

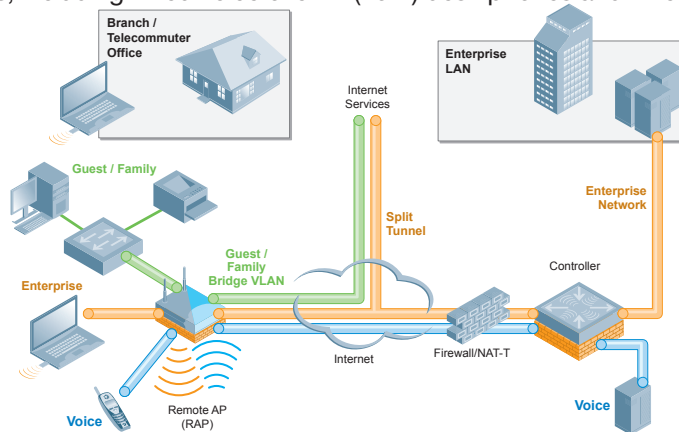


Remote Networking for the Virtual Call Center

Call centers use a wide variety of advanced technologies to streamline business operations and maximize the quality of services they provide. Their demanding performance requirements for voice, IP telephony, data base access, instant messaging, and e-mail services can stress network performance and add complexity to remote network solutions. As call centers migrate to using temporary and at-home workers – in lieu of building out larger facilities – support for these services becomes increasingly difficult. The challenge is how to economically extend IT services to large numbers of remotely located users without compromising access to business-critical network resources - an expensive proposition using traditional remote network solutions.

Aruba's Virtual Branch Network (VBN) solution provides secure, reliable remote networking for call center workers, at a price point that makes it feasible to deploy on a massive scale. Using Aruba controllers at the data center and inexpensive Remote Access Points (RAPs) or Branch Office Controllers (BOCs) in the home of call center workers, VBN creates a secure connection back to the data center over any wide-area transport, including 3G cellular, residential DSL, and cable networks. Using Aruba's AirWave software, IT staff members can monitor and manage the entire network remotely for as long as required.

RAPs and BOCs support centralized management of data, voice, and video applications, including wired voice over IP (VoIP) desk phones and wireless smart



phones. Installation is plug-and-play, features built-in diagnostics, and is user installable. Software updates are automatically disseminated, eliminating the need to manually upgrade hundreds or thousands of sites.

The Aruba Advantage:

- **Seamless Application Access:** Applications work remotely without the need for user re-training or additional software
- **Resilient WAN Connectivity:** Wired and 3G cellular access over any WAN transport
- **Always-on Connectivity:** Automatic discovery and failover within and between the datacenter and remote sites
- **WAN Independent:** Easily move to a new site and use commodity connections or cellular broadband
- **Zero-Touch Installs:** User-installable design dramatically lower the cost of deployments
- **Wired and Wireless Security:** Role-based policy enforcement and authentication for each user and device
- **Highly Scalable Solution:** The hardware based solutions are massively scalable to meet the needs of even the largest workforce
- **Regulatory Compliance:** Built-in reporting and compliance auditing to help meet regulatory mandates are build into the system and management tools
- **Centralized Management:** The AirWave Management Platform® (AMP) provides a single interface from which to manage your entire remote network

Unique Aruba Capabilities

APPLICATION BRIEF Virtual Call Center

SEAMLESS APPLICATION ACCESS

Aruba's RAP & BOC extend the workplace desk experience anywhere that has an Internet or cellular connection. Laptops and VoIP phones work just like they do in the office - including four digit dialing.

RESILIENT WAN CONNECTIVITY

Should a wired WAN link fail, a select range of RAP and BOC models can automatically switch to a 3G cellular modem for dial back-up. The cellular modem plugs into a USB or ExpressCard® slot on the RAP or BOC, respectively, allowing for a wide range of modems and service providers.

ALWAYS-ON CONNECTIVITY

Aruba's solution supports both inter- and intra-data center redundancy. The RAP does not need to be programmed individually with route information - they're capable of discovering alternative paths automatically. In the data center, local VRRP-based high availability provides fast fail-over between devices. Should the data center connection become unavailable