

### EXPERIENCES EVERYWHERE

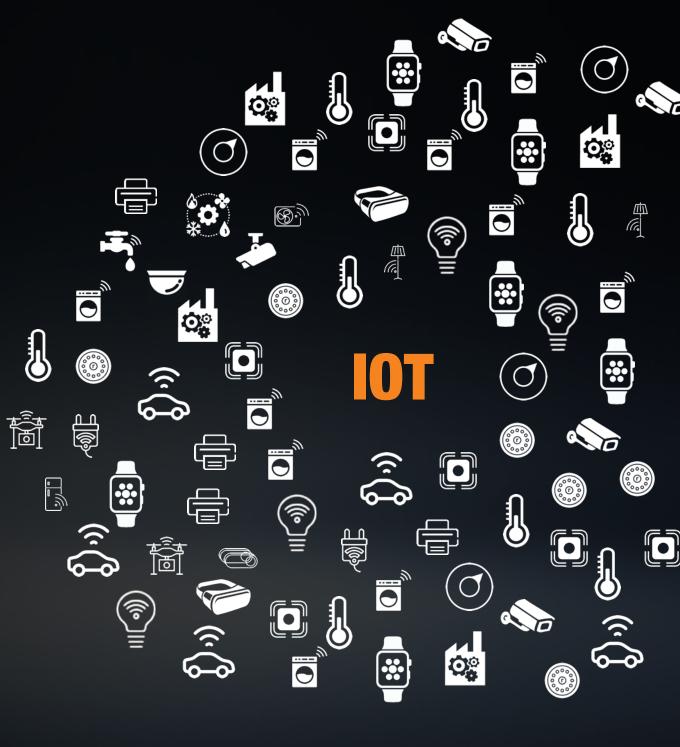
WORKPLACES | SCHOOLS | STORES | HOTELS | HOSPITALS













