

# BUILDING A MOBILE-FIRST NETWORK FOR SMB



# BE THE EXPERT ON MOBILE-FIRST NETWORKS FOR SMB

## Mobile device use surpasses projected growth

- **Over 4.5 billion** personal client devices were on the network in 2015.
- **67%** of small to mid-sized businesses view mobile solutions and services as critical to the business.<sup>1</sup>
- **7 in 10 businesses** get user complaints about poor Wi-Fi but 6 in 10 SMB customers don't have on-staff networking expertise.<sup>2</sup>
- **78%** of U.S. small businesses will have fully adopted cloud computing by 2020 - more than doubling the current 37%.
- The U.S. Small & Medium Business (SMB) cloud computing & services market will grow from **\$43B in 2015** to **\$55B in 2016**.<sup>3</sup>

## The role of the corporate network has evolved from a tactical on-campus resource to a strategic enabler for businesses:

### CLOUD ADOPTION, WHICH MINIMIZES COSTS AND COMPLEXITY

- The cloud provides a convenient software-as-a-service solution that allows customers to pay as they grow, while simplifying security and management.

### BYOD, WITH 85% OF BUSINESSES ALLOWING IT <sup>4</sup>

- Bring Your Own Device can unleash productivity, but only if an integrated solution handles issues like network security, device onboarding, and usage and application management.

### 802.11AC HITTING THE MAINSTREAM

- The new 802.11ac Wave 2 Wi-Fi standard not only provides lightning fast speeds, but boosts network efficiency.

### MOBILE UNIFIED COMMUNICATIONS (UC) BECOMING MORE WIDELY AVAILABLE

- Mobile unified communications extend enterprise-grade voice, conferencing, collaboration, and mobile apps to smartphones, tablets, and other mobile devices.

## To take advantage of their network as a business enabler, your customers must:

- Design networks with a mobile-first architecture in mind.
- Provide capacity improvements to handle the increasing number of applications and devices.
- Use Wi-Fi as the primary way of network access, and upgrade aging Wi-Fi networks.
- Ensure support for reliable mobile UC solutions.

<sup>1</sup> Louis Columbus, "Roundup of Small & Medium Business Cloud Computing Forecasts and Market Estimates, Forbes/Tech, May 4, 2015

<sup>2</sup> Source: Aruba Networks survey of 4,000 solution providers working with SMEs in the Americas conducted over 2015

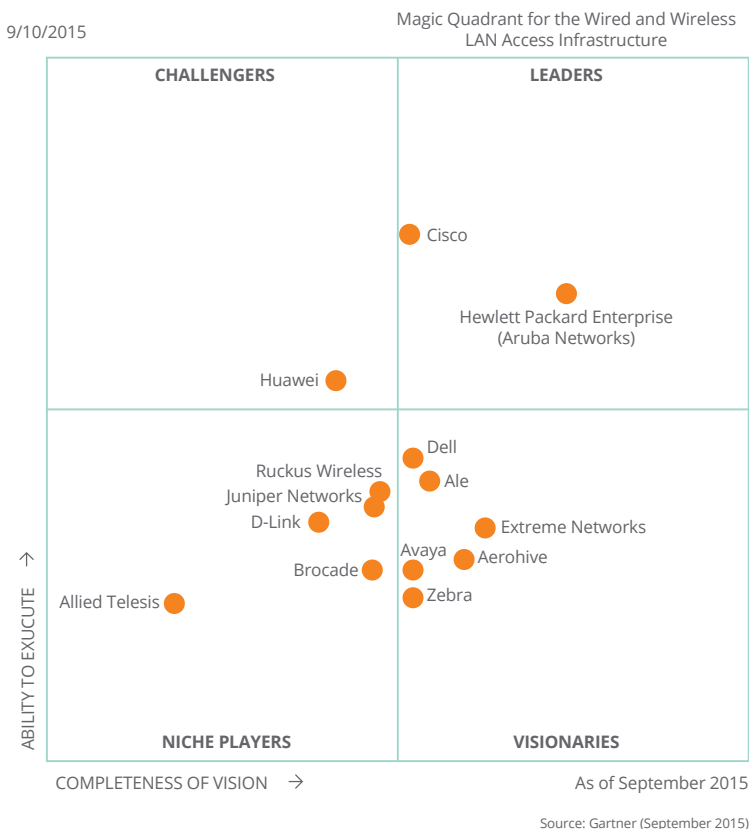
<sup>3</sup> <http://www.forbes.com/sites/louiscolombus/2015/05/04/roundup-of-small-medium-business-cloud-computing-forecasts-and-market-estimates-2015/> <sup>4</sup> IDC Research Services

# TWO LEADERS JOIN FORCES TO HELP YOU MEET CUSTOMER CHALLENGES

## Hewlett Packard Enterprise and Aruba

In May of 2015, HP completed the acquisition of Aruba Networks, adding Aruba’s best-of-breed wireless LAN infrastructure and policy management to HP’s strong footprint in wired LAN.

