

atmosphere'23

BELGIUM

Accelerate Your DIGITAL TRANSFORMATION
with **HPE ARUBA AGILE NAAS** (Network as a Service)

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The Market is Shifting Towards Network as a Service (NaaS)

Predictions:

"By the end of 2024, on-premises NaaS will be adopted by **15%** of all enterprises, up from less than 1% in 2021.¹"

- *Gartner*

"The global network as a service market size was valued at \$13.2B in 2022 and is expected to grow at a CAGR 28.7% from 2022 to 2027, [...] projected to reach \$46.6B.²"

- *MarketsandMarkets*



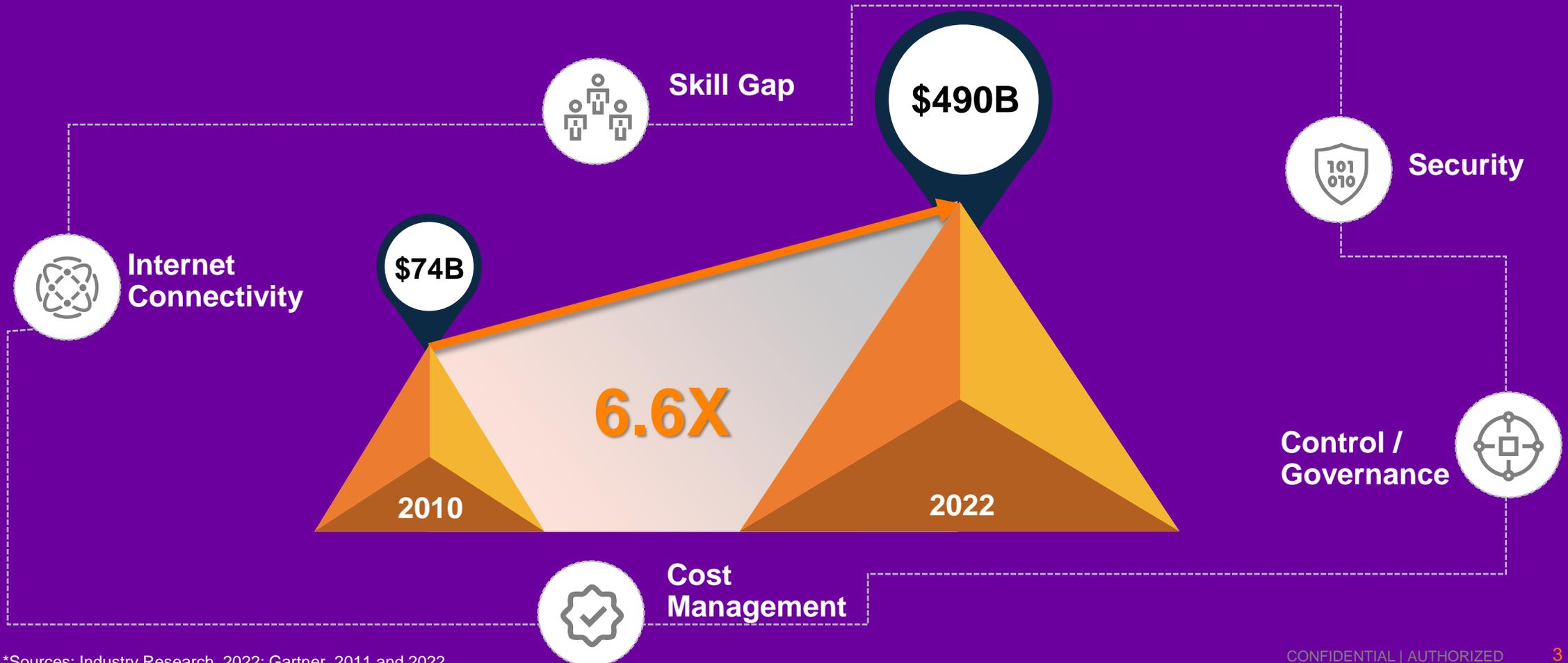
Sources:

- 1) Gartner, Navigating Emerging Network-as-a-Service Promises and Challenges, Ted Corbett, Danellie Young, Jonathan Forest, August 202;
- 2) URL: <https://www.marketsandmarkets.com/Market-Reports/network-as-a-service-market-94208411.html>

