

# atmosphere'22 MEETUP

## AI Ops Efficiency

From AI Search and AI Assist to Network and Client Insights

# Trends That Are Top Of Mind

## A Network and Security Perspective

Lack of  
Insights

57%

Of IT's time  
looking at  
performance  
issues<sup>2</sup>

What's On My  
Network?

15B+

IoT clients will  
connect to  
enterprise  
networks by 2029<sup>1</sup>

Help With  
Segmentation

80%

Of IT orgs find  
IoT clients they  
did not install  
or secure<sup>1</sup>

Too Many  
Tools

4+

Tools used by 64%  
of IT orgs for  
network  
management<sup>2</sup>

1. Gartner, Feb. 2021
2. EMA, April 2020

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# Benefits of Aruba AI Search And AIOps

## Simplified network operations:

- Define network dynamically using high-level rules
- Quickly identify, diagnose and repair issues
- AI Search to answer questions

## Improved TCO

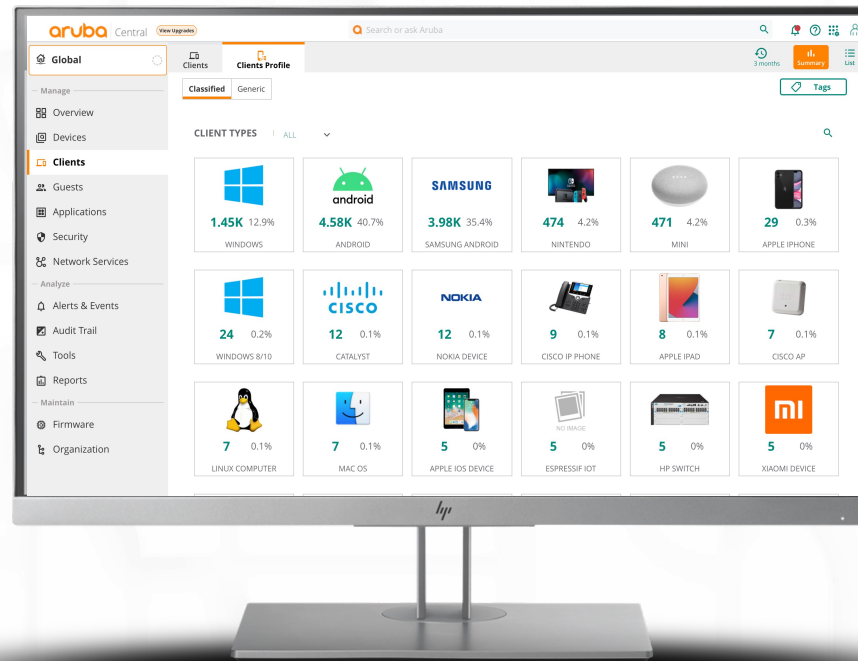
- Reduced help desk calls and resolution time
- No hidden add-on costs



# AI-Powered Aruba Central Client Insights

■ **No** additional hardware – unlike the competition

■ Included with Central Foundation License for immediate **ROI**



■ Up to **99%** profiling accuracy of “known” classified clients and **<5%** of “unknown” clients

