aruba
a Hewlett Packard
Enterprise company
atmosphere 2017
THE innovation edge
February 2017

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

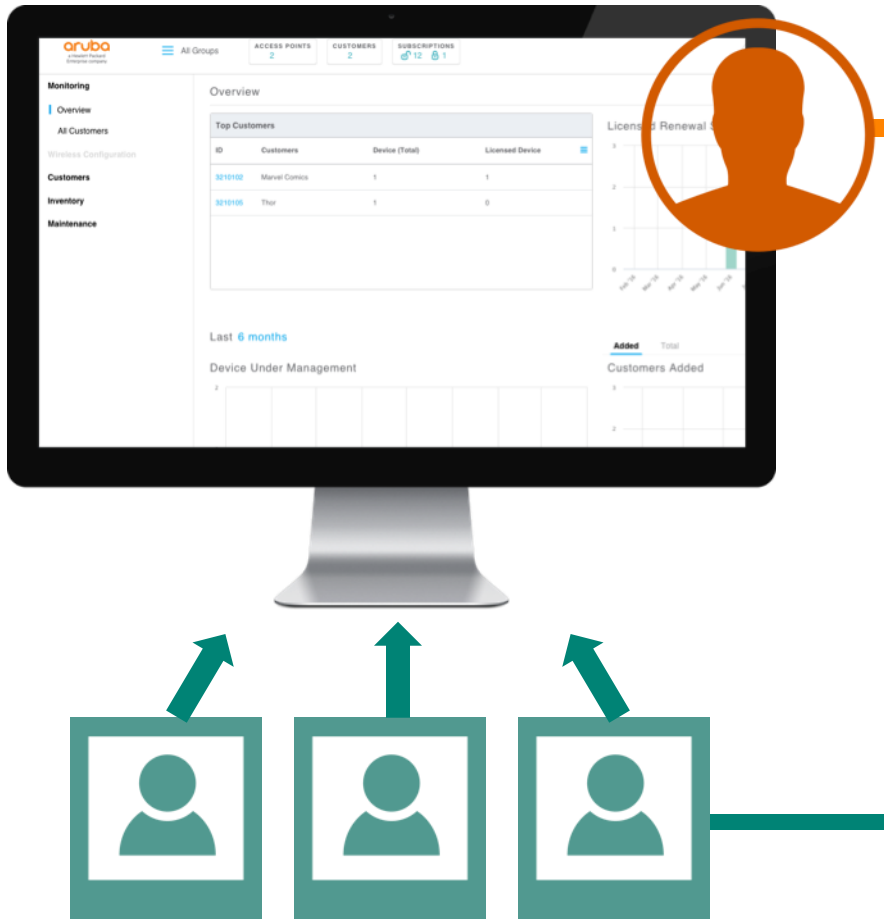
CLOUD SERVICES
- Guest Wi-Fi with custom profiles
- App and web traffic analytics
- Presence analytics per location
- Clarity

SAAS ADVANTAGE
1/3/5-yr subscriptions are available.

CLOUD MANAGED SERVICES PLATFORM

Managed services in the cloud

Powered by Aruba Central



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

Delivering network services just got easier!

