

apac atmosphere '17

THE INNOVATION EDGE

Winning with Asset Tracking - Extending the
Aruba Location Services Story

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Agenda

- Market Insight
- Solution Overview
- Partners
- Competitive
- Resources

*Locating
High Value
Assets Just
Got Easier*

Customer Concerns

Misplaced, lost, stolen, unused items impacting the bottom-line

10-20% of a hospital's inventory goes missing yearly

One hospital estimated \$70K in yearly cost just for IV pumps

International airport estimated spending 50% longer locating/delivering wheelchairs





Opportunities in 2017 / 2018

RETAIL / WAREHOUSING

Customer Service

Equipment and
Goods Tracking

PAR Level Management

HEALTHCARE

Staff Optimization

Asset Utilization

Maintenance
and Compliance



IT'S TIME TO CHANGE THE PERCEPTION OF ASSET TRACKING

BEFORE

Dedicated infrastructure

Too many options

Complicated SW / visibility tools



AFTER

Leverage existing WLAN

Focus on physical assets

Easy to use mobile software

ANNOUNCING ARUBA ASSET TRACKING

Update to ArubaOS, Aruba APs

10+ AP models with BLE radio acting as observers for Aruba Tags.

More value for existing wireless and planned upgrades.



New Aruba Tags and Configuration App

BLE-enabled tags easily installed and monitored with mobile apps.

Integrated diagnostic tool enables location accuracy measurements.



Additions to Aruba Meridian Software

AppMaker to create asset tracking apps for iOS / Android.

Updated mobile SDK and cloud services API for the ecosystem.



Expanding Ecosystem

Existing app partners signing up to support this new use case.

New category of ecosystem partners are joining.



THE TARGET FOR ARUBA ASSET TAGS

Chairs



Beds



Ventilators



Pallets of Goods



Dialysis



IV Pumps



Carts



Ultrasound Machines



Heart Rate Monitors



Pallet Jacks



People



Mobile Devices



Loose Retail Goods



Add Mobile Engagement for Added Benefits

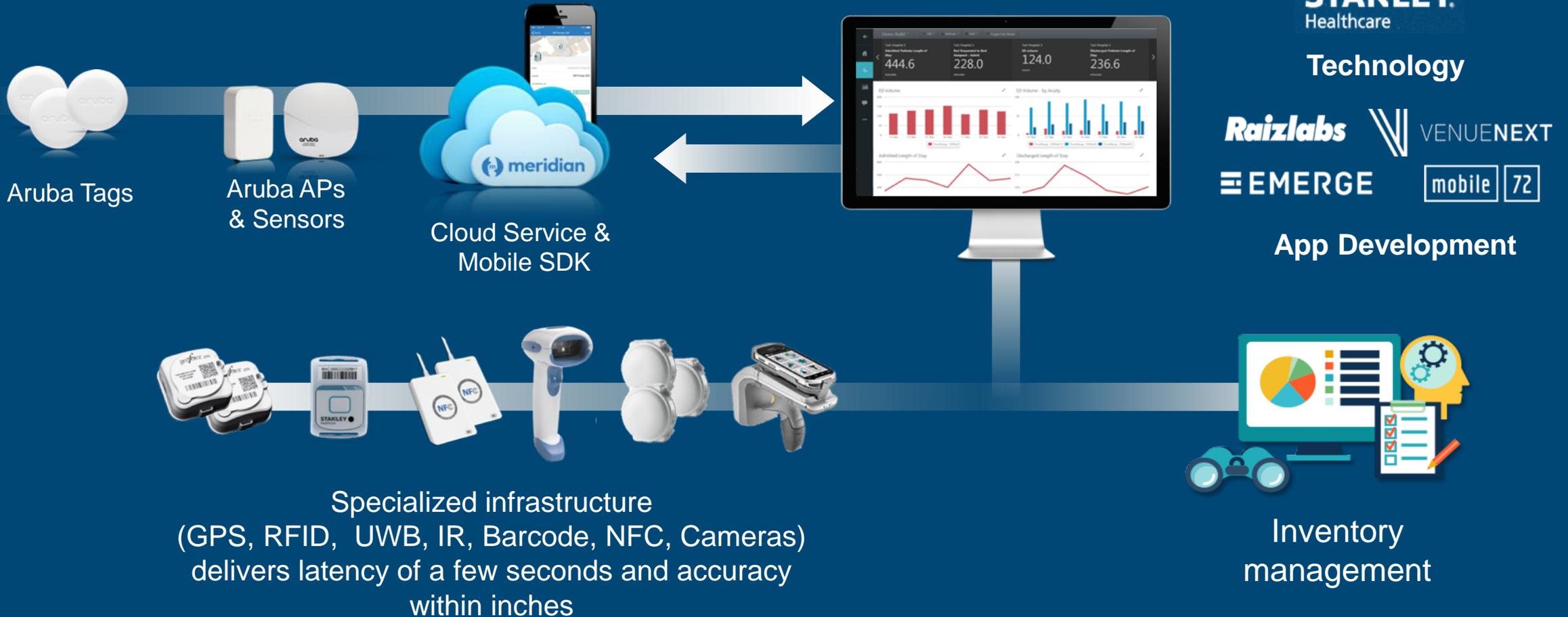
Helps staff discover best route to assets
that are closest to where they are

