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EXPERIENCES AT THE EDGE

DOBIAS VAN INGEN

EMEA CTO & SE Director, ARUBA

EXPERIENCES EVERYWHERE

WORKPLACES | SCHOOLS | STORES | HOTELS | HOSPITALS

EXPERIENCES FOR
EVERYONE
END USERS | LOB | IT OPERATORS
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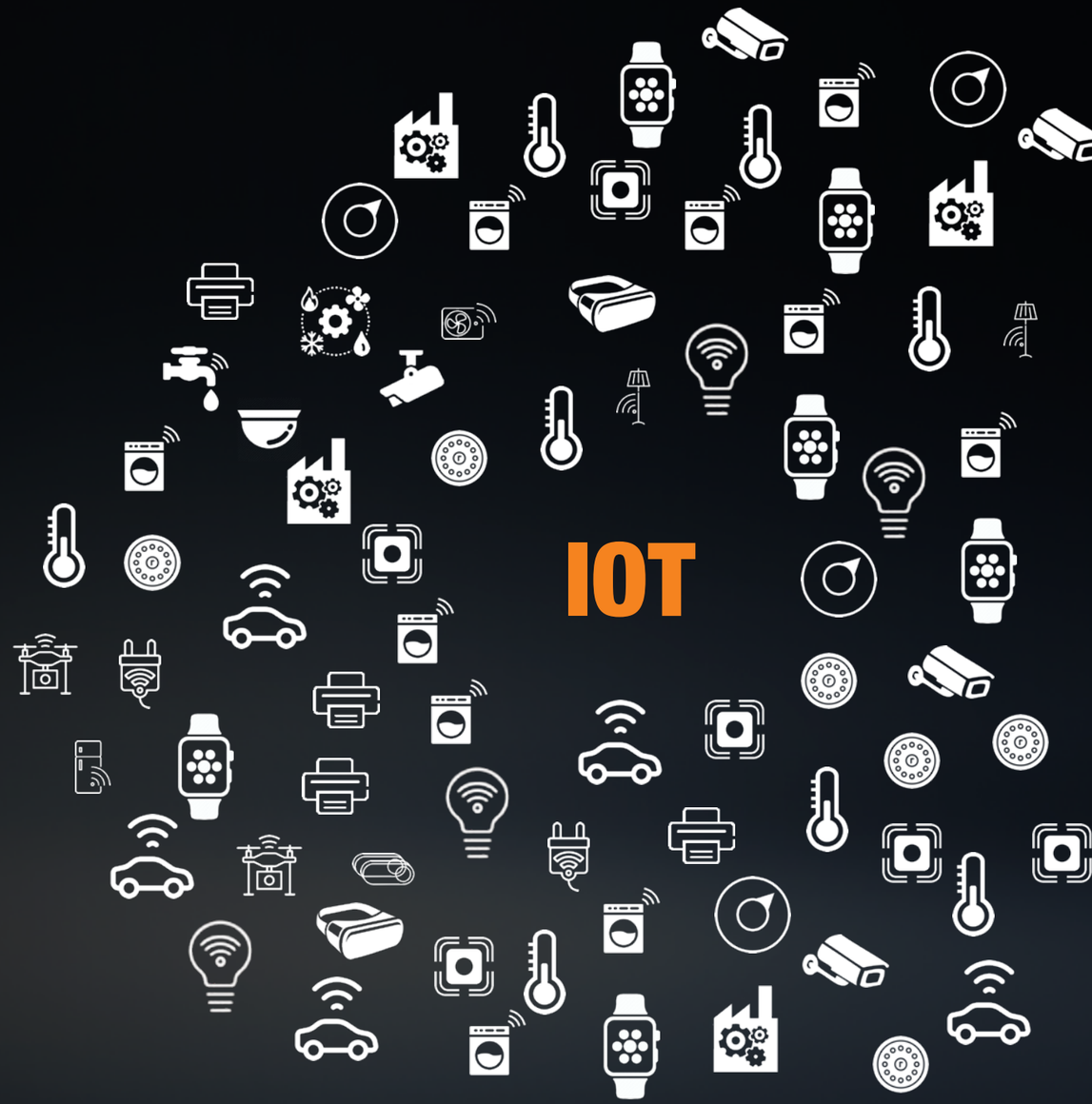
MOBILE

CLOUD

IOT



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THE ARUBA EDGE
NETWORK

CAMPUS | BRANCH | DATA CENTER

MOBILE FIRST

CLOUD NATIVE

IOT DRIVEN

AUTONOMOUS

SECURE

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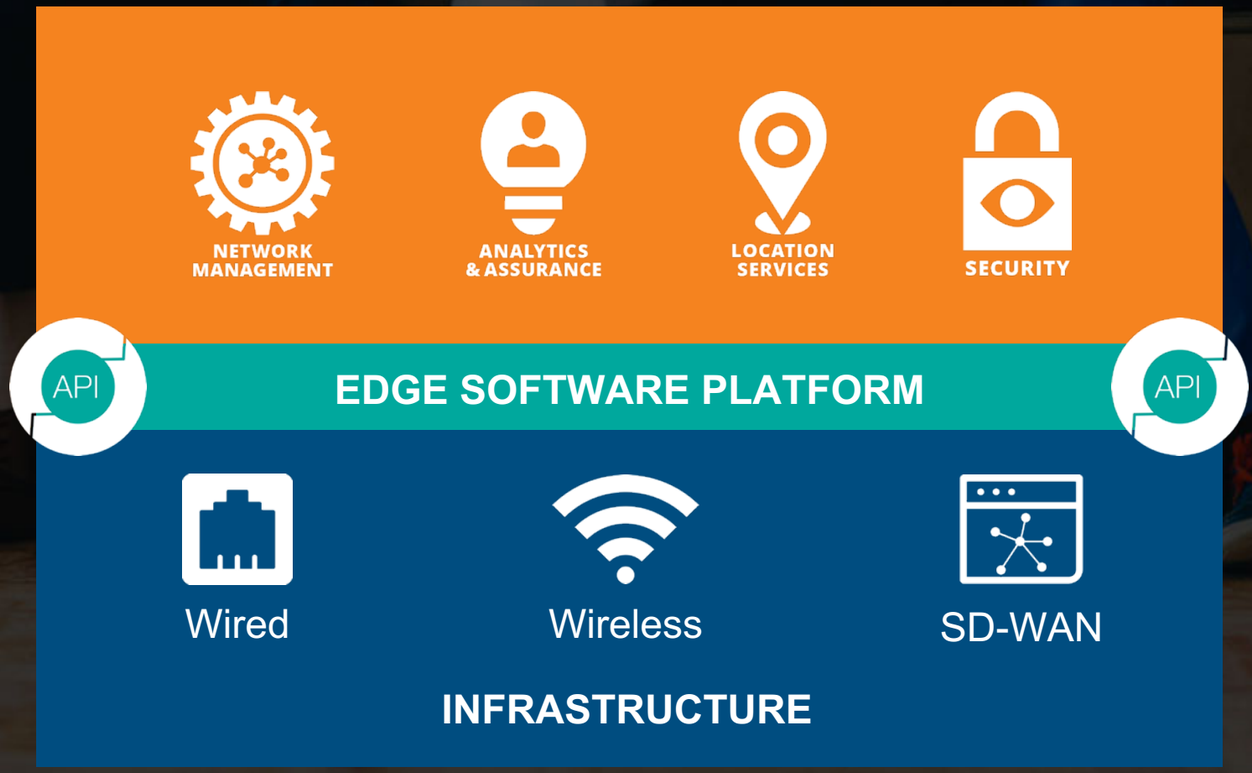
ARUBA ARCHITECTURE