“This is a smart and bold move for HP... The joint solution is a strong on-premises offering that will rival Cisco Systems globally, and should be on the shortlist for small and midsize enterprises, remote branch offices and large campus environments globally and across all vertical markets.” - *Gartner*



### Gartner’s Magic Quadrant:

In the latest “[Magic Quadrant for Wired and Wireless LAN Infrastructure](#)” report, HPE/Aruba Networks has been positioned in the Leader’s quadrant for the fourth consecutive year, based on vendors’ completeness of vision and ability to execute.



## With HPE switches and Aruba Instant access points, you can offer your SMB customers a powerful, secure network solution that will grow with their business.

Aruba Instant AP's Powered by the latest 802.11 ac technology, Aruba Instant™ access points feature fast set-up, a built-in management dashboard, and gigabit Wi-Fi speeds – all in one affordable package.

- Simplicity with fast set-up that does not require network expertise, and a free built-in management interface.
- Performance tested 10x faster than competing solutions when connecting lots of mobile devices all at once, and scalability as businesses grow.
- Security with built-in firewall and smart application handling for granular visibility and control.
- Reliability with no single point of failover and network survivability to the last access point.

### Aruba Switches to support the Mobile-First Campus

A selection of Layer 2 and Layer 3 high performance switches provide resiliency for the mobile first campus. Aruba switches offer robust security, QoS features and stacking capabilities to build a mobile first campus network that meets corporate policies and compliance requirements.

To handle increased wireless traffic for 802.11 ac wave Wave 2 access points in high density areas, the Aruba 3810 allows customers to raise the data rates to perform wireless aggregation with AP uplinks as high as 2.5Gbps. With the multi-gig capability of HPE Smart Rate ports, the 3810 allows customers to futureproof their network as higher capacity wireless technologies emerge to support data rates from 1Gbps, 2.5Gbps, 5Gbps and even 10Gbps over your existing cabling.

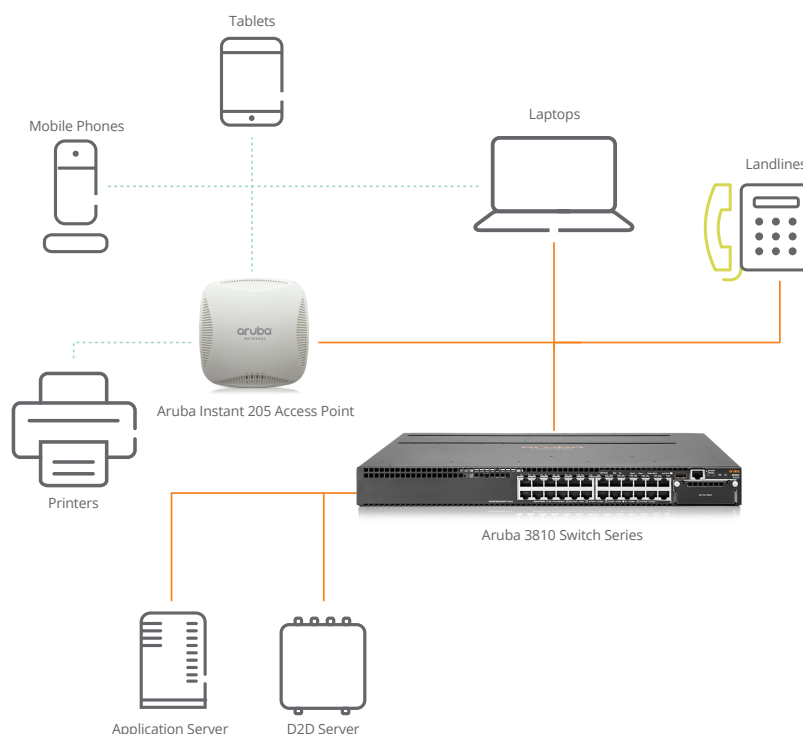
The Aruba Instant 205 wireless access point, when implemented with the HPE 2530 switch series, provides businesses a Wi-Fi solution that delivers superior performance, business grade security, resiliency and flexibility with the simplicity of zero-touch deployment. HPE Aruba instant is a turnkey business-grade Wi-Fi Solution and does not require network expertise to deploy and manage.

#### Solution Benefits

- Attractive price point with investment protection
- Integrated security
- Plug-and-play simplicity
- Enterprise grade Wi-Fi performance

#### Build for Mobility

- Enable a flexible work style
- Differentiate business
- Provide guest access and bring your own device (BYOD)



# SEIZE THE OPPORTUNITY WITH ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY

Aruba Instant is easily deployed as an overlay to an existing wired LAN in just a few minutes, eliminating the need for IT to redesign or modify the wired infrastructure.