Let customers choose their consumption model

Customer-managed network

Customer owns hardware & cloud subscription

Customer centralizes IT purchasing & services

Multiple sites
CAPEX+OPEX

Managed Network Services

Customer owns hardware

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

Value-added services
CAPEX+OPEX

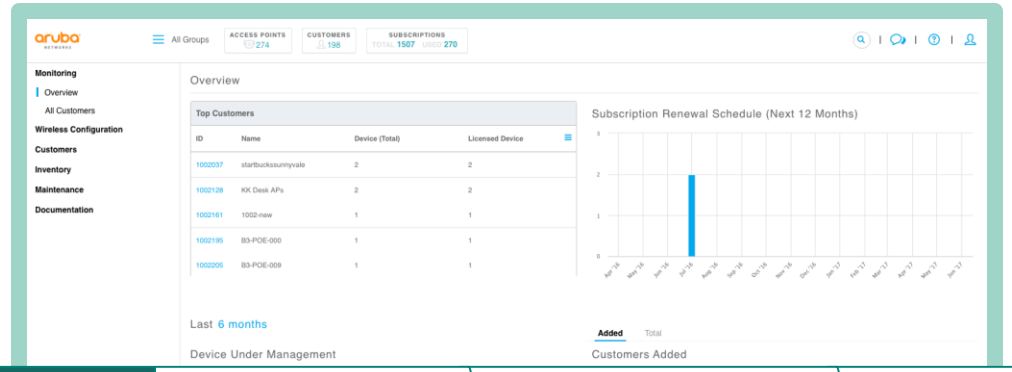
Network -as-a-Service

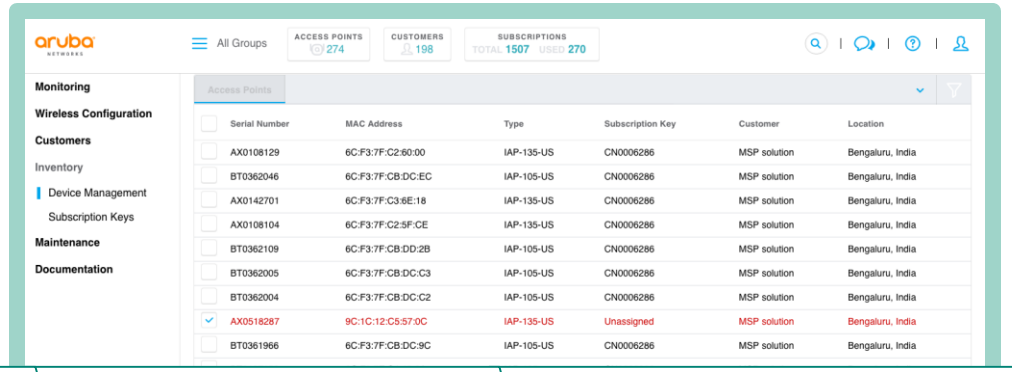
Customer subscribes to network as a service

Aruba partner owns hardware & delivers performance, uptime & security with Central as the cloud platform