CAMPUS | BRANCH | DATA CENTER



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MOBILE
FIRST
ACCESS
IOT
DRIVEN
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1990
SPECIALIZED DEVICES

2000
LAPTOPS

2010
MOBILE DEVICES

2015
LOCATION + UC

TODAY
IOT

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ARUBA WI-FI 6

ANY CONNECTIVITY

Integrated Bluetooth 5 and Zigbee Radio

510 Series

530 Series

550 Series

Aruba 2930M
Switch 802.3bt

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ACCESS POINT
AS IOT PLATFORM

Bluetooth 5 | Zigbee Radio | Smart PoE

EnOcean sesimagotag
LOSANT SIEMENS OPENMATICS
ZEBRA SOLUM ESL Favendo

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IMPROVING EXPERIENCE IN
THE REAL WORLD

Electronic Shelf Labels
Enhanced Shopping
Experience

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IMPROVING EXPERIENCE IN THE REAL WORLD

Digital Door Locks
Enhanced Hospitality
Experience

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WI-FI 6 AND 5G
A POWERFUL COMBINATION
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ASSURANCE

A NETWORK PERSPECTIVE

NETINSIGHT

Proactive | Insights | Autonomous

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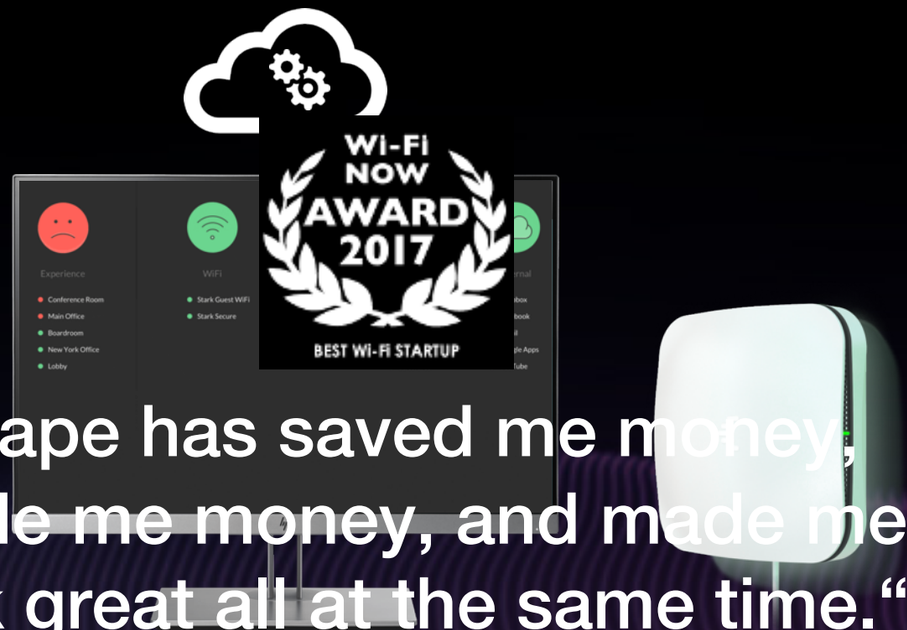
SERVICE ASSURANCE

