</b>
Portfolio expansion	4% of net sellout (USD)	<b>20,000</b>

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

## Storage 1-2-3

Product	Incentives
<b>Alletra MP Block</b>	<b>2,000</b> to <b>24,000</b> points per deal
<b>Alletra MP Block PCBE</b>	<b>2,600</b> to <b>32,000</b> points per deal
<b>Alletra MP File</b>	<b>23,000</b> to <b>46,000</b> points per deal
<b>PCBE SimpliVity</b>	<b>500</b> to <b>7,500</b> points per deal (Capped at 5 units)
<b>Alletra 5000 &amp; dHCI</b>	<b>315</b> to <b>5,000</b> points per deal

Capped at **2 units** per customer per Qtr

For Storage 1-2-3 and New Logo SPIF rewards require split of **45%** to SA, **45%** to Rep, **10%** to other who assisted with claim or opportunity

## Zerto - Data Protection

Required split of 45% to systems architect/engineer, 45% to partner rep, and 10% to other participants.

Zerto TCV — Traditional		
<b>Deal size:</b> >\$50,000 - \$99,000	<b>Deal size:</b> >\$100,000 - \$249,000	<b>Deal size:</b> >\$250,000 +
<b>500</b> points	<b>750</b> points	<b>1,250</b> points
Zerto TCV — CRV		
<b>1% of Zerto TCV — Deal size</b>		
Capped at <b>30,000</b> points		

## 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.

**Increased payout for Storage solutions equivalent to the Storage 1-2-3**

## Customer Rebates Trade UP

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

New HPE product trade incentive:	
<b>\$250</b>	<b>Per TB to customer or Partner for Alletra MP</b> - Replacing HPE 3PAR, Nimble, Primera <b>Special discounts</b> for HPE Data Sanitization Service, up to <b>220</b> spindles per site
<b>\$200</b>	<b>Per TB to customer</b> - For HPE Alletra MP, PCBE, Alletra 5000/dHCI sold replacing competitor storage.
<b>\$150</b>	<b>Per TB of Alletra Alletra 5000/dHCI to customer</b> - Replacing 3PAR, Nimble, Primera storage.
<b>\$100</b>	<b>Per TB to customer</b> - Replacing other HPE storage.

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

Information is summary of promotions, see HPE Engage & Grow T&C’s for details.

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