

ARUBA BALTIC DAY - Riga, Latvia 24.11.2022

aruba

a Hewlett Packard
Enterprise company

Business keynote

MAKING CONNECTIONS, EVERYWHERE

KAI TURUNEN

Country Manager, Finland & Baltics



WE ARE ALL CONNECTED

Can I get tested for COVID-19?

St Vincent's COVID-19 Clinic will **ONLY** test you if:

You have symptoms, such as fever and/or acute respiratory illness (cough and/or sore throat)

AND

- You have returned from overseas in the last 14 days; OR
- You have been notified by a public health unit that you have been in close contact with a confirmed case of COVID-19

If you are a health care worker, speak directly to the Clinic Triage Nurse.

The COVID-19 Clinic is not able to:

- Test people without symptoms
- Test people who have symptoms of upper respiratory illness without overseas travel or close contact with a person who has









61%

of office workers are
actively choosing not to
go back to the office

Source: Pew Research
Center



A woman with glasses and a red sweater is sitting at a wooden desk in a cozy, decorated living room. She is looking at a laptop screen and holding a pen. The room has a warm, orange-toned lamp, a window with plants, and various framed pictures and decorations on the walls and shelves. The overall atmosphere is comfortable and productive.

80%

of **HPE** employees will permanently work from home 4 days a week

Aruba has over **7,600** employees

We have potentially created **6,326** new branch offices!





CONNECTION IS EVERYTHING





**CAN WE PREDICT WHAT CUSTOMERS
WILL WANT IN THE FUTURE?**

**CAN WE THEN DELIVER PRODUCTS
THAT MEET THOSE NEEDS?**



CUSTOMERS TELL US THEY **WANT**

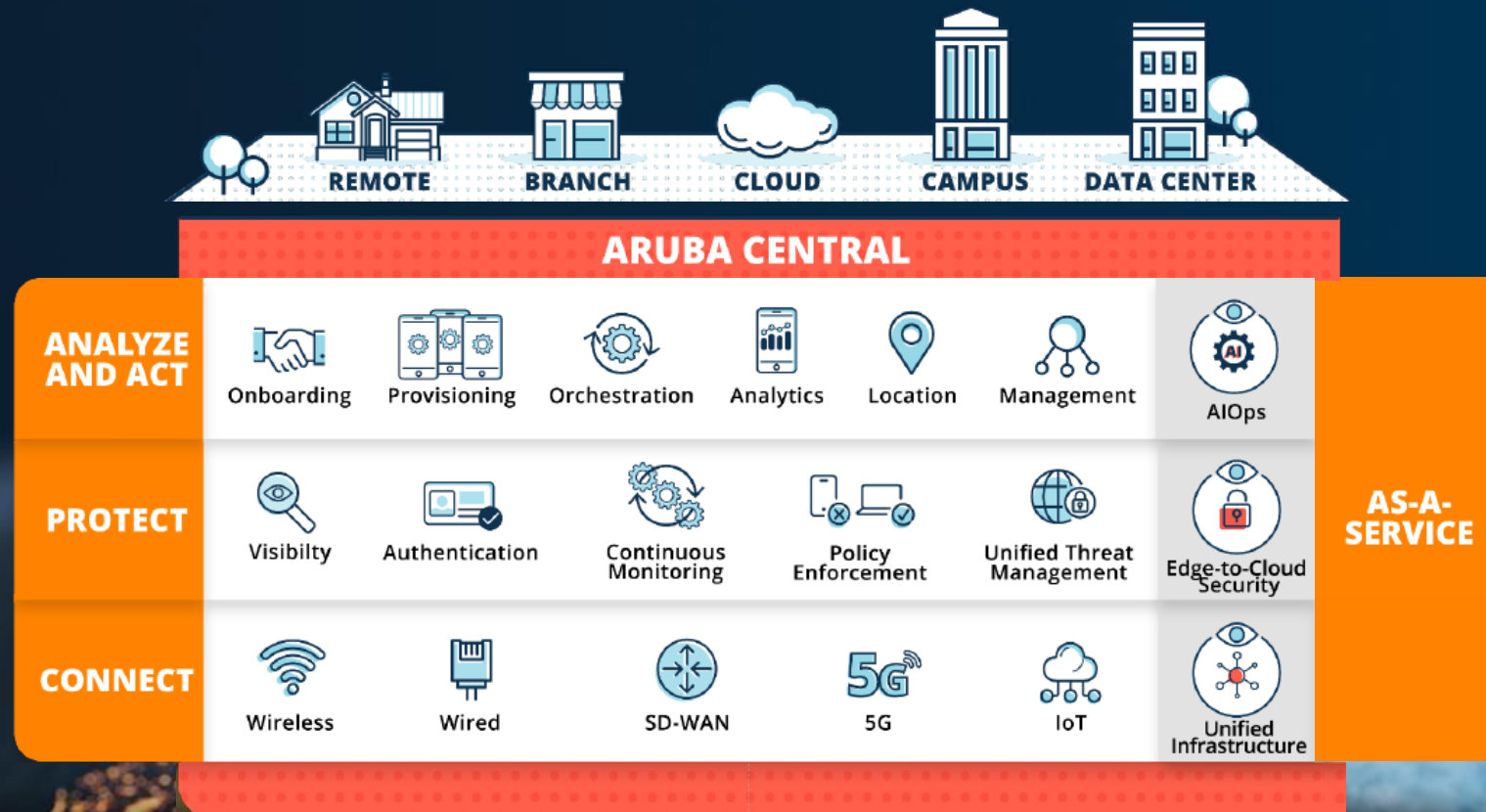
A broad portfolio
managed through
one common platform

