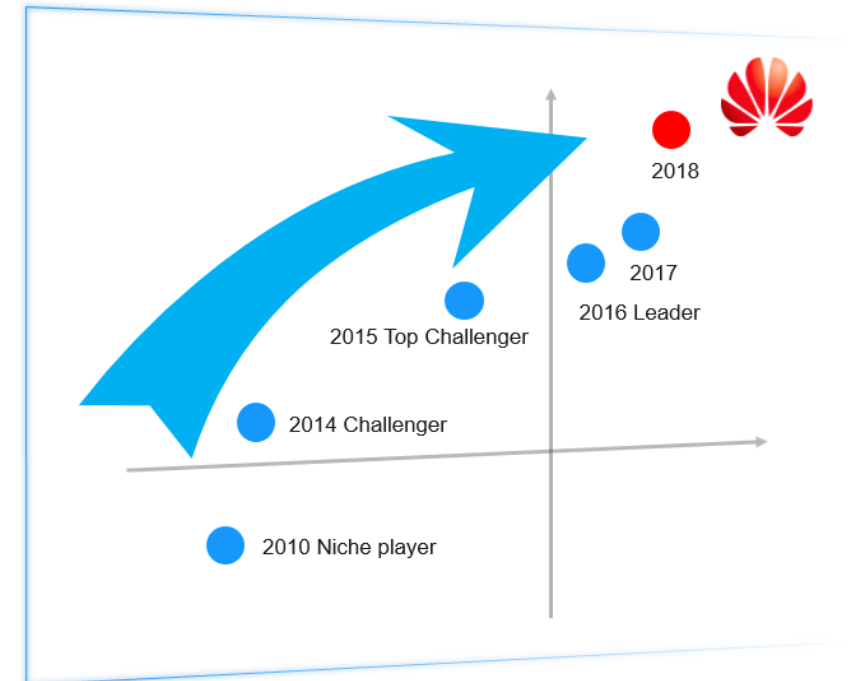


Huawei 2020 Storage Promotion Toolkits

1. Dedicated promotional offers and resources

- ① Huawei Storage Strategy and Vision
- ② Promotional offers
- ③ BIP
- ④ Success Cases + Battle Cards
- ⑤ Demo equipments + Online POC
- ⑥ Dedicated Solution Sales Manager



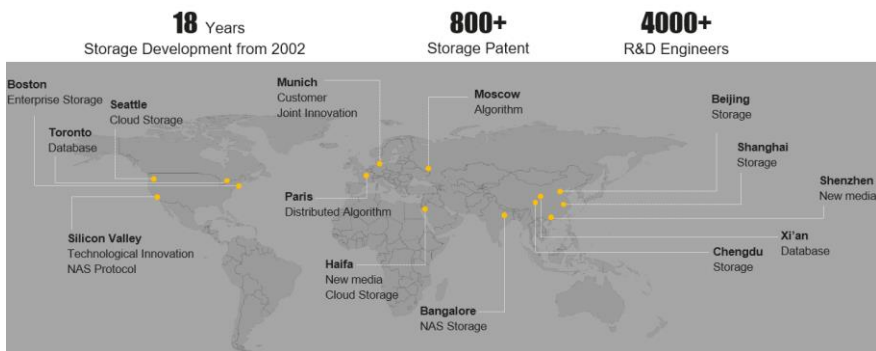
Continuous rising to leadership, YoY !

1.1 Huawei Storage Strategy and Market Position (1/2)

Strategic Positioning

Huawei vision: We believe in a Data Driven world, based on All Flash or Software Defined Storage, powered by AI

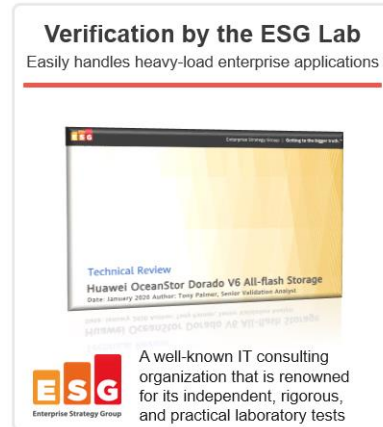
Huawei invests in R&D which leads to true innovation



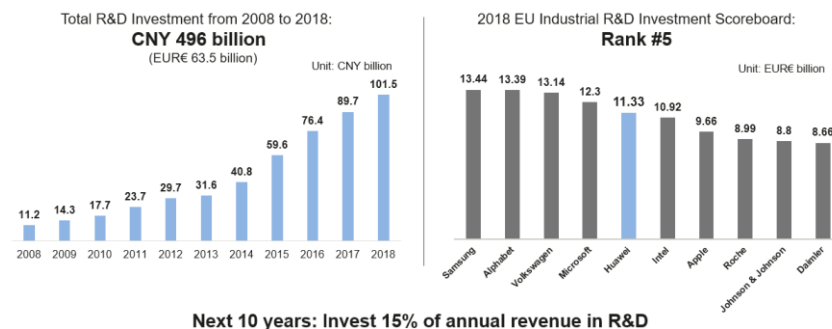
We are committed with investment in R&D to develop our own products. By developing own chips and software, Huawei can enhance overall Storage experience through:

- Embedded AI chip
- E2E NVMe
- Truly E2E Active-Active architecture

Huawei is open and transparent



Huawei has a long term commitment



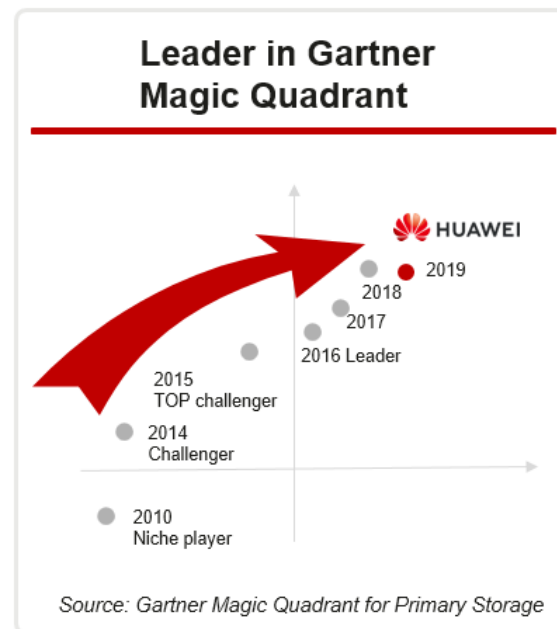
Next 10 years: Invest 15% of annual revenue in R&D

As a proof of Huawei's long term commitment, we offer upgrade programs to make the life of our customers and partners easier. Check Flash Ever Program on page 13.

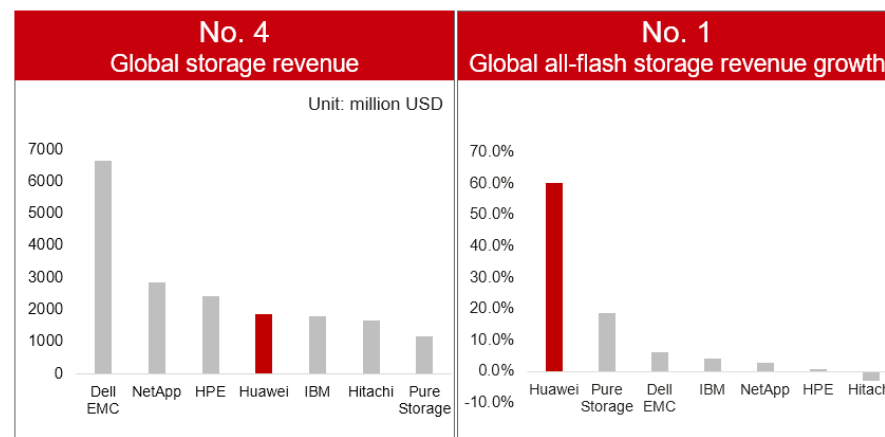
1.1 Huawei Storage Strategy and Market Position (2/2)

Market Recognition

Huawei's trajectory in the Gartner's Magic Quadrant shows consistency and steady improvement, from Niche Player to LEADER, in less than 6 years.



That trajectory and investment put Huawei as the 4th Global Storage Player.



Source: Gartner, 2019 Q4

Our investment in All-Flash is perfectly aligned with our long term strategy and vision. This alignment is resulting in leading growth.

1.2 Promotional Offers – Storage Promotional Prices 1/2

SAN – Entry Level and Mid Range Configurations with Promotional Prices

Mid-Range

Highlight : End to End NVMe; Gateway Free Active-Active Solution; Capacity Guarantee; High intensity with 2U 36 Disks

Indication Price per TiB : At least **30%** lower than NetApp*

At least **20%** lower than EMC**

	Dorado 5000 V6	NetApp AFF A400	DELL EMC Unity 550/650F
Controller form factor	2U with 36 NVMe Drive	4U	2U with 25 Drives
Cache	256G(Up to 512G)		256G/512G
Storage network	16G FC/NVMe	16G FC/NVMe	16G FC/ Doesn't support NVMe
Disk	14*3.84T NVMe SSD		
Dedup&Compression	3:1		
IOPS	300,000	Around 200K~300K	Less than 200K
Usable Capacity	100TiB	100 TiB	100 TiB

*Estimation, based on market prices

**Estimation, based on market prices

Entry Level

Highlight : Gateway Free Active-Active Solution; Capacity Guarantee;

