aruba

a Hewlett Packard
Enterprise company

SIMPLE CLOUD-MANAGED NETWORKING YOU CAN TRUST

A FOUNDATION FOR BUSINESS GROWTH

Mobile devices, cloud-hosted apps and providing exceptional user experiences are must-haves for midsize businesses today. 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]

The wired and wireless network of the future must provide similar – or in some cases better – performance, security and reliability than is typically found in large enterprise environments. Yet, the IT team at a midsize business must deploy and maintain their network with limited staff, training and budget.

What's needed is a unified platform for network operations that's easy to deploy, includes automation features and intelligent insights that keep the network running at optimal performance, and has role-based access and threat protection for users and IoT devices.

ARUBA MIDSIZE BUSINESS SOLUTIONS

Purpose-built for the cloud and right-sized to meet today's changing needs, Aruba's midsize business portfolio includes simple to use wireless, wired and WAN solutions, purpose-built to be simple and secure, make life easy for IT, and maximizes IT's investment to confidently accelerate their organization's digital transition.

Aruba's cloud-managed networking platform delivers industry-leading features that are designed for the changing needs of businesses in the technology sector, retail, healthcare, education and other industries. It's all about simplicity, insights and secure access that meet internal and external compliance demands.

SMB TECHNOLOGY INVESTMENTS TO DRIVE BUSINESS GROWTH

- 74% of SMBs agree that using new technology effectively is key to business growth[2]
- 76% 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 access points, switches, 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:

Simple to deploy network infrastructure:

Zero Touch Provisioning is truly plug-n-play for Aruba's network hardware. Access points, switches and branch gateways are centrally provisioned with an easy-to-use setup wizard. A mobile app enables IT to assign installation duties to a local resource who can assign devices on the fly. Simply connect Aruba hardware in the desired location, and it's automatically configured and booted. No hassle. No special skills needed.
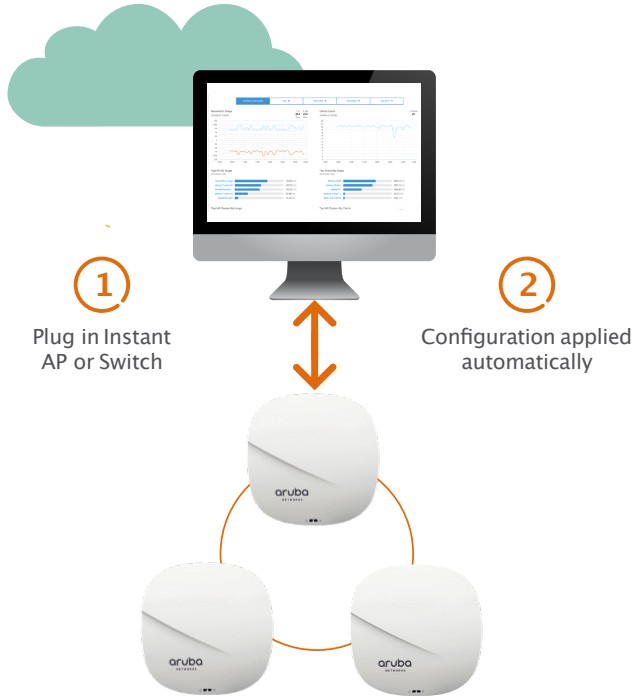
Figure 1. Deploy in two simple steps

Intuitive cloud–based management:

Aruba Central delivers the benefits of the cloud that help offset IT resources and budgets. Other benefits include:

- Management and orchestration tools that are ready-to-use in minutes
- Single pane-of-glass provides centralized operations and logical device grouping for complete end-to-end visibility and control – regardless of device or location
- Simple navigation lets you find what you are looking for in 3 clicks or less
- Real-time analytics highlight built-in user and traffic metrics
- Reporting features for sharing information
- Easy-to-use wizard steps administrators through configuration screens

Figure 2. Aruba Central's cloud-based, mobile-friendly management platform

SMART FEATURES FOR SMART NETWORKING

The Aruba midsize business portfolio includes built-in automation that is designed to consistently deliver the best performance possible. Optimization reduces the need for constantly making changes, decreases troubleshooting time, and allows IT to focus on projects that accelerate business growth.

