

SOLUTION OVERVIEW

ARUBA CLOUD MANAGED SERVICE PROVIDER OFFERING

A RAPID SHIFT TO MANAGED SERVICES

As organizations look for more efficient ways to utilize IT resources to meet growing mobile, BYOD and IoT expectations, many are opting to outsource their applications, security and networking needs. Cloud managed networks allow organizations with limited internal IT resources or know how to offload the deployment, management and monitoring of their network to trusted partners, without having to do it themselves. This allows organizations to move from a CAPEX model to a more predictable service experience and an OPEX-based consumption model.

The demand for more flexible deployment options has created a significant opportunity for Managed Service Providers to support organizations with turnkey IT solutions delivered with a pay-as-you-go model. IDC estimates that the cloud-managed Wi-Fi infrastructure and services market will reach \$3.3 billion by 2020 and is expected to grow at a CAGR of 25% from 2015 through 2020¹.

Aruba's Cloud Managed Service Provider offering allows partners to drive profitable recurring revenues and offer their customers secure, enterprise-grade connectivity to improve productivity, increase efficiency and reduce costs. With Aruba Central multi-tenant cloud management platform and flexible licensing partners can spin up a profitable managed services practice in no time. Partners can further offer customers differentiated value added services and reduce TCO while taking advantage of competitive discounts, comprehensive training and financing options to grow their mobility practice.

VALUE OF ARUBA MANAGED SERVICE PROVIDER OFFERING FOR PARTNERS

The timing is right. With the move to more flexible pay as you go cloud-based services, partners can now deliver:

- The best of both worlds, on-premises or managed services options, depending on customer needs
- Unique value added services and industry specific solutions to address a broader market
- A combination of HPEFS financing and bundled services provide new margin opportunities
- And, a cloud offering ensures partners are positioned to succeed in today's new economic climate

FASTER TIME TO MARKET

Simplicity and cost savings are the key. Aruba Central and Aruba's industry leading wired and wireless portfolio make it easy to roll out and build a new managed services program. Zero-touch provisioning for APs and switches and an easy-to-use management interface mean there is a fast learning curve for partner IT staff, and very little travel to remote locations.

EASE OF ONGOING MANAGEMENT

From an operations perspective, Aruba Central's built-in multi-tenant MSP dashboard makes it easy to monitor and manage hundreds of customer accounts from a single interface, eliminating the need to build out a costly network operations center (NOC). Simple workflows and granular drill down menus allows for faster support and quick problem resolution. A mobile app further makes it easy for IT staff to manage a customer's network while they're on the go.

¹ IDC report

LOW UPFRONT INVESTMENT

Combining the extended discounting offered to Aruba partners on Aruba Instant wireless APs, Aruba switches and Aruba Central subscriptions with flexible financing solutions from HPE Financial Services are designed to deliver additional margin to the partner's business. Partners have the opportunity to use this margin to increase revenues through value added services.

NEW MARGIN OPPORTUNITY

Partners can leverage Aruba Central advanced capabilities to further increase revenue through differentiated value added services including:

- **Retail analytics** – helps retail businesses and venues improve customer engagement and make intelligent merchandising, layout, marketing, and staffing decisions.
- **Customized guest access** – offers multiple registration options and customization of mobile-friendly login pages with customer logo, custom welcome messages, terms and conditions.
- **Connectivity analytics** – provides visibility into device connectivity metrics for an optimal end user experience.
- **Open APIs** – enables integration with existing management tools or applications to deliver unique value added services.

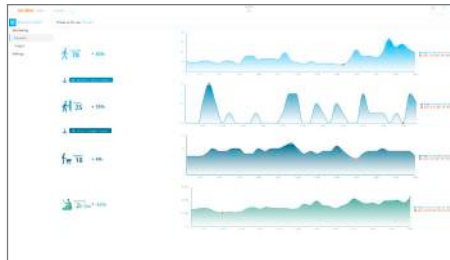
A SIMPLER AND EASIER WAY TO ACQUIRE AND PAY FOR ARUBA'S MSP SOLUTION

Aruba is taking the simplicity of the Aruba MSP solution even further. Partners can choose their preferred configuration of infrastructure, software and services and complete a short, easy subscription agreement to pay a predictable monthly subscription fee for the complete solution. Like customers partners can avoid the hassle of ownership. Partners can simply choose the term and at the end of the term, return it and subscribe to a new solution. With HPE Financial Services partners can acquire their network solution with an ease similar to what they provide their customers.

INDUSTRY LEADERSHIP

For the 12th consecutive year Aruba has been positioned as a Leader in the Gartner "Magic Quadrant for the Wireless LAN Access Infrastructure". This consistency, unmatched by any other vendor, highlights Aruba's innovation, vision, and ability to deliver an exceptional experience for our customers.

Aruba's Mobile First solutions provide customers with market-leading networking, analytics, security and locations services that allow them to extract new insights and drive more business value from IT assets.



Guest Wi-Fi Services

Custom captive portals – logo, background, color, ads

Registration – anonymous, self-registration, social & Facebook Wi-Fi

Control – duration, usage, landing page

Presence Analytics

Custom traffic & engagement based on device presence & RSSI

Customizable conversion metrics insight across stores & times

No device connection required!

