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MOBILE FIRST ARCHITECTURE

EXPERIENCE THE INTELLIGENT EDGE

Speaker Name
Speaker Title

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$2.9B+

Leader in Wired and Wireless Networking

Networking

HPE's Networking Business Unit
Santa Clara, CA -HQ, Portland, Canada, China, Costa Rica, India

"Customer First, Customer Last"

Our Core Belief

OUR VISION

Revolutionize the way we connect and innovate in the digital world

OUR MISSION

Become the experience platform upon which our customers innovate in the mobile, IoT, and cloud era

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OUR MOBILE FIRST HERITAGE

2002

Founded by Keerti Melkote and Pankaj Manglik

2006

Recognized as **Market Leader** in WLAN

2007

Aruba Networks **IPO**

2013

Recognized as **Market Leader** in NAC

2015

Aruba and HPE **Join** Forces

2016

Aruba Becomes **Networking Division** of HPE

2017

Keerti Melkote leads Aruba

Acquired Avenda Systems & AirWave Wireless

Acquired HPE Switching Portfolio

Pioneered the industry's only "dynamic micro policy" for enterprise Wi-Fi

Extended "dynamic micro policy" to multivendor networks

Extended "dynamic micro policy" to wired networks

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Market Leader 13 Years Running

Growing 2X-4X faster than the market

75K Airheads

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Source: Gartner Magic Quadrant for the Wired and Wireless LAN Access Infrastructure
July 2018. Tim Zimmerman, Christian Canales, Bill Menezes, Mike Toussaint
ID Number: G00345275

Wired and Wireless LAN Access
Gartner Magic Quadrant 2018

Source: Gartner (July 2018)

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HPE Aruba receives highest product scores in 5 out of 6 use cases in *Gartner's Critical Capabilities Report*

