

atmosphere'22 BELGIUM

The Future of Networking Today

Jerry Garcia
HPE Aruba Country Manager Belux



a Hewlett Packard
Enterprise company

CONNECTING, SECURING AND DERIVING INSIGHTS FROM **THE EDGE** THROUGH SECURE EDGE-TO-CLOUD NETWORKING SOLUTIONS



EDGE [ej] *noun*:

Any place work gets done and data is generated by users, devices and things



PARTNERING WITH ARUBA





EXPERIENCE CUSTOMER FIRST CUSTOMER LAST

SALES AND SUPPORT

Dedicated Global Sales and Support organization

True customer advocacy culture:
"Doing the right thing, caring, and sacrificing" for you

AIRHEADS COMMUNITY

140,000 members strong

189 countries represented

60,000 discussion topics

**Creating and sharing
together as a community**

ATMOSPHERE

Americas – AsiaPac – EMEA

**6000+ 'Airheads' Experiencing
Aruba's culture firsthand**

EXECUTIVE LEVEL ACCESS

Industry Executive Group

Customer Advisory Councils
(EDU, FSI, Retail, Technical)

Customer Experience Center
In person and virtual briefings

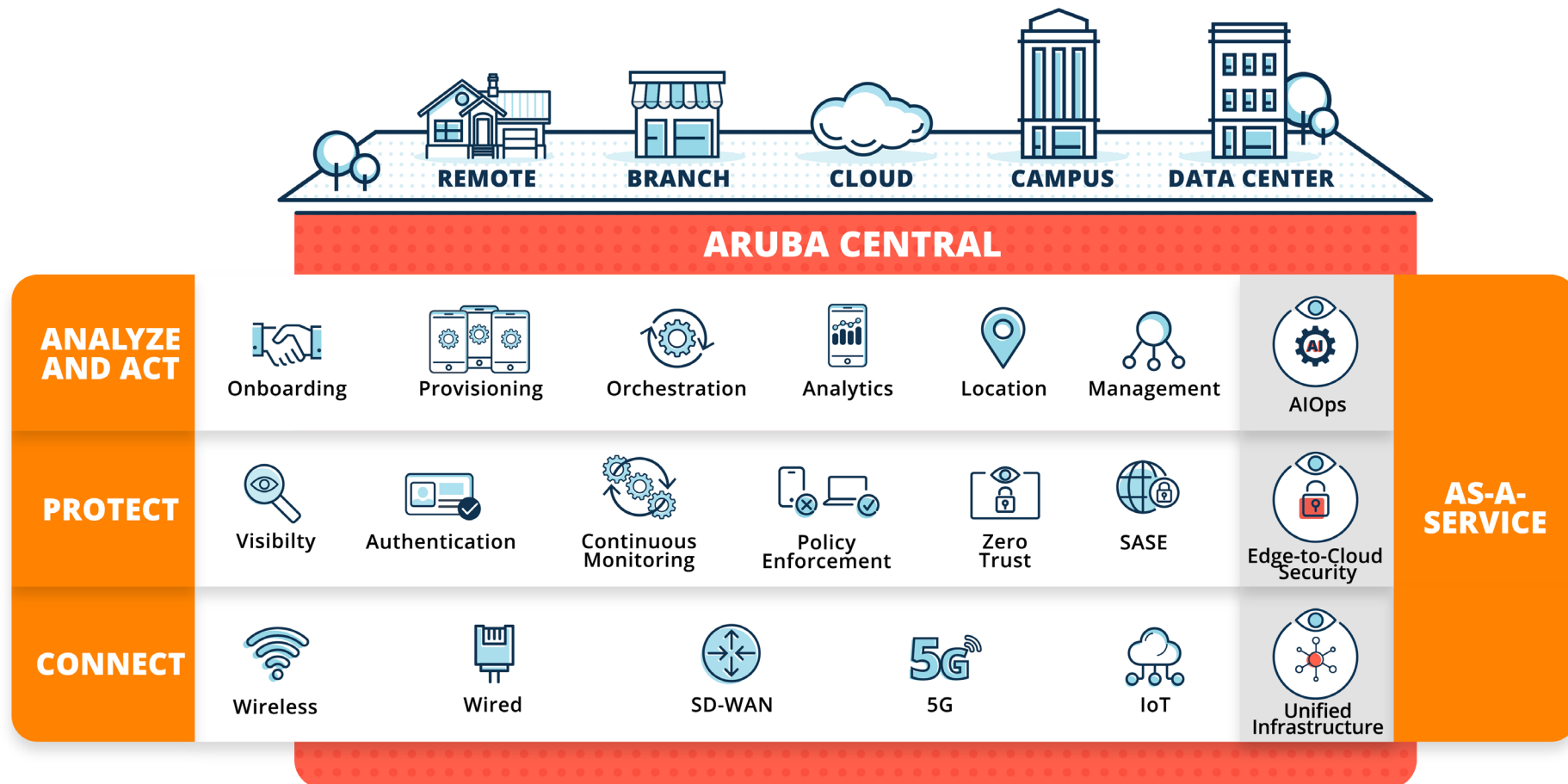


A high-angle, top-down photograph of a man and a young child sitting at a dark wooden desk. The man, with short brown hair and wearing a grey sweater, is positioned in the foreground, leaning over the desk. The child, with light brown hair and wearing a white shirt, is sitting next to him. They are both looking at a laptop screen on the left side of the desk. The laptop is open, and the child's hand is on the trackpad. A black keyboard and a black mouse are also on the desk. The background shows some papers and a desk lamp. The overall lighting is warm and focused on the desk area.