# THE ARUBA EDGE NETT OF THE STATE OF THE STA

**CAMPUS I BRANCH I DATA CENTER** 

MOBILE FIRST

**AUTONOMOUS** 

**CLOUD NATIVE** 

IOT DRIVEN

**SECURE** 



### ARUBA ARCHITECTURE

**CAMPUS I BRANCH I DATA CENTER** 











**EDGE SOFTWARE PLATFORM** 









**INFRASTRUCTURE** 





1990 SPECIALIZED DEVICES 2000 LAPTOPS 2010 MOBILE DEVICES 2015 LOCATION + UC TODAY IOT















# ARUBA MISSINGER ANY CONNECTIVITY

### Integrated Bluetooth 5 and Zigbee Radio





Aruba 2930M Switch 802.3bt



### ACCESS POINT AS IOT PLATFORM

**Bluetooth 5** | Zigbee Radio | Smart PoE

EnOcean sesimagotag

LOSANT SIEMENS OPENMATICS

ZEBRA SOLUM ESL Favendo





### IMPROVING EXPERIENCE IN THE REAL WORLD

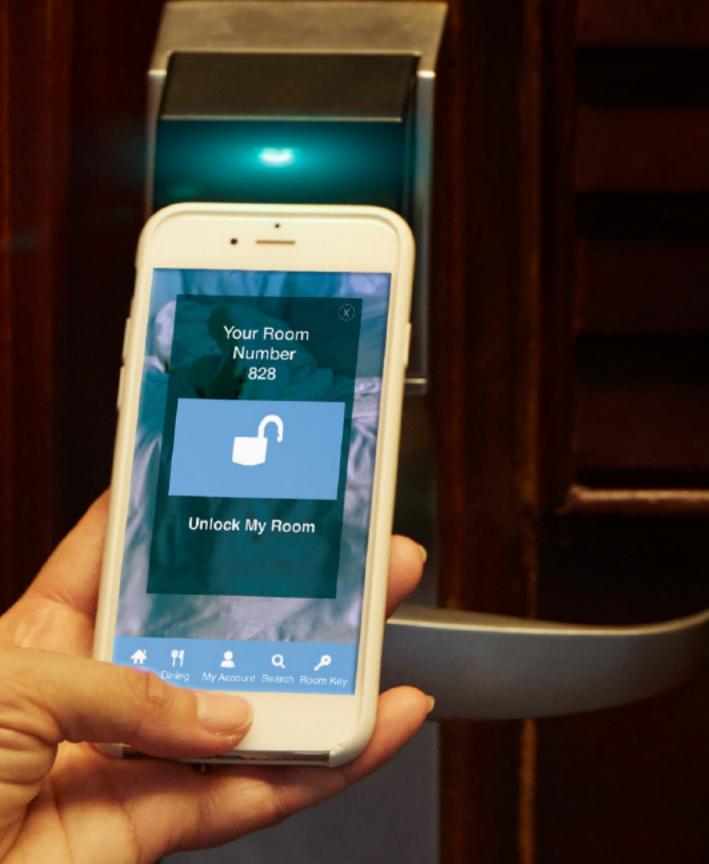


Electronic Shelf Labels
Enhanced Shopping
Experience





929,90 ★★★★★ 4,5 →
IN STOCK 18



# IMPROVING EXPERIENCE IN TITLE REALL WAS ALLED TO THE REAL TO THE R

Digital Door Locks
Enhanced Hospitality
Experience

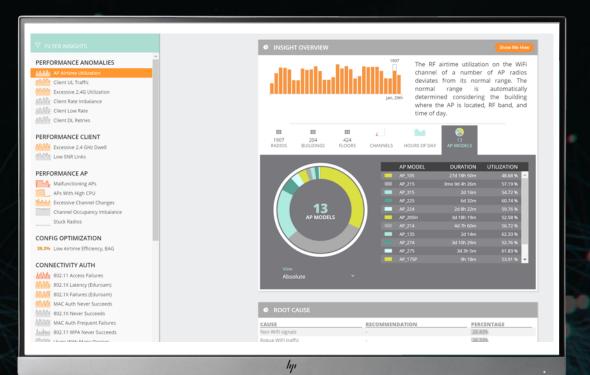




## ASSURANCE A NETWORK PERSPECTIVE

**NETINSIGHT** 

Proactive | Insights | Autonomous





### SERVICE ASSURANCE

A USER PERSPECTIVE

Test Wi-Fi, Wired & apps. Find issues before users complain.



"Cape has saved me money, made me money, and made me look great all at the same time."

SOFTWARE SENSOR
AS A SERVICE



# ARUBA ZERO TRUST PROTECTION



### **VISIBILITY**

Device Discovery and Profiling Custom Fingerprinting



DETECTION AND RESPONSE Attack Response

Event-triggered actions



WPA-3, SAE/ OWE, Suite B



AUTHENTICATION One Role, One Network AAA and Non-AAA Options



ROLE-BASED ACCESS CONTROL Precision Access Privileges Identity and context-based rules