NaaS = Logical Outcome of Broad Cloud Adoption

NaaS market expected to grow to **\$60B** by 2028

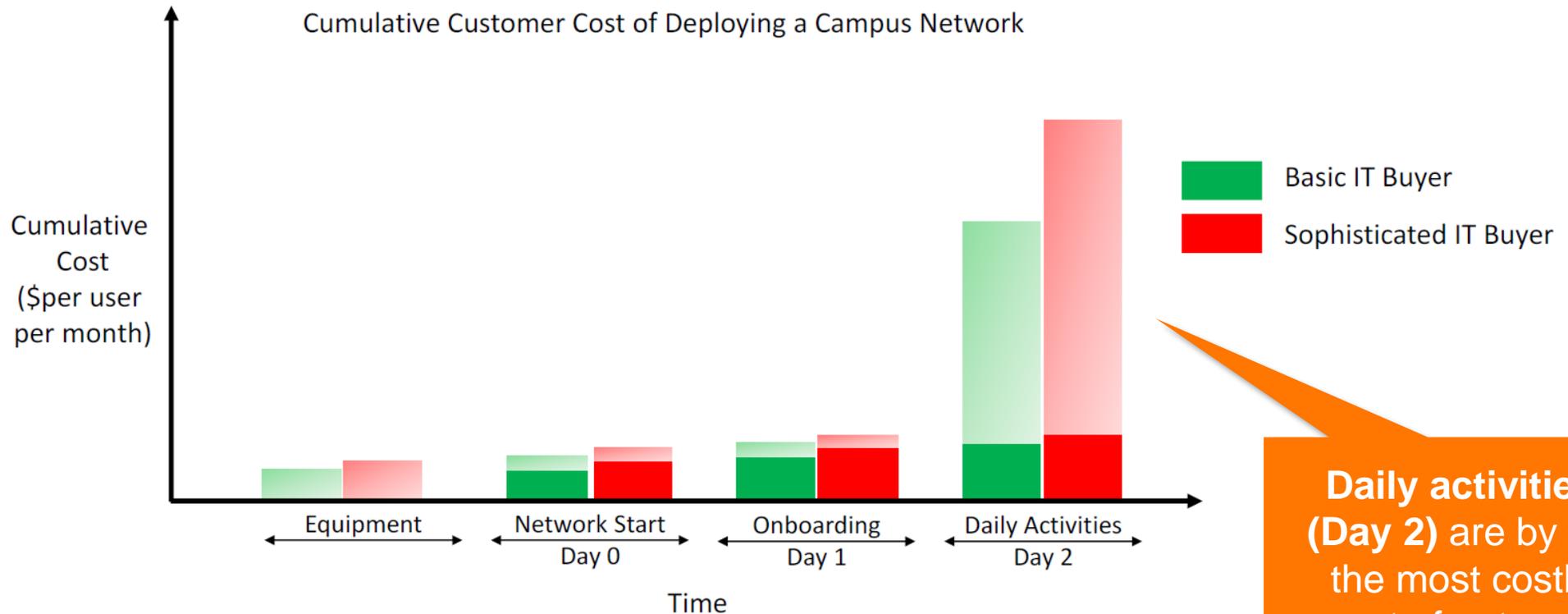
Organizations are pivoting to consumption-driven NaaS models to better manage network costs – while improving user experiences



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

Understanding the True Cost of Your Network

Equipment procurement is only “the tip of the iceberg”



Daily activities (Day 2) are by far the most costly part of network operations

NaaS Unlocks the Flexibility and Agility Your Business Needs

Helps IT become an internal “Service Broker”

1. Accelerate **operational excellence** and **innovation**
 - *Digital apps & services, P5G, SASE, DCN, etc.*
2. Predictable, flexible **pay-as-you-go budgeting** via a subscription-based model
 - *More funds to invest in your core business*
3. Ensure your **network** is **always ready** to support business objectives
 - *E-commerce, Industry 4.0, BIM, digital twins, Big Data & AI*
4. **Mitigate** and **minimize potential risks** due to network obsolescence
 - *Security / Performance / Scalability*
5. **Free up IT staff** to focus on strategic priorities and revenue-generating projects
6. Operate **more sustainably**
 - *Help reduce your company CO₂ levels*
 - *Refresh tech faster to sustain business growth*