#1

Unified Wired and WLAN Access

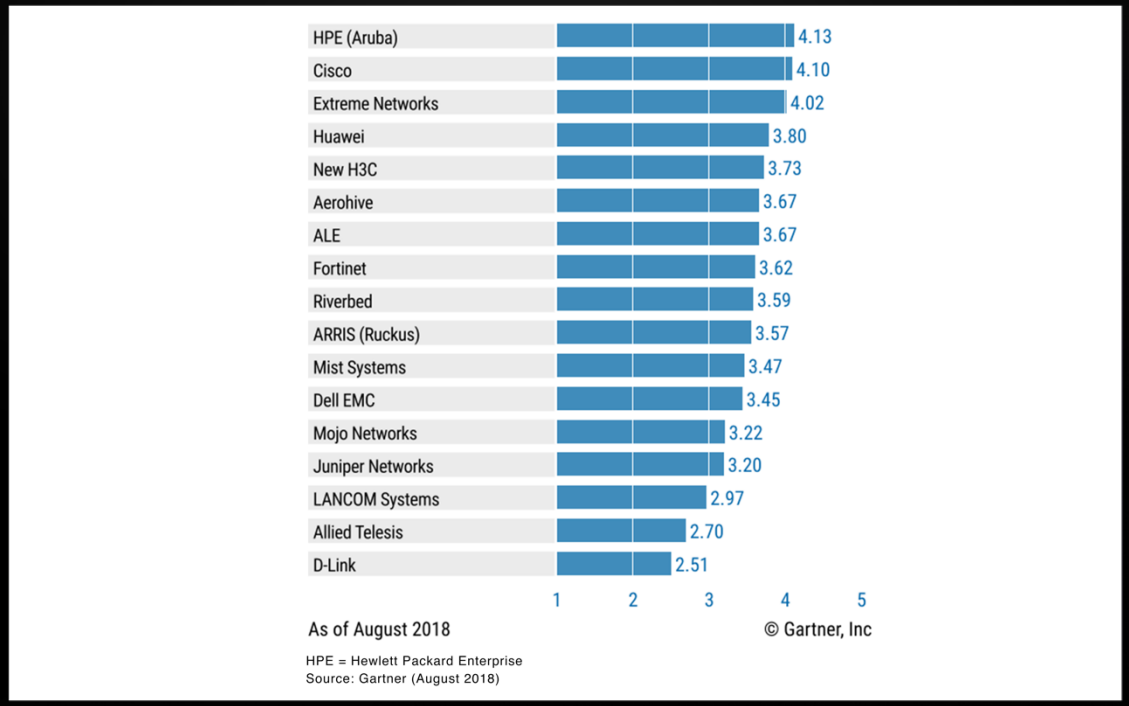
WLAN Only Refresh/ New Build

Performance Stringent Applications

Multivendor Networking Environment

Remote Branch Office With Corporate HQ

Unified Wired and WLAN Access



Source: Gartner Critical Capabilities for Wired and Wireless LAN Access Infrastructure
August 2018 – Christian Canales, Tim Zimmerman, Bill Menezes, Mike Toussaint
ID Number: G00316060

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CUSTOMER FIRST
CUSTOMER LAST

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EXPERIENCING THE
INTELLIGENT EDGE

EXPERIENCE

ECONOMY

Extract
COMMODITIES
$0.02

Make
GOODS
$0.10

Deliver
SERVICES
$1.50

Stage
EXPERIENCES
$2.75

VALUE

CUSTOMER SACRIFICE

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EDGE EXPERIENCES
WHERE ”SMART” MEETS “DIGITAL”

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KEY TRENDS
DRIVING NEXT-GEN SOLUTIONS

MOBILE

70%

Of all enterprise employees are mobile workers today

IOT

20.8B

IoT Devices by 2020

CLOUD

$127B

Cloud Spending

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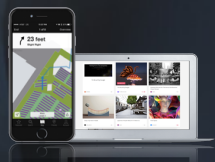
USER EXPECTATIONS

Workforce is Agile

Users expect mobility, choice, simplicity

Executives expect trust, efficiency, productivity



We expect personalized tools, apps, spaces

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BETTER OUTCOMES
BE THE HERO

Deliver Winning Experiences

Securely handle mobile, IoT, and digital demands

Reduce Business Risk

Keep the enterprise and customer data secure from the in- and outside

Grow and Change

Future-proof IT with a networking foundation for flexibility and agility

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THE ARUBA MOBILE FIRST ARCHITECTURE
CHARACTERISTICS

SECURE
Dynamic micro policy and embedded security

SIMPLE
Best-in-class, unified platform for amazing experiences

AUTONOMOUS
Learning for self-tuning and contextual experiences

Amazing **Experiences** with Amazing **Simplicity**.