Leverages Meridian Mapping
so same map for Asset Tracking and Wayfinding

Also allows staff to share their location
with options to pause at any time



WORKING WITH OUR ECOSYSTEM



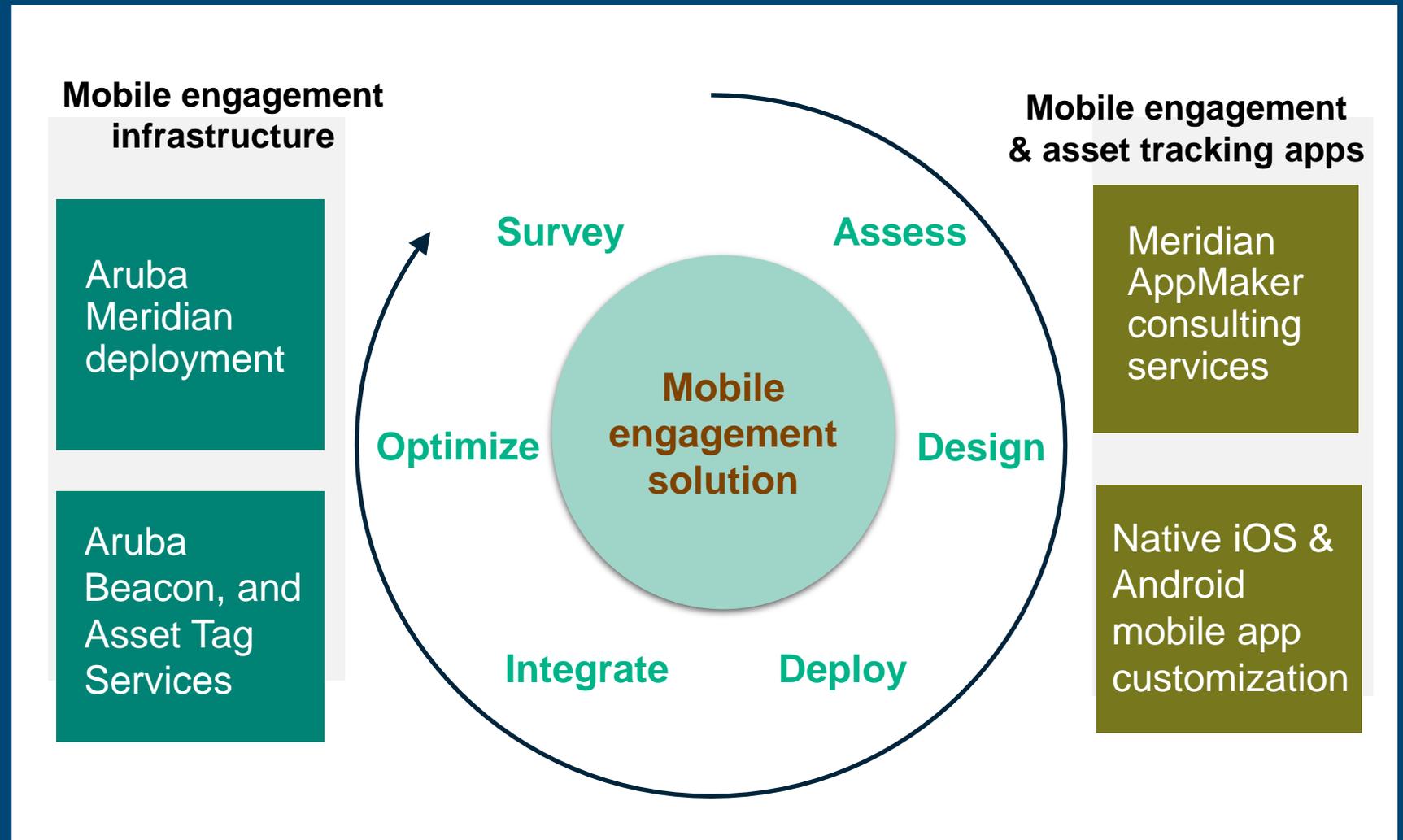
Five Steps To Identifying Opportunities

| | |
|---|-------------------------------------|
| Is the customer market segment: Healthcare or Retail / Warehousing ? | <input checked="" type="checkbox"/> |
| Do they have or are they looking at Aruba APs ? | <input checked="" type="checkbox"/> |
| Are they looking to track relatively large, high-value assets ? | <input checked="" type="checkbox"/> |
| Can the use case be addressed with an accuracy of 3-5 meters and a latency of 2 minutes ? | <input checked="" type="checkbox"/> |
| Is the Operations or team actively involved? | <input checked="" type="checkbox"/> |



Aruba Location Services by Pointnext

- Access HPE Meridian expertise to help deploy and build apps
- Now includes asset tracking solutions
- Be a part of the Intelligent Spaces conversations – Venues and Workplace solutions



Aruba SKUs – Aruba Tags and Accessories

| Item | Description | List Price | J SKU |
|-----------------|---|------------|--------|
| Hardware | | | |
| AT-BT10-50 | Aruba Tags for asset tracking - 50 pack, 2 year battery life | \$2,000 | JX987A |
| LS-BT1-NEMA | Outdoor mounting bracket for battery powered Aruba Beacon and Aruba Tag | \$50 | JW144A |
| LS-BT1-MNT-50 | Indoor mounting bracket for battery powered Aruba Beacons and Tags – pack of 50 | \$495 | JW145A |
| LS-BT10-SNAP | Aruba Meridian AT-BT10 Snap Mount, 25-pack | \$100 | JZ113A |
