

atmosphere'22

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Modernize Your Business with Aruba Network as a Service

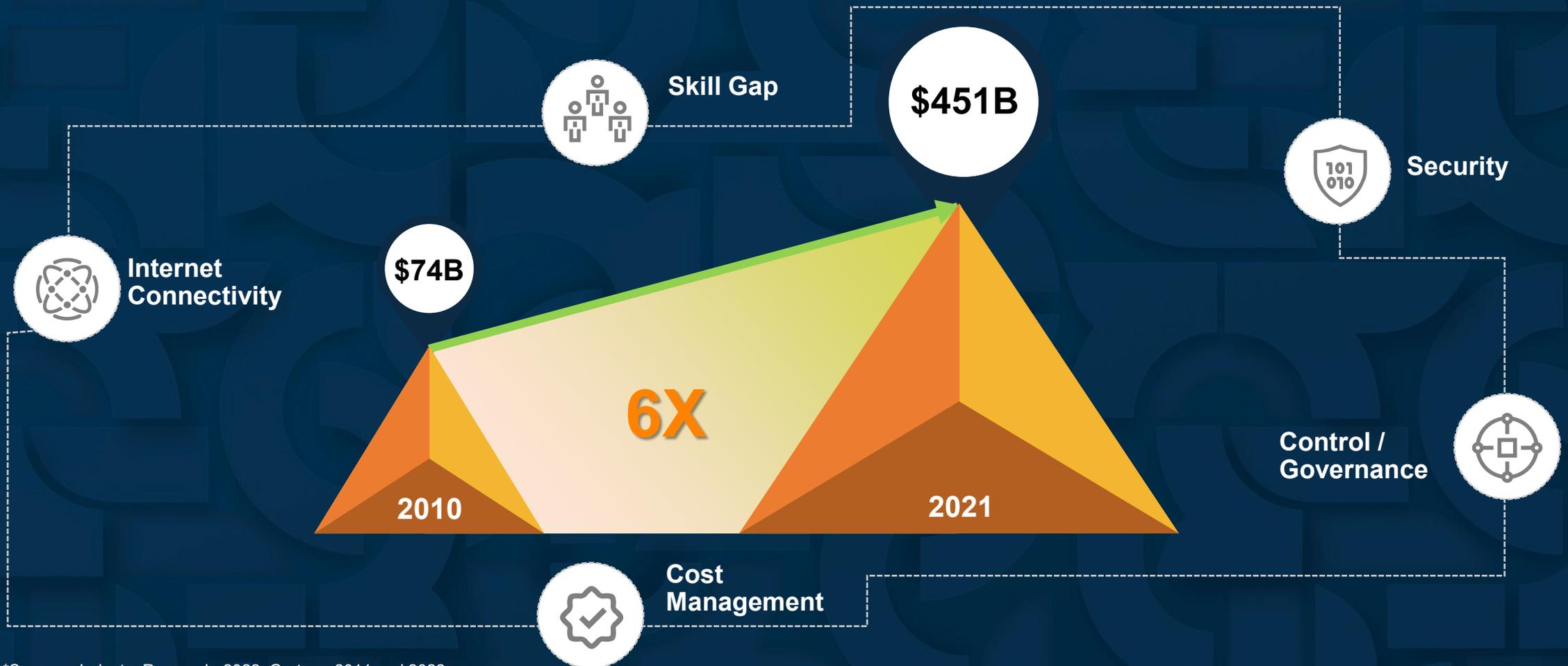
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September 29, 2022

NaaS is the logical outcome of moving to cloud

NaaS market expected to grow to **\$60B** by 2028, up from c. \$9B in 2022*

Organizations are pivoting to consumption-driven NaaS models to better manage network costs – while improving user experiences

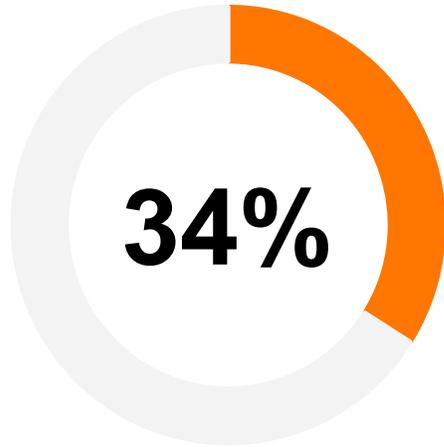


*Sources: Industry Research, 2022; Gartner, 2011 and 2022.