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 AS A SERVICE

SENSOR

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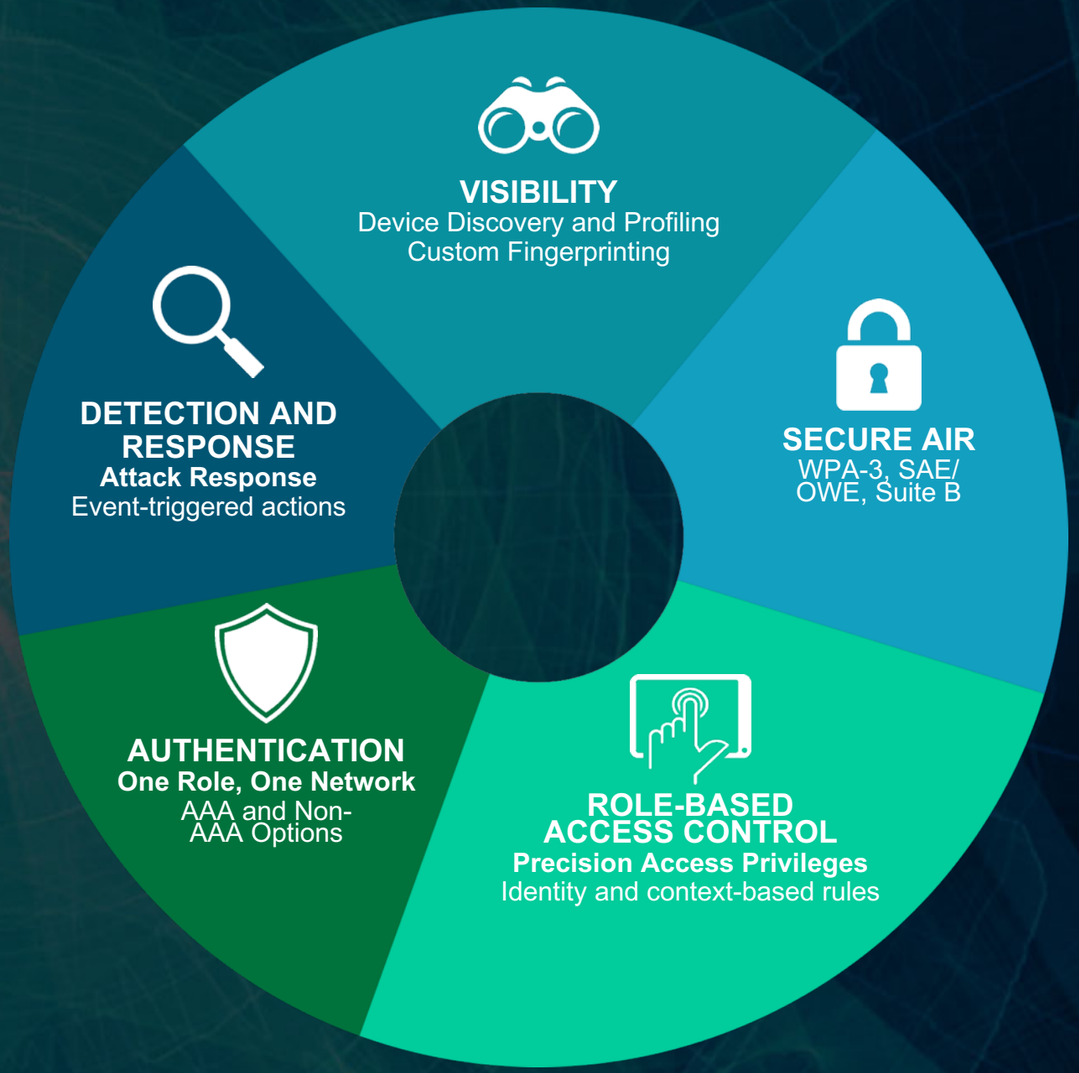
ARUBA
ZERO TRUST PROTECTION



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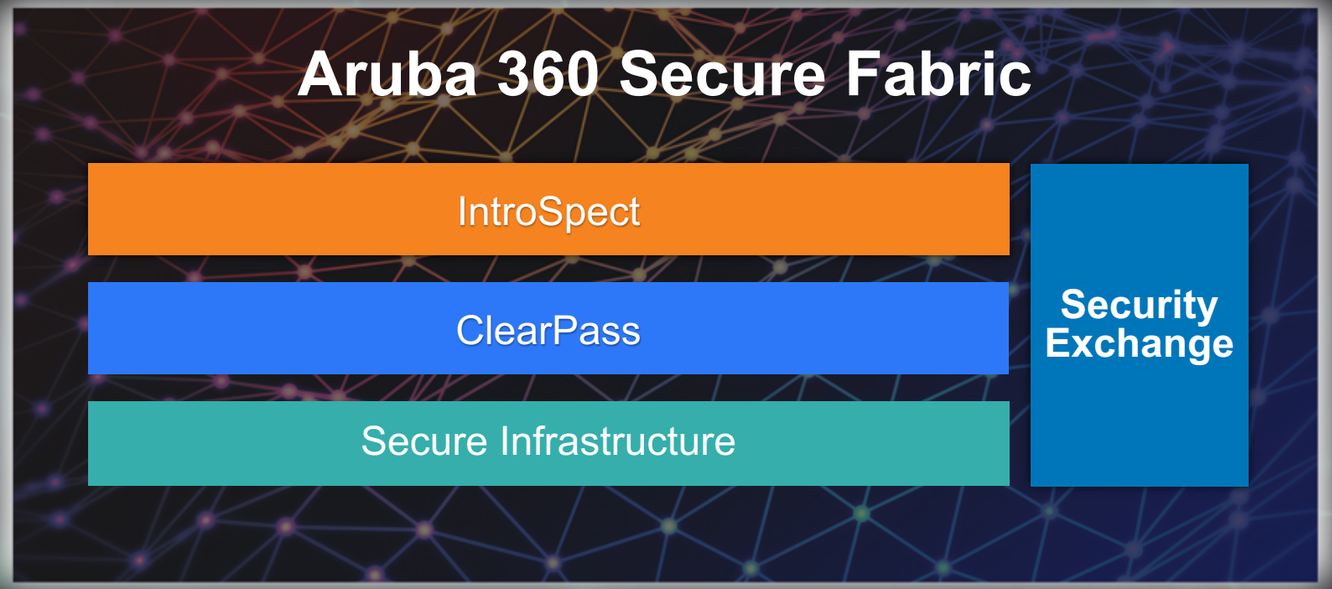
THE NETWORK IS YOUR BEST LINE OF DEFENSE



