SIMPLE BUSINESS-CLASS NETWORKING WITHOUT SACRIFICE

THE NETWORK AS THE FOUNDATION FOR BUSINESS GROWTH

Mobile devices, customer engagement applications, and a robust wireless network are must-haves for Midsize businesses to survive and gain a competitive advantage. Continuously connecting with users and customers anywhere at any time, and leveraging data from network analytics allow businesses to deliver amazing user experiences and to seize opportunities much faster. As a result, the majority of Midsize business IT executives are shifting their focus from "keeping technology running" to leveraging technology and data to drive business growth.[1]

But challenges remain. With Midsize businesses so dependent upon mobile technology, their networks must provide similar performance, security, reliability, and scalability typically found in large-scale enterprise networks. Like their peers in large enterprise, Midsize business IT leaders need the insights, tools and resources to enable their business to react quickly, and the confidence to do things differently. Yet, their networks continue to be deployed and maintained by limited staff with limited budgets and training.

What's needed is a network that's simple to deploy – but doesn't sacrifice business-class performance, security, or reliability.

ARUBA MIDSIZE BUSINESS SOLUTIONS

Purpose-built for the Cloud and right-sized for Midsize business, Aruba Cloud solutions deliver simple-to-use networking that saves IT valuable time, but doesn't sacrifice business-class features needed to maximize technology investments and confidently accelerate business growth. Whether in technology, retail, healthcare, or education, Aruba's cloud-based wired and wireless networking platform delivers powerful and sophisticated features and security using an ultra-reliable infrastructure that's easy to deploy and maintain with limited staff.

## SMB TECHNOLOGY INVESTMENTS TO DRIVE BUSINESS GROWTH

- 70% are investing in technology to personalize/improve customer experience[2]
- 86% agree that digital technologies are changing their industry[3]
- 62% are investing in artificial intelligence and machine learning[4]
- 68% are investing in IoT[5]
- 97% are investing in security[6]

SIMPLIFIED NETWORKING THAT "JUST WORKS"

Aruba controllerless Instant access points and the cloud-based simplicity of Aruba Central allow today's Midsize businesses to simplify operations and spend more time focusing on delivering business value. Here's how:

- Zero Touch Provisioning for Aruba Instant access points are truly plug-n-play. Simply connect Instant APs to power and network, setup and configuration is automatic. No hassle. No expertise needed.
- Aruba Central delivers amazing network administrator experiences that simplify management and reduce troubleshooting time to allow IT to focus on accelerating business growth.
  - Cloud-based and ready-to-use in minutes.
  - Single pane-of-glass provides centralized operations and logical device grouping for complete end-to-end visibility, control, and management regardless of device or location.
  - Intuitive analytics with built-in user and traffic metrics. Alerts and reporting quickly show how customers are interacting with retail locations, how users are connecting, and which applications are being used.

- Aruba Central mobile applications for iOS ensures monitoring and managing your network is always at your fingertips.
- ClientMatch, Adaptive Radio Management (ARM), and AppRF self-tuning technologies continuously optimize and secure the mobile user experience.

① Plug in Instant AP or Switch

② Configuration applied automatically
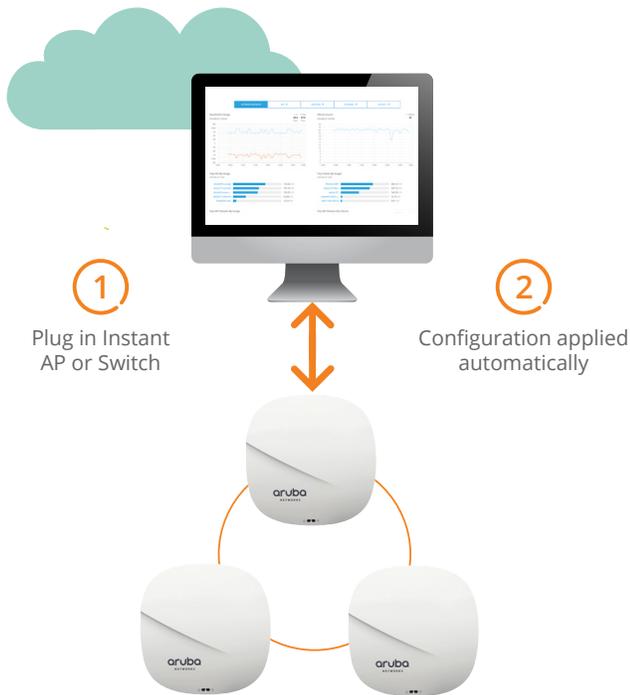
Deploy in two simple steps

