DIGITAL WORKPLACE EXPERIENCES
Powered by Aruba Mobile First Architecture

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HPE’s Intelligent Edge Business Unit
Intelligent Edge Networking for the Mobile, Cloud, and IoT Era

“Customer First, Customer Last”
Dedicated Sales and Support

Founded: 2002
IPO: 2007
Joined HPE: 2015

Innovation Pioneers
Leader in Wired and Wireless Networking

Innovation Hubs
Santa Clara, CA - HQ, Portland, Canada, China, Costa Rica, India
Operational experiences with real-time insights

INTELLIGENT EDGE INSIGHTS FROM THE CONVERGENCE OF PEOPLE, PLACES, AND THINGS

Workplace experiences for mobile workforce

Brand experiences fueling revenue generation

IT experiences with automation and predictive analytics
Mobile-First Campus

**Infrastructure**
- Campus AP
- Access
- Beacons
- Core / Agg
- Controllers

**Management**
- AirWave
- Mobility Master

**Security**
- ClearPass
- IntroSpect

**Experience**
- NetInsight
- Skype for Business
- Robin
- Eventboard
- Envoy
- VENUE
- NEXT

Partnerships
Mobile-First, Cloud-First Branch – “SD-Branch”

**Infrastructure**
- Instant & Remote APs
- Access Switches

**Security**
- Branch Gateways
- ClearPass
- Deep Security Capability with Role-based Access, NG Firewall, Content Filtering
- Analytics and machine learning for service assurance and security

**Management**
- Aruba Central
- Analytics, Security, Services

**Experience**
- Partnerships

OWNED

AS-A-SERVICE

Single SW platform and architecture for Wi-Fi, Switching and WAN connectivity
Deep Security Capability with Role-based Access, NG Firewall, Content Filtering
Analytics and machine learning for service assurance and security
Leverage existing infrastructure without forklift upgrade
All wireless workplace transformation across 300 sites

Improved usability, security and regulatory compliance that exceeds traditional wired-based connectivity

Seamless collaboration enabled by tight integration between Aruba Wi-Fi and Skype for Business

BUILDING THE DIGITAL WORKPLACE
ENHANCING DIGITAL ENGAGEMENT FOR SHOPPERS

Wi-Fi analytics to monitor shopper engagement and in-store dwell times

Stable, secure Wi-Fi access for employees and customers

Wired infrastructure for POS and IoT
60,000 mobile devices to pilots, flight attendants, gate agents and maintenance crews

Gigabit Wi-Fi for guest services

Multi-gig wired for gate modernization

Reduced flight delays and lost baggage

IMPROVING PASSENGER EXPERIENCE WITH MOBILE OPERATIONS
TECHNOLOGY DISRUPTIONS STILL ON THE RISE

MOBILE

70%
Of all enterprise employees are mobile workers

CLOUD

$127B
Cloud Spending

IOT

7.6B
Enterprise IoT Devices

IT BUDGET

BUT

0-2%
Growth in IT Budgets

Gartner Forecast Overview: Enterprise Communications Services, Worldwide, 2017
IDC Forecast: Public IT Cloud Services
Gartner Forecast Overview: Devices, Worldwide, 2017 Update
EXPERIENCE-CENTERED ARCHITECTURE

Revolutionizing the way we connect and experience the world.

Secure Connectivity
Insightful
Proactive, Automated
SW Defined Experiences
MODERN DESIGN PHILOSOPHY: ARUBA’S HERITAGE AND VISION

- Born in the Mobile-Cloud and IoT era
- Software-defined, API-first
- Open, multi-vendor
- Security driven
MOBILE FIRST ARCHITECTURE

360 Secure Fabric

IT SERVICES
- ArubaOS
- Network Management
- Security
- Remote Access
- Wi-Fi and BLE

BUSINESS AND USER FACING APPLICATIONS
- Location Services
- Performance Management
- Secure Infrastructure

INTEGRATED ECOSYSTEM
- Software

Secure Intelligent Edge Solution

Core & Agg Switching
WAN
### ARUBA 802.11ac WI-FI
**COMPLETE PORTFOLIO TO MEET CUSTOMER NEEDS**

#### Indoor Access Points
- **340 Series**
  - Highest Density
  - Dual uplink (one 802.3bz), Dual 5GHz, 4.3Gbps, BLE

- **330 Series**
  - Highest Density
  - Dual uplink (one 802.3bz), 2.5Gbps, BLE

- **320 Series**
  - High Performance
  - Dual uplink, 2.5 Gbps, BLE

- **310 Series**
  - High Performance
  - 1.7 Gbps, BLE

- **300 Series**
  - Medium Density
  - Single uplink, 1.7Gbps, BLE

- **200 Series**
  - Medium density
  - ~1.2 Gbps

- **207**
  - Medium density
  - ~1.3 Gbps, BLE

#### Hospitality Access Points
- **303H**
  - 4 ports
  - 802.11ac Wave 2

- **203H**
  - 2 ports
  - 802.11ac Flex radio

- **205H**
  - 4 ports
  - 802.11ac

- **103H**
  - 4 ports
  - 802.11n

#### Remote Access Points
- **203R**
  - 11ac
  - 3 ports

- **RAP-109**
  - 2 ports

- **RAP-3**
  - 3 ports

#### Outdoor Access Points
- **370 Series**
  - Highest perf. (4SS)
  - 802.11ac Wave 2, BLE

- **360 Series**
  - High perf. (2SS)
  - 802.11ac Wave 2

- **270 Series**
  - Higher perf. (3SS)
  - 802.11ac

#### Rugged Access Points
- **318 Series**
  - High Density/Perf.
  - Dual uplink (1 SFP), 2.0 Gbps, BLE

- **228 Series**
  - High Density/Perf.
  - Dual uplink, 1.7 Gbps
EXTENDING THE MOBILE FIRST ARCHITECTURE TO AGGREGATION AND CORE