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TRADITIONAL PROFILING TECHNIQUES STRUGGLE WITH IOT

STATIC ATTRIBUTES
NMAP | SNMP | WMI

GENERIC “WINDOWS” OR “LINUX” DEVICE

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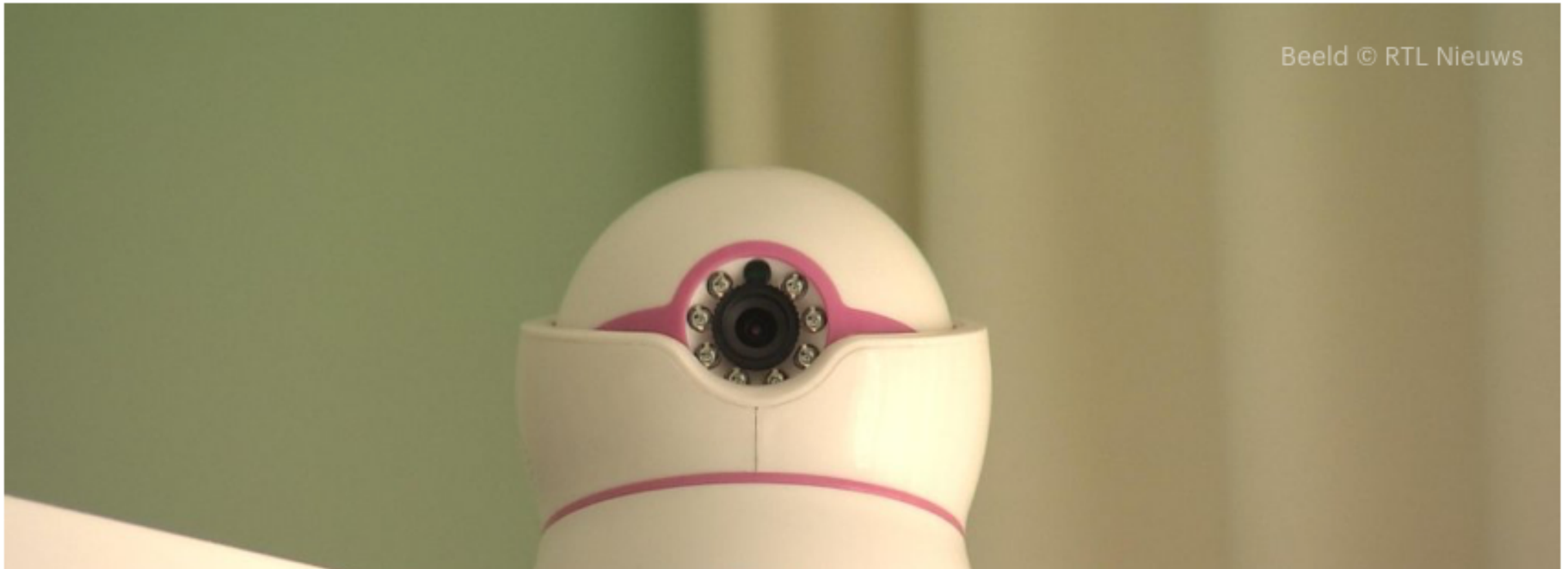
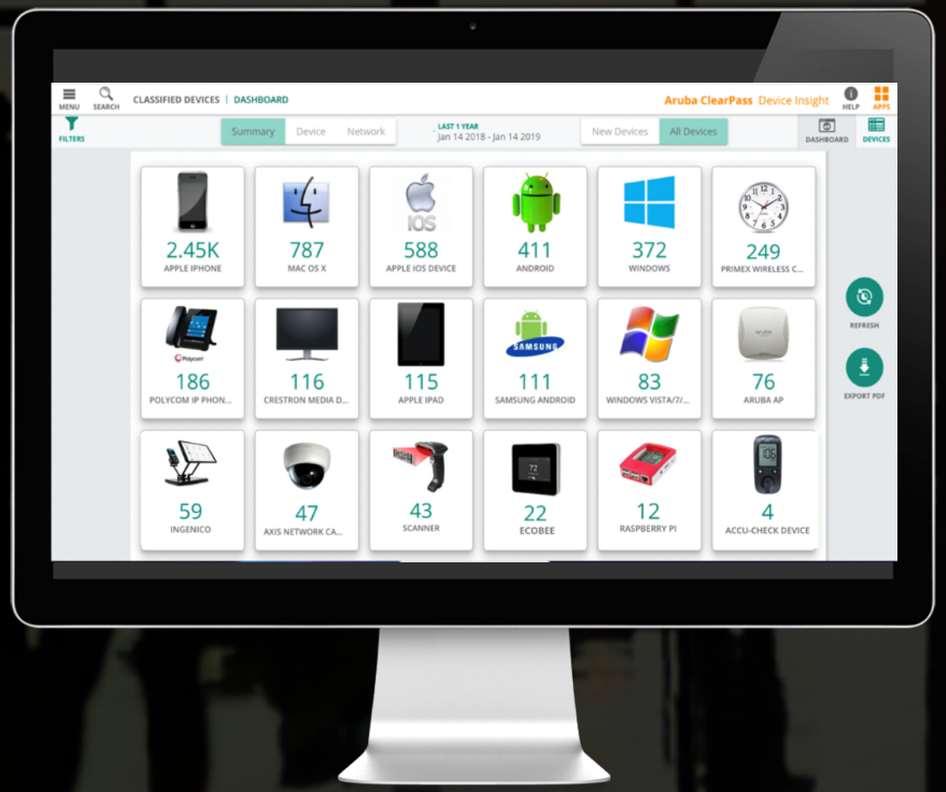
EXCLUSIEF

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

AI-Powered

Cloud-Enabled

Enhanced by Crowdsourcing

Integration with Policy Manager

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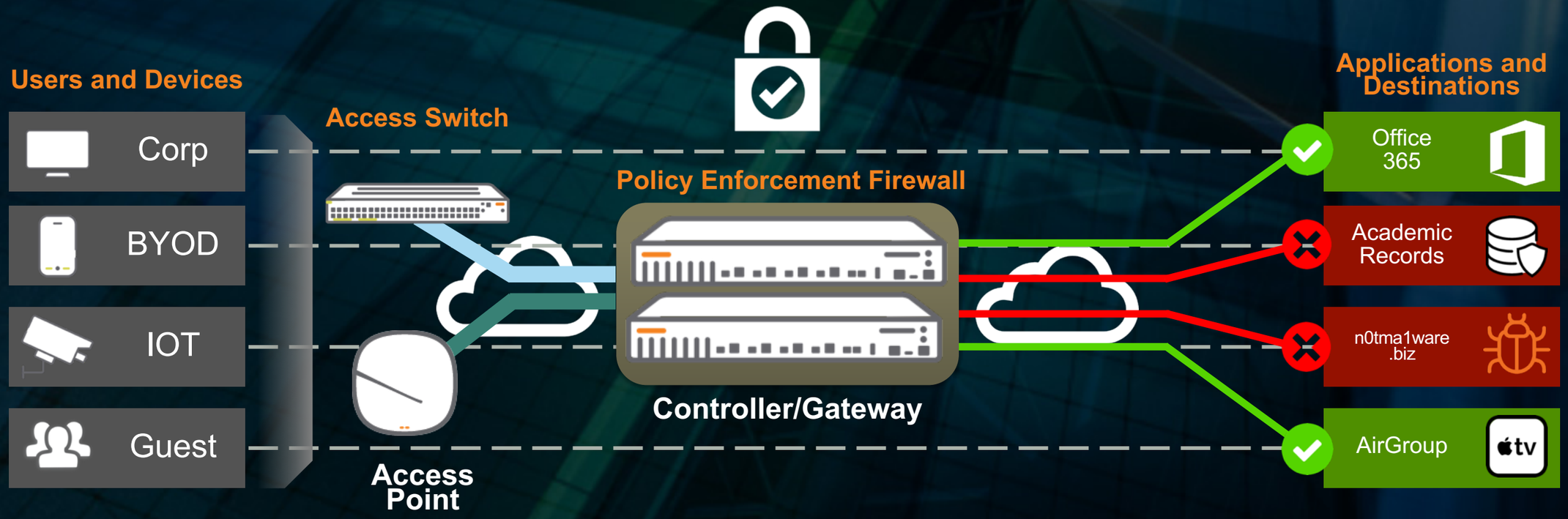
TRUST ENFORCED BY DYNAMIC SEGMENTATION



