

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

100points for every **<u>CloudPhysics</u>** + points when opportunity = Customer Assessment

400 is won and shipped

500 Total Points

Demo IT

50

points for every live customer demo + points when opportunity via HPE Solutions Demo Portal or Partner's won Demo equipment

200 is won and shipped



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) | 30,000 |
| Portfolio expansion | 4% of net sellout (USD) | 20,000 |

Both Sales + Pre-Sales eligible for payout.

Check Account Eligibility in HPE E&G or contact your Channel Storage Rep.

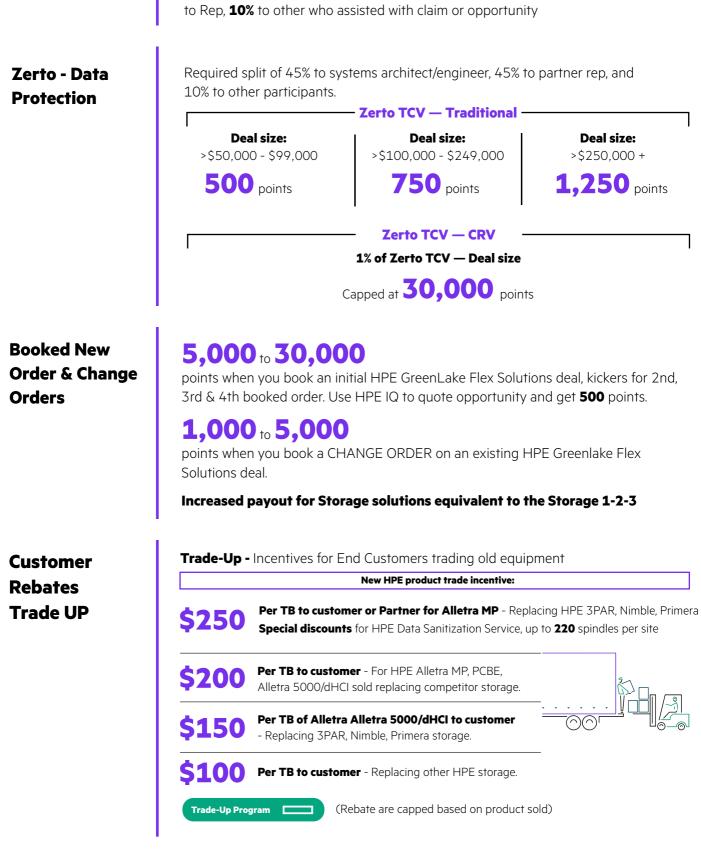
| Storage | |
|---------|--|
| 1-2-3 | |

Hewlett Packard

Enterprise

| Product | Incentives | |
|-----------------------|---|--|
| Alletra MP Block | 2,000 to 24,000 points per deal | |
| Alletra MP Block PCBE | 2,600 to 32,000 points per deal | |
| Alletra MP File | 23,000 to 46,000 points per deal | |
| PCBE SimpliVity | 500 to 7,500 points per deal (Capped at 5 units) | |
| Alletra 5000 & dHCI | 315 to 5,000 points per deal | |
| L | 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%



Information is summary of promotions, see HPE Engage & Grow T&C's for detail

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