Industry leading performance

Aruba's network solution includes patented performance optimization features, real-time insights, and automated troubleshooting tools that reduce incidents and enable IT teams to proactively and expeditiously resolve problems.

- ClientMatch, Adaptive Radio Management (ARM), and application self-tuning technologies automatically adjust to provide the best connectivity experience for all users.
- Intelligent insights utilize machine learning to provide consistent and reliable information about the health of the network on a continuous basis. Insights are then used to optimize the network for improved performance and service availability.
- Aruba VisualRF and Connectivity Health gather network analytics to visually display coverage gaps, rogue devices and detailed connectivity information for simple troubleshooting.
- Aruba's Guest Wi-Fi delivers a customizable and secure high-quality guest access experience.

Infrastructure and cloud reliability

Aruba's network architecture is both flexible and resilient to ensure your network is always there to support the needs of your business.

- Aruba Central's cloud-based management includes all the maintenance, regular updates and infrastructure redundancy needed to ensure consistent and reliable service availability. Hosted in the cloud in multiple data centers around the world, Aruba Central provides dynamic scalability and iron-clad redundancy for maximum uptime.
- Aruba access points in Instant mode include automatic failover, redundant links, and a management interface that remains accessible even in the event of a WAN outage or subscription service disruption.
- Aruba switches support stacking for increased capacity and redundancy, and redundant power supplies for failover protection.

MULTI-THREAT NETWORK SECURITY

Robust wireless and wired network security features reside at every point of Aruba's network, from the switches and access points where the latest security protocols, policy enforcement and threat mitigation take place, to the cloud infrastructure that provides monitoring and control that is easily administered by IT teams with limited staff and training.

- Aruba's multi-tiered Policy Enforcement Firewall (PEF) applies security, traffic forwarding, and network performance policies to wireless clients and applications for secure high-quality communications.
- Remote Access Point Intrusion Detection Service (RAPIDS) detects and mitigates rogue APs and network threats.

- Web content filtering identifies the trustworthiness of sites visited and prevents users from accessing unauthorized websites by URL and IP addresses
- Application visibility and control uses deep packet inspection technology and over 3,000 application IDs to identify and classify applications to ensure accurate policy enforcement.
- Two-factor authentication uses Google authentication for flexible secure access.
- Access points are certified to support the latest Wi-Fi security standards. WPA3 and Enhanced Open encrypt authentication data, traffic and protect networks and clients against potential password attacks.
- Aruba Switches support ACLs, integration with RADIUS and TACACS+ servers, monitoring for denial of service attacks, SSL, and network segmentation.
- Customizable role-based network management privileges ensure the right IT people have the appropriate level of visibility and control.

SUMMARY

Aruba's Cloud-based networking portfolio delivers purpose-built, simple to use networking solutions that deliver an amazing experience for users and IT alike. Our networks offer secure, effortless deployment with simple, cloud-managed networking trusted by thousands of happy customers. Gartner has recognized Aruba as a Leader in Wired and Wireless LAN Access Infrastructure for 13 consecutive years, in recognition of helping midsize businesses deploy and rely on Aruba networking solutions with utmost confidence.

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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-responsibil-ities-in-2018/513842/) and (https://www.gartner.com/newsroom/id/3810968)

[2] 74% of SMBs agree that using new technology effectively is key to business growth - 2019 SMB Technology Trends - SMB Group (https://www.smb-gr.com/2019-top-10-smb-technology-trends/)

[3] 76% of SMBs and midmarket companies strongly agree/agree that digital technologies are changing their industry – 2019 SMB Technology Trends – SMB Group (https://www.smb-gr.com/2019-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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