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CLOUD NATIVE BRANCH

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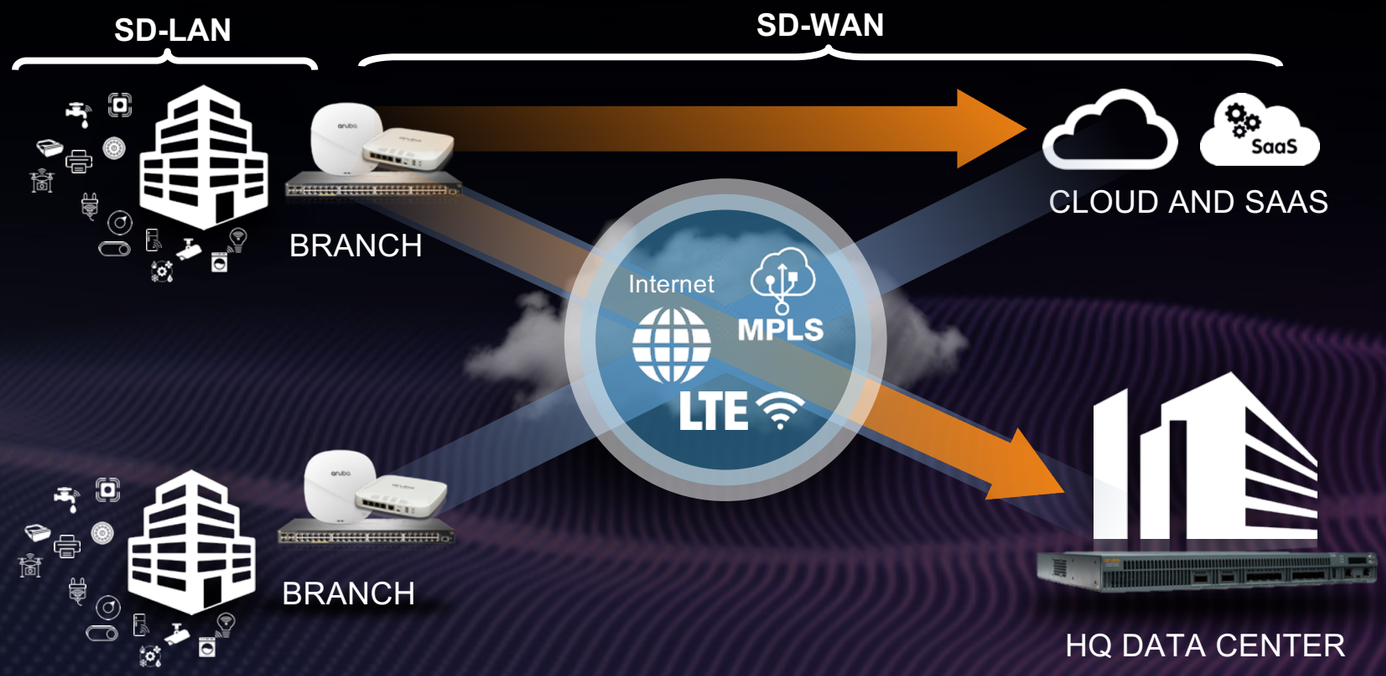
ARUBA

SD-WAN



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UNIFIED CONTROL POINT

WI-FI | WIRED | WAN | SECURITY

ARUBA CENTRAL

SD-WAN Orchestration

Dynamic Segmentation

Dynamic Path Steering

Secure Connectivity

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ARUBA
CLOUD TRANSFORMATION

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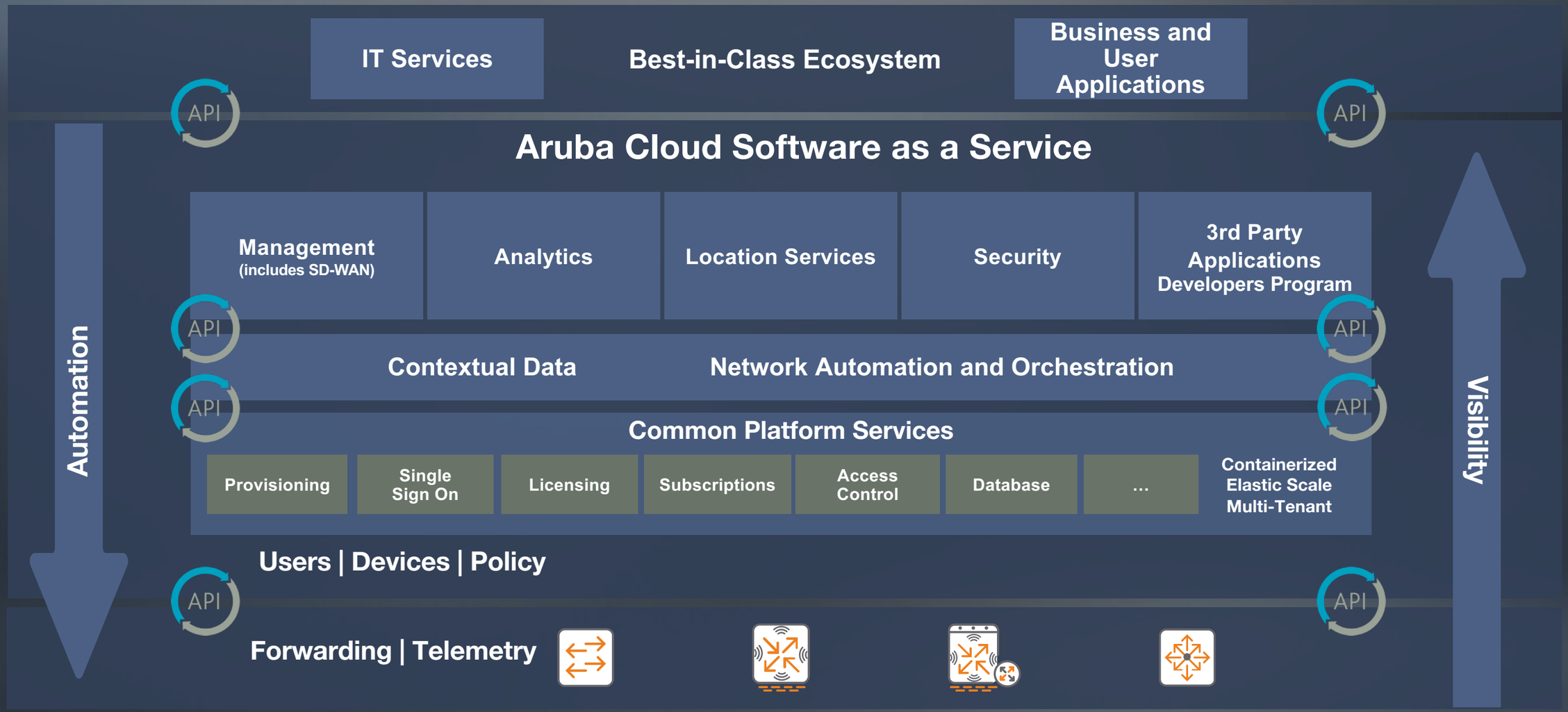
Aruba Central – Under the Hood