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What is Network-as-Service (NaaS)?

Definitions of NaaS can differ greatly



of organizations
claim to have
deployed NaaS



Cloud managed
networking



Cloud networking
resources



WAN / Transport
connectivity



What do we regard as NaaS?

Subscription-based financial model

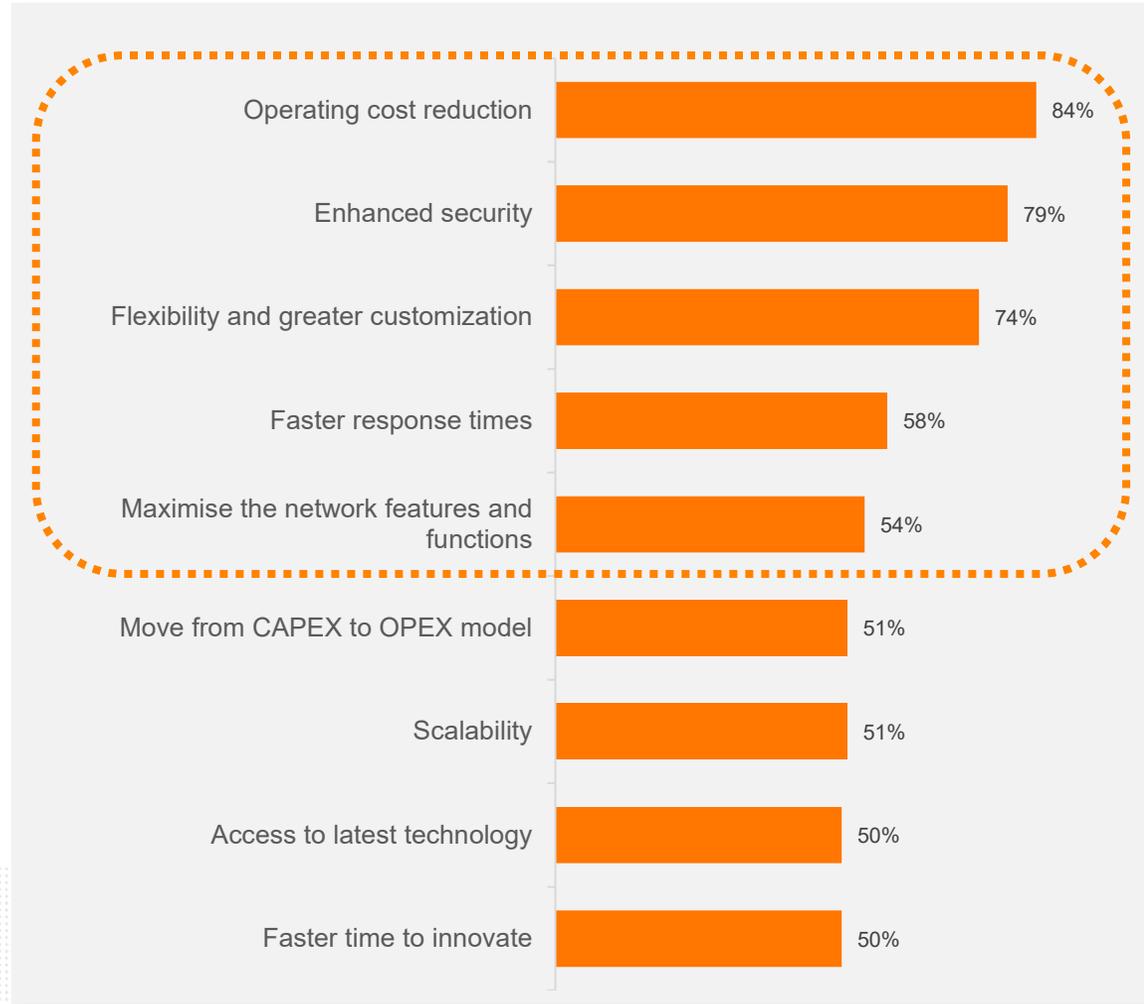
Hardware and Software included

Digital insights to optimize the network

Option for managed services



NaaS adoption in BeLux and Europe: Recent research study



- **3-5 in 10** businesses have already implemented NaaS

- In France, Germany and UKI

- Just over **20%** in BeLux and the NL so far

- Another 40%+ plan this in the next year

- Key benefits expected from NaaS (BNL):