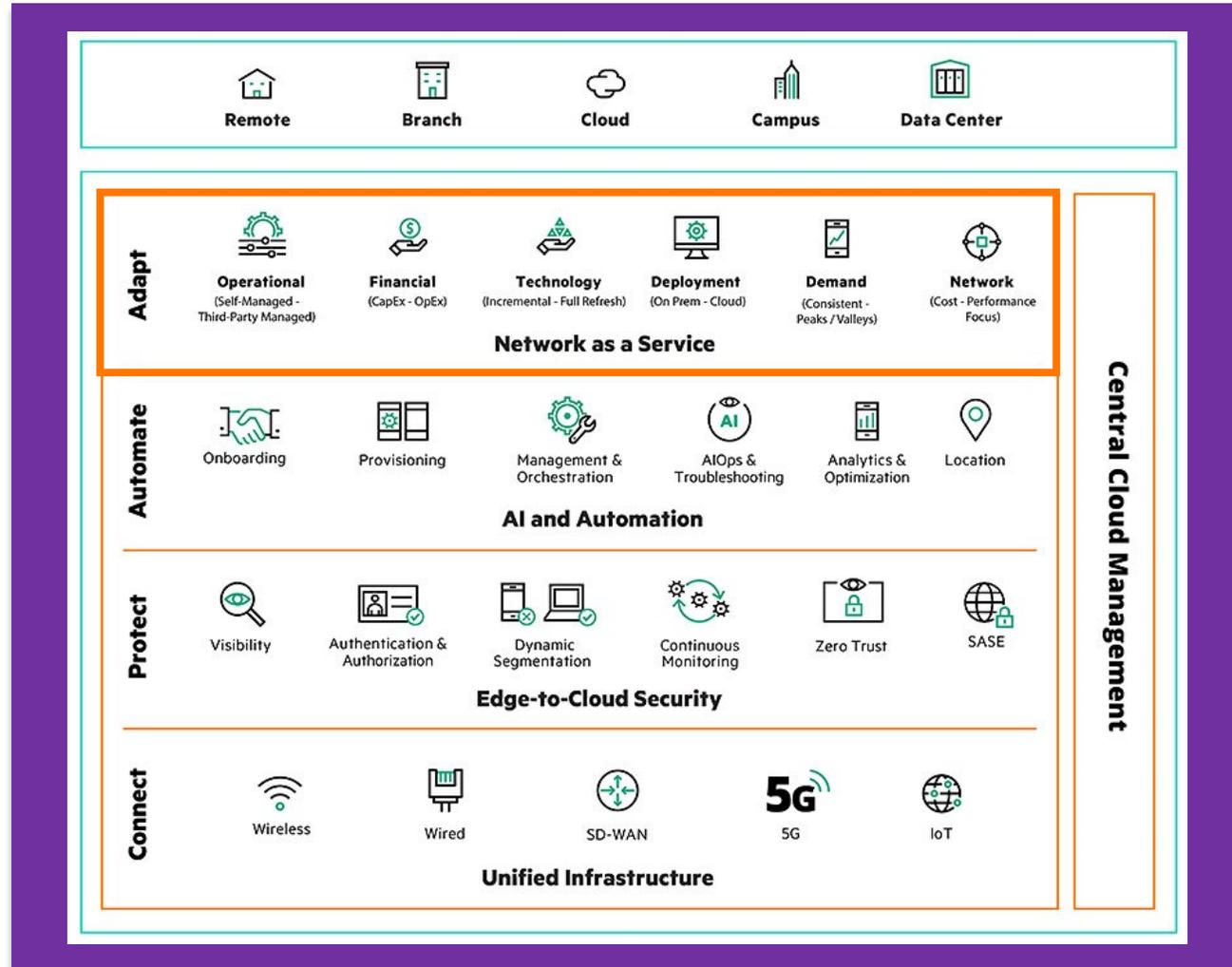


NaaS = Integral Part of HPE Aruba Networking Strategy and ESP

Connect ⇒ Protect ⇒ Automate ⇒ **ADAPT**

SaaS
Simplifies access to cloud-hosted network mgmt.