Indication Price per TiB : At least **35%** lower than NetApp*

At least **25%** lower than EMC**

	Dorado 3000 V6	NetApp AFF A220	DELL EMC Unity 450F
Controller form factor	2U with 36 NVMe Drive	2U	2U with 25 Drives
Cache	192G		128G
Storage network	16G FC/SAS3.0	16G FC/SAS3.0	16G FC/SAS3.0
Disk	14*3.84T NVMe SSD		
Dedup&Compression	3:1		
IOPS	120,000	100K~150K	100K
Usable Capacity	100TiB	100 TiB	100 TiB

1.2 Promotional Offers – Storage Promotional Prices 2/2

SAN & NAS Unified Storage – Mid Range Configuration with Promotional Prices

Mid-Range
Highlight : End to End NVMe; Gateway Free Active-Active Solution; High intensity with 2U 36 Disks
Price per TiB : At least 30% lower than NetApp*
At least 20% lower than EMC**

	OceanStor 5500 V5	NetApp AFF A400	DELL EMC Unity 550F/650F
Controller form factor	2U with 36 NVMe Drive	4U	2U with 25 Drives
Cache	384G(Up to 512G)		256G/512G
Storage network	16G FC& NVMe	6G FC& NVMe	16G FC/ Doesn't support NVMe
Disk	18*7.68T NVMe SSD		
IOPS	200,000	Around 200K~300K	Less than 200K
Usable Capacity	100TiB without Dedup&Compression	100 TiB without Dedup&compression	100 TiB without Dedup&compression

*Estimation, based on market prices

**Estimation, based on market prices

1.2 Promotional offers - Flash Only Plus

Benefit

With the in-house developed NVMe SSDs and latest data reduction technologies, Huawei offers:

The same NVMe SSD price as 10K SAS at the same capacity



Notes

1. Compression and deduplication features must be enabled.
2. Applicable models include Dorado 3000 V6, Dorado 5000 V6, and Dorado 6000 V6.
3. Maintenance prices of different models will differ.

1.2 Promotion offers - Free Dorado Onboard Training

Benefit

By buying a Huawei Dorado V6 Portfolio Solution in this period, the end user receives:

1 man-day onsite German training for free

How It Works

Upon placing an order to a Huawei distributor, Huawei partner could send email to the relevant Huawei channel manager or solution manager to apply the training. It will be provided upon a mutually agreed date.

Conditions

1. The net price of ordered PO from partner to a Huawei distributor must be above 100,000€.
2. The end user is responsible for providing the training classroom.
3. If more than 1 man-day training is needed, please contact Huawei distributor for quotation of extra days.

*The training content will be provided in a separate attachment upon request.

1.2 Promotion offers - PoC Incentive

Incentive

By sending a Huawei Storage product PoC test report signed by the end user, **partner** receives:

2000€ price reduction before placing the order

How It Works

After finishing a PoC test and receiving the signed report from the end user, partner must send a scanned copy to the relevant Huawei channel manager or solution manager, partner will receive a new offer with 2000€ price reduction before placing order in connection with this PoC.

Conditions

1. The net price of ordered PO from partner to a Huawei distributor must be above 50,000€
2. The incentive is applicable only once for each project.
3. The test cases are defined by the customer or partner. Huawei could provide an example upon request.
4. Applicable to all Huawei storage products.

1.2 Promotion offer - Reference Incentive

Incentive

With the customer's written confirmation upon the Huawei Reference Case Agreement, **partner** receives:

3000€ price reduction before placing the order

How It Works

After providing the customer's written confirmation to Huawei for publishing reference, partner will receive a new offer with 3000€ price reduction before placing order in connection with this signed Reference Agreement.

Conditions

1. The net price of ordered PO from partner to a Huawei distributor must be above 100,000€.
2. The Huawei Reference Case Agreement will be provided in a separate attachment upon request.

All Incentives Are Cumulative!

Example

Request

Customer X requests a 200TiB storage system from Partner Y.

Solution

Huawei offers a Dorado 5000 V6 NVMe solution based on the promotion discounts. The price from Distributor Z to Partner Y is **100,000 EUR**.

Activities

Partner Y requests one demo system from Huawei for testing at customer site.

After finishing the test, customer signed on the test report and would like to order the storage system. In addition, the customer also signed the *Huawei Reference Case Agreement*.

Benefits

1. The original price is based on the latest **special promotion discounts**, with a total price similar to 10K SAS storage system.
2. Partner receives 2000 EUR PoC incentive for the test report. The offer price is **98,000 EUR**.
3. Partner also receives 3000 EUR reference incentive. The partner will receive a new offer with **95,000 EUR**.
4. **One-day Huawei storage training course** will be provided for the customer on a date agreed by both parties.