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ARUBA CENTRAL

CUSTOMERS WORLDWIDE

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

20,000+
CUSTOMERS

500,000+
AI-POWERED APs

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THE INTELLIGENT
EDGE
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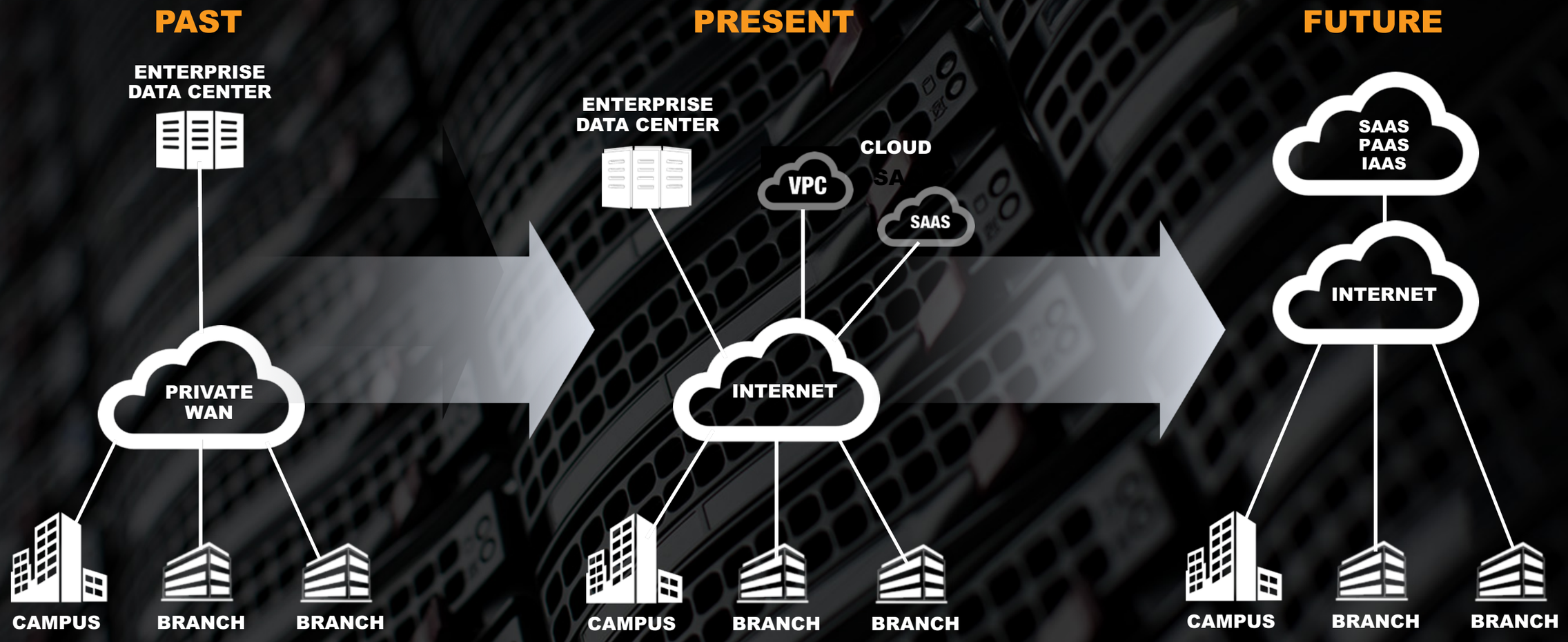
THE DATA CENTER EVOLUTION



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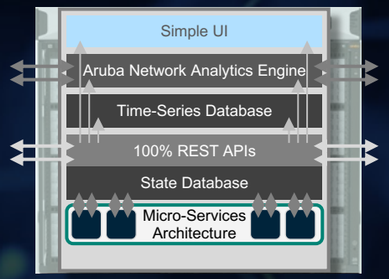
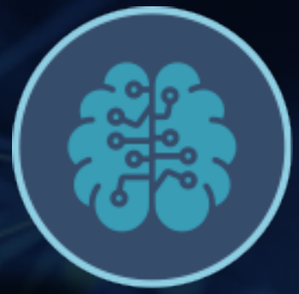
BUILT FROM THE GROUND UP
FOR NETWORK OPERATORS

