

**Hewlett Packard  
Enterprise**

# **HPE SMB OFFER 2.0 (FLEXOFFERS)**

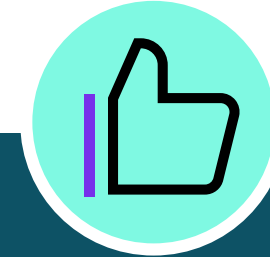
The future of promotions in the transactional business

September 1, 2020

# INTRODUCTION—WHAT ARE FLEXOFFERS?

**HPE SMB Offers 2.0 (FlexOffers)**, is a new systems enhancement that enables resellers, using iQuote, to create flexible BTO configurations and get the best pricing when attach rules are met.

- The SMB 2.0 enhancements also enable the full automation of distributor offer set up and the rebate claiming process. These system enhancements are intended to allow HPE and its partners to focus on driving more sales while speeding up transactional claims processing.
- SMB 2.0 supports existing pricing and promotional programs such as SmartBuy Express (SBE), Top Value Accelerate (TVA), and Intelligent Buy (IB), and covers Heat of the market HPE ProLiant servers, HPE storage products, and HPE networking products that are targeted for SMB.



## BENEFITS OF SMB 2.0:

- More flexibility for partners to make BTO offers attractive
- BTO SKUs defined to meet volume portfolio objectives and support extended lifecycle management
- Define rules that meet 'Heat of the Market' demand
- Automate offer setup and management (iQuote)
- Enable best discount identification (iQuote)
- Automate back-end claiming to drive scale

# REFRESHER: WHAT IS AN SMB OFFER?

SMB Offer =



Performance

877621-XXX + SMB Offer Elements

877621-XXX

ML350 Performance SMB Offer\*

SMB Offer 1P Xeon 4110 8C (2.1GHz/85W),  
16 GB RAM, No Drive (8SFF HP Cage);  
P408i-a; 1x800 FS RPS PS



- 1 x 16GB Memory Upgrade option
- 2 x 300GB SAS 10K SFF Hard Drives option
- 1 x 800W FS Platinum Power Supply option



Memory



HDD



HDD



Power Supply

Blended Margins—Everyday low price

Base SKU



Elements

Shipped From  
the Factory

Added by the  
Distributors

SMB Offers presented  
challenges for both customers  
and distributors

- Fixed Configurations: Didn't meet all customer needs
- Inventory replenishment: Challenging to manage
- Change: Difficult to modify once launched



# SMB OFFERS 2.0 (FLEXOFFERS)

End to end enhancements to enable flexible configurations

## Base SKUs

MicroServer
Entry
Performance
Solution

ML30
Entry
Performance
Solution

- 
- 
- 

DL380
Entry
Performance
Solution

## SMB Preferred Options

HDD	
300 GB	600 GB
1 TB RW	1 TB LP
1 TB SC	1.2 TB
2 TB	4 TB

SSD
240 GB
480 GB

Controller
P408i-p
P408i-a
P440/2G
E208i-a

Memory	
8GB 1Rx8	16GB 1RX4
32GB 2Rx4	16GB 2Rx8
32GB 2Rx4	16GB 2Rx8

## SMB 2.0 "a la Carte" Offers

Any Base SKU



**Required**  
Any SMB Preferred Option



Everyday Low Price

Price <= SBE / TPL

### For distributors using integrated iQuote

- Allows customers and resellers to build flex configurations
- Additional discounts based on options attach
- Options attach rules can vary by product
- Typical buy price less than separate smart buy express purchase

### Base SKUs

- Minimally configured SKUs (CPU, Memory, Power Supply)
- Defined by HPE and shipped from factory

### SMB Preferred Options

- Subset of options portfolio defined to target high volume channel sales

# HOW DOES IT WORK?

## Now start adding options

- Add Memory
- Add HD
- Add iLO
- Add more HD

Quote 3768875-1(draft) **FULFILMENT**

Enter quote name  **SAVE**

Total \$7,595.00 \*  
Or \$220.81 / mo \*

Monthly Payment Calculator

1 System, 2 options x1 x1 x2

**ENGAGE&GROW** **170 Points** [Learn More](#)

View in Slide Show mode

DL360 Gen10 Servers \$7,595.00 \*

1

System unit	P23579-B21		\$4,799.00 *
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Show Pre-Installed

Microsoft OS	P11058-B21	1	\$795.00 *
HW Support	H8QFOE	1	\$2,001.00 *

FlexOffers Requirements

- Qualifying System
- 4 Qualifying options (0 selected)

