aruba
a Hewlett Packard
Enterprise company
EXPERIENCING THE
INTELLIGENT EDGE

aruba

OUR VISION

Revolutionize the way we connect and innovate in the digital world

OUR MISSION

Become the experience platform upon which our customers innovate in the mobile, IoT, and cloud era

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OUR MOBILE FIRST HERITAGE

2002

Founded by Keerti Melkote and Pankaj Manglik

Pioneered the industry's only "dynamic micro policy" for enterprise Wi-Fi

2006

Recognized as **Market Leader** in WLAN

2007

Aruba Networks **IPO**

Acquired Avenda Systems & AirWave Wireless

Extended "dynamic micro policy" to multivendor networks

2013

Recognized as **Market Leader** in NAC

2015

Aruba and HPE **Join** Forces

Acquired HPE Switching Portfolio

Extended "dynamic micro policy" to wired networks

2016

Aruba Becomes **Networking Division** of HPE

2017

Keerti Melkote leads Aruba

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CUSTOMER FIRST
CUSTOMER LAST

EXPERIENCE
ECONOMY

Extract
COMMODITIES
$0.02

Make
GOODS
$0.10

Deliver
SERVICES
$1.50

Stage
EXPERIENCES
$2.75

VALUE

CUSTOMER SACRIFICE

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EDGE EXPERIENCES
WHERE ”SMART” MEETS “DIGITAL”

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KEY TRENDS
DRIVING NEXT-GEN SOLUTIONS

MOBILE

70%

Of all enterprise employees are mobile workers today

IOT

20.8B

IoT Devices by 2020

CLOUD

$127B

Cloud Spending

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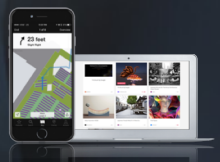
USER EXPECTATIONS

Workforce is Agile

Users expect mobility, choice, simplicity

Executives expect trust, efficiency, productivity



We expect personalized tools, apps, spaces

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COMMON CHALLENGES
Frankenstein Networks are Difficult
Ineffective Buffet of Security Tools
Network and Security Assurance
Fast Delivery of New Services
Locked in by Single Vendor
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BETTER OUTCOMES
BE THE HERO

Deliver Winning Experiences

Securely handle mobile, IoT, and digital demands

Reduce Business Risk

Keep the enterprise and customer data secure from the in- and outside

Grow and Change

Future-proof IT with a networking foundation for flexibility and agility

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THE ARUBA MOBILE FIRST ARCHITECTURE
CHARACTERISTICS

SECURE
Dynamic micro policy and embedded security

SIMPLE
Best-in-class, unified platform for amazing experiences

AUTONOMOUS
Learning for self-tuning and contextual experiences

Amazing **Experiences** with Amazing **Simplicity**.