- **Faster response time to changes in IT demands**

- **Move from CAPEX to OPEX model**

- **Scalability and flexibility**

- Enhanced security

- Faster time to innovate



of respondents: Total (5'400); Belgium (180); Netherlands (180)

Source: Coleman Parkes Research; 08/2021

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Why NaaS?



Dynamic Business Flexibility

Predictable planning for operational budgeting.

Managed services can be added to help centralize and oversee all network operations.



Keep Pace with Innovation

Astute financing keeps equipment up to date.

Meet line-of-business requirements to launch new services and capabilities faster.



Lower Operational Risk

Digital insights into network.

Optimize performance and operations through product features, functions, or configurations.



Enhanced Sustainability

Meet your organization's sustainability goals.

Repurpose, reuse and dispose of equipment in a secure and sustainable manner.



HPE GreenLake for Aruba NaaS



HYBRID
WORKPLACE



CONNECTED
RETAIL



HYBRID
LEARNING



INTER-BRANCH
WAN



PUBLIC VENUES



IN-BUILDING
COVERAGE

Delivered as a service
Monthly subscription

Flexibility

Scalability

ARUBA EDGE SERVICES PLATFORM (ESP)

Aruba hardware, software, and services
Outcome-driven network design

Lower Risk

Faster ROI

CUSTOMER EXPERIENCE MANAGEMENT

Continuous analysis and assessment of environment
Service intelligence, lifecycle/asset management

IT Efficiency

Higher Value

INTELLIGENT OPERATIONS (OPTIONAL)

24x7x365 network management and troubleshooting
Proactive monitoring, software updates

**Network as
a Service**



Aruba NaaS – Flexible Partnership Delivery Model



*Order fulfilment and invoicing is indirect through the channel.



HPE GreenLake for Aruba

Options for Network as a Service



NaaS (Financing + CEM)

Monthly subscription – per building, per site.

- Partner / Customer manages the network.
- Aruba provides Customer Experience Management, Financing, Lifecycle and Asset Management.

NaaS + Intelligent Operations

Proactive management by Aruba – 24x7

- No firefighting, resolving issues before negative impact.
- Always optimized, hardened, and secured.
- Faster to roll out new solutions and features.
- User experience based (UXI).
- Automated Service level monitoring and reporting.



Major recent NaaS win: a global furniture retailer

500 sites worldwide

Challenges / Goals

- Time consuming, manual process to deploy new sites
- Shorten time to market for new stores
- Support Customer's rapid expansion plan

Solution Highlights

- Pre-built turn-key solution (Aruba OS-CX switches, gateways, WLAN)
- Automation to reduce deployment time

Benefits (Delivered As a Service)

- Enhanced **in-store user experience**, for both customers and employees
- Improved **manageability** with automation and flexibility
- **Secure access** utilizing micro-segmentation and zero trust



HPE GreenLake for Aruba Service Packs

NEW

8 Common Networking Use Cases

Indoor
Wireless

Wired Access

Outdoor
Wireless

Wired Core

Remote
Wireless

Wired
Aggregation

SD-Branch

UXI

Customer Experience Management

Hardware

Software

Support

3- or 5-year subscription

- **Descriptive, streamlined NaaS offerings**
 - Includes everything needed for the described function
- **Electronic contract with e-signature**
- **Partner inclusive**
 - Partner (or customer) manages the network
- **As frictionless as a traditional purchase**
 - Pricing per Service Pack per month
 - Availability from early 2023



HPE GreenLake for Aruba NaaS

Customer value across key business priorities

Strategic

Ensure the network always ready to support business objectives

- ✓ Acquire and deploy latest technology faster and more efficiently
- ✓ Optimize network investment
- ✓ Augment IT resources; address skills gaps