1.2 Flash Ever Service – always get the newest controller

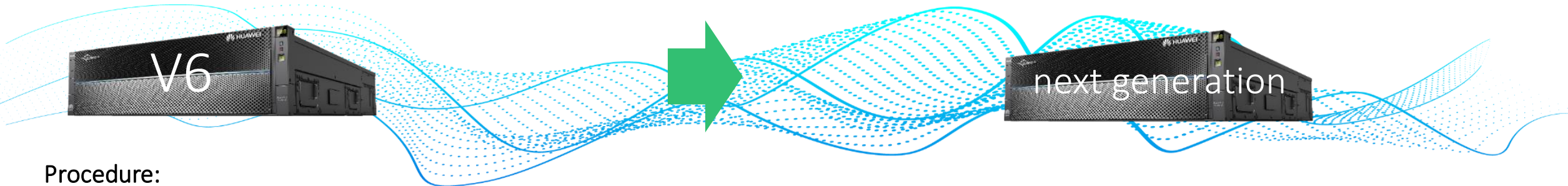
Enjoy next generations of free system upgrades when your organization purchases the FlashEver Service for OceanStor Dorado V6 equipment

Price indication of FlashEver Service:

5000 V6: 12,000 € per Set

3000 V6: 9,000 € per Set

Flash Ever: Only change controller to next generation Dorado include implementation service



Procedure:

1. Customer purchase Flash Ever service at the beginning in the PO with the price showing above.
2. Customer open a ticket to apply for controller upgrading in 3 years
3. Huawei or partner will on-site upgrade the controller to next generation controllers without business interruption

1.3 BIP – Promotional Offers

Incentive products	Incentive receivers	Incentive condition	Incentive amount
Datacom, Storage, Transmission&Access (applicable to certain products) of EBG, excluding service.	VAP, Gold, Silver, Authorized partner	<ul style="list-style-type: none">before order placement, the project have been approved by Huawei to be eligible for BIP incentive, and the partner has signed the BIP channel partner registration form(including the letter of commitment)Partner must have a valid Huawei channel partner certification in epartner system by the end of incentive calculation cycle.	<p>Incentive amount = incentive base x rebate ratio</p> <ul style="list-style-type: none">Rebate ratio: 10%Incentive base: channel partner's sales performance in 2020 regarding the sales of strategic products according to POs placed to Huawei under approved projects. (The sales performance calculation follows the Regulation on managing channel partner performance for enterprise business ex-china)

BIP Regulations:

- Projects with **the sales of strategic products** exceeding US\$100,000 for enterprise business outside China
- Deal Registration and application should be submitted before order placement
- Valid for authorized-VAP
- Before submit to region, the order must get the approval of management
- Submit application online
- Incentive are calculated on a quarterly basis
- Valid until 31.Dec 2020

Please inform the partner to contact their HUAWEI channel manager or solution manager for the application.

1.4 Success Cases

Huawei All-Flash Storage supports Essen University Hospital to accelerate its Digital Healthcare Systems

<https://e.huawei.com/de/case-studies/de/2020/Essen-University-Hospital>

Lower operating costs: Huawei and itiso replace SAN storage at Adler

<https://e.huawei.com/de/case-studies/de/2019/Huawei-und-itiso-loesen-SAN-Storage-bei-Adler-ab>

Burgwedel: Equipped for the digitization of local government

<https://e.huawei.com/de/case-studies/de/Digitalisierung-der%20Kommunalverwaltung-von-Burgwedel>

And much more...

<https://e.huawei.com/de/case-studies?product=Storage>

1.5 Online POC Hands-on @ Huawei Germany LAB

Step 1 : Login and Register in the Huawei Hands on LAB

<https://support-hol.huawei.com/>



Huawei Storage Online POC Proposal.pdf

(Chrome browser is required)

Step 2 : Choose “Intelligence Storage” -> “Online PoC” ->Germany IT POC LAB, Choose “**Dorado V6 Active-Active_DUS**” to reserve

HandsOnLab

Tags: All HandsOn Video OnlinePoC

Products: OceanStor Dorado OceanStor V3/V5 Solution Germany IT POC LAB

Warm reminder: online POC course requires the use of Chrome browser

Dorado6000 V6_DUS

OceanStor 5500 V5_Active-Active_DUS

Germany POC Lab Remote Access

Step 3 : Input Reserve code (xxxxxxx) to connect test environment

Reserve

Reserve code is required, contact to get.

Huawei@0011

Select the time zone, the default is UTC/GMT+08:00(Beijing time)

UTC/GMT+02:00

The local time shall prevail

2020-04-05 20:00 TO 2020-04-05 22:55

Using type

Internal experience

Reserve

Dorado6000 V6_DUS

Reserved Times

2020-04-05 20:00 to 2020-04-05 22:55

Categories: Storage

Release Date: 2019-10-10

Studied Times: 138

Collected Times: 2Times

Reserve

Start