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ARUBA'S

MOBILE FIRST ARCHITECTURE

CAMPUS

BRANCHES

INDUSTRIAL

SECURE

SIMPLE

API

API

API

CONNECTIONS

Wired | Wireless | IoT

CONTEXT AWARE

Who | What | Where | When

DYNAMIC MICRO POLICY

Granular | Follows | Topology Independent

AUTONOMOUS

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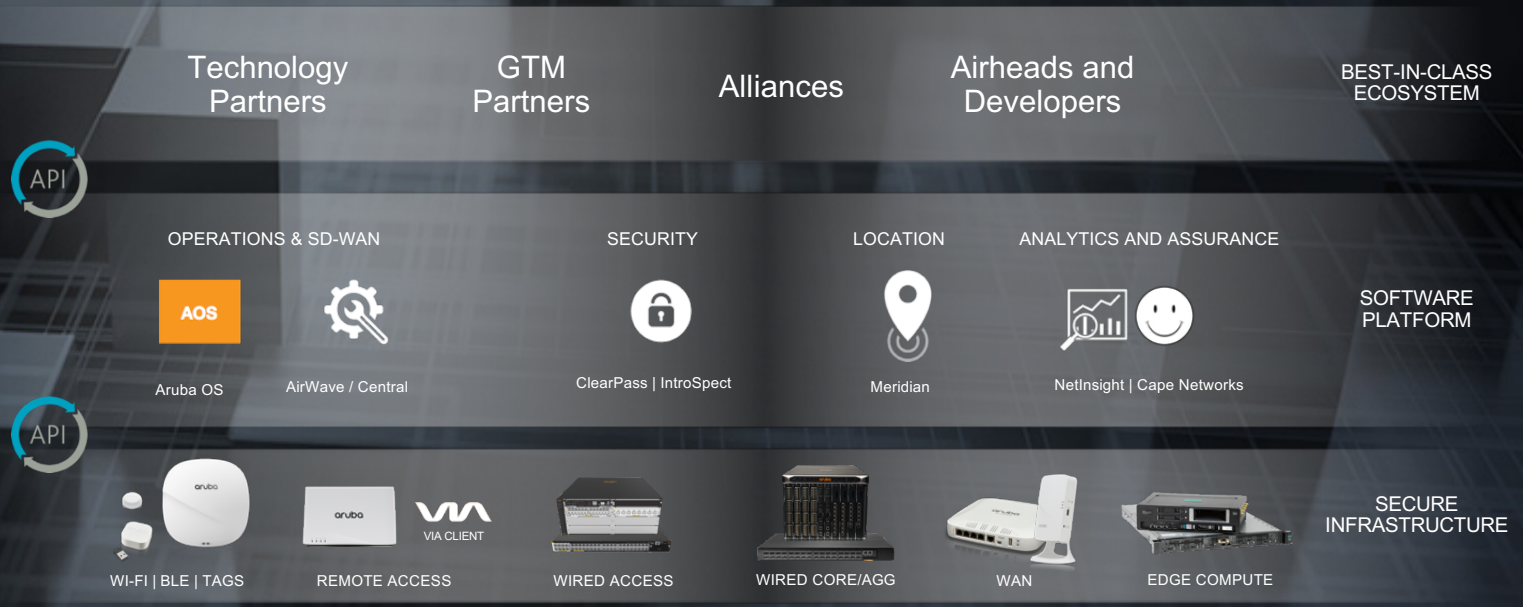
Powering the Experience Economy

ARUBA'S
MOBILE FIRST ARCHITECTURE



SECURE | SIMPLE | AUTONOMOUS

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MOBILE FIRST MUST HAVES

Wi-Fi as Nonstop Utility

Purpose-Built, Enterprise Class, AOS8, Policy and Profile-Driven

Performance Stringent Applications

AppRF, ClientMatch, AirMatch, Skype for Business QOS, ARM, NetInsight

One Network, Best-in-Class Ecosystem

Integrated WLAN | LAN | WAN | BLE | Remote Access

HPE POINTNEXT, Deloitte., servicenow, Infoblox CONTROL YOUR NETWORK, HermanMiller, MobileIron, CBRE, ABB, SIEMENS, JUNIPER NETWORKS, accenture, pagerduty

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INSIGHTFUL AND AUTONOMOUS

A Network that Learns and Tunes	AppRF, ClientMatch, AirMatch, ARM, NetInsight
Contextual Analytics	Location Analytics, Device Profiling, User and Entity Behavioral Analytics
Automated Attack Response	ClearPass + IntroSpect