| LS-BT10-STRAP | Aruba Meridian AT-BT10 Zip-Strap Mount, 25-pack | \$200 | JZ114A |

Meridian Software SKUs

| Item | Description | List Price | J SKU |
|---------------------|--|------------|----------|
| Subscription | | | |
| SUB1-MAPS-100 | Maps with static wayfinding for every 100K sqft or 10K sqm per year. | \$3,000 | JZ091AAE |
| SUB1-BLUE-100 | Blue dot for every 100K sqft or 10K sqm per year. Requires SUB1-MAP-100. | \$6,000 | JZ092AAE |
| SUB1-TAGS-100 | Tracking for every 100K sqft or 10K sqm per year. Requires SUB1-MAP-100. | \$6,000 | JZ093AAE |
| SUB1-APPMAKER | White label app subscription with content management per year. | \$24,000 | JZ094AAE |
| | | | |
| SUB3-MAPS-100 | Maps with static wayfinding for every 100K sqft or 10K sqm for 3 years. | \$9,000 | JZ096AAE |
| SUB3-BLUE-100 | Blue dot for every 100K sqft or 10K sqm for 3 years. Requires SUB1-MAP-10. | \$18,000 | JZ097AAE |
| SUB3-TAGS-100 | Tracking for every 100K sqft or 10K sqm for 3 years. Requires SUB1-MAP-10. | \$18,000 | JZ098AAE |
| SUB3-APPMAKER | White label app subscription with content management for 3 years. | \$72,000 | JZ099AAE |
| | | | |
| SUB5-MAPS-100 | Maps with static wayfinding for every 100K sqft or 10K sqm for 5 years. | \$15,000 | JZ101AAE |
| SUB5-BLUE-100 | Blue dot for every 100K sqft or 10K sqm for 5 years. Requires SUB1-MAP-10. | \$30,000 | JZ102AAE |
| SUB5-TAGS-100 | Tracking for every 100K sqft or 10K sqm for 5 years. Requires SUB1-MAP-10. | \$30,000 | JZ103AAE |
| SUB5-APPMAKER | White label app subscription with content management for 5 years. | \$120,000 | JZ104AAE |
| | | | |

