



## Arrow APEX Program

Arrow's gamified APEX program focuses on two strategic areas or "LAPS" that enable partners to sell HPE technology, and the wider HPE portfolio more effectively.

The program works by having a partner nominate 1 sales resource and 1 tech resource to form a "Driver Team" that would participate over the program period. During this time Arrow sets goals and tasks for the teams based on business activity that contribute to building a profitable HPE practice. These include training and certification, HPE Sales, running demo's to prospects and engaging with Arrow's HPE Master ASEs on opportunities as well as continuing renewals and sales.

Participants are rewarded beyond the training and certifications with additional HPE Rewards dollars, and the chance to take part in a number of events across the program such as attending HPE Sales Academy in Hobart, attending a R&D future tech round table, track days or the major prize of a trip to the Singapore F1 with trips to the HPE centre of excellence and factory. There will also be media coverage directed at select partners within the program to help raise your profile in the channel and create something you can use for social proof to your customers and prospects.



## Server Stream

Earn points on compute based actions - With 63 unique server options in HPE's portfolio, Arrow APEX can help build out a comprehensive compute strategy and support that decision with training, certification and sales opportunity.

## Datacentre Network Stream

Earn points on network-centric activity - Arrow APEX is designed to assist partners establish a base for networking in the datacentre and extend their opportunity throughout the datacentre and to the edge.

## Storage Stream

Earn points on storage-centric activity – from entry level MSA and SV3000 units through to enterprise 3PAR, APEX is designed to engage and enable sales and technical professionals to lead with storage and management for a solution sell maximising the sales multiplier.

## Wireless Stream

Earn points on wireless and campus switching activity – APEX aligns partner skills and channel support to enable complete solution design from device security to network management and back into the datacentre.

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## Curious about an ROI?

### 925% ROI

Those participants who complete the program with minimal engagement will still see a significant return.

### 2135% ROI

Those participants that finish on top of the respective stream will see a major return on the initial investment based on training, certification, sales ready leads, incentives and rewards.

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## Participant Expectations:

- Assign 1\*Sales + 1\*Tech resource to program
- Driver teams must contribute \$950 AUD to participate
- Participants comply with rules of program
- Participants work with arrow on all opportunities created within APEX

## Program Outcomes for Partners:

### Enablement & Education

- Oneview VLT training, eBook material plus Certification Voucher
- Oneview NFR license
- HPE Sales Certification – 2017 – Required for Silver partner status
- **HP ATP Server Solutions V3 – Required for Silver partner status (Server only)**
- **HP ATP FlexNetwork Solutions V3 – Required for Silver partner status (Network Only)**
- HP ATP Storage Solutions V3 – Required for Silver partner status (Storage Only)
- **ClearPass Demo Training**
- **Aruba Certified Mobility Professional (ACMP) V6.4 – Required for Silver partner status (Wireless only)**

### Business Profitability

- Eligible for share of \$80,000 lead generation campaign
- 60-day credit terms
- Fee waived on basic staging services

### Performance Incentives

- Experiential incentives - Race track days
- Business promotion incentives - CRN/ARN business profiles and media coverage
- Sales incentives - Trip to Singapore F1 for top performers includes
- HPE factory tour + HPE CEC experience
- Sponsorship to attend HPE Sales Academy
- Sponsorship to attend Technology roundtable
- Ad-hoc incentives

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## Need Answers on APEX?

For information on the program, streams, timing, rewards or other program components, contact the Arrow HPE team.

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