Network as a utility
OPEX only

How it works

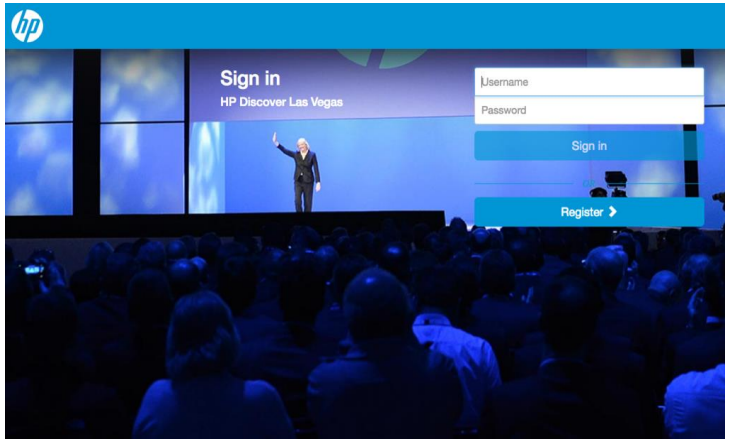


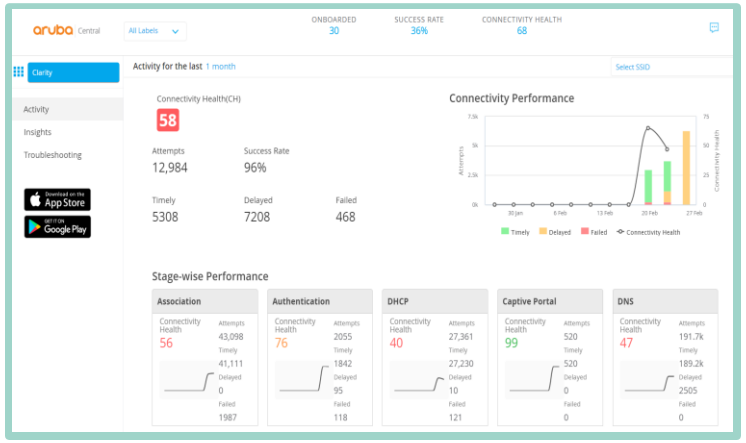


Service Provider	Purchase APs & subscriptions from Aruba	Create templates for starting config	Create accounts & assign config templates	Assign devices to customers & licenses to devices	Change config, manage firmware, troubleshoot, terminate account
Customer			Plug in AP & light up network in minutes!	View dashboard(s), change PSK & guest portal	

Deliver high-value services for higher profitability

Beyond just basic network management





Guest Wi-Fi Services

- Custom portals
- Authentication options

Presence Analytics

- Customer traffic & engagement insight

Clarity

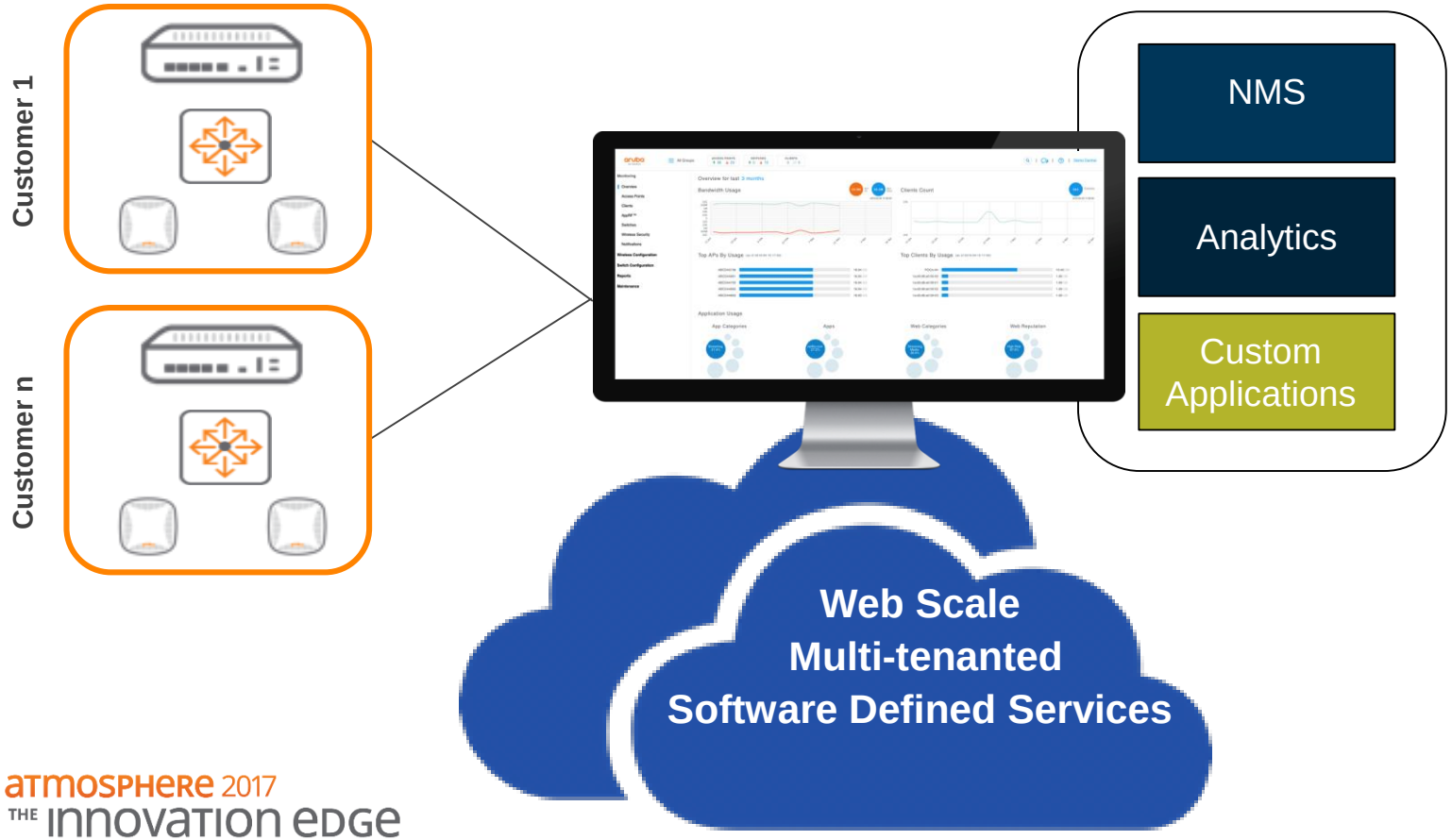
- User experience management
- Proactive insights