## BUSINESS-CLASS PERFORMANCE, SECURITY, AND RELIABILITY

Aruba cloud-based networking allows Midsize businesses to meet today's growing demands for secure, reliable, high-quality user experiences.

Performance:

- Aruba Central's Analytics and Location Engine works with Aruba WLANs and 3rd party analytics to translate collected presence data on Wi-Fi-enabled mobile devices, and converts them into actionable business intelligence.
- Aruba VisualRF and Connectivity Health gathers network analytics to visually display coverage gaps, rogue devices and detailed connectivity information for simplified troubleshooting.
- Aruba's Guest Wi-Fi delivers a customizable and secure high-quality guest access experience.

Multi-dimensional security:

- Remote Access Point Intrusion Detection Service (RAPIDS) detects and mitigates rogue APs.
- AppRF uses deep packet inspection technology and over 2,300 application IDs to accurately filter application and web traffic without additional hardware.
- Two-factor authentication uses Google authentication for flexible secure access.
- Role- and user-based management privileges ensure the right people have the right level of control.
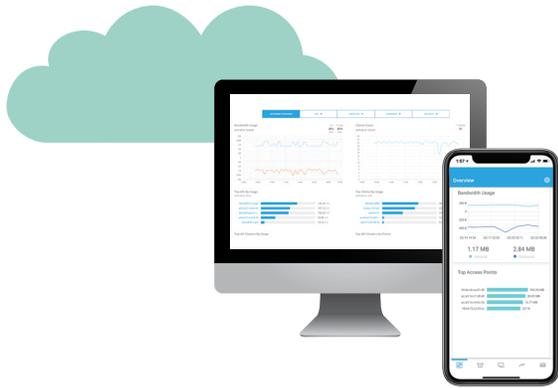
Aruba Central's cloud-based, mobile-friendly management platform

SUMMARY

Aruba's cloud-based solutions are purpose-built and right-sized to deliver simple-to-deploy and use networking that wows users and network admins – without sacrificing business-class performance, security, and reliability. Our networks are secure, effortless to deploy and manage, but still deliver the right features at the right level to enable today's Midsize business IT to accelerate business growth with confidence. Gartner has recognized Aruba as a Leader in Wired and Wireless LAN Access Infrastructure for 13 consecutive years, which is why successful businesses have been able to deploy and rely on Aruba networking solutions with utmost confidence.

Reliability:

- Aruba Central's cloud-based management includes all the maintenance, regular updates and infrastructure redundancy needed to ensure consistent and reliable service availability.
- Aruba Instant access points include automatic failover, redundant links, and a management interface that remains accessible even in the event of WAN outage or subscription service disruption.

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[1] "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)

[2] 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/)

[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] 62% of SMBs are investing or planning to invest in the next 12-24 months in artificial intelligence (AI) and machine learning (ML) to automate and gain insights – 2018 SMB Technology Trends – SMB Group (https://www.smb-gr.com/top-10-smb-technology-trends/)

[5] 68% of SMBs are investing or planning to invest in the next 12-24 months in IoT – 2018 SMB Technology Trends – SMB Group (https://www.smb-gr.com/top-10-smb-technology-trends/)

[6] 97% of SMBs are investing or planning to invest in the next 12-24 months in security – 2018 SMB Technology Trends – SMB Group (https://www.smb-gr.com/top-10-smb-technology-trends/)

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