# THE NETWORK IS YOUR BEST LINE OF DEFENSE

Aruba 360 Secure Fabric

IntroSpect

ClearPass

Security Exchange



# TRADITIONAL PROFILING TECHNIQUES STRUGGLE WITH IOT

**STATIC ATTRIBUTES**NMAP | SNMP | WMI



GENERIC "WINDOWS" OR "LINUX" DEVICE















Nieuws

Economie

Sport

Entertainment

Tech

Lifestyle

EditieNL

Uitzendingen



□ 35 files / 120 km

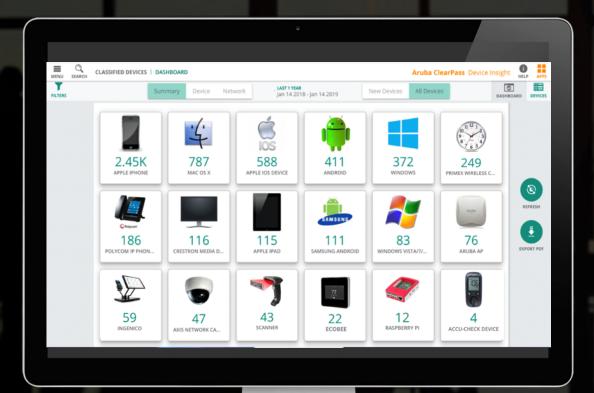


### Gluren in babykamers: duizenden slimme camera's in Nederland onveilig door lek

21 september 2019 11:58

Aangepast: 21 september 2019 12:05





### CLEARPASS DEVICE INSIGHT



Al-Powered



Cloud-Enabled



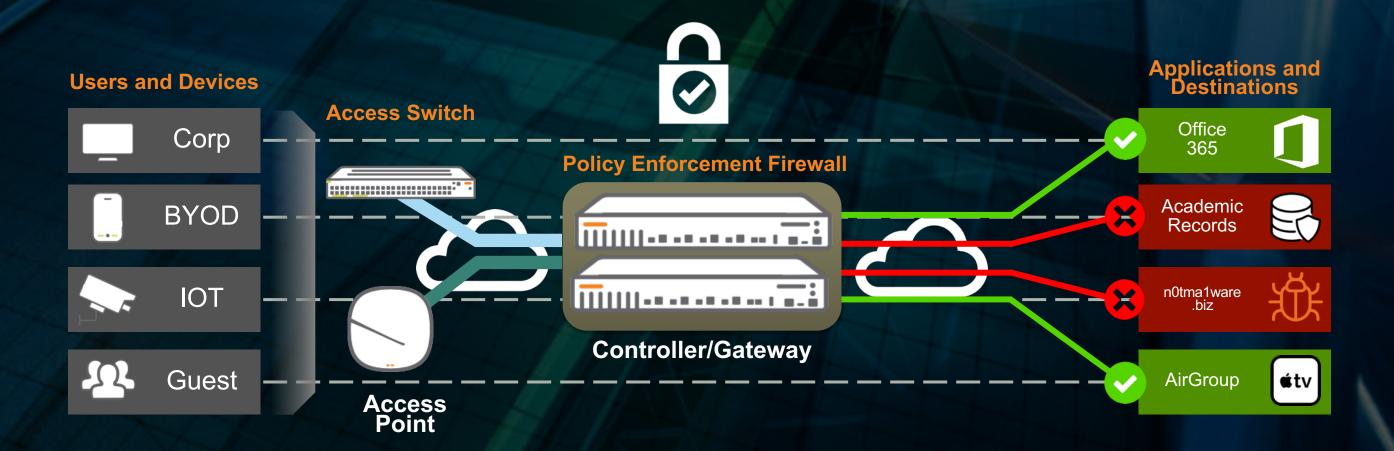
Enhanced by Crowdsourcing



Integration with Policy Manager



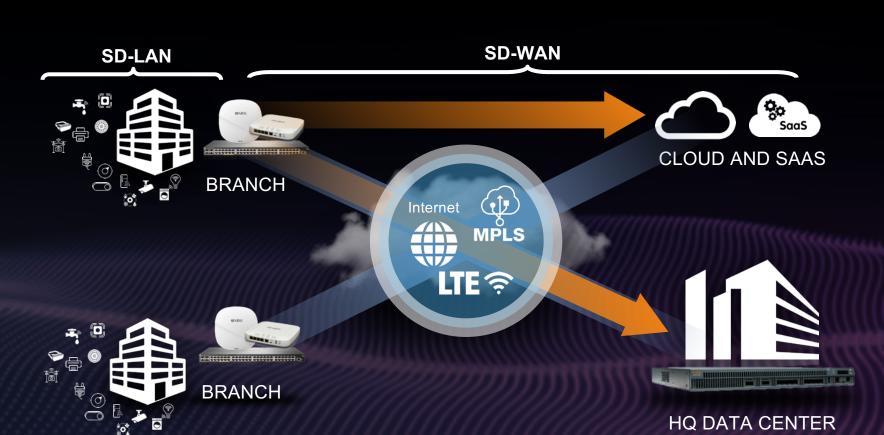
### TRUST ENFORCED BY DYNAMIC SEGMENTATION