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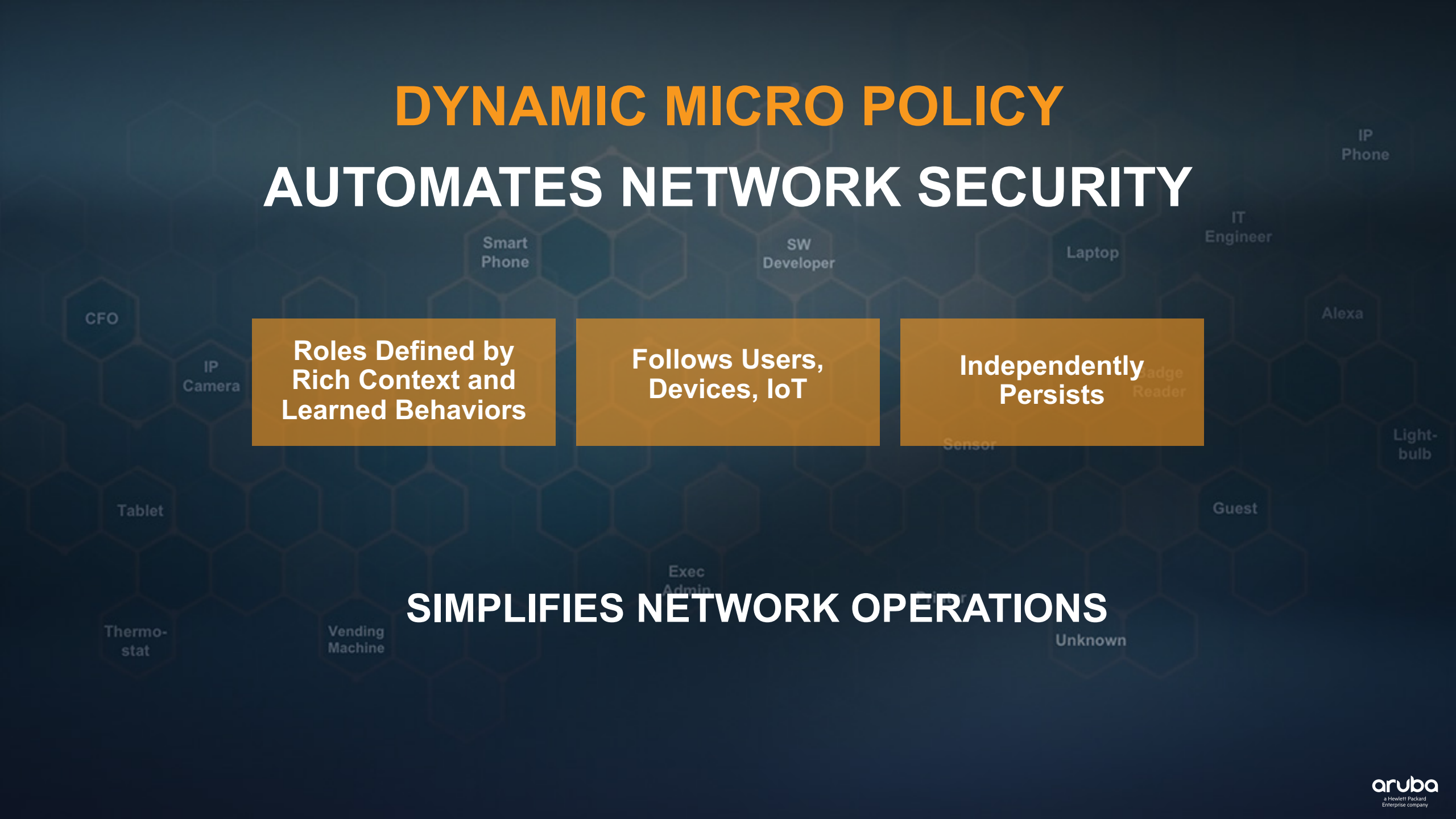
DYNAMIC MICRO POLICY

AUTOMATES NETWORK SECURITY



Roles Defined by Rich Context and Learned Behaviors

Follows Users, Devices, IoT

Independently Persists

SIMPLIFIES NETWORK OPERATIONS

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ARUBA ARCHITECTURAL ADVANTAGES

THE NETWORK THAT WORKS FOR YOU

Deliver on behavior-based networking without all the complexities

THE NETWORK THAT ADAPTS WITH YOU

Be open to the future

Plan for the unknown

THE NETWORK THAT IS UNIFIED

Avoid rip and replace

Have easy migration paths

Amazing **Experiences** with Amazing **Simplicity**.