Aruba 8000 Series



AOS-CX

Network Analytics Engine



AI-OPS

NetEdit

Unmatched Programmability for Core and Data Center

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NAE
WITH EMBEDDED ANALYTICS

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

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NETEDIT

NETWORK AUTOMATION AND VERIFICATION

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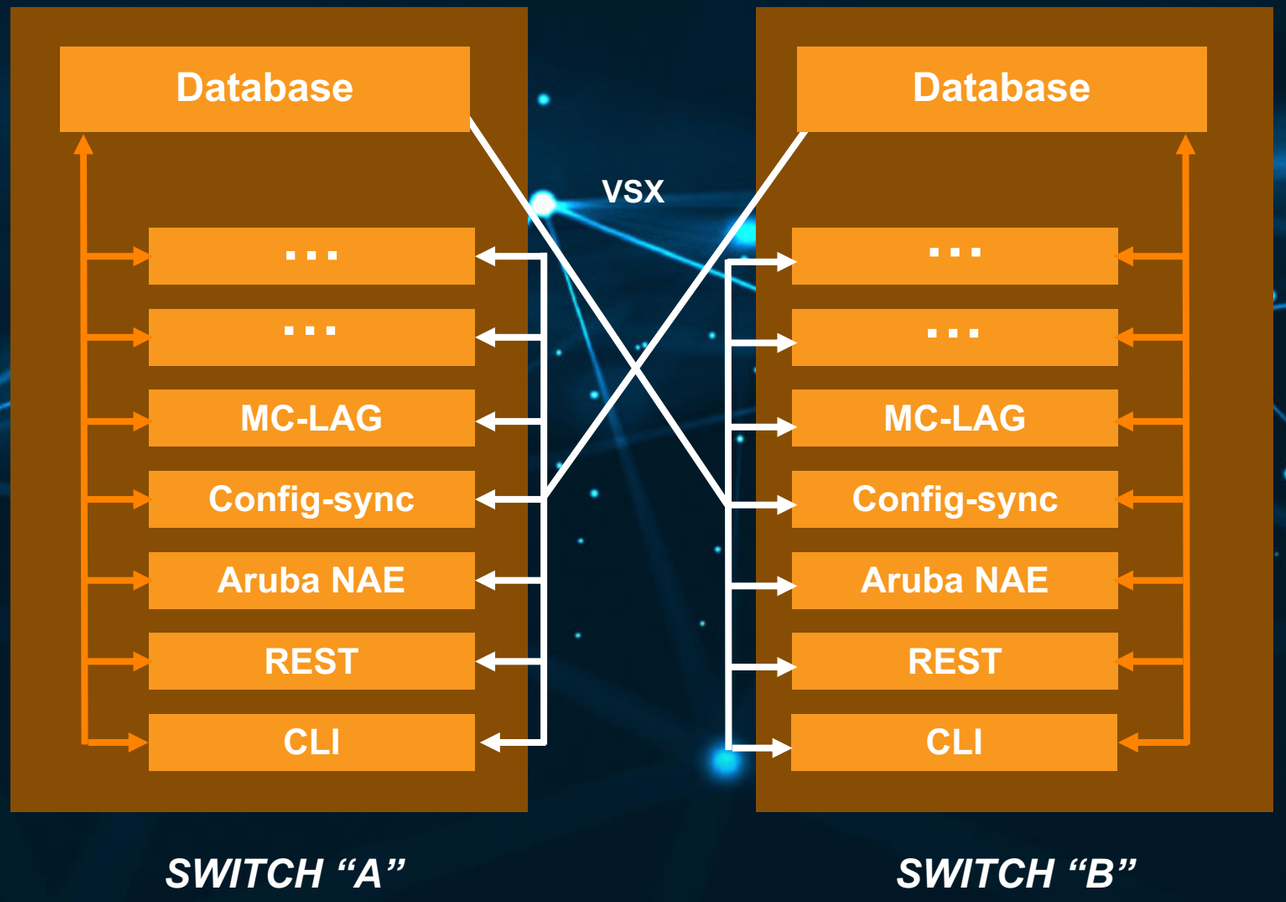
LIVE UPGRADES FOR THE CORE

VSX



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EDGE EXPERIENCES
FOR THE FUTURE

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+

Edgeline | SimpliVity | ProLiant

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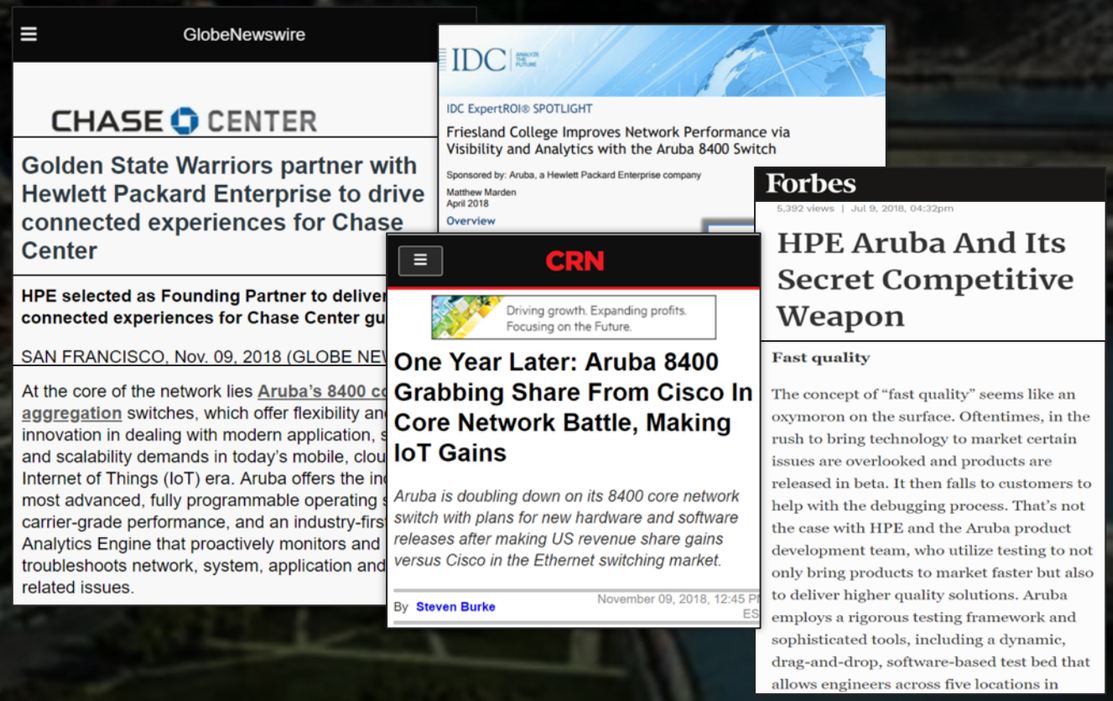
MARKET VALIDATION