Turnkey partner-ready platform

Access Network Infrastructure

Turnkey Cloud Platform
Network Management + Cloud Services

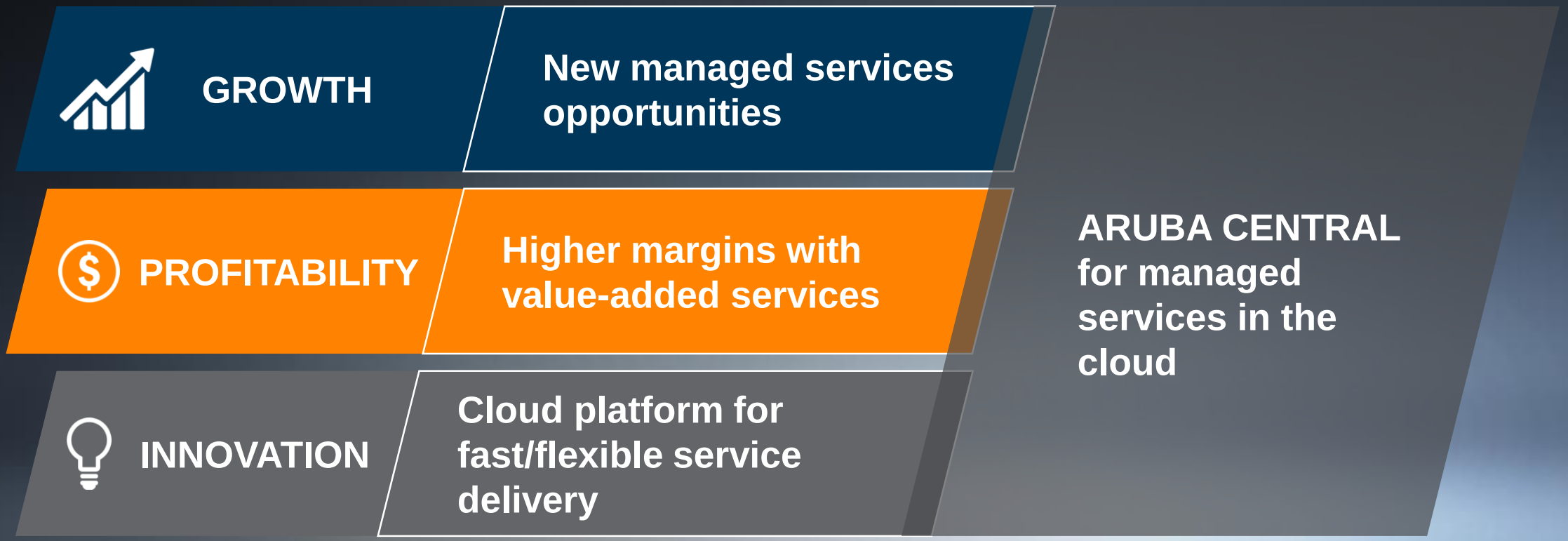
Easy integration with existing systems & 3rd party apps