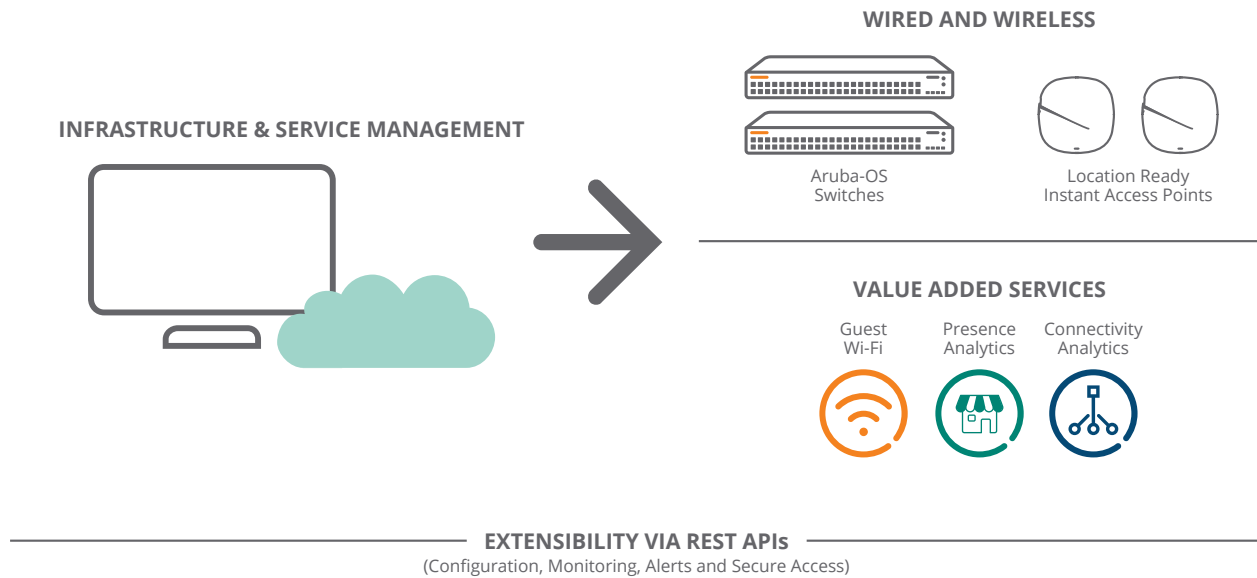
Connectivity Analytics

Live user connectivity monitoring with Aruba Clarity

Predictive insights to identify issues before users are impacted

Recommendations for troubleshooting

ARUBA CLOUD MANAGED SERVICE PROVIDER SOLUTION COMPONENTS



Aruba Central

Aruba cloud-based network management platform provides 24x7x365 access to customer networks for remote monitoring and management of Aruba Instant APs and switches. Aruba Central MSP dashboard is specifically designed to allow partners to centrally manage customer networks from a single interface, while providing logical isolation and secure access with tiered user administration rights and multi-factor authentication. Built-in analytics like presence and connectivity enables partners to offer customers profitable value added services.

Aruba Cloud Platform is scalable and reliable with geographic cloud data center redundancy, thus eliminating the need for partners to maintain a dedicated network monitoring and data center infrastructure to service their customers.

Aruba Instant Access Points

Our family of controllerless indoor and outdoor 802.11ac access points are built to deliver enterprise-class Wi-Fi connectivity, security and application visibility and control. Adaptive Radio Management (ARM) and patented ClientMatch technology ensure that customer Wi-Fi networks are automatically optimized for reliability and superior performance.

Supported indoor, outdoor and remote 802.11ac AP's:
Wave 1 – 203H and 203R, 207 Series, 228 and 270 Series (Outdoor)

Wave 2 – 300 Series, 303 Series, 303H, 310 Series, 320 Series, 328 Series, 330 Series, 340 Series, 360 Series (Outdoor) and 370 Series (Outdoor)

Aruba Switches

These industry-leading switches offer the scalability, performance and security to run any business – from entry-level compact Layer 2 and Layer 3 switches to resilient scalable aggregation switches with high density PoE+ and HPE Smart Rate multi-gigabit ports for high-speed connectivity.

Supported switches:

2530 Series, 2540 Series, 2930F Series, 2930M Series, 3810 Series, 5400R Series

Hardware support and services

Aruba Central subscriptions include full technical support including phone and online support for any managed network devices and services as well as access to the latest firmware releases. Custom based services include SOW based integration and onboarding services.

Training

Aruba cloud managed service provider offering includes comprehensive training and certification coursework for partners to get acquainted with the Aruba hardware and software products. Instructor led onsite courses and labs provide partners with the knowledge, skills and practical experience required to set up Aruba hardware and build a managed services solution using our cloud platform. Additionally, Aruba Instant and Central e-learning courses give partners the flexibility to study at their own pace.

THE BOTTOM LINE

Aruba Cloud Managed Service Provider offering provides the industry-leading technology that partners need to successfully rollout their cloud managed services practice. Partners will benefit from Aruba's many advantages, including fast deployment, easy scalability, end-to-end visibility and centralized management of customer networks and flexible financing options.

Aruba offers a remarkably low total cost of ownership. Along with low capital and operational expenditures and value-added incremental revenue opportunities, the bottom line with Aruba is simply a better bottom line for partners.

Learn more at www.arubanetworks.com/msp.



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