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EVOLUTION OF POLICY

DISAGGREGATED POLICY DEFINITIONS

ROUTER: VRF, VPN, SUBNET, ACL

FIREWALL: ZONE, TRUST, ACL

STATIC AND FRAGMENTED

WAN OPT: THROTTLING, COMPRESSION

VLAN 201

LAN: VLAN, ACL, SUBNET

VLAN 103

WLAN: VLAN, ACL, SUBNET

UNIFIED POLICY ENFORCEMENT: LAN, WLAN, WAN, SECURITY

TUNNELED TRAFFIC

ELIMINATE VLAN SPRAWL

CENTRALIZED DEFINITIONS FOR EVERY BRANCH

SOFTWARE DEFINED DESIGN

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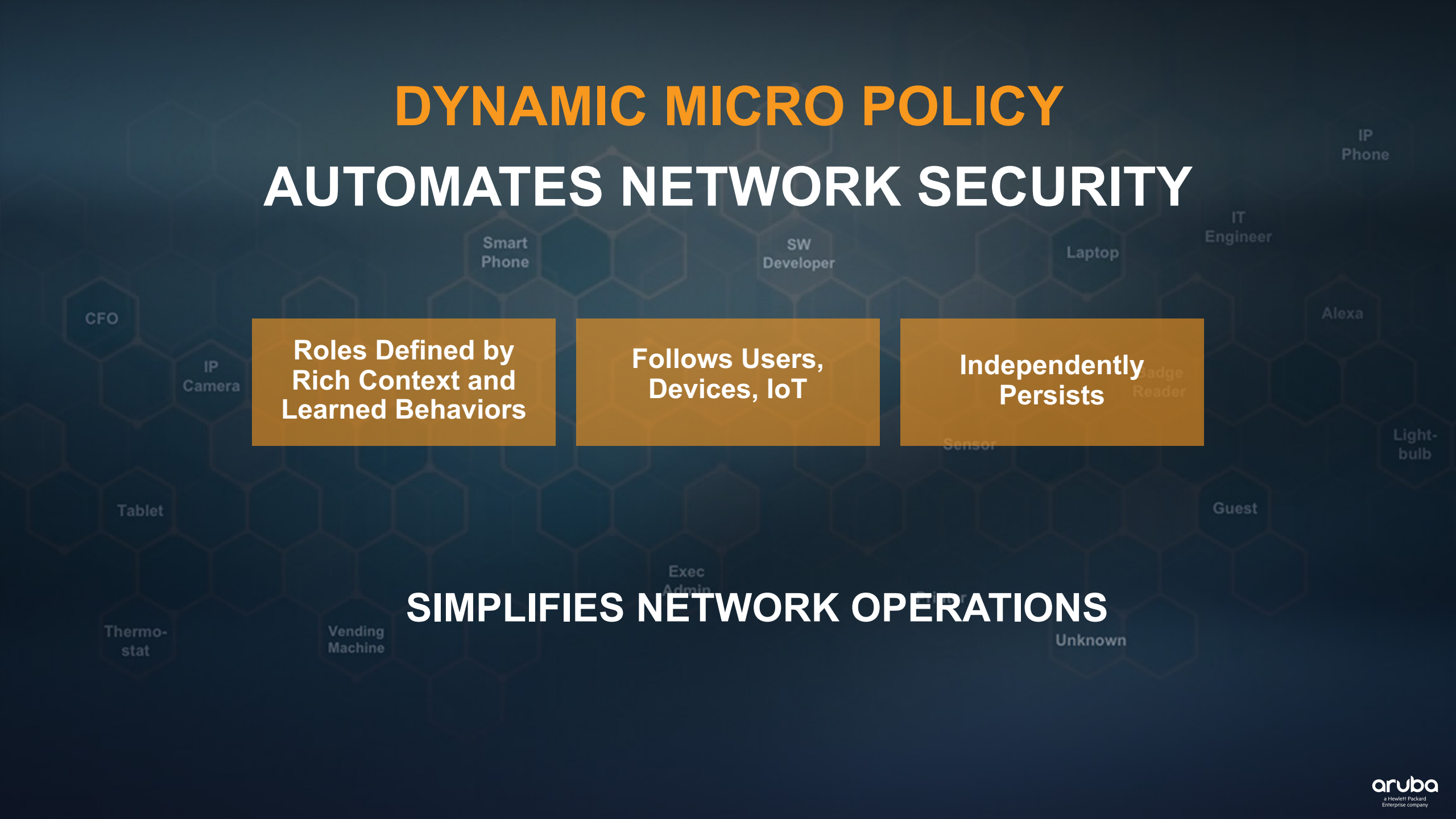
DYNAMIC MICRO POLICY

AUTOMATES NETWORK SECURITY



Roles Defined by Rich Context and Learned Behaviors

Follows Users, Devices, IoT

Independently Persists

SIMPLIFIES NETWORK OPERATIONS

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MACHINE LEARNING TO
PROACTIVELY OPTIMIZE USER EXPERIENCE

NetInSight

Network health assessments, benchmarking, and recommendations via machine learning and correlations

RASA

Innovative Data Extractions

Analytics Engines

Cognitive Software Layer

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MACHINE LEARNING TO
SECURE THE ENTERPRISE FROM THE INSIDE

IntroSpect

Machine-learned user and entity behavioral analytics for enterprise security

Visibility

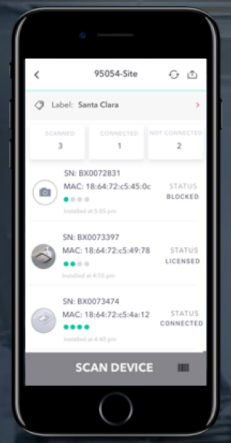
Monitoring

Policy Enforcement

CLEARPASS POLICY MANAGER

THE SOFTWARE-DEFINED BRANCH

Easy Mobile Provisioning

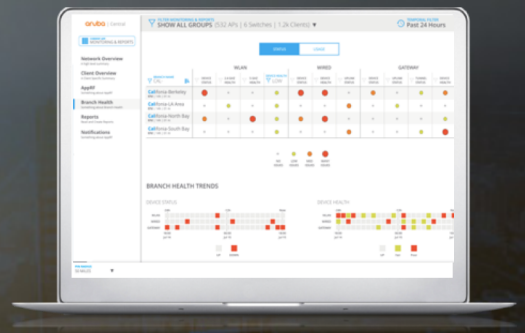


Awesome User Experiences

FROM SD-LAN

Secure Access

Cloud-Managed at Scale



Optimized Cloud Connectivity

TO SD-WAN

Check Point SOFTWARE TECHNOLOGIES LTD.

