

# atmosphere 2017 THE INNOVATION EDGE

February 2017

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# Aruba Central

Managed Services using Aruba Central

February, 2017

## **Example 1: Traditional Telco**

- Driver:
  - Existing customer base of 2,000,000 broadband SMB
  - Need for competitive differentiation to preserve profitability
- Device-Count:
  - 20,000 APs over first 3 years
- Description:
  - Public cloud deployment
  - APIs to populate Telco's native customer dashboard
  - Self administered managed service
- Customer profile
  - SME/SMB

## **Example 2: Upselling Reseller**

- Driver
  - Partner looking to rise in the value chain
- Device Count
  - 10,000+ APs for first customer
- Description
  - Public cloud deployment
  - Single customer large nationwide retail chain
  - Guest + Presence Analytics
- Customer profile
  - International retail chain with over 20,000 locations.

## **Example 3: Hospitality App Developer**

#### - Driver

- Existing service based on on-prem systems
- Need to migrate to the cloud to achieve scalability and expand services offerings
- Device Count
  - Over 10,000 devices (APs and switches) deployed to date
- Description
  - Public cloud
  - Template mode of configuration under consideration
  - Guest Access and Presence Analytics under consideration
- Customer Profile
  - Multiple hospitality chains

## **Aruba Central at a glance**



**CLOUD MANAGEMENT** Monitoring, configuration, troubleshooting and reporting

#### **CLOUD SERVICES**

- Guest Wi-Fi with custom profiles
- App and web traffic analytics
- Presence analytics per location
- Clarity

#### SAAS ADVANTAGE

1/3/5-yr subscriptions are available.

#### **CLOUD MANAGED SERVICES PLATFORM**

## Managed services in the cloud

Powered by Aruba Central

Overview Top Customers	2 SVASCRIPTION		
Top Customers			
			Licens d Renewal
ID Customers	Device (Total)	Licensed Device	
3210102 Marvel Comics	1	1	
3210106 Ther	1	0	
			and the second second
Last 6 months			Added Total
Device Under Managem	ent		Customers Added
2			
			,
	1		
	Stitios Ther Last 6 months	3210105 Ther 1	Stitlos Thur I 0 Last 6 months

#### **Service Provider**

Manage multiple accounts

- Single pool of devices & subscriptions
- Flexible subscription, device, configuration assignments
- Single monitoring dashboard

#### Customers

- Visibility to assigned networks
- Select controls

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## Delivering network services just got easier!

Let customers choose their consumption model

#### **Customer-managed** network



Managed **Network Services** 

Customer owns hardware
Aruba partner delivers management & add-on services with Central as cloud platform



Value-added services CAPEX+OPEX

#### Network -as-a-Service

Customer subscribes to network as a service Aruba partner owns hardware & delivers performance, uptime & security with Central as the cloud platform



Network as a utility **OPEX** only

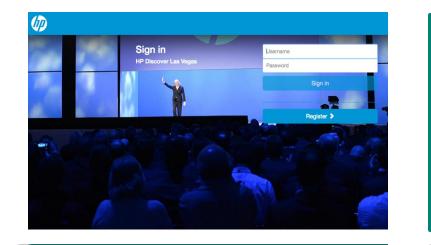
## How it works

Monitoring Overview	Overview			Monitoring						• 7
All Customers Wireless Configuration	Top Customers	Subscription Renewal Schedule (Next 12 M	Aonths)	Wireless Configuration	Serial Number	MAC Address	Туре	Subscription Key	Customer	Location
Customers		d Device a		Customers	AX0108129	6C:F3:7F:C2:60:00	IAP-135-US	CN0006286	MSP solution	Bengaluru, India
Inventory	1002037 startbuckssunnyvale 2 2	2		Inventory	BT0362046	6C:F3:7F:CB:DC:EC	IAP-105-US	CN0006286	MSP solution	Bengaluru, India
Documentation	1002128 KX Desk APs 2 2			Device Management	AX0142701	6C:F3:7F:C3:6E:18	IAP-135-US	CN0006286	MSP solution	Bengaluru, India
	1002161 1002-new 1 1	1		Subscription Keys	AX0108104	6C:F3:7F:C2:5F:CE	IAP-135-US	CN0006286	MSP solution	Bengaluru, India
	1002195 83-POE-000 1 1 1			Maintenance	BT0362109	6C:F3:7F:CB:DD:2B	IAP-105-US	CN0006286	MSP solution	Bengaluru, India
	1002205 83-4-38-009 1 1	فلمن فلمن فلمى فلمن فلمي فلمي فلمي فلمن	and and and and and	Documentation	BT0362005	6C:F3:7F:CB:DC:C3	IAP-105-US	CN0006286	MSP solution	Bengaluru, India
					BT0362004	6C:F3:7F:CB:DC:C2	IAP-105-US	CN0006286	MSP solution	Bengaluru, India
	Last 6 months	Added Total			AX0518287	9C:1C:12:C5:57:0C	IAP-135-US	Unassigned	MSP solution	Bengaluru, India
	Device Under Management	Customers Added			BT0361966	6C:F3:7F:CB:DC:9C	IAP-105-US	CN0006286	MSP solution	Bengaluru, India
rvice ovider	Purchase APs & subscriptions from Aruba	Create templates for starting config	Create accounts & assign confi templates	,	ign devi comers evices	ces to & license	es 👌 fi	•	e, trou	g, manag bleshoo ount