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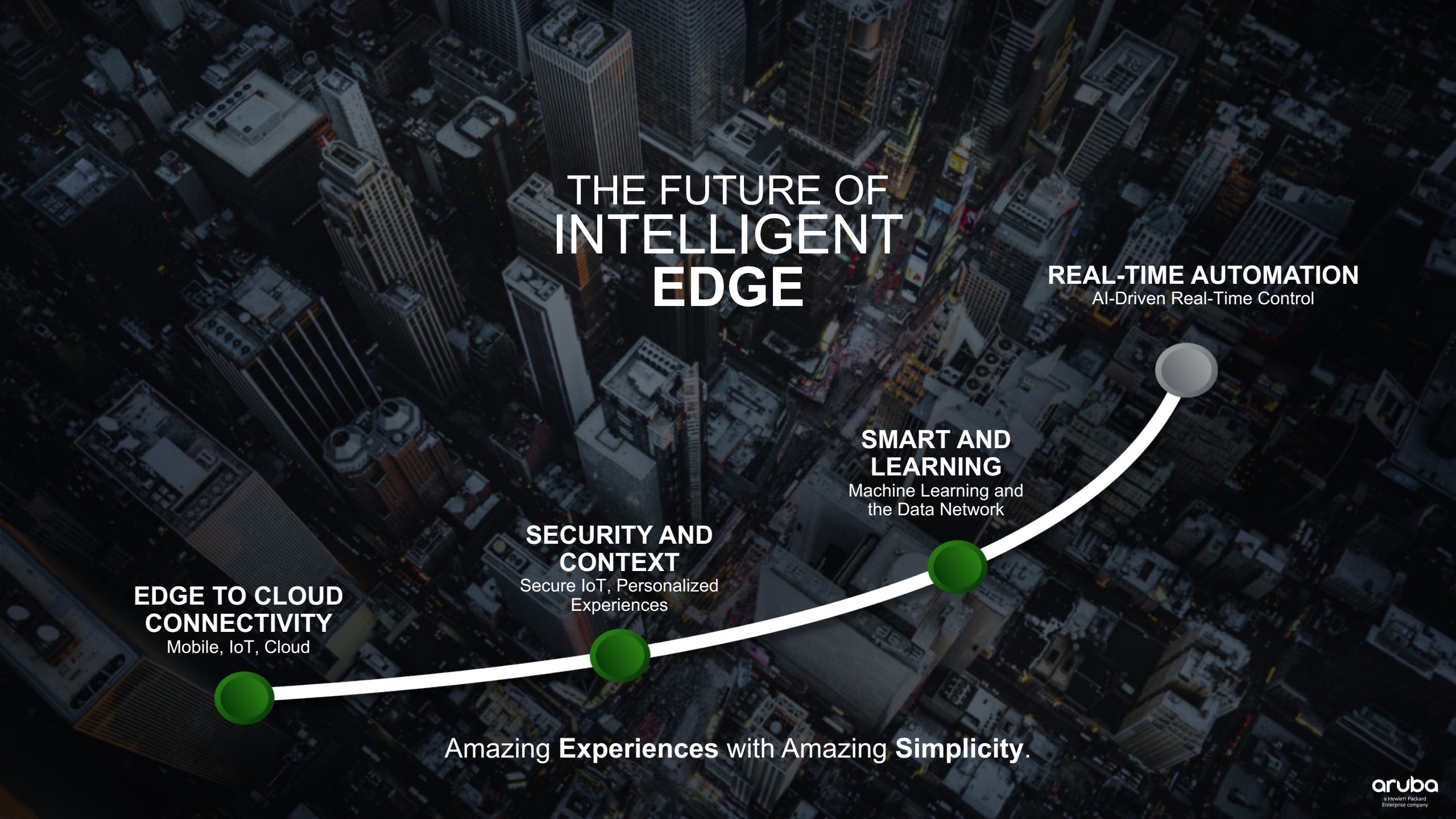
THE FUTURE OF
INTELLIGENT
EDGE
REAL-TIME AUTOMATION
AI-Driven Real-Time Control
SMART AND LEARNING
Machine Learning and the Data Network
SECURITY AND CONTEXT
Secure IoT, Personalized Experiences
EDGE TO CLOUD CONNECTIVITY
Mobile, IoT, Cloud
Amazing Experiences with Amazing Simplicity.
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THE ARUBA DIFFERENCE

"Customer First, Customer Last"

Winning Innovation

Hewlett Packard Enterprise

Global Reach and GTM

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