Financial

Financial flexibility with cost predictability

- ✓ Align network spend with usage
- ✓ Attribute consumption costs directly to business requirements
- ✓ Avoid the guesswork and bottlenecks of long-term capital planning



Operational

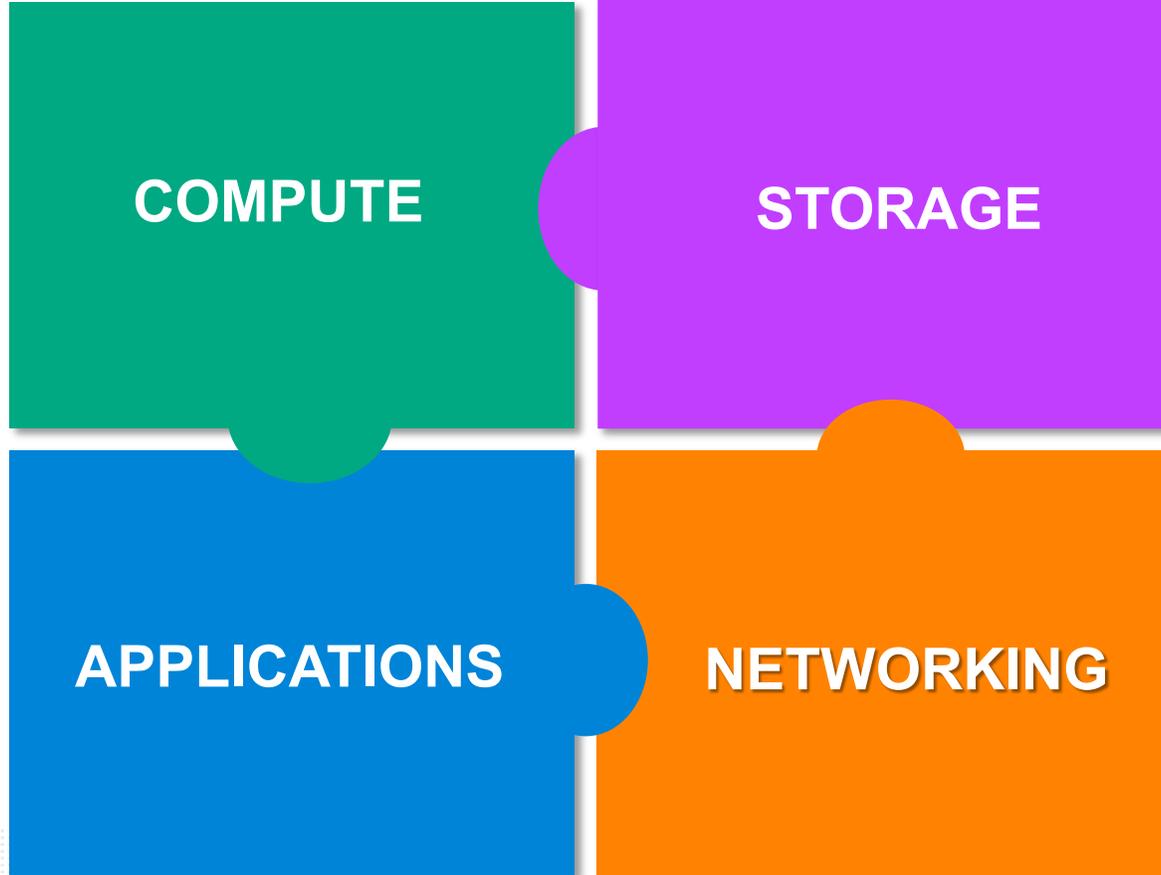
Extract higher value from your network

- ✓ Proven design and operational expertise of Aruba and its Partners
- ✓ Mitigate security and performance risks through deeper insight into the network
- ✓ Address network issues before they impact users



HPE GreenLake Edge-to-Cloud Platform

POWERING DATA-FIRST MODERNIZATION



1,500+ enterprise customers

\$7.1B TCV under contract

96% retention rate

900+ partners

56 countries served

Source: HPE GreenLake Q2 2022 Facts, Doc # a00090541ENW, 05/2022

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Thank you

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