A secure network that can
predict and fix problems
BEFORE they happen.

A more adaptive
model that can **flex**
with their business.



REDEFINING THE EDGE TO CLOUD SOLUTION STACK WITH **ARUBA ESP**



SUPPORTING TRANSFORMATION AND INNOVATION WITH **ARUBA ESP**

EDGE-CENTRIC USE CASES



Hybrid Work



Secure Locations



IT Operations



Manufacturing



Public Venues



Education



Hospitality



Health



Retail

SECURE USER AND IOT CONNECTIVITY - MULTI-SITE CONNECTIONS - LOCATION - APIS

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INTEGRATIONS

ARUBAEDGE ECOSYSTEM



enocean



+ *hundreds more*

DESIGNED FOR MODERN IT



SUPPORTING TRANSFORMATION AND INNOVATION WITH **ARUBA ESP**

EDGE-CENTRIC USE CASES



All Wireless UCC



Top Secret
Access



AI-Driven Workflows



Wi-Fi Based AGVs



HD Guest
Wi-Fi



Student Device Onboarding



Hotel PMS integration



Indoor Location



Temperature Monitoring

SECURE USER AND IOT CONNECTIVITY - MULTI-SITE CONNECTIONS – LOCATION - APIS

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INTEGRATIONS

ARUBAEDGE ECOSYSTEM



enocean



+ *hundreds more*

DESIGNED FOR MODERN IT



WE ARE WELL POSITIONED

TO SOLVE CUSTOMERS CHALLENGES AND MEET CUSTOMERS NEEDS



Edge Connect



1st in market

PENSANDO

CX10000 series





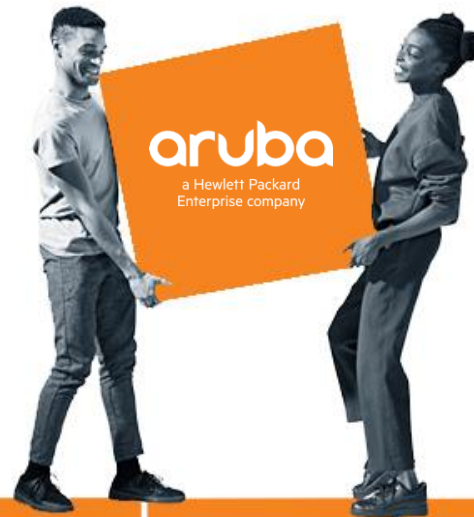
**YES, WE CAN PREDICT WHAT CUSTOMERS
WILL WANT IN THE FUTURE.**

**YES, WE WILL DELIVER PRODUCTS
THAT MEET THOSE CUSTOMER NEEDS.**



LET'S INNOVATE TOGETHER

To Deliver Exceptional Experiences,
Business Outcomes and Your Competitive "Edge"



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