## Provide the best network for your customers

### THE FASTEST NETWORK

- Up to 10-times faster than the competition at high density.
- Wi-Fi setup in minutes.
- Aruba InstantOS™ comes with integrated Adaptive Radio Management™ (ARM) technology, which ensures the Instant AP's stay clear of RF interference, resulting in more a reliable, better performing wireless network.
- Patented ClientMatch™ technology, which gathers session performance metrics from mobile devices and then steers individual clients to the best AP with the strongest Wi-Fi signal as users move.

### THE MOST RESILIENT NETWORK

- 100% functional WLAN without a WAN link.
- Integrated spectrum management without compromise to identify and self-heal around Wi-Fi and non-Wi-Fi interference.
- Redundant ISP uplink and 3G/4G uplink option.

### THE MOST FLEXIBLE AND SECURE ARCHITECTURE

- Aruba Instant architecture works across headquarters, branch, and home environments.
- Local, cloud and on-premises management options.
- AppRF technology performs deep packet inspection and web content filtering for network protection.
- Internal RADIUS server on Aruba Instant AP, plus flexible external AAA options.
- 100% investment protection to convert to controller-managed APs.

## Benefits include:

**SINGLE ARCHITECTURE** across headquarters, branch and home.

**MANAGEMENT OPTIONS** including local, cloud, and on-premises.

**SOPHISTICATED SECURITY** that protects internal assets, blocks malware, supports guest access, and isolates sensitive traffic from the rest of the networks.

**HIGH PERFORMANCE** to accommodate a range of device and traffic types, including data, voice, and video.

**SIMPLIFIED ROAMING** so users don't need to log in each time they move from one access point to another.

**COST-EFFECTIVENESS** with controllerless AP's which can eliminate hardware and maintenance expenses, but integrate all critical components for ease of management.

## Combined Aruba & Hewlett Packard Enterprise Portfolio



### WIRELESS LAN

#### Access Points

Based on the 802.11n and 802.11ac standards, Aruba access points deliver secure Wi-Fi client access to a variety of indoor and outdoor enterprise wireless LAN (WLAN) environments. Centrally manage these high-performance APs with Aruba Mobility Controllers, or deploy as controllerless Aruba Instant APs managed in the cloud.



### NETWORK MANAGEMENT

#### AirWave

AirWave offers the end-to-end clarity and control over mobile users on multivendor, multisite networks. It includes user location and mapping capabilities, real-time monitoring, proactive alerts, historical reporting, and troubleshooting.

#### Aruba Central

Aruba Central is a cloud-based software-as-a-service subscription that simplifies the management of Aruba Instant WLANs. It offers remote monitoring and troubleshooting, centralized configuration and firmware management, compliance reporting, and zero-touch provisioning.



### SWITCHES

#### HPE OfficeConnect 2530 Switch Series

The series provides security, reliability, and ease of use for SMB deployments. It provides choice of 8-, 24- and 48- port models with Gigabit or Fast Ethernet ports, optional PoE+, and optional 10GbE uplinks. The series offers enhanced access security, traffic prioritization and Energy Efficient Ethernet (IEEE 802.3az)

**Contact your preferred Aruba Distributor for pre sales support, pricing and availability.**



## Opportunities await, especially



### IN HEALTHCARE

- **69% of hospitals allow physicians to use their personal devices at the point of care.**
- **Location and condition sensing are at the heart of real-time healthcare systems.**

Aruba always-on Wi-Fi ensures that critical healthcare devices and apps always get priority treatment.

Integrates a Policy Enforcement Firewall™ and wireless intrusion protection to ensure HIPAA compliance, HITECH and ISO-IEC 27002 and other privacy mandates.

Enables secure BYOD and guest Wi-Fi that connects sites and workers on one secure, high-performance network.



### IN K-12 SCHOOLS

- **Students leveraging the Internet are 20% more proficient**
- **e-textbooks result in annual savings of \$1000 per student**

Aruba education solutions enable impactful experiences such as video and interactive learning.

Zero-touch provisioning, plug-and-play deployment, and cloud management mean Wi-Fi networks practically run themselves and scale seamlessly to handle increased density.

Security and filtering capabilities ensure safe browsing, while redundancies ensure reliability.



### IN RETAIL

- **42% of in-store shoppers search for product information online while in stores**
- **64% of retailers plan to implement mobile POS**

Enable sales associates who work wirelessly to securely use point-of-sale and inventory apps on any mobile device anywhere in the store.

Employ one of the toughest, most secure PCI-compliant networks, with built-in data encryption, Policy Enforcement Firewall™, and wireless intrusion protection—without extra hardware.

