



aruba

a Hewlett Packard
Enterprise company

EXPERIENCING THE INTELLIGENT EDGE



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

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



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



Smart
Workplace



Smart Store

EDGE EXPERIENCES WHERE "SMART" MEETS "DIGITAL"



Smart
Manufacturing



Smart
Hospitals

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

USER EXPECTATIONS



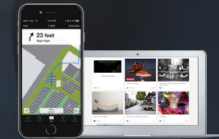
**Workforce is
Agile**



**Users expect
mobility, choice,
simplicity**



**Executives expect
trust, efficiency,
productivity**



**We expect
personalized tools,
apps, spaces**

A man is seen from the chest up, looking out from behind vertical metal bars. His face is partially obscured by the bars, and his expression is one of concern or contemplation. The lighting is dramatic, with strong highlights and deep shadows, creating a somber and restrictive atmosphere. The entire image has a reddish-brown color cast.

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**



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

THE ARUBA MOBILE FIRST ARCHITECTURE CHARACTERISTICS

SECURE

Dynamic micro policy
and embedded security

SIMPLE

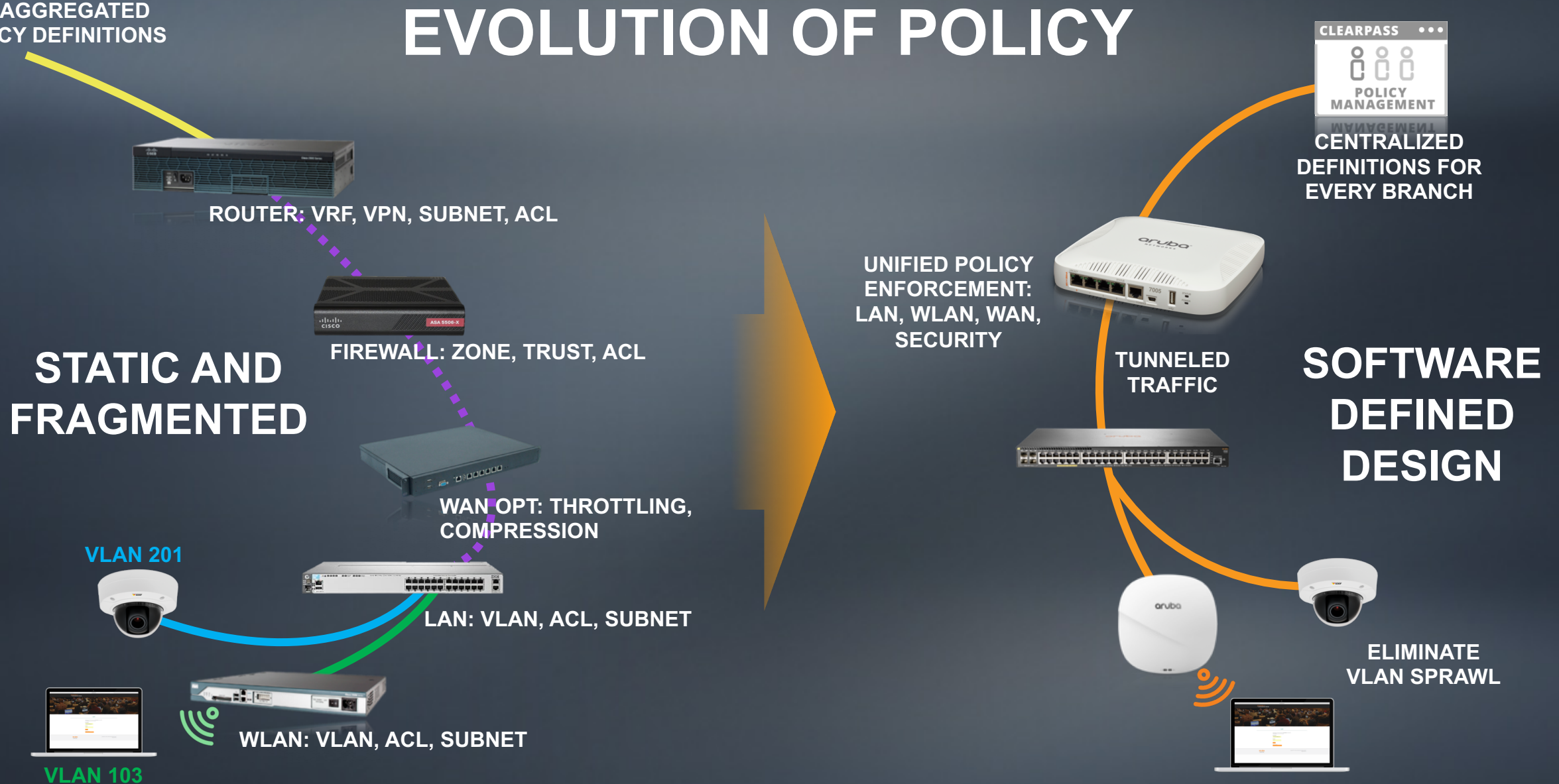
Best-in-class, unified platform
for amazing experiences