**POST COVID AND
BEYOND, ARUBA ESP
ENABLING MAJOR
TRANSFORMATIONS
AND INNOVATION**



REDEFINING THE EDGE NETWORKING STACK WITH ARUBA EDGE SERVICES PLATFORM (ESP)



SUPPORTING TRANSFORMATION AND INNOVATION WITH **ARUBA ESP**

EDGE-CENTRIC USE CASES



Hybrid Work



Secure Locations



IT Operations



Manufacturing



Public Venues



Education



Hospitality



Health



Retail

SECURE USER AND IOT CONNECTIVITY - MULTI-SITE CONNECTIONS – LOCATION - APIS

ARUBA

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DESIGNED FOR MODERN IT OR CONSUME AAS WITH HPE GREENLAKE FOR ARUBA

INTEGRATIONS

ARUBAEDGE ECOSYSTEM



enocean



+ *hundreds more*

SUPPORTING TRANSFORMATION AND INNOVATION WITH **ARUBA ESP**

EDGE-CENTRIC USE CASES



All Wireless UCC



Top Secret
Access



AI-Driven Workflows



Wi-Fi Based AGVs



HD Guest
Wi-Fi



Student Device Onboarding



Hotel PMS integration



Indoor Location



Temperature Monitoring

SECURE USER AND IOT CONNECTIVITY - MULTI-SITE CONNECTIONS – LOCATION - APIS

ARUBA

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INTEGRATIONS

ARUBAEDGE ECOSYSTEM



enocean



+ *hundreds more*

DESIGNED FOR MODERN IT OR CONSUME AAS WITH HPE GREENLAKE FOR ARUBA



HYBRID WORK AND LEARNING



SMART HYPER-AWARE ENVIRONMENTS



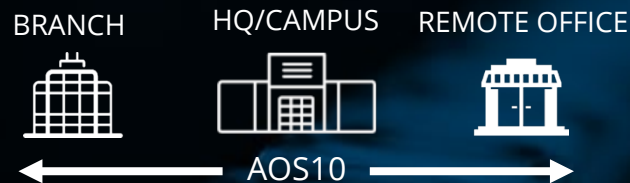
EDGE-TO-CLOUD SECURITY



DESIGNED FOR THE MODERN IT OPERATOR

LEVERAGING THE LATEST ADVANCEMENTS IN AI AND CLOUD
TO DELIVER RESILIENCY AND AGILITY FOR NEW BUSINESS REALITIES

LATEST ADVANCEMENTS TO ARUBA ESP DELIVER



Unifying network
architectures

ArubaOS 10

One OS for Campus and Branch;
One platform converging IT and IoT



Simplifying IT
operator experience

Latest in Aruba Central

Self-healing AIOps
IoT operations
Cloud authentication and policy



Combining Wi-Fi, wired and SD-
WAN capabilities @Home

EdgeConnect Microbranch

Converge all services on single RemoteAP
New SD-WAN microsite capabilities



OR MODERN IT CONSUMER

REINVENTING HOW EDGE NETWORKING CAN
BE PURCHASED AND CONSUMED

HPE GreenLake for Aruba



Outcome oriented:

Hybrid Work, Connected Stores, Hybrid Learning

"Pay as you go" Network-as-a-Service
(NaaS) via monthly subscription

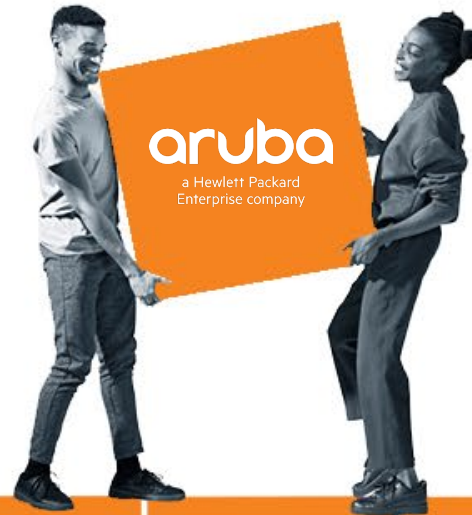
Intelligent Operations Option:

Aruba NOC operates day 2 solution for customer



LET'S INNOVATE TOGETHER

To Deliver Exceptional Experiences,
Business Outcomes and Your Competitive "Edge"



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BELGIUM

Thank you

Jerry Garcia
HPE Aruba Country Manager Belux

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