Simplified provisioning, deployment and management that uses role-based traffic separation to let shoppers and employees share the same Wi-Fi without compromising security.



### IN THE SMALL BUSINESS OFFICE

- **Workforces are evolving and there are more remotely connected offices, and an expectation that employees can connect and communicate wirelessly, no matter where they are.**

Provide strong security with fully integrated data encryption, Policy Enforcement Firewall and wireless intrusion protection for BYOD environments.

Gain the reliability required for the always-on network along with the speed required for highest quality voice and video.

Cut costs and simplify management with zero touch provisioning, plug-and-play performance, and cloud management that lets you scale as you grow.



## Engage your customers



### START THE CONVERSATION:

#### What does your infrastructure look like today?

- Listen specifically for details on the vendor, number of devices, their age, wired vs. wireless. Probe for details as necessary.

#### How important is wireless access to your users (employees/customers)?

- Discuss Aruba Instant performance benefits.

#### Are you using consumer-grade Wi-Fi for your business?

- Discuss affordability of upgrading to Aruba Instant.

#### Is your current Wi-Fi network designed for your business needs?

- Discuss the business benefits of enterprise-level security and manageability.

#### How often do you experience slow or bad connectivity with your Wi-Fi?

- Discuss Aruba Instant reliability and performance.

#### Is your current network hard to manage or configure?

- Discuss Aruba Instant's management ease and flexibility.

#### Do you have limited IT staff and/or budget?

- Discuss the simplicity of migrating to and managing Aruba Instant.

#### What are the top upcoming priorities that will affect your network?

- BYOD, 1:1 initiatives, Cloud, voice and collaboration applications

#### What are you using to manage your wired and wireless devices?

- Discuss Aruba flexible management options - local, Aruba Central cloud management or Airwave AirWave for multi-vendor wired and wireless networks



### DETERMINE THEIR NEEDS:

- What challenges are you facing with your wireless network today?
- How do you currently manage or configure the access points in your network?
- How many devices are connecting to your network?







## Overcome customer objections:

**Objection:** We would love to use Aruba for our needs, but it is too expensive for us.

**Response:** Some competitors do have a lower initial investment; however, they are often providing only consumer-grade Wi-Fi, and you have to look at total cost of ownership. Their inferior quality, support and warranty can't compete with Aruba's best-of-breed quality, support, and lifetime warranty. You run the risk of a higher long-term price tag when you choose a wireless manufacturer who does not offer business-ready features and a lifetime warranty.

**Objection:** We're looking at Meraki. Why consider Aruba over a name and product like Cisco/Meraki?

**Response:** Aruba is the only Wireless LAN vendor with a flexible WLAN architecture that can migrate between controllerless Instant AP's, and Controller-based AP's. Meraki is cloud-based only, and a subscription is required. When or if the subscription expires the AP becomes useless. Meraki doesn't offer management for any Cisco products, while Aruba provides flexible management options, including cloud (Central), on-premise (AirWave), and integrated (Free).

**Objection:** We just purchased and installed a new WLAN last year and do not plan to make any changes for quite some time.

**Response:** Have you heard that Aruba is now a member of the Hewlett Packard Networking family? By combining forces with HPE, we now offer best-of-breed wired and wireless networking technologies that enable your organization to stay connected and mobile while simplifying your network infrastructure. When you upgraded last year, did the project include your wired network, too?

**Objection:** I thought Aruba was a controller-less solution, but we have too many users to not consider a controller.

**Response:** Our controller-less Instant access points can be converted to controller managed access points, eliminating the need to rip and replace existing infrastructure when upgrading the network.

**Objection:** The Aruba brand name isn't as well established as Cisco.

**Response:** No less an authority than Gartner has stated that the HPE and Aruba solution rivals "Cisco Systems globally, and should be on the shortlist for small and midsize enterprises, remote branch offices and large campus environments globally and across all vertical markets."<sup>5</sup>

### To get a quote for your customer, choose one of the following options:

- 1 Contact your Authorized HPE or Aruba Distributor representative. These specialists can provide site planning and heatmapping.
- 2 Sign up to become an authorized HPE Reseller: [partner.hpe.com](http://partner.hpe.com)
- 3 Sign up to become an authorized Aruba Reseller: [www.partners.arubanetworks.com](http://www.partners.arubanetworks.com)
- 4 Email Aruba Sales: [dl-hpsalesupport@arubanetworks.com](mailto:dl-hpsalesupport@arubanetworks.com)

<sup>5</sup> Nolan Greene, Randy Perry, "The Tipping Point is Here – All-Wireless Workplaces Show Benefit over Tradition Wired Technology," IDC, October 2014.

## SEIZE THE OPPORTUNITY

Contact your authorized distributor representative for more about enabling your company — and your customers — with Aruba wireless solutions.