Customer		Plug in AP & light up network in minutes!	View dashboard(s), change PSK & guest portal
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## Deliver high-value services for higher profitability

Beyond just basic network management



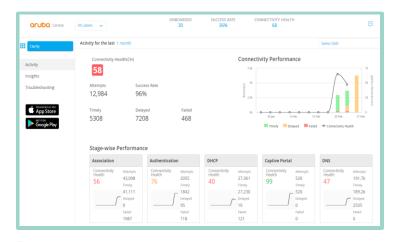
	I Stores 412	(a) (D) (O)
Monitoring Presence Loyalty	Presence for 1 Day	
Insights Loyalty by Location Conversion by Location Dwell Time Comparisons	★ 237K17.3%	
Configuration Reports Maintenance	<ul> <li>★ VISITORS</li> <li>43.9K ++2.3%</li> <li>↓ 19.5 traggement Rate.</li> </ul>	High H (SHA)     H
	енскието 17.2К •-7.5%	(in 120,020)     (in 120,020)     (in 120,020)     (in 120,020)
	AVE DWFLL THAT 21.7min • -6.3%	1 mg/s t3=c2mg 1 mg/s t3=c2m

#### **Guest Wi-Fi Services**

- Custom portals
- Authentication options

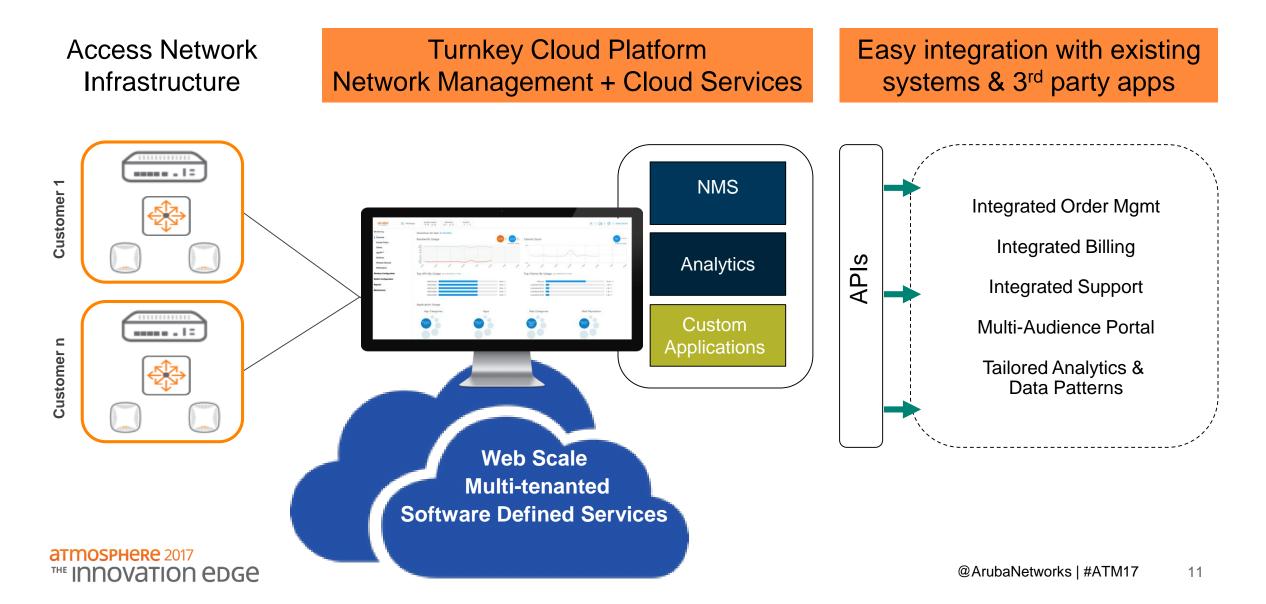
#### **Presence Analytics**

 Customer traffic & engagement insight



- Clarity
- User experience management
- Proactive insights

## **Turnkey partner-ready platform**



## Accelerating success with Aruba

GROWTH	New managed services opportunities	
<b>S PROFITABILITY</b>	Higher margins with value-added services	ARUBA CENTRAL for managed services in the cloud
$\mathbf{V}$ INNOVATION /	Cloud platform for fast/flexible service delivery	Cloud

# Demos

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## To learn more...

#### **Break-out Sessions**

- Cloud Apps for Network Services
- Cloud for K-12
- Cloud for Retail
- Cloud for Managed Service Providers

### **Panel Discussion**

- Cloud "Birds-of-a-Feather"



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Thank You