# ARUBA SD-WAN







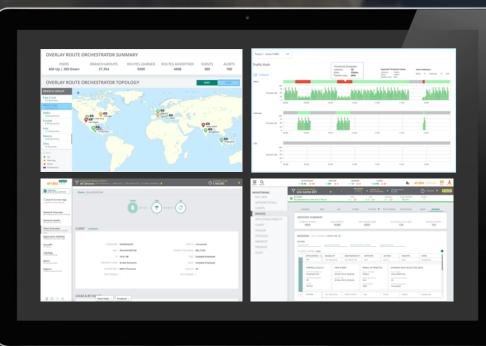
## UNIFIED CONTROL POINT

WI-FI | WIRED | WAN | SECURITY

SD-WAN Orchestration

Dynamic Segmentation

### **ARUBA CENTRAL**

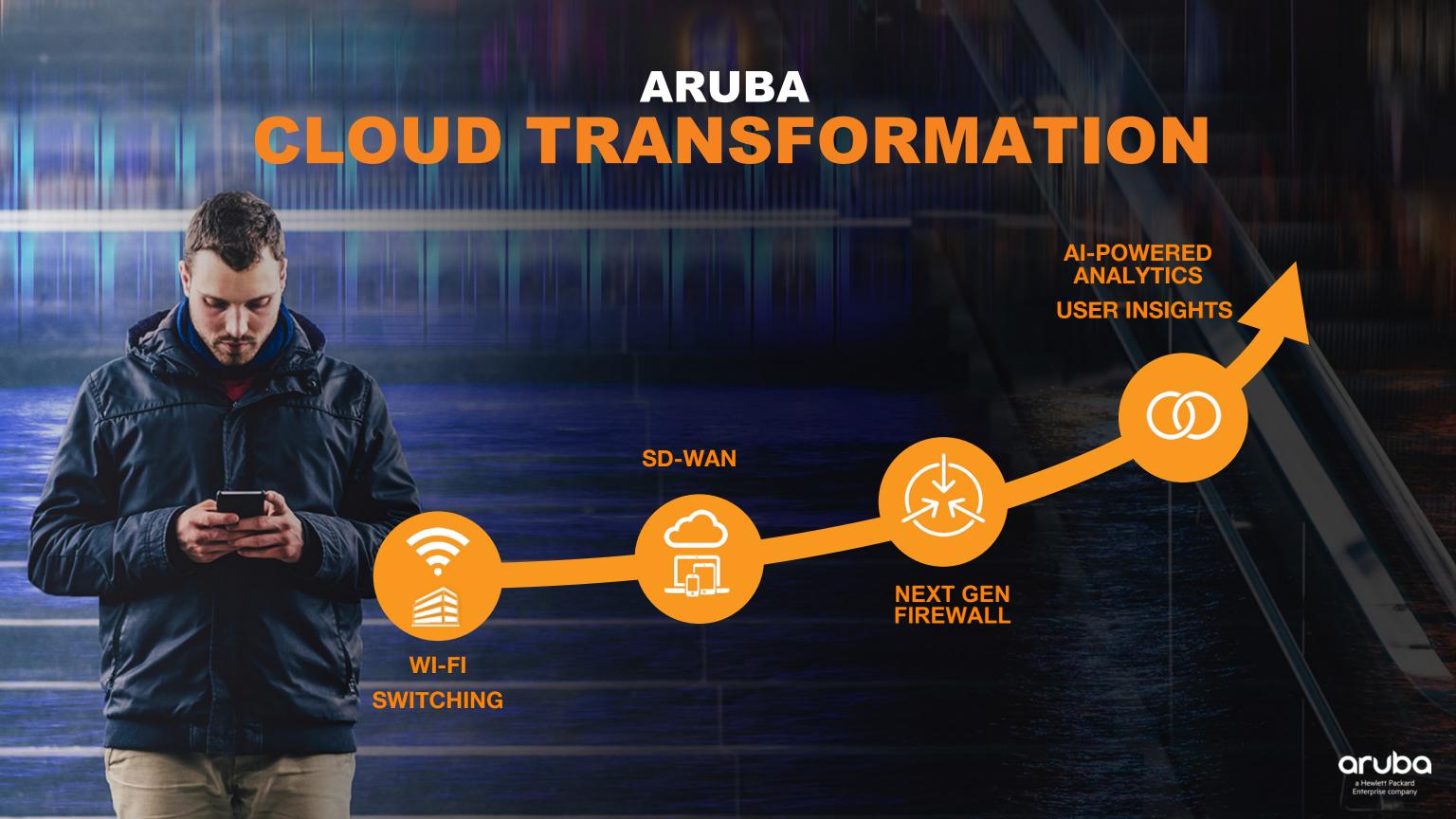


Dynamic Path Steering

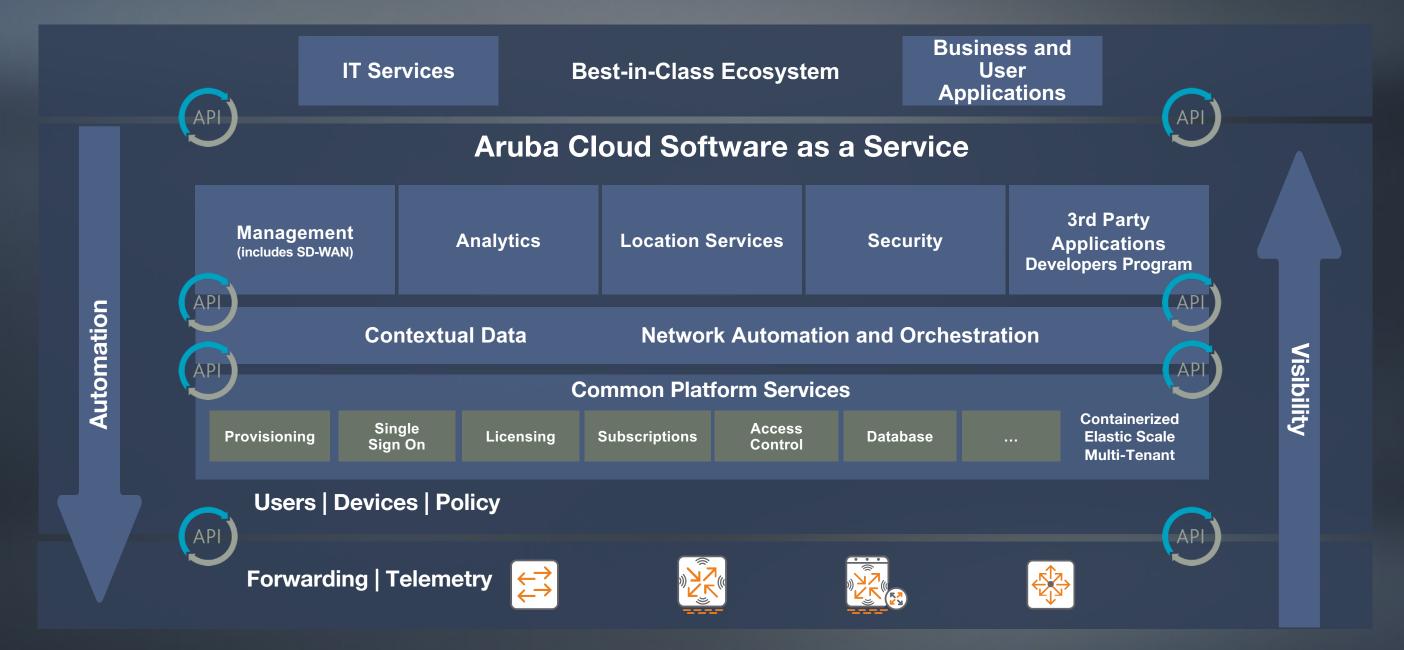
Secure Connectivity







### **Aruba Central – Under the