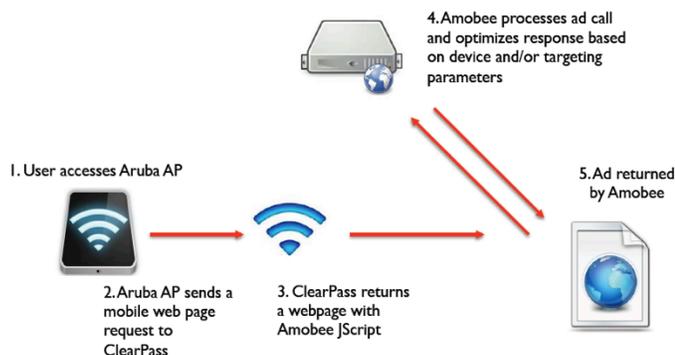


SOLUTION BRIEF

MONETIZING ARUBA INFRASTRUCTURE THROUGH SHARED ADVERTISING REVENUE

Wi-Fi network access plays a central role in delivering the best user experience to retail customers. Smartphone usage on publicly available Wi-Fi is high in restaurants (78%), malls (55%), and cafes (55%). And shoppers are increasingly willing to receive offers and ads in exchange for free access to Wi-Fi, with 84.2% preferring free, ad-supported Wi-Fi versus paid Wi-Fi access.

Amobee and Aruba help you benefit from this trend by delivering targeted advertising, pulled from over 100 ad networks and 1,000 premium publishers. The ads are presented through ClearPass during one or more monetization opportunities: via the guest registration page, the self-service portal, and the log-in page.



When a user clicks on an ad, it generates revenue. The more highly targeted and location-specific the ad, the higher the revenue it generates.

70% of ad revenue goes directly to the facility owner. This high margin revenue can transform the Wi-Fi infrastructure into a profit center, and can be used to offset the cost of installation, updates, and upgrades. Highly trafficked networks can literally pay for themselves.

WHY ARUBA AND AMOBEE

- Drives new, high-margin revenue via targeted advertising
- 70% of click-through revenue goes to the network owner
- Leverages ClearPass guest registration, self-service, and log-in pages
- Works with smartphones, tablets, laptops, and PCs
- Requires no network changes or new capital investments
- No impact on network performance

INSTANT REVENUE

- Programmatic bidding via an advanced mobile real-time bidding (RTB) engine
- Automated demand and supply pricing requires no manual intervention
- Up to 50% higher effective yield per thousand impressions (eCPMs)
- Hyper-local, highly targeted ads to increase overall value

Ads can be more highly targeted by sharing Aruba Wi-Fi location data with the Amobee infrastructure. A highly targeted ad can generate 10-times as much revenue per click-through as a generic ad, so the benefits of leveraging Aruba can add up quickly.

Advertising delivered via Amobee does not impact network performance, or require additional out-of-pocket expense or investment. Existing and new Aruba customers in retail, hospitality, transportation, and other public facing enterprises can now transform Wi-Fi from an expense into a high-margin revenue source.

ABOUT AMOBEE

An established pioneer in mobile advertising since 2005, Amobee is today a division of Singapore Telecom with global offices in Redwood City, Seattle, Los Angeles, NY, Buenos Aires, London, Tel Aviv, Singapore, Jakarta, and Sydney. Amobee serves more than 15 billion impressions per month for more than 1,000 different premium publishers through more than 100 ad networks worldwide.

ABOUT ARUBA NETWORKS, INC.

Aruba Networks is a leading provider of next-generation network access solutions for the mobile enterprise. The company designs and delivers Mobility-Defined Networks that empower IT departments and #GenMobile, a new generation of tech-savvy users who rely on their mobile devices for every aspect of work and personal communication. To create a mobility experience that #GenMobile and IT can rely upon, Aruba Mobility-Defined Networks™ automate infrastructure-wide performance optimization and trigger security actions that used to require manual IT intervention. The results are dramatically improved productivity and lower operational costs.

Listed on the NASDAQ and Russell 2000® Index, Aruba is based in Sunnyvale, California, and has operations throughout the Americas, Europe, Middle East, Africa and Asia Pacific regions. To learn more, visit Aruba at www.arubanetworks.com. For real-time news updates follow Aruba on [Twitter](#) and [Facebook](#), and for the latest technical discussions on mobility and Aruba products visit Airheads Social at <http://community.arubanetworks.com>.



1344 CROSSMAN AVE | SUNNYVALE, CA 94089
1.866.55.ARUBA | T: 1.408.227.4500 | FAX: 1.408.227.4550 | INFO@ARUBANETWORKS.COM