

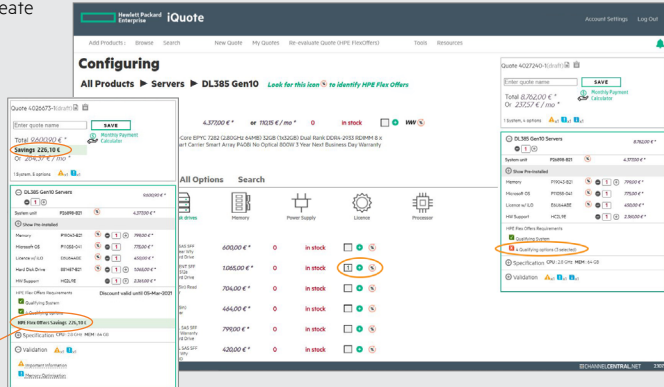
INTRODUCING HPE FLEX OFFERS

HPE Flex Offers, 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.

HPE Flex Offers 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.

HPE Flex Offers enables users to create **flexible BTO configurations** and get the **best pricing** when attach rules are met. HPE Flex Offers are indicated by **(%)**.

The user selects the required server and then adds options, e.g. memory, HD, iLO which have the **(%)** symbol to indicate they qualify for HPE Flex Offers.



Benefits of HPE Flex Offers:

- More flexibility for partners to make BTO offers attractive.
- BTO SKUs defined to meet volume portfolio objectives and support extended lifecycle management.
- Automate offer setup and management (iQuote).
- Enable best discount identification (iQuote).

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 SmartBuy 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.