

2H25 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

New Customer Engagement

500

- points for creating new account opportunities for Storage products by:
- Facilitating appointment between customer and HPE Channel Teams.
 - New Customer receiving a Storage solution quote from Partner.
 - Eligibility based on sale history and quote value apply (see T&C’s for detail)

CloudPhysics Assessment

400

points for every **CloudPhysics** Customer Assessment

Storage 1-2-3

Product	Incentives
Alletra MP/PCBE	1,500 to 42,500 points per deal
Alletra 5000/dHCI	350 to 6,500 points per deal
PCBE SimpliVity	500 to 7,500 points per deal

Capped at **5 units** per customer per Qtr



SPIF amount depends on controller/capacity and quantity sold.
For Storage 1-2-3 SPIF rewards recommend split of **45%** to SA, **45%** to Rep, **10%** to other who assisted with claim or opportunity.

Zerto - Data Protection

Zerto TCV — Traditional		
Deal size: >\$50,000 - \$99,000	Deal size: >\$100,000 - \$249,000	Deal size: >\$250,000 +
500 points	750 points	1,250 points

Zerto TCV — CRV	
1% of Zerto TCV — Deal size	
Capped at 30,000 points	

Recommended split of **45%** to Systems Architect/Engineer, **45%** to partner rep, and **10%** to other participants. **Eligible for new Zerto customers only.**

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 Utilize Business Advisory Tool (BAT) Analysis and get 250 points.

Customer Rebates Trade UP

Trade-Up - Incentives for End Customers replacing old equipment:

New HPE product trade incentive:	
\$250	Per TB to customer or Partner for Alletra MP - Replacing HPE 3PAR, Nimble, Primera
\$200	Per TB to customer - For HPE Alletra MP, PCBE, Alletra 5000/dHCI sold replacing competitor storage.
\$150	Per TB of Alletra Alletra 5000/dHCI to customer - Replacing 3PAR, Nimble, Primera storage.
\$100	Per TB to customer - Replacing other HPE storage.

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