APIs

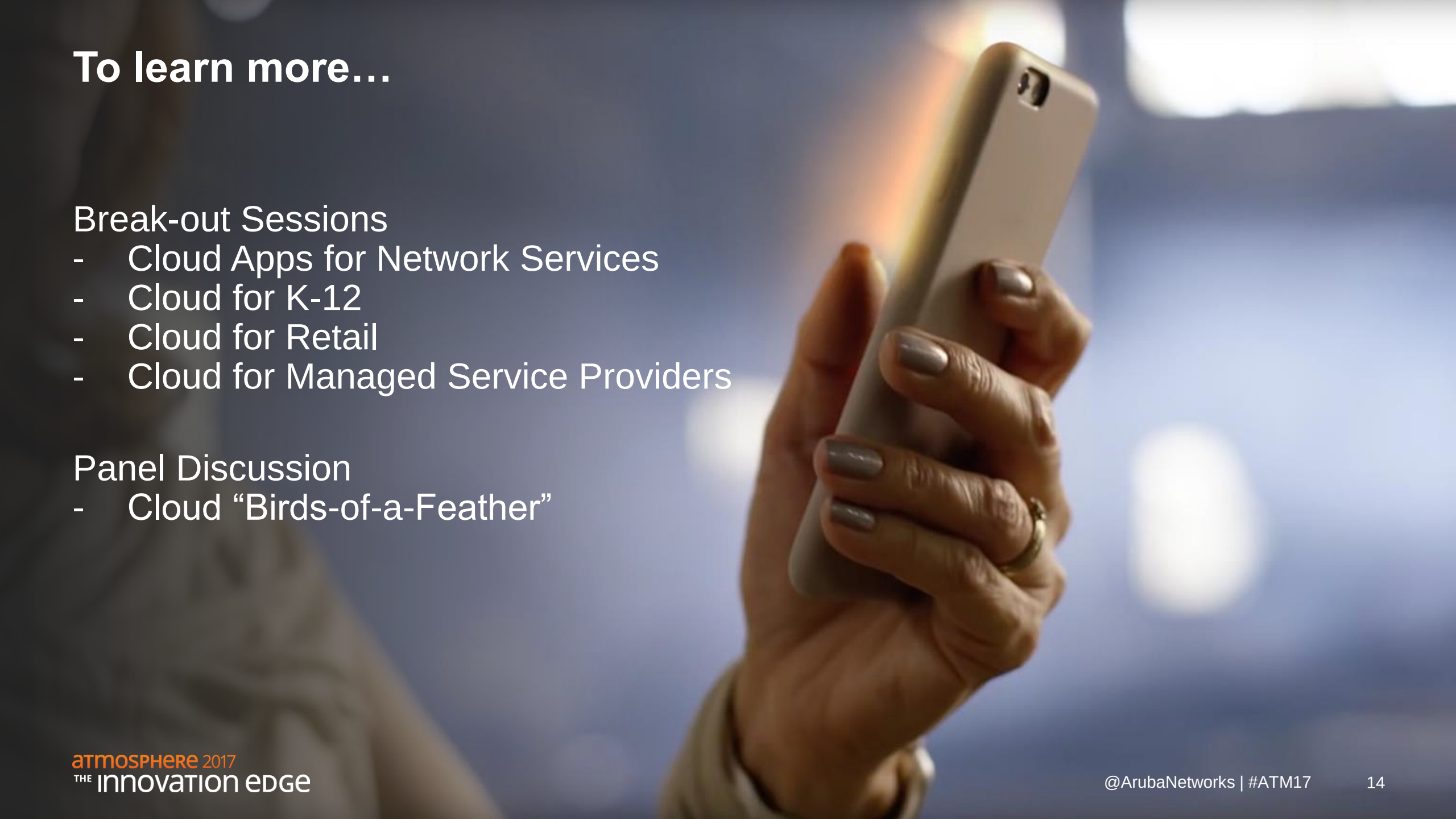
- Integrated Order Mgmt
- Integrated Billing
- Integrated Support
- Multi-Audience Portal
- Tailored Analytics & Data Patterns

Accelerating success with Aruba



Demos

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