OPG Deal ID: 100364414

Specification CPU : 2.4 GHz MEM : 32 GB

Validation x1 x1 x2

Pick a starting point






Additional savings after crossing threshold



FlexOffers

# SMB OFFERS 2.0—CAPABILITIES

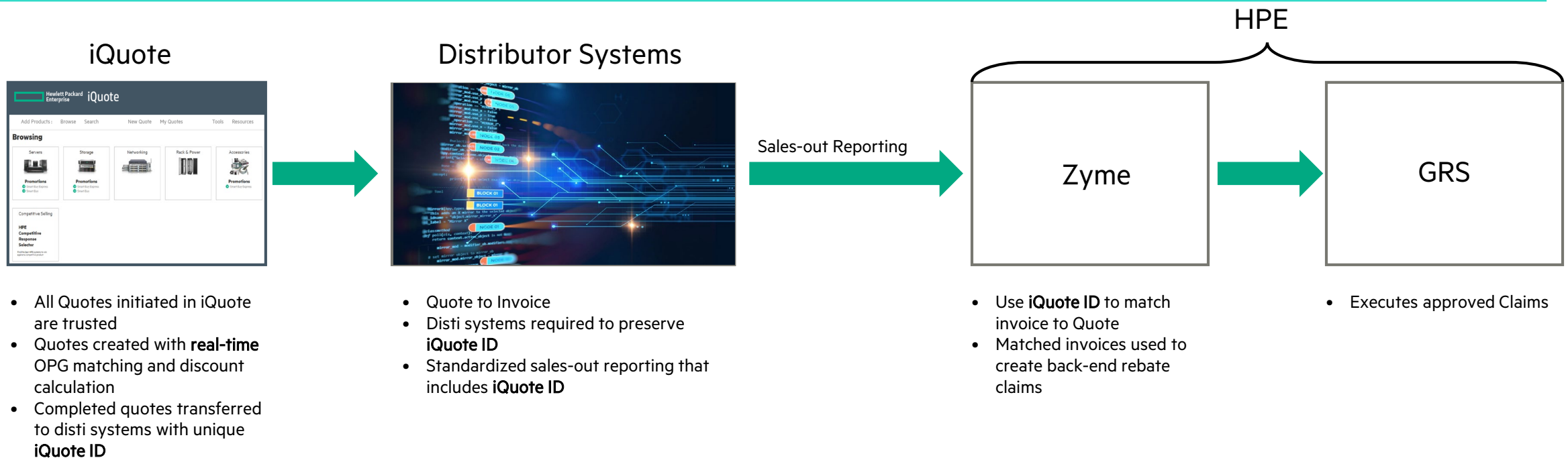
A FLEXIBLE TOOL for the different business needs—3 types of rules

Rule Type	Attach	Multi-System	Combo
Selecting the Right Rule Type	Keep it simple and easy, while promoting <b>options attach</b> .	Promote a <b>System family attached</b> to another System. Great to be used for special offers.	Perfect to promote <b>Solutions</b> that require more than 1 system family and options attached.
Rule Capability Definition	Ability to set a minimum # of Preferred Options per Preferred System to <b>unlock discounts</b> .	Attach a System unit from other Product families or from different BUs as requirement to <b>unlock systems discounts</b> .	Ability to combine offers with System units from different Product families or BUs in same order and <b>unlock discounts on all Preferred Systems and Options</b> .
Rule Examples	<p><b>MicroServer &amp; ProLiant 10 Series</b> + 3 Options</p>  <hr/> <p><b>ProLiant 100 Series</b> + 4 Options</p>  <hr/> <p><b>ProLiant 300 Series</b> + 6 Options</p> 	<p><b>ProLiant ML350 Gen10</b> + <b>StoreEver MSL 1/8 Autoloader</b></p> 	<p><b>Shared Storage Virtualization Solution</b></p> <p><b>ProLiant DL360</b> + <b>Gen6th MSA2060</b></p> 
Rules based discounting designed to incentivize attach			

- **Preferred Options/Preferred Systems:** Pre-Selected SKUs that will represent Heat of the Market, Promo purposes and Strategic products
- Rules available only through iQuote. One rule per system during same period of time is allowed.

# SMB OFFER 2.0 FLEXIBILITY/AUTOMATION—SYSTEMS FLOW

FlexOffer enhancements will automate rebate claiming but will require some distributor system changes.  
A new iQuote ID will be used to track quotes from quote creation to claiming



**HPE iQuote ID—“HPEQuoteID”**—The iQuote “Quote ID” is a numeric 15 digit ID that will be added to the data so that it can be reported via the sell-out data to be combined at HPE with an associated export from iQuote to drive the automated claiming process. Example: Quote, 20123456 version 3 = 200002012345603