Drives Value and ARR

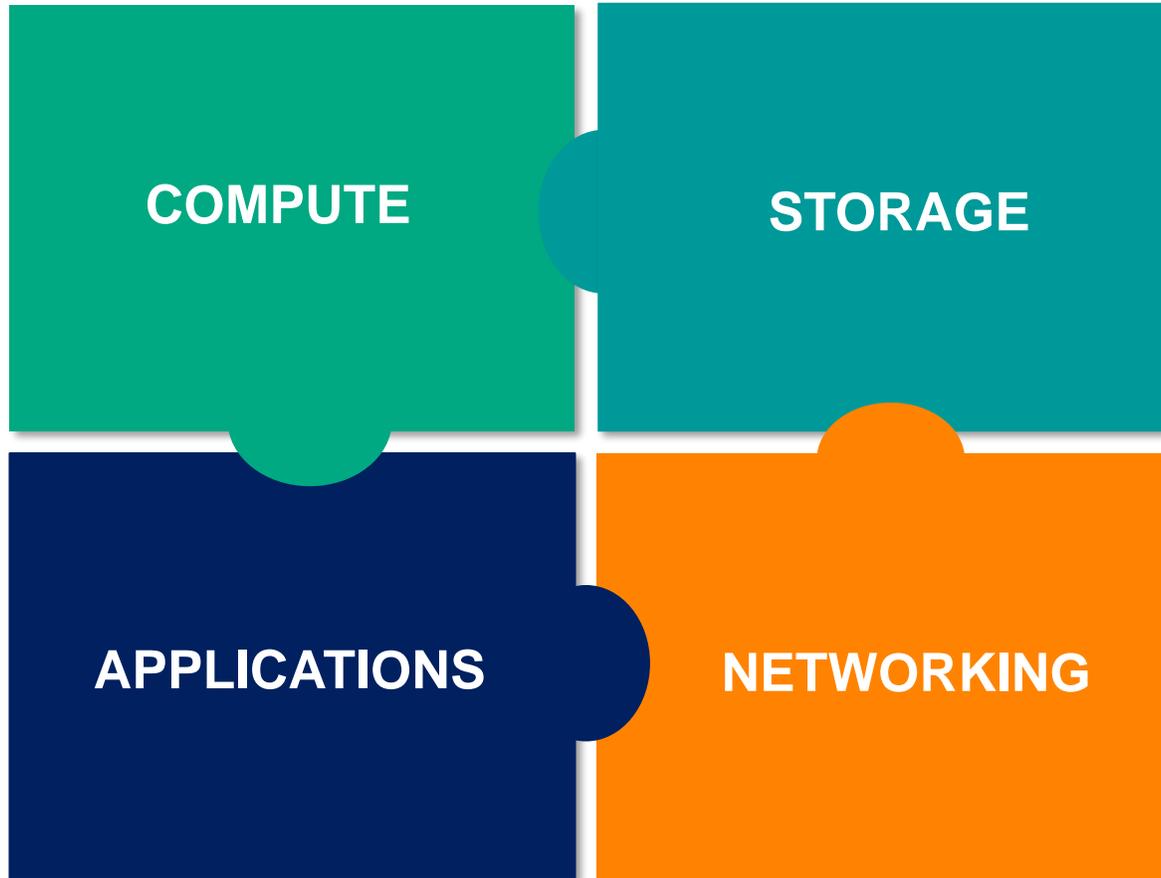


NaaS
Accelerates every step in network utilization

Drives Value and ARR

HPE GreenLake Edge-to-Cloud as a Service Platform

POWERING DATA-FIRST MODERNIZATION



120k+ customers

\$8.3B TCV under contract

96% retention rate

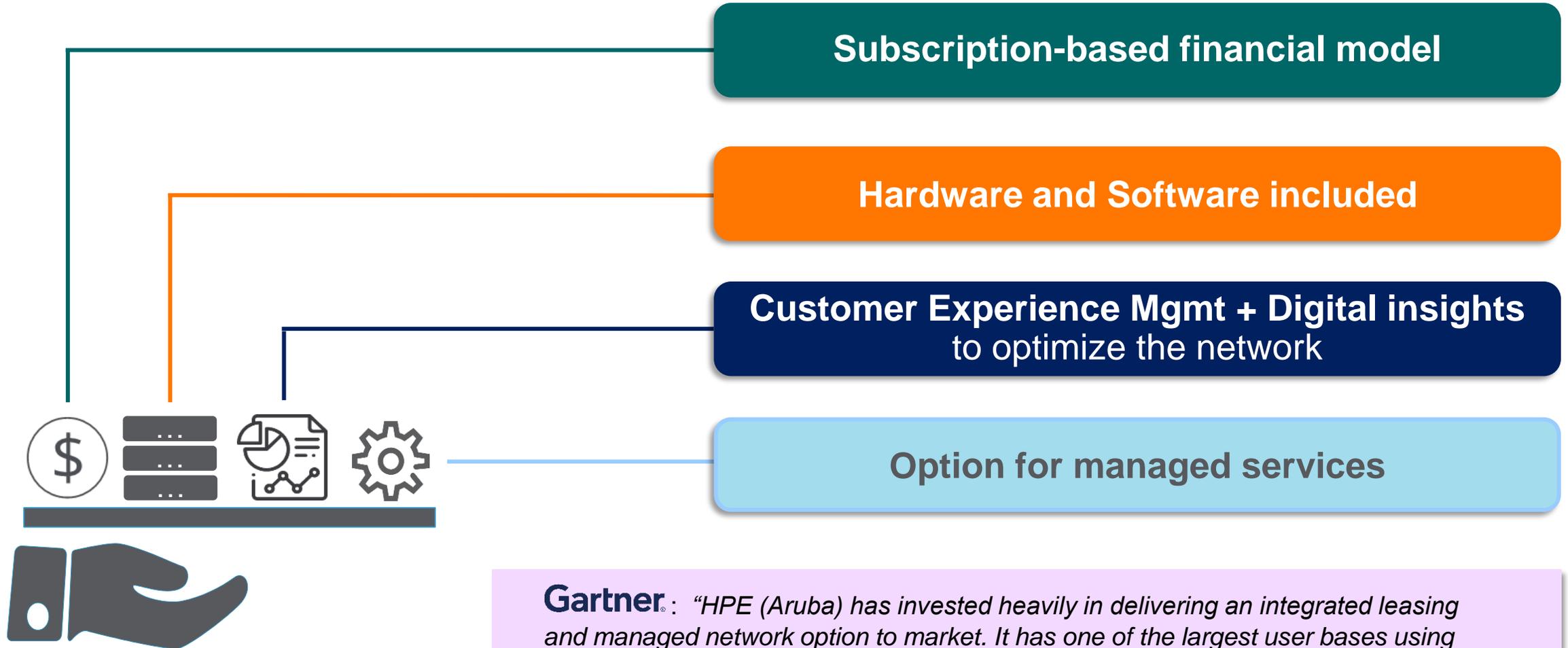
900+ partners

3M network devices connected

50+ countries served

Source: HPE GreenLake Q2 2022 Facts, Doc # a00090541ENW; updated 09/2023

HPE Aruba NaaS – Key Elements



Gartner: “HPE (Aruba) has invested heavily in delivering an integrated leasing and managed network option to market. It has one of the largest user bases using this consumption model of all enterprise networking vendors.”

Source: Gartner Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure. Published 21 December 2022.