paloalto NETWORKS

zscaler

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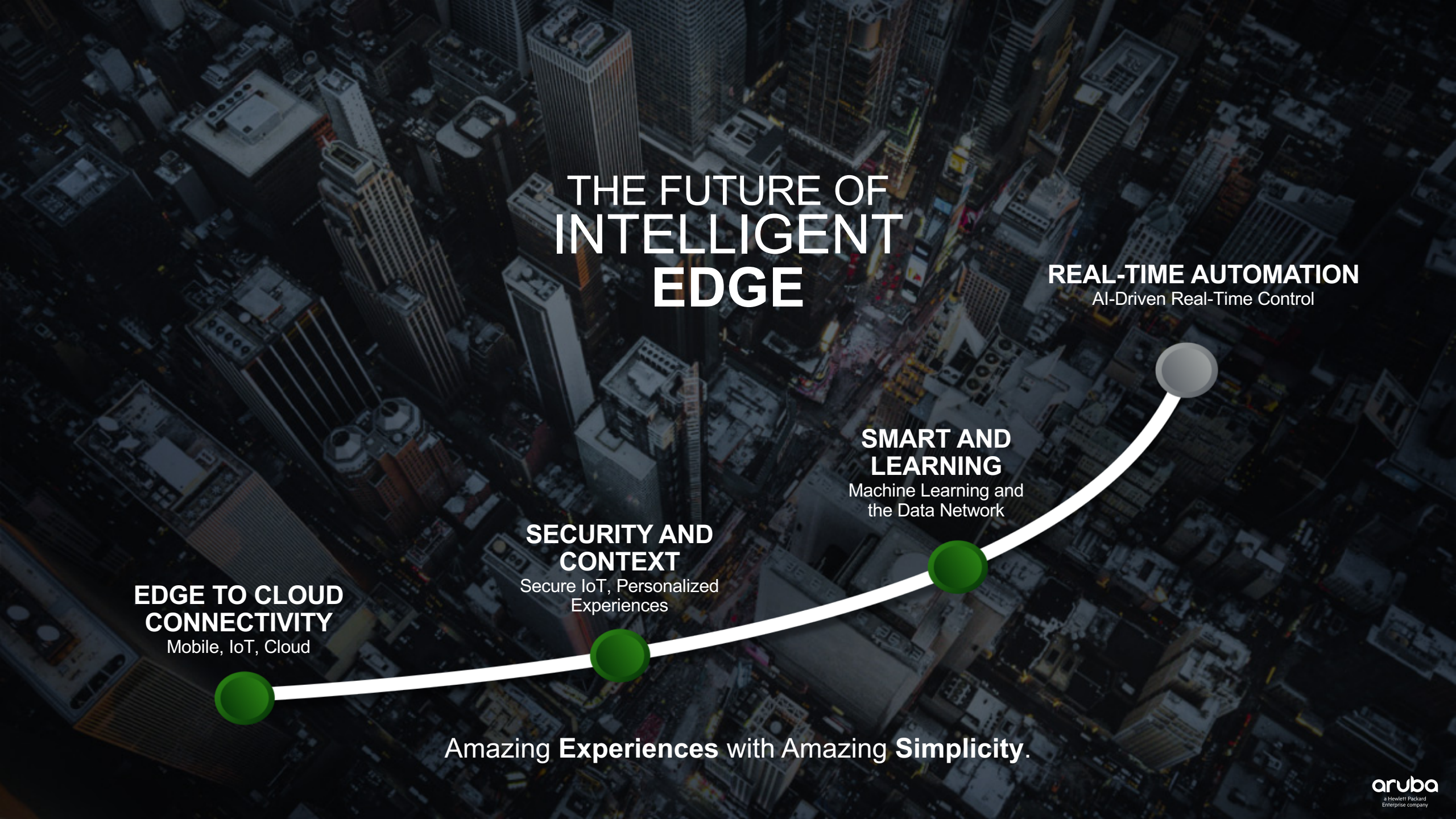
THE FUTURE OF
INTELLIGENT
EDGE
REAL-TIME AUTOMATION
AI-Driven Real-Time Control
SMART AND LEARNING
Machine Learning and the Data Network
SECURITY AND CONTEXT
Secure IoT, Personalized Experiences
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