■ Dynamic profiling handles **MAC-randomization**

Application profiling via built-in **DPI**

# Use Case: Auto-Segmentation Of 800K Cameras

## Global Franchise With 1000s Of Locations

1

### AI-POWERED PROFILING

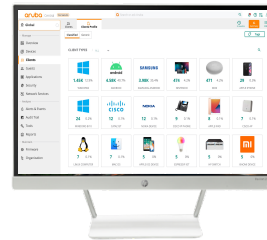


Client Insights identifies cameras

Behavior used to tag Corp vs. Franchise

2

### POLICY ASSIGNMENT AND ENFORCEMENT



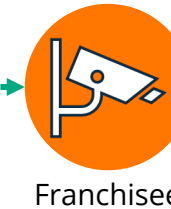
Tags applied

Tag info shared with ClearPass

ClearPass

3

### AI-POWERED BEHAVIOR ANALYTICS



Franchisee



Corp



Assigns roles to 800K  
endpoints across 80K devices  
and 15K locations

# Use Case: AI-Powered QoS Prioritization

## Nationwide Beauty Supply Retailer

**Square** iPad has Point of Sale persona which differs from other iPads



**Prioritize PoS traffic**



**30% fewer complaints** for PoS clients and no further manual config across 2700 stores

# Use Case: AI-Powered IoT Segmentation

## International Hospitality Chain

Too many help desk tickets for guests with gaming devices



Automatically allow-list PS5 to bypass Captive Portal

PlayStation 5

### AI Behavior Insight

- Excessive captive portal failures
- Dest: 23.78.80.64



PlayStation Server  
Dest/ports

23.78.80.64:443

**\$300K** yr  
savings with  
**15%** fewer help  
desk tickets

# Customer Experience Improvements

## AI-driven Results



### Global Fast-Food Franchise

(w/1000s of locations)

AI Insights led to immediate **99.48%** reduction in reboots



### Large Multinational Engineering Co.

AI Insights led to over **40%** fewer user experience issues

- **Excessive port flaps**  
(Old cables, overheating switches)
- **Coverage holes and low SNR minutes**



### Big Box Home Improvement Retailer

Insights alerted IT to spike in Auth failures in **< 10 mins**

(Avoided **major outage** due to DC Load Balancer change)

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# Customer Efficiency To Cost Benefits



## Fortune 500 Entertainment Co.

**>50%** decrease in IT team being dispatched to investigate guest network outages



**75%** improvement in mean time to resolution with clear root cause and recommendations



EDMONTON PUBLIC SCHOOLS

**50%** cut in mean time to resolution by site and app specific insights



DOANE  
UNIVERSITY

**95%** drop in help desk calls using Wi-Fi, and SNR specific Insights

# AI Ops And Search - A Measurable IT Impact

## A Network and Security Perspective

**AI Search: 55K queries per month and growing**

Aruba Central



**Responses in under 5 sec.**  
Fastest in the industry

**Responses for Day 0, 1, N**  
Others only have day N

**TAC Offload: # cases drops 75%**  
(since 2019)

**Current Install Base**

**2M+**

Aruba Switches,  
AP, WAN Devices

**200M+**

Endpoints/Clients

**100K+**

Customer Configs

**Client, Device, and Network Behavior**  
solution for all three



# What Customers Are Searching For ...



**How do I get started?**  
**Supported devices?**  
**Creating sites and groups?**

**How do I create an SSID?**  
**How to configure a switch port?**  
**How to configure an AP?**

**Are specific clients or devices working well?**  
**What is the health of my site?**  
**Do I have network issues?**



# Voice Of Our Customers



## Motilal Oswal Commodities

“AI Search is built-in and did not add to the budget, plus no need to google anymore to find answers so it’s a time saver.”



## Bigbasket

“AI Search helps us find exactly what we are looking for by providing accurate and high-quality results.”



## Eris Life Science

“AI Search helps solve device, client, and other anomalies fast. Lack of this feature would have increased our troubleshooting times significantly.”



## Bechtel

“AI Search is extremely helpful in the daily operation of large networks.”



# Key Takeaways

## What Customers Gain

- **Built-in NLP based Search** (with no extra costs)
- **Client Insights: Who is on the network and what are they doing?**
  - Simplified policy creation for segmentation and closed loop automations
  - Works with best-in-class ClearPass Policy Manager
- **Simple to use**
  - No collectors, extra licensing or separate dashboard/mgmt. needed

**Proven Foundation of Network & Security Use Cases In  
a Single, Integrated Solution**



# Demo Use Cases

- AI Search – Day 0 – Day N – introduce & then sprinkle across in diff workflows
- Network Insights – WLAN, LAN, WAN Insights
- Client Insights – Profiling, Classification, Client Tags, exchange with CPPM
- Network + Client Insights better together story



# Call to Action

## (no time like the present)

- Measure time spent on repetitive troubleshooting tasks
- Learn how Aruba Central Cloud and AIOps can help



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Thank you