**Aruba 8400**
Optimized form factor and cost, carrier class availability, 10/25/40/100 GbE

**Aruba 8320**
High performance compact 1U form factor and carrier class availability, 10/40 GbE

**ArubaOS-CX**
Programmable next-gen OS for switching, and analytics to automate troubleshooting

**Network Analytics Engine**
Tightly integrated to policy management, analytics and management services
ARUBA CAMPUS SWITCHING
DELIVERING MORE VALUE FOR YOUR BUSINESS

- **Simple** deployment management provisioning
- **Unified** role-based access
- **Better** Performance
- **Flexible** Management
- **Secure** Tunnel Node
- **Industry leading** Lower TCO

Diagram showing various Aruba models such as Aruba 3610, Aruba 5400R, Aruba 8320, Aruba 8400, and Aruba 2930F, 2930M, 2540, and 2530.
ARUBA MOBILE FIRST PLATFORM
Software Services from a Single Platform

Aruba Mobile First Platform

1 Architecture, 2 Consumption Models, 3 Deployment Models
20/20 Visibility with **Aruba AirWave**
Multi-Vendor Infrastructure Health

- Client-to-network E2E visibility
- RF Visualization
- Historical Reporting
- Automated Config Management
- In-line Monitoring: RADIUS, DHCP, DNS critical services
- Predict Wi-Fi Connectivity Issues Before They Happen
MACHINE LEARNING TO PROACTIVELY TUNE USER EXPERIENCE

NetInsight

Network health assessments, benchmarking, and recommendations via machine learning and correlations

RASA

Innovative Data Extractions
Analytics Engines
Cognitive Software Layer
SECURITY IN THE DIGITAL ENTERPRISE

56%
*Already Deployed IoT Of ~3,000 Enterprises

84%
*Already Experienced IoT Security Breaches

Malware 49%
Spyware 38%
DDOS 26%
Ransomware 14%

* Aruba IoT Study 2017
MACHINE LEARNING TO SECURE THE ENTERPRISE FROM THE INSIDE

IntroSpect
Machine-learned user and entity behavioral analytics for enterprise security

Visibility
Monitoring
Policy Enforcement

CLEARPASS POLICY MANAGER
ARUBA 360 SECURE FABRIC
Open, Analytics-driven Security for the Mobile, Cloud, and IoT Era

ClearPass | IntroSpect
Discover, Authorization and Integrated Attack Detection and Response

Analytics
Supervised and Unsupervised Machine Learning

Aruba Mobile First Infrastructure with Aruba Secure Core
Secure Boot | Encryption | DPI | VPN | IPS | Firewall

360° active cyber protection and secure access from the edge, to the core, to the cloud—for any network
Aruba Location Services Portfolio

Engage on guest Wi-Fi portals, with content per location

Analyze space utilization and engage users with Wi-Fi presence

Accelerate engagement with Bluetooth powered proximity services

Improve experience with indoor maps and Bluetooth powered blue-dot navigation

Improve staff productivity with Bluetooth powered indoor asset tracking
A MEMORABLE FAN EXPERIENCE WITH MERIDIAN AND VENUENEXT

$1M revenue boost with purchases with the mobile app in one season

10x growth in the marketing contacts database
COMPLETE SOFTWARE-DEFINED CAMPUS

FOR SECURE MOBILE, CLOUD, AND IOT

Quickly understand root cause

Gain control over network operations and integration

Instant visibility into what's happening

Deliver on SLAs
## WHY CUSTOMERS CHOOSE ARUBA

**“Customer First, Customer Last” Culture**

<table>
<thead>
<tr>
<th>Trusted Innovators</th>
<th>Thousands of Partners</th>
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<tr>
<td>Unafraid to disrupt</td>
<td>Community</td>
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## Mobile-First Architecture

<table>
<thead>
<tr>
<th>Single Architecture Across All Locations / Deployments</th>
<th>Open, Multi-Vendor</th>
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## Comprehensive Networking Portfolio

<table>
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<th>Market Leading, Enterprise-Class</th>
<th>Leading Security</th>
<th>Complete Indoor Location Solution</th>
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<tr>
<td>Integrated wired and wireless</td>
<td>Comprehensive policy engine, behavioral analytics and traffic segmentation</td>
<td>[Icon: Location]</td>
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Global Reach and Go-to-Market, Fortune 100 Customer Base backed by

Hewlett Packard Enterprise
The Intel & HPE Advantage

Products

- Intel® Xeon® Processors
- Intel® SSDs
- Intel® NICS
- Intel® Xeon PHI™ Processors
- Intel® Omni-path fabric

Combined with HPE Platforms

- Technology leadership
- Global manufacturing
- Supply chain excellence
- Industry standards
- Global marketing and sales collaboration
- Innovation centers
- Innovative solutions and software optimization
- Complete lifecycle support

HPE and Intel have one of the best end-to-end relationships within industry.