Customer Experience Manager (CXM)



- A dedicated professional whose sole responsibility is to **advocate for the customer**
- The CXM will support their customer however each customer needs:

TACTICAL

- Foundation Care support processes
- Disruptive incident reports
- Operational improvements
- Input for the tactical level

OPERATIONAL

- Service reports
- Improvement processes
- User satisfaction analysis
- Recommendations at the strategic level

STRATEGIC

- Annual plans and evaluation
- Business IT developments
- Change processes

BEST-IN-CLASS CUSTOMER EXPERIENCE

HPE Aruba Service Manager (ASM) for Complete Visibility

Automated, telemetry-based inventory management and problem reporting



Inventory Insights

CPE | Software | Notifications | EOS/EOD

- **100%** reduction in Network Inventory Tracking cost
- **100%** reduction in Network report creation

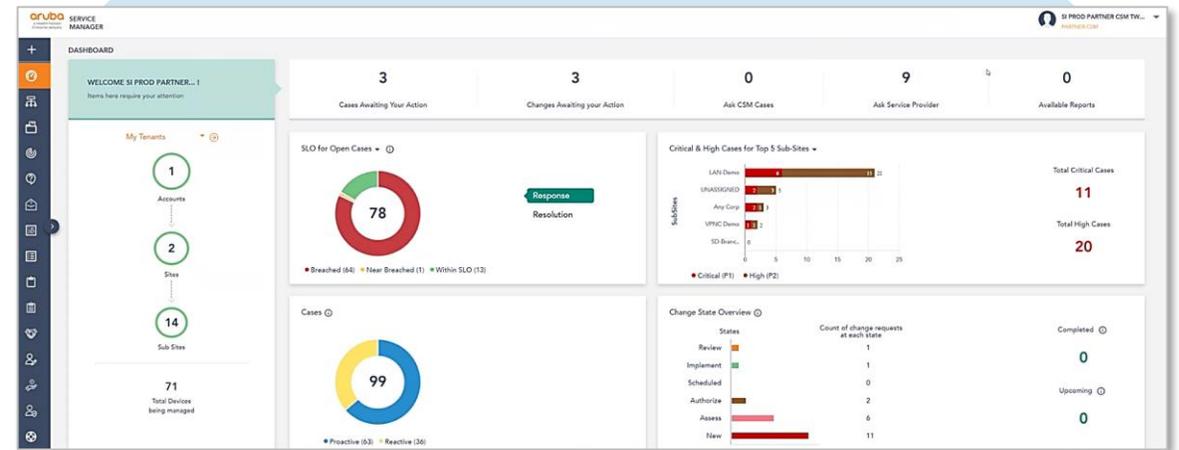


Risk Mitigation

Via automated proactive reporting

- **Automating** Vulnerabilities and Bugs reporting
- **Improved** Risk and Compliance management

Aruba Service Manager Console



Automation of ITSM workflows



KPIs, Alerting & Reporting



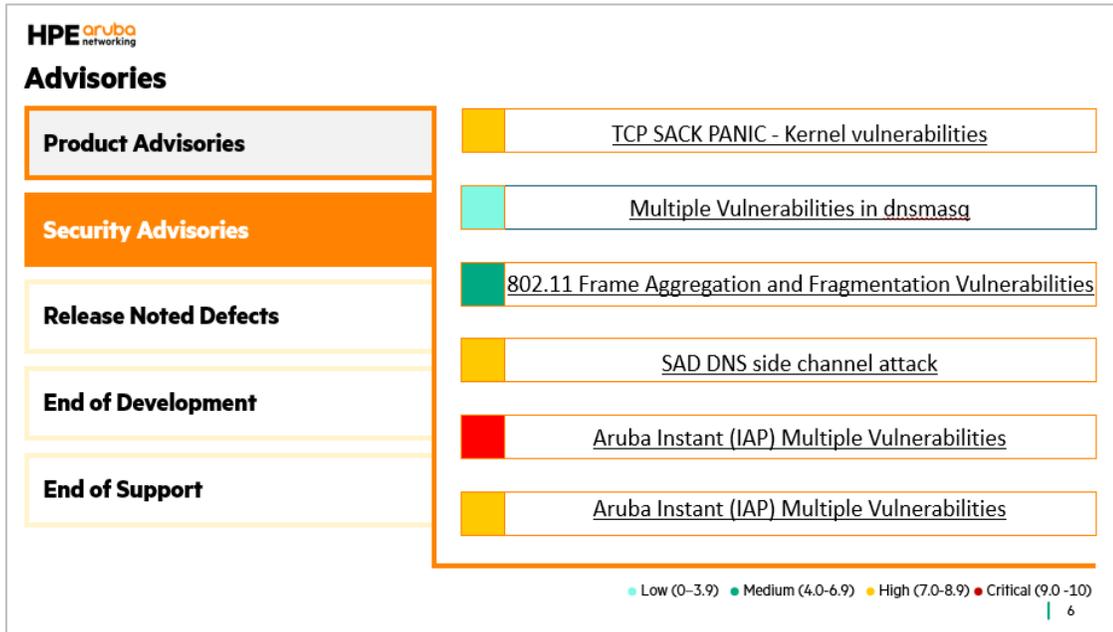
Support Analytics

Software Analytics

Configuration Analytics

Customer Reporting by HPE Aruba CXM (Example)

Actionable insights to optimize network security and performance



Impact of critical **product** and **security advisories** on *your* environment

HPE aruba networking
Aruba Recommendation

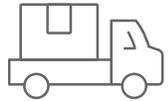
Advisory	Recommendation	Status
Product Advisory	We don't recommend a current change.	No Change
Security Advisory	The recommendation is to upgrade to version 8.6.4.3 This is to mitigate "name vulnerability"	Change recommended
Foundation Care	The current cases being managed by the Aruba Foundation Care team with the analytics of the known software defect correlate to recommendation of upgrading to version 8.6.4.3	Advisory
End of Support / End of Development	We don't recommend a current change.	No Change