AUTONOMOUS

Learning for self-tuning
and contextual experiences

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

EVOLUTION OF POLICY



DYNAMIC MICRO POLICY

AUTOMATES NETWORK SECURITY

**Roles Defined by
Rich Context and
Learned Behaviors**

**Follows Users,
Devices, IoT**

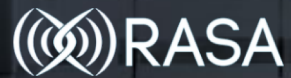
**Independently
Persists**

SIMPLIFIES NETWORK OPERATIONS

MACHINE LEARNING TO PROACTIVELY OPTIMIZE USER EXPERIENCE

NetInSight

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



Innovative
Data Extractions



Analytics
Engines



Cognitive
Software Layer

MACHINE LEARNING TO SECURE THE ENTERPRISE FROM THE INSIDE



96
RISK SCORE
+86
CHANGE

IntroSpect

Machine-learned user and entity
behavioral analytics for enterprise security



Visibility



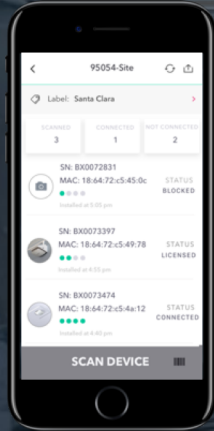
Monitoring



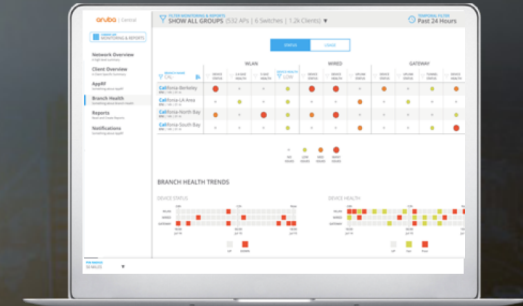
Policy
Enforcement

CLEARPASS
POLICY MANAGER

Easy Mobile Provisioning



Cloud-Managed at Scale



THE SOFTWARE-DEFINED BRANCH



Dropbox Office 365

Awesome User Experiences

Secure Access

Optimized Cloud Connectivity

FROM SD-LAN

TO SD-WAN

Check Point
SOFTWARE TECHNOLOGIES LTD.

paloalto
NETWORKS

zscaler

amazon.com
facebook.
accenture
TRAVELERS
Deloitte.
Linked in
NETFLIX
Microsoft
Google
box
DREAMWORKS
STUDIOS
Unilever
TimeWarner
INTUIT

at&t
RED LOBSTER
STARBUCKS
COFFEE
NORDSTROM
Neiman Marcus
verizon wireless
McDonald's
Olive Garden
BEST BUY
T-Mobile
Red Robin
Sprint
LUCAS OIL
PENSKE
Truck Leasing
TORY BURCH
PEPSICO
NISSAN

ILLINOIS
UNIVERSITY OF
WASHINGTON
Stony Brook University
UNIVERSITY OF HOUSTON
HARVARD
UNIVERSITY
OHIO STATE
VALLEY

charles SCHWAB
KeyBank
BMO Bank of Montreal
Goldman Sachs
Santander
Fidelity
Bank of America
RBC Royal Bank
TD Bank
AMERICAN EXPRESS

EXPERIENCES POWERED BY ARUBA

Levi's
STADIUM
usbank
stadium
CAROLINA
PANTHERS
DALLAS
STARS
LUTAH
AZL

WYNN RESORTS
MGM RESORTS
INTERNATIONAL™
Marriott
HOTELS · RESORTS · SUITES
LA TOUR
CN
TOWER

BOEING
UNITED
RIOgaleão
aeroporto
internacional
tom jobim
American Airlines
ORLANDO
INTERNATIONAL
AIRPORT
HOUSTON AIRPORT SYSTEM

KAISER PERMANENTE
UCSF
Stanford
HEALTH CARE
STANFORD MEDICINE
CardinalHealth
Boston Children's
Hospital
Until every child is well
SCENSION
HEALTH

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

**EDGE TO CLOUD
CONNECTIVITY**
Mobile, IoT, Cloud

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

An aerial night view of a city, likely New York City, with several prominent skyscrapers. Overlaid on the image are numerous glowing location pins and a network of thin, white lines connecting them, suggesting a global or city-wide network. The overall color palette is dark blue and black, with the city lights providing a warm, yellowish glow.

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