

Aruba ServiceEdge™ Program



Aruba Networks' award-winning enterprise mobility systems offer compelling revenue opportunities for a wide range of services providers such as consulting firms, systems integrators, structured cable installers and compliance auditors. Controller-based wireless architectures such as Aruba's are being adopted worldwide by enterprise, government, military and education customers for their advanced security and reliability features. The market demand for 802.11 Wireless LAN (WLAN) knowledgeable engineers, project managers, installers and related professionals is significant and growing. Professional services firms with dedicated or overlay WLAN practices are experiencing sustainable high staff utilization levels and billing rate realizations.

Aruba is the Secure Mobility Leader

Aruba is poised at the intersection of the wireless, security and mobility markets with over 3,000 global customers and growing. The Aruba mobility solution delivers secure access to data, voice, and video applications across wired and wireless enterprise networks. Our solution allows users to seamlessly roam within a campus or office building while maintaining secure and consistent access to all of their network resources.

Our portfolio of products is best-in-class, with a score of awards from many leading analysts and publications. Aruba is the number one growth company in the mobility market, and we've gotten there through the innovative concept of user-centric networks. Now, we are innovating how we do business, with a new partner-centric program created just for professional services providers.

Introducing Aruba ServiceEdge

Aruba believes passionately that a thriving services ecosystem is a critical to the success of our customers, our Value-Added Resale partners, and our company. We are determined to bring services organizations the most valuable, most differentiated program in the market. We interviewed several dozen services firms about what we could offer that would have the biggest impact on their businesses. We consulted small, medium and large VAR partners about their partnering and subcontracting practices. We spoke to customers about their expectations. This program is the result of these efforts.

You told us that you were looking for revenue and margin growth, new client acquisition, employee attraction & retention and specialized technical support in a market with clear long term potential to sustain high consultant utilizations and minimize "bench" time. In turn, Aruba is seeking active services providers that want a winning, long-term vendor relationship; who understand how to partner seamlessly with a VAR inside their accounts; who know how to position services engagements with clients; who pride themselves on expertise; and who stand out in the industry by their growth and client base. We've designed our program with these things in mind.

Key for Services Firm	Aruba Offering
Driving utilization	Promotion programs and direct client referrals
Market differentiation	Market-leading solutions, differentiated geographic and technical proficiency program levels
Cash retention	Minimal investment
Attracting and promoting great consultants	Heavily discounted training and certification in a hot technology
Sustainable business plan	Secure Mobility market projected to grow to \$8.3B by 2010; Aruba's breadth gives you entry into security, voice, mobility, and guest access

Program Overview

The Aruba ServiceEdge Program begins with a clear value proposition that will help drive new services engagements to your firm. Then we protect your cash by making the equipment and training your consultants need to deliver services available to you at significant discounts. And we'll help you every step of the way, with targeted business tools, access to specialized technical resources, and more.

The ServiceEdge Program is designed to recognize investments in both geographic coverage and specialized skills, with benefits designed to reward you as you invest with Aruba.

New Business Generation and Technical Resources

The ServiceEdge program offers a variety of programs, all designed to help you win new clients and referral channels, plus resources to make it easier to do business and help you promote yourself and Aruba.

Program	Description
Ongoing Promotion	Aruba-driven outbound promotion of ServiceEdge members to customers and Aruba resellers
Aruba Partner Locator	Enable Aruba resellers and customers to find services providers
Direct Referrals	Brokering of qualified opportunities to appropriate partners
Resources	Description
Technical Training and Certification	Significant discounts on Aruba's entire Education Catalog
Lab / Survey Gear	Significant discounts on Not-for-Resale (NFR) equipment needed to deliver services and train consultants
Priority Technical Support	ACMX direct access to Aruba escalation engineer

Getting Started

It's easy to join the Aruba ServiceEdge Program. First, you'll need to complete a short application that profiles your firm's service footprint, industry focus and capabilities. Then accept the ServiceEdge Program Agreement and plan your training. You can begin taking advantage of program benefits immediately.

	Geographic	Specialty Skill
Recognitions Offered	<ul style="list-style-type: none"> • North America • Europe and Middle East • Asia Pacific • Global 	<ul style="list-style-type: none"> • Outdoor Mesh • Federal (FIPS)
Requirements	2 ACMX per region (6 for Global)	1 ACMX successfully complete course EDU-ODDI and/or EDU-ADOT-FIPS



WWW.ARUBANETWORKS.COM

1322 Crossman Avenue. Sunnyvale, CA 94089 | Tel. +1 408.227.4500 | Fax. +1 408.227.4550