



aruba

a Hewlett Packard
Enterprise company

EXPERIENCING THE
INTELLIGENT EDGE



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

OUR **MOBILE FIRST** HERITAGE



2002

Founded by Keerti Melkote and Pankaj Manglik

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

2006

Recognized as **Market Leader** in WLAN

2007

Aruba Networks **IPO**

Acquired Avenda Systems & AirWave Wireless

Extended "dynamic micro policy" to multivendor networks

2013

Recognized as **Market Leader** in NAC

2015

Aruba and HPE **Join** Forces

Acquired HPE Switching Portfolio

Extended "dynamic micro policy" to wired networks

2016

Aruba Becomes **Networking Division** of HPE

2017

Keerti Melkote leads Aruba



CUSTOMER FIRST
CUSTOMER LAST

EXPERIENCE ECONOMY



Extract
COMMODITIES
\$0.02



Make
GOODS
\$0.10



Deliver
SERVICES
\$1.50



Stage
EXPERIENCES
\$2.75

VALUE

CUSTOMER
SACRIFICE



Smart
Workplace



Smart Store

EDGE EXPERIENCES WHERE "SMART" MEETS "DIGITAL"



Smart
Manufacturing



Smart
Hospitals

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

USER EXPECTATIONS



Workforce is Agile



Users expect mobility, choice, simplicity



Executives expect trust, efficiency, productivity



We expect personalized tools, apps, spaces

COMMON CHALLENGES

**Frankenstein
Networks are
Difficult**

**Ineffective
Buffet of
Security Tools**

**Network and
Security
Assurance**

**Fast Delivery of
New Services**

**Locked in by
Single Vendor**



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

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**.

EVOLUTION OF POLICY

DISAGGREGATED
POLICY DEFINITIONS

STATIC AND
FRAGMENTED



ROUTER: VRF, VPN, SUBNET, ACL



FIREWALL: ZONE, TRUST, ACL



WAN OPT: THROTTLING,
COMPRESSION



LAN: VLAN, ACL, SUBNET



WLAN: VLAN, ACL, SUBNET



VLAN 103

VLAN 201



UNIFIED POLICY
ENFORCEMENT:
LAN, WLAN, WAN,
SECURITY



TUNNELED
TRAFFIC



ELIMINATE
VLAN SPRAWL



CENTRALIZED
DEFINITIONS FOR
EVERY BRANCH

SOFTWARE
DEFINED
DESIGN

DYNAMIC MICRO POLICY

AUTOMATES NETWORK SECURITY

Roles Defined by
Rich Context and
Learned Behaviors

Follows Users,
Devices, IoT

Independently
Persists

SIMPLIFIES NETWORK OPERATIONS



FROM COST CENTER
TO **BUSINESS DRIVER**

ARUBA EDGE PLATFORM

Industry Leading Performance, Enterprise Class

Aruba Secure Infrastructure



Wireless
LAN & BLE



Remote
Access



Access and
Core Switching



SD-WAN

SW-Defined | Inherently Secure | Most Comprehensive .ac Portfolio

EXTENDING THE MOBILE FIRST ARCHITECTURE TO AGGREGATION AND CORE

Aruba 8400

Optimized form factor and cost, carrier class availability, 10/25/40/100 GbE



ArubaOS-CX

Programmable next-gen OS for switching, and analytics to automate troubleshooting



Network Analytics Engine

Tightly integrated to policy management, analytics and management services



NEW

Aruba 8320

High performance compact 1U form factor and carrier class availability, 10/40 GbE



MACHINE LEARNING TO PROACTIVELY OPTIMIZE USER EXPERIENCE

NetInSight

Network health assessments,
benchmarking, and
recommendations via
machine learning and
correlations