Legend: No Change Advisory Change recommended

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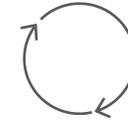
Specific, proactive recommendations for upgrades and other changes

HPE GreenLake for Aruba Supports Your Sustainability Goals



Reduces the complexity of retiring unused assets

Reuse before recycle philosophy



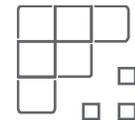
\$1,340,000,000
Reinjected into our customers' budgets over the last 4 years

HPE Asset Upcycling Services & Certified Pre-owned



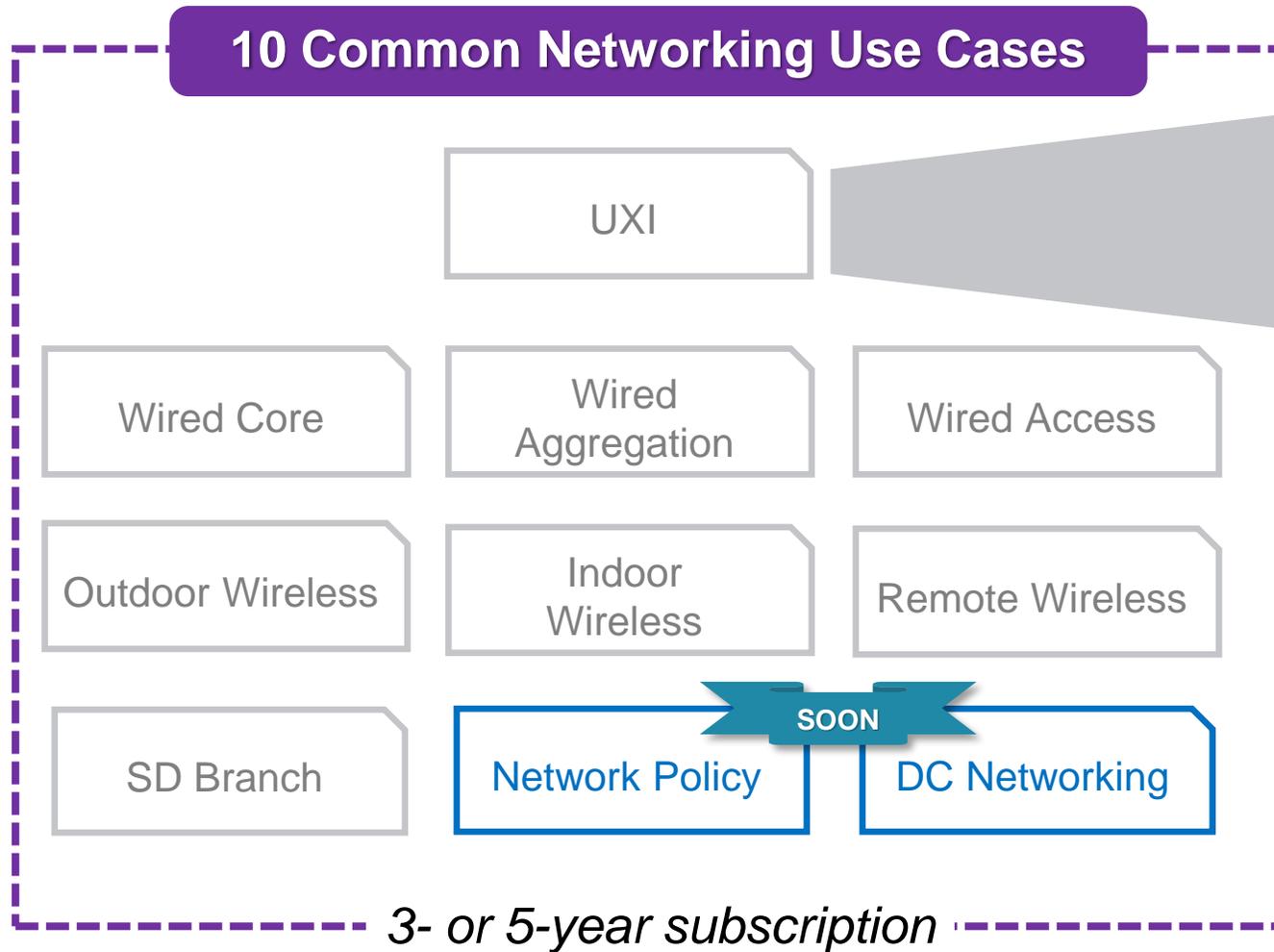
Buying credits help fund additional innovation

Comprehensive data cleansing mitigates security risks



← *Included in subscription* →

HPE GreenLake for Aruba NaaS Service Packs



- **Descriptive, streamlined NaaS offerings**
 - Configurable with pre-defined options
 - Includes everything needed for the described function
- **As frictionless as a traditional purchase**
 - One hardware unit per Service Pack
 - Incl. Support; Customer Experience Mgmt
- **Network managed by partner (or customer)**