Competitive Ordering Example - Healthcare

- 500K Square Ft, multi-story facility
- 2000 Assets
- Existing Aruba Wi-Fi

- 500K Square Ft, multi-story facility
- 2000 Assets
- Existing Cisco Wi-Fi

| Aruba Asset Tracking | Price | Ext. Price |
|----------------------------------|-------------|-------------|
| Meridian Maps, 100K sqft, yearly | \$3,000 yr | \$15K (x5) |
| Tracking, 100K sqft, yearly | \$6,000 yr | \$30K (x5) |
| 50 Pack Aruba Tags | \$2,000 | \$80K (x40) |
| White Label App Sub, yearly | \$24,000 yr | \$24K |
| Total | | |
| Year One | \$149K | |
| Year Two | \$69K | |

| Cisco/Mist Asset Tracking | Price | Ext. Price |
|-------------------------------|--------------|---------------|
| Cisco Beacon Point, 2.5K sqft | \$695 | \$139K (x200) |
| CMX Cloud, 2.5K sqft, yearly | \$190 yr | \$38K (x200) |
| 50 Pack BLE-enabled Tags | Est. \$2,000 | \$80K (x40) |
| App Development, plus support | \$50,000 yr | \$50K |
| Total | | |
| Year One | \$307K | |
| Year Two | \$88K | |

Aruba is less than ½ the cost over 2 years!

APAC Asset Tracking Customer



Aruba and Reseller Partnered
to show extended value of Aruba Wi-Fi

Added Value of BLE was Key
so that customer did not need new solution

Wheelchairs are Now Easy to Find
which makes staff and customers happy

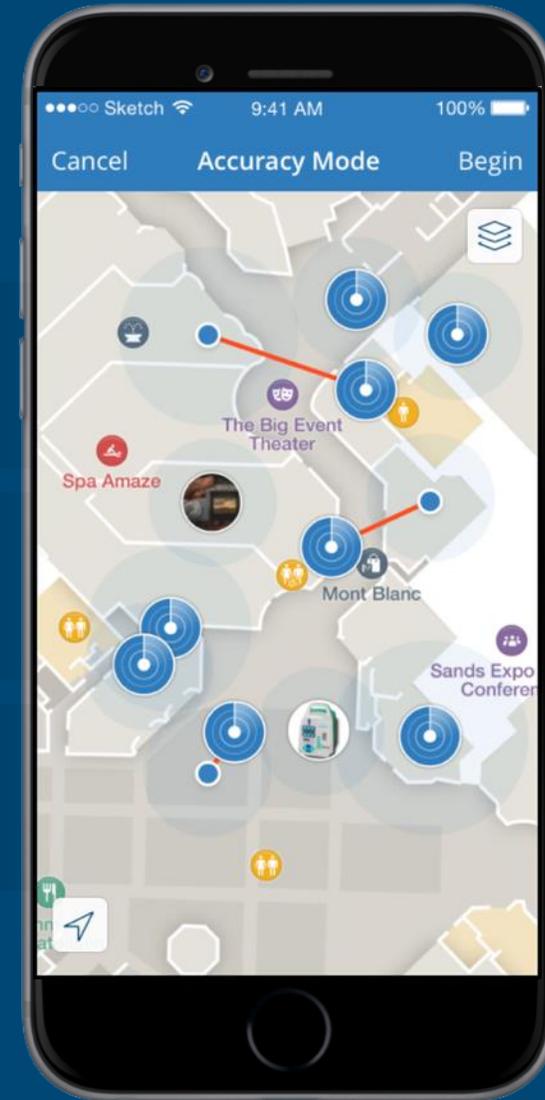
SUMMARY

Leverages existing Aruba WLAN to enable asset tracking via Aruba Tags



Improves efficiency, customer experience and bottom line

Built-in flexibility allows for easy expansion or third-party integration



Resources on Arubapedia

– Asset Tracking: https://arubapedia.arubanetworks.com/arubapedia/index.php/Asset_Tracking