Innovative
Data Extractions

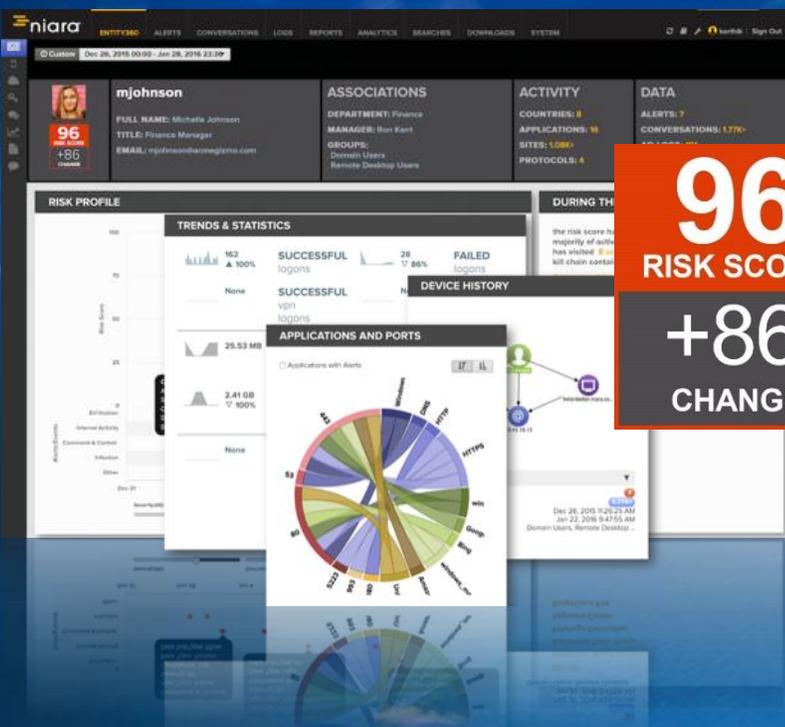


Analytics
Engines



Cognitive
Software Layer

MACHINE LEARNING TO SECURE THE ENTERPRISE FROM THE INSIDE



IntroSpect

Machine-learned user and entity behavioral analytics for enterprise security



Visibility



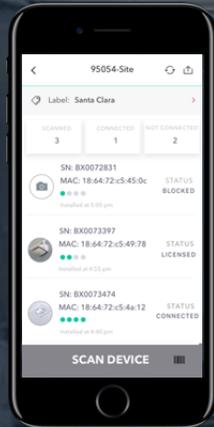
Monitoring



Policy Enforcement

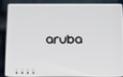
**CLEARPASS
POLICY MANAGER**

Easy Mobile Provisioning



THE SOFTWARE-DEFINED BRANCH

Cloud-Managed at Scale



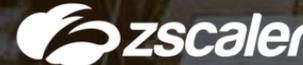
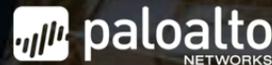
Awesome User Experiences

Secure Access

Optimized Cloud Connectivity

FROM SD-LAN

TO SD-WAN



amazon.com
facebook.
accenture
TRAVELERS
Deloitte.
Linked in
NETFLIX
Microsoft
Google
box
DREAMWORKS STUDIOS
Unilever
TimeWarner
INTUIT.

at&t
RED LOBSTER
STARBUCKS COFFEE
NORDSTROM
Naiman Marcus
verizon wireless
McDonald's
Olive Garden
BEST BUY
TODAY'S SPECIALS
Red Robin
Sprint
LUCAS OIL
PENSKE Truck Leasing
TORY BURCH
PEPSICO
NISSAN

ILLINOIS UNIVERSITY OF URBANA-CHAMPAIGN
UNIVERSITY of WASHINGTON
Stony Brook University
UNIVERSITY OF HOUSTON
HARVARD UNIVERSITY
OHIO STATE
VALLEY

charles SCHWAB
KeyBank
BMO Bank of Montreal
Goldman Sachs
Santander
Fidelity INVESTMENTS
Bank of America
RBC Royal Bank
TD Bank
AMERICAN EXPRESS

EXPERIENCES POWERED BY ARUBA

Levi's STADIUM
TIMBERWOLVES
DALLAS STARS
usbank stadium
CAROLINA PANTHERS
LUTAH JAZZ

WYNN RESORTS
Marriott HOTELS · RESORTS · SUITES
MGM RESORTS INTERNATIONAL™
LA TOUR CN TOWER

BOEING
UNITED
RIOgaleão aeroporto internacional tom jobim
American Airlines
ORLANDO INTERNATIONAL AIRPORT
HOUSTON AIRPORT SYSTEM

KAISER PERMANENTE®
UCSF
Stanford HEALTH CARE STANFORD MEDICINE
CardinalHealth
Boston Children's Hospital
SCENSION HEALTH

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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