Hood**





## ARUBA CENTRAL CUSTOMERS WORLDWIDE

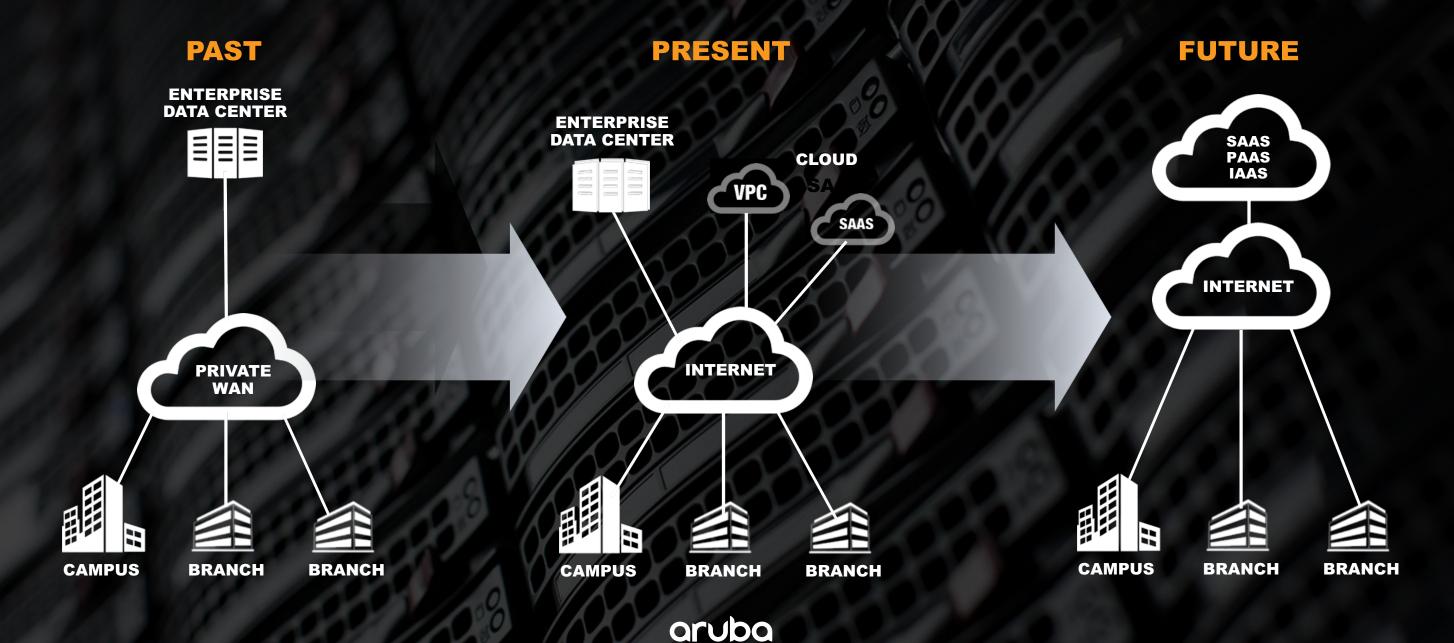
Retail | Hospitality | Healthcare | Financials | Industrial | Real Estate | MSP | Logistics