– Play Card, Sales Videos

– Presentations, FAQ



aruba
a Hewlett Packard
Enterprise company

ARUBA PLAY CARD FOR ASSET TRACKING

| | | |
|---|---|--|
| ELEVATOR PITCH Aruba's asset tracking solution enables customers to increase staff efficiency and reduce equipment lease costs. Customers can leverage the value of their WLAN infrastructure to support the tracking of assets using Bluetooth Low Energy (BLE) technology. The benefits of Aruba's solution include low cost tags, visual location tools for mobile, integration with existing solutions and the ability to add wayfinding to ease in locating assets. All without incurring the additional cost and overhead of a dedicated asset tracking network. | TARGET CUSTOMERS <ul style="list-style-type: none">• Healthcare – Any Aruba WLAN customer with BLE-enabled APs or those looking to refresh their existing WLAN.• Retail – Large box retailers looking to pinpoint valuable assets, like pallets of goods, rental equipment and other assets that improve operational efficiency and/or the customer experience. | |
| ARUBA'S STATUS Aruba's WLAN solutions are recognized by Gartner, and other analysts for technology leadership and innovation. The addition of asset tracking, extends that leadership by providing additional value that stems from our Meridian software offering, to our infrastructure and integration capabilities. | | |
| TRENDS <ul style="list-style-type: none">• Organizations are looking to enhance efficiencies – for example, in one study nurses spent the equivalent of 40 hours per month searching for missing equipment.• Automation allows for assets to be seen in real-time – this eliminates costly and unnecessary purchases – An East Kent Hospital study highlighted an excess of 98 infusion pumps, which saved the healthcare organization an annual lease cost of around £150,000• Organizations are looking for ways to leverage wireless infrastructure and in some cases existing asset management solutions | CHALLENGES <ul style="list-style-type: none">• Locating assets when needed or when due for calibration / cleaning is difficult as more devices have gone mobile.• The manual tracking of assets is time consuming and data often becomes stale. Additional equipment is often leased/purchased unnecessarily.• The staff in large organizations often work in shifts, which leads to mis-communication of where things are.• The cost and maintenance of installing a completely new RTLS (real-time location system) deployment for asset tracking is prohibitive. | |
| WHY ARUBA? | | |
| 1 One network for Wi-Fi and Asset Tracking <ul style="list-style-type: none">• BLE-based Aruba Tags use BLE-enabled Aruba infrastructure to locate assets. No need to install a separate network of readers/sensors.• BLE radios are built into over 12 Aruba products (APs and Sensors)• Scalable to thousands of tagged assets | 2 Location, not just proximity <ul style="list-style-type: none">• The Aruba solution provides asset location to an accuracy of 3-5 meters• Many existing asset tracking solutions report proximity (the item is somewhere near) vs an actual x,y location on a map• Aruba's proven strength in wayfinding can be used to get turn-by-turn directions to the asset once located | 3 Mobile developer toolkit available at launch <ul style="list-style-type: none">• Full developer toolkit to support mobile apps for iOS and Android along with web browser interfaces.• Rich and growing ecosystem of partners that are experienced using the Meridian SDK available to build asset tracking mobile applications. |
| COMPETITION | | |
| Cisco/Mist Weaknesses include... <ol style="list-style-type: none">1. The Cisco solution is largely based on unproven technology from a startup company (Mist). They require a separate set of "Beacon Points" be ceiling mounted and connected via PoE which increases the initial cost of deployment.2. A solution that isn't designed for a mobile first world. An app developer and a full-custom mobile app is required to provide a mobile first experience.3. A number of other vendors offer asset tracking solutions, but they don't offer Wi-Fi so the solution is to install a separate network. | Aruba We counter with... <ol style="list-style-type: none">1. Aruba's Bluetooth solution built into its APs has been shipping for over 2 years. Together with the mature Meridian platform, this provides a robust and scalable solution.2. For a rapid PoC or low cost deployment, Meridian AppMaker can be used to build a mobile application that can be used to locate and wayfind to valued assets.3. The Aruba solution is integrated into the Wi-Fi APs to reduce the barrier of entry and reduce TCO. | |

Additional Resources

<https://www.youtube.com/user/ArubaNetworks>

- Training videos
- High level positioning

<http://meridianapps.com/> for App Development

- Appmaker (white label option)
- SDK

<http://www.arubanetworks.com/products/location-services/>

- Data sheets
- Ecosystem / Platform and App Developer Partners

Thank You

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