800 Customers



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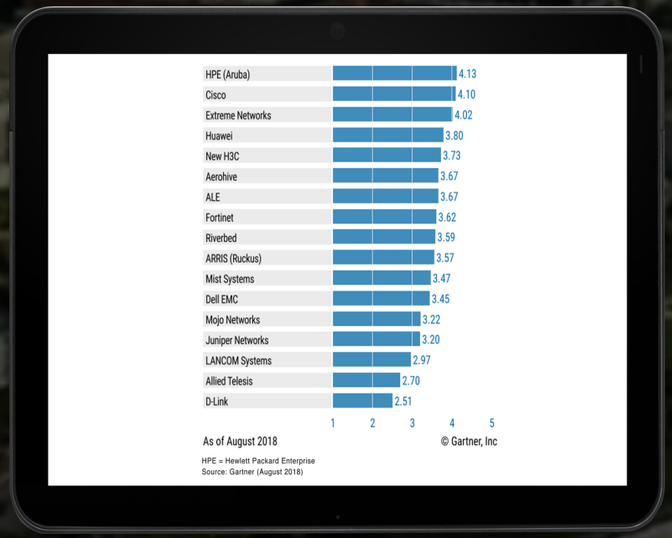
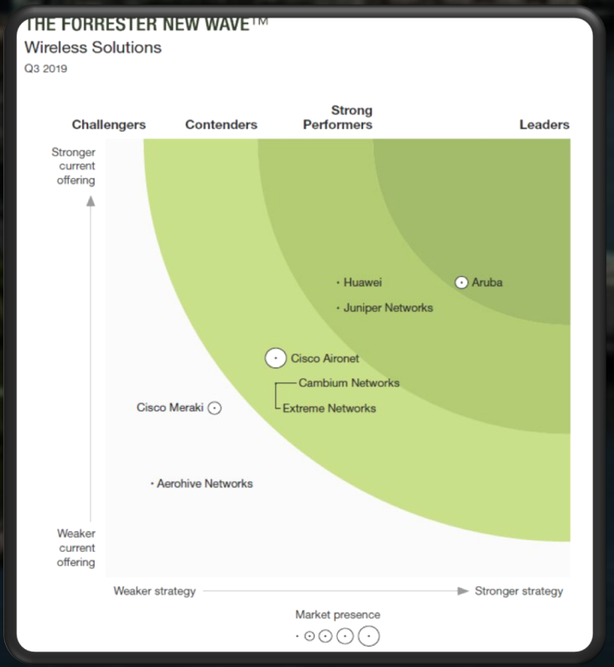
MARKET VALIDATION

Wired and Wireless LAN Access
Gartner Magic Quadrant 2018

Critical Capabilities Report
Gartner 2018



Wireless Solutions Q3
Forrester New Wave™ 2019



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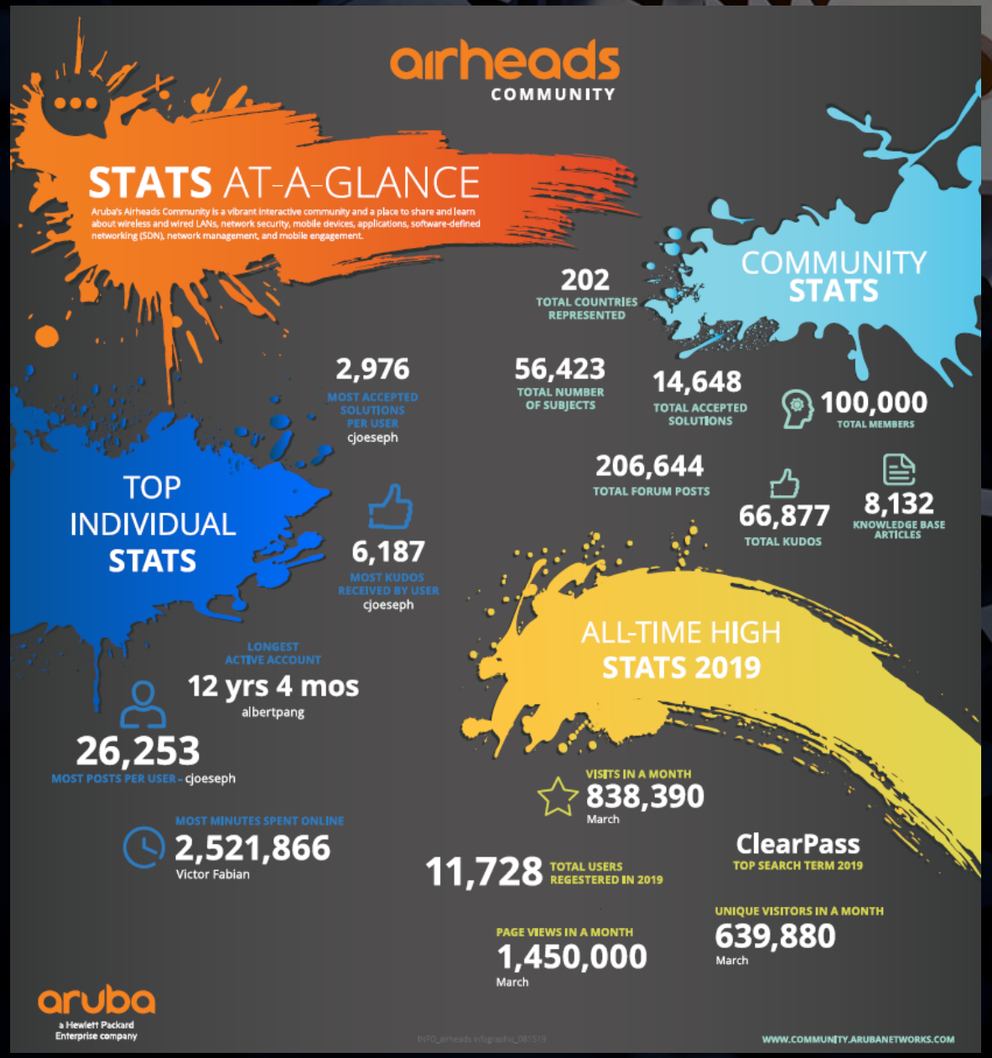
JOIN AIRHEADS



AIRHEADS
COMMUNITY

https://community.arubanetworks.com

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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

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AMAZING EXPERIENCES
WITH AMAZING SIMPLICITY