20,000+ CUSTOMERS **500,000**+ AI-POWERED APs





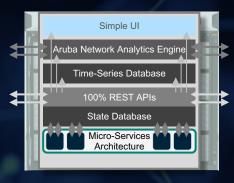
### THE DATA CENTER EVOLUTION



### BUILT FROM THE GROUND UP FOR NETWORK OPERATORS



Aruba 8000 Series



AOS-CX





**NetEdit** 

AI-OPS

Unmatched Programmability for Core and Data Center



# WITH EMBEDDED ANALYTICS

'It's like having a 24/7 network technician as part of the network'





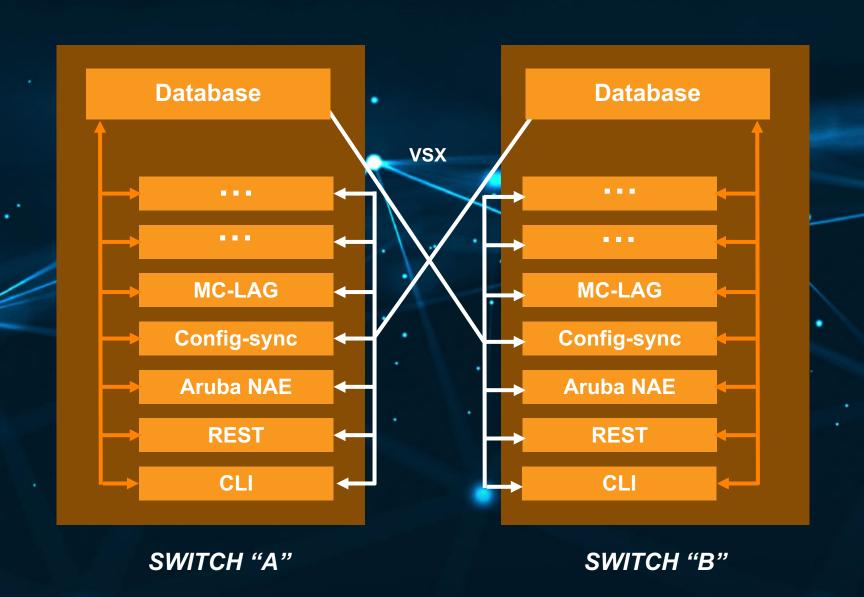
### NETEDIT

### NETWORK AUTOMATION AND VERIFICATION





### LIVE UPGRADES FOR THE CORE





## FOR THE FUTURE



a Hewlett Packard Enterprise company



Edgeline | SimpliVity | ProLiant





GlobeNewswire

### CHASE CENTER

**Golden State Warriors partner with Hewlett Packard Enterprise to drive** connected experiences for Chase Center

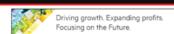
HPE selected as Founding Partner to deliver connected experiences for Chase Center gu

At the core of the network lies Aruba's 8400 cd Grabbing Share From Cisco In aggregation switches, which offer flexibility an innovation in dealing with modern application, and scalability demands in today's mobile, clou loT Gains Internet of Things (IoT) era. Aruba offers the inmost advanced, fully programmable operating : carrier-grade performance, and an industry-firs Analytics Engine that proactively monitors and troubleshoots network, system, application and related issues.



### IDC ExpertROI® SPOTLIGHT

Friesland College Improves Network Performance via Visibility and Analytics with the Aruba 8400 Switch



### SAN FRANCISCO, Nov. 09, 2018 (GLOBE NEV One Year Later: Aruba 8400 **Core Network Battle, Making**

Aruba is doubling down on its 8400 core network switch with plans for new hardware and software releases after making US revenue share gains versus Cisco in the Ethernet switching market.

November 09, 2018, 12:4

### **Forbes**

### **HPE Aruba And Its Secret Competitive** Weapon

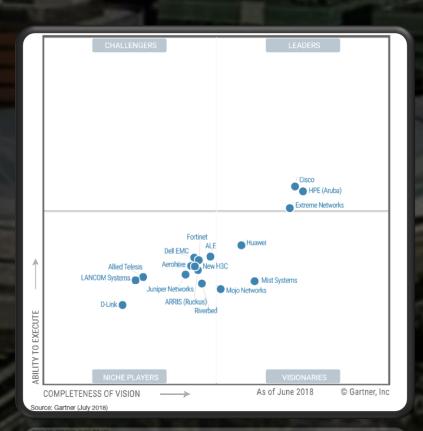
### Fast quality

The concept of "fast quality" seems like an oxymoron on the surface. Oftentimes, in the rush to bring technology to market certain issues are overlooked and products are released in beta. It then falls to customers to help with the debugging process. That's not the case with HPE and the Aruba product development team, who utilize testing to not only bring products to market faster but also to deliver higher quality solutions. Aruba employs a rigorous testing framework and sophisticated tools, including a dynamic, drag-and-drop, software-based test bed that allows engineers across five locations in



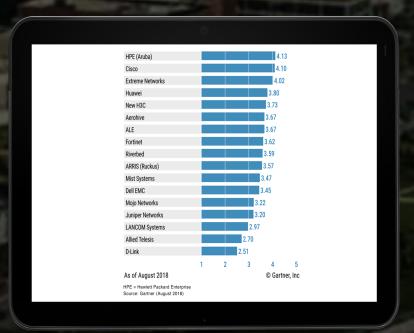
# MARKET VALIDATION

Wired and Wireless LAN Access Gartner Magic Quadrant 2018

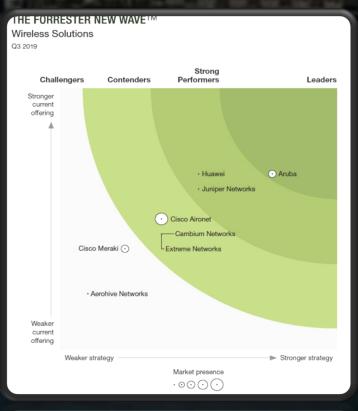


Critical Capabilities Report

Gartner 2018

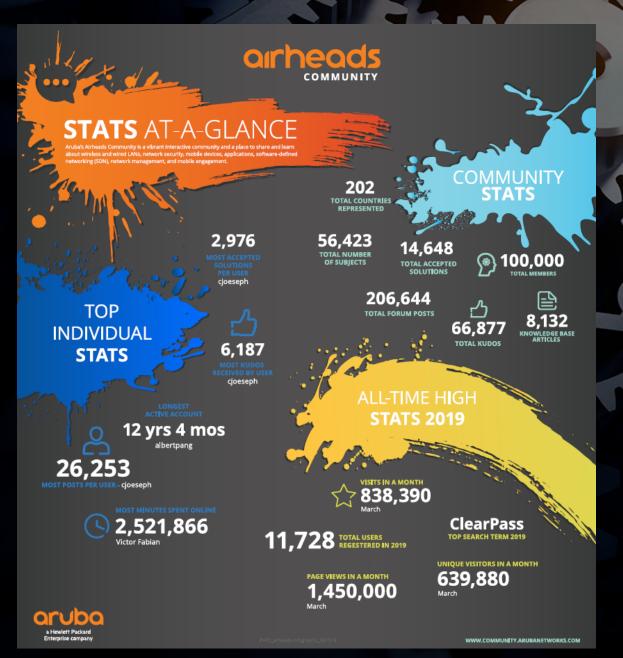


a Hewlett Packard Enterprise company Wireless Solutions Q3
Forrester New Wave™ 2019





### JOIN AIRHEADS



## ZAIRHEADS

https://community.arubanetworks.com



# CUSTOMER FIRST CUSTOMER LAST

# ARE YOU READY?



Prepare for 5G with Wi-Fi 6



Gain insights into user experience



Embrace and secure IoT



Cloudify branch connectivity



Enable the intelligent edge