Using Service Packs – Mix and Match

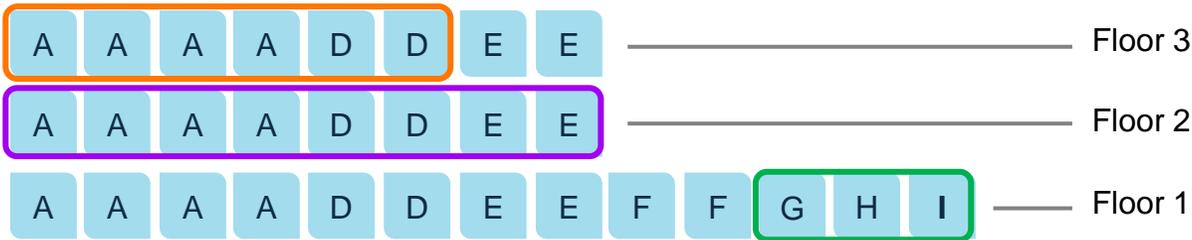
Ideal for “Design once – deploy many” scenarios

Customer HQ

3 floors

Needs:

- Wireless and Connectivity to branch
- Service Assurance and Network Access Control (NAC)



Branch office

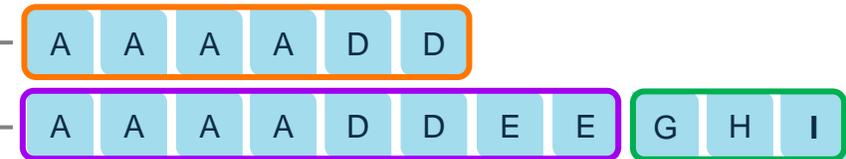
2 floors

Needs:

- Wireless and Connectivity to HQ
- Service Assurance & NAC

Does not need:

- Wired Core
- Wired Aggregation on every floor



A = Indoor Wireless
B = Outdoor Wireless

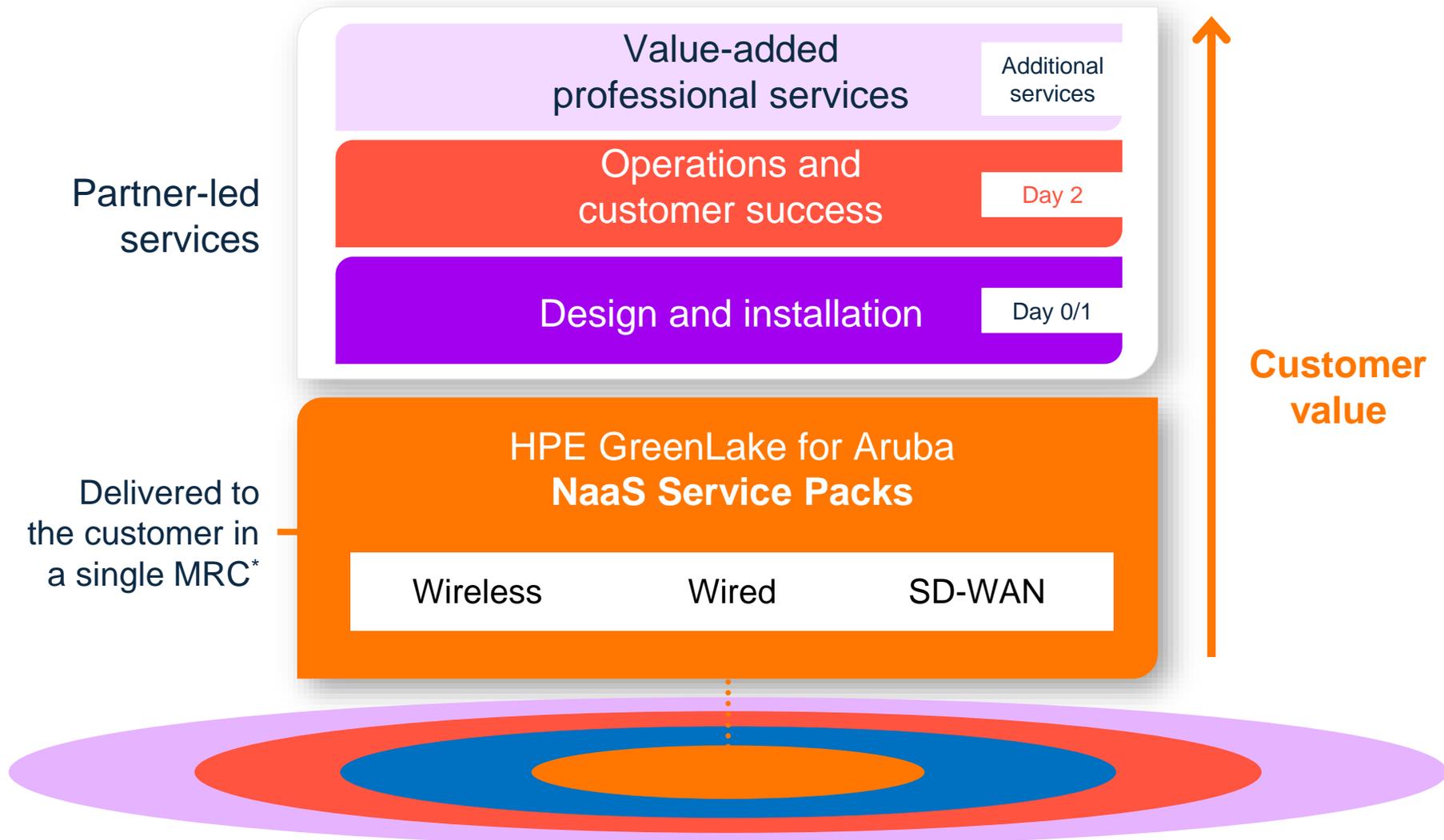
C = Remote Wireless
D = Wired Access

E = Wired Aggregation
F = Wired Core

G = SD-Branch
H = UXI

I = Network Policy

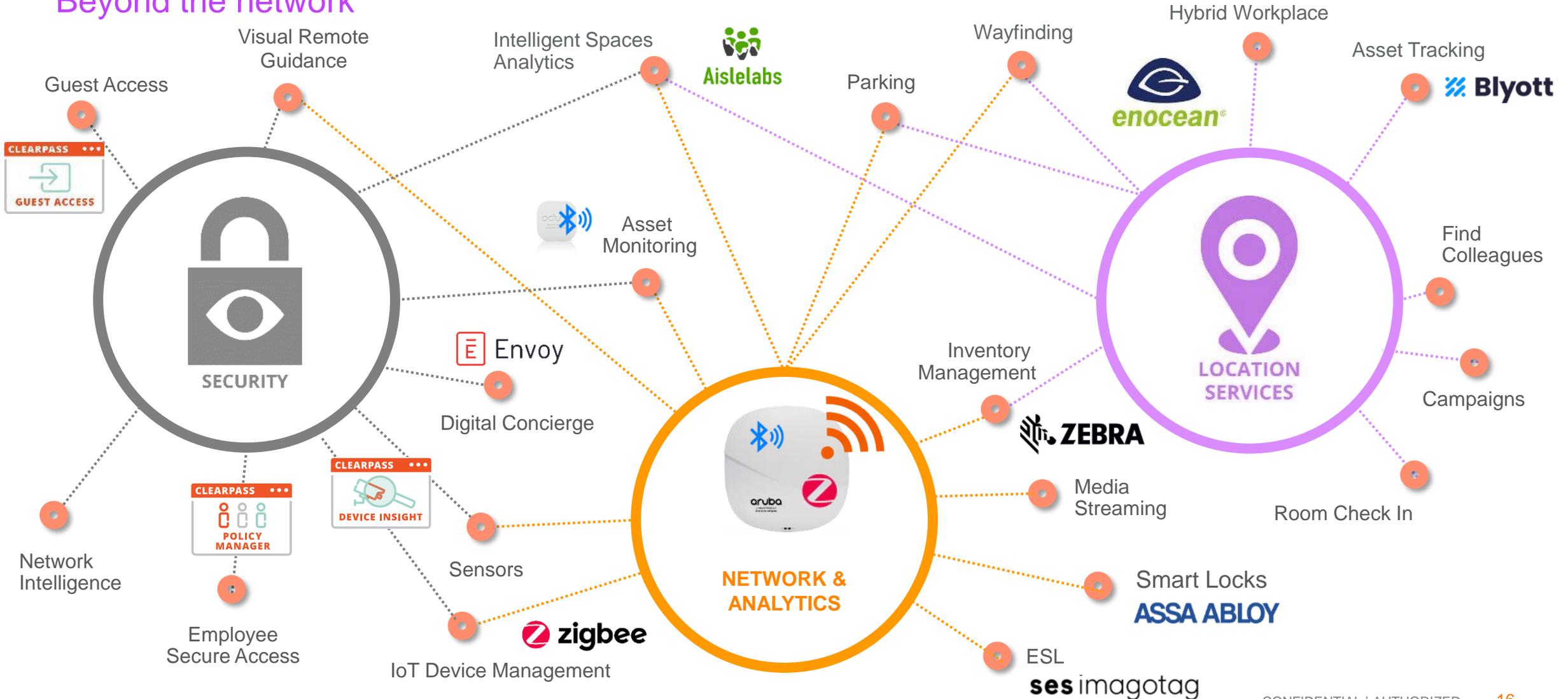
HPE Aruba NaaS Service Packs Empower Partner Services



*MRC = Monthly Recurring Charge

Aruba Technology Unlocks Future Services and Revenue Streams

Beyond the network



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 NW tech faster and more efficiently

Ensure infrastructure is right-sized and upgraded when needed

Complement IT resourcing and address skills gaps



FINANCIAL

Financial flexibility with cost predictability

Align network spend with usage

Attribute consumption costs directly to business requirements

Remove the guesswork and bottlenecks of long-term capital planning



OPERATIONAL

Extract full value from your network

Proven design and operational expertise of HPE Aruba and partners

Mitigate security and performance risks via deeper network insights

Address network issues before they impact users, keep them happy (and productive)



HPE Aruba NaaS Helps These Customers Transform



LEADING HEALTHCARE SYSTEM

Opened a new research facility on time without impact to NOC effort



MAJOR PUBLIC UNIVERSITY

Integrated streaming into classrooms, student collaboration and campus life

[VIDEO](#)



PRECISION MANUFACTURING

Reduced IT burdens enabling adoption of HA network clusters in all locations



MAJOR RETAIL FIRM

Standardized network services as part of an enhanced in-store experience

[CASE STUDY](#)

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Thank you

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