

There's a business transformation wave coming. Will your network be ready?

Mobile technology and the Cloud enable midsize businesses to compete at full size levels

- 74% of SMBs agree or strongly agree that mobile solutions help improve productivity¹
- 92% of SMBs use at least one cloud application²



CIOs' roles are changing and they want to leverage tech to accelerate growth

- 86% of SMBs agree that digital technologies are changing their industry³
- 70% of them are investing in tech to personalize / improve customer experience⁴
- Today's CIOs are focused on driving business growth.⁵
- 20 billion IoT devices by 2020⁶

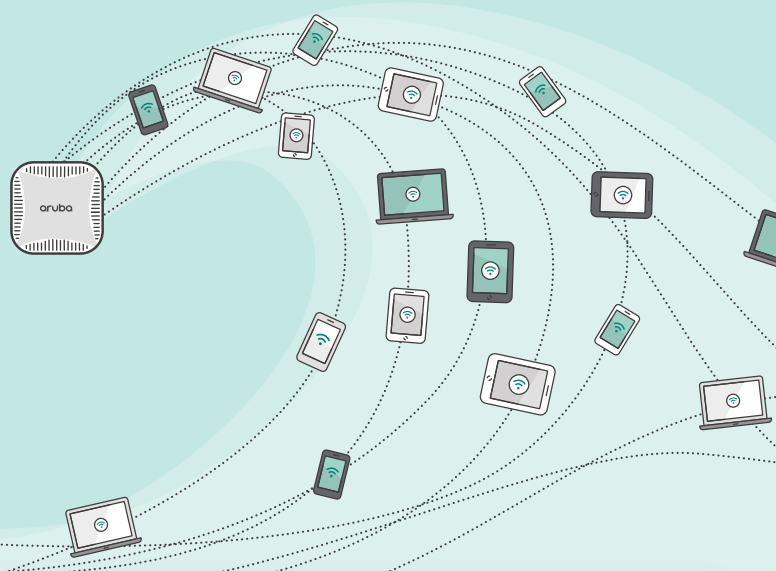


These new demands are on top of a strained IT and network

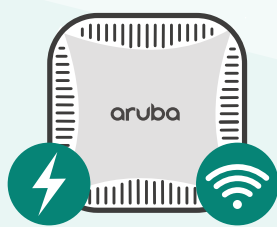


- Midsize business IT has limited staff, training, and budget
- 40% of IT will be generalists by 2021⁷

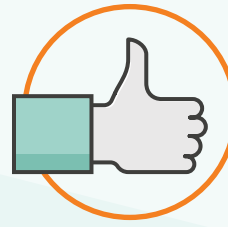
Ride the wave with a simple network that doesn't sacrifice business-class performance, security, and reliability.



HASSLE-FREE

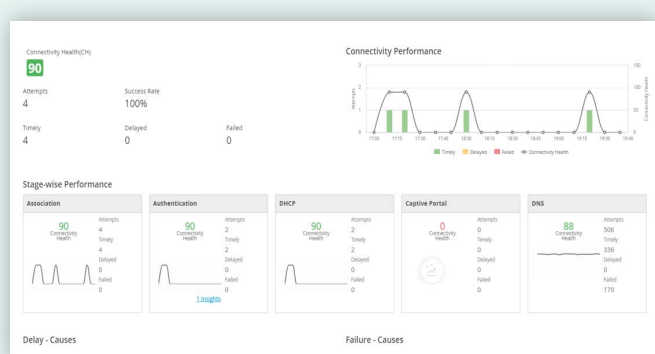


Step 1:
Connect power and network cable



Step 2:
Not needed.
Set up and configuration is automatic.

AMAZING EXPERIENCE

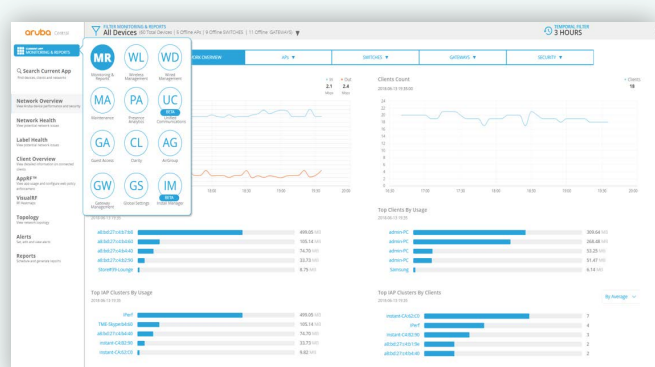


Proactively see who's connected...

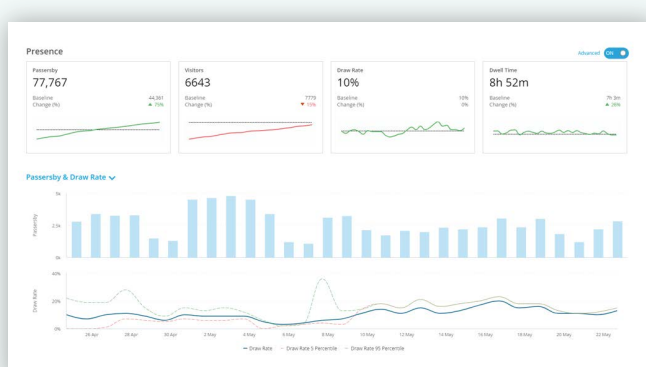


and how they're doing.

BUSINESS-CLASS



Centralized, device groups, sites, labels.



Track customers to optimize your business.

LEARN MORE AT WWW.ARUBANETWORKS.COM/MIDSIZE

Sources:

¹ 74% of SMBs strongly agree/agree that mobile solutions help improve employee productivity – 2018 SMB Technology Trends – SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)
² 92% of SMBs use at least one cloud application – 2018 SMB Technology Trends – SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)
³ 86% of SMBs and midmarket companies strongly agree/agree that digital technologies are changing their industry – 2018 SMB Technology Trends – SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)
⁴ 70% of SMBs are investing or planning to invest in the next 12-24 months in technology to personalize/improve customer experience – 2018 SMB Technology Trends – SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)
⁵ "But the role of the CIO is changing and is no longer relegated to ensuring business technology stays running. CIOs are transitioning into business executive roles and working to drive revenue and capitalize on data, according to Gartner" (<https://www.ciodive.com/news/5-business-technology-trends-defining-cio-responsibilities-in-2018/513842/>) and (<https://www.gartner.com/newsroom/id/3810968>)
⁶ "20 Billion IoT devices coming online by 2020." Gartner February 7, 2017 press release
⁷ By 2021, 40% of IT will be versatists, holding multiple roles, most of which will be business, rather than technology-related. – (<https://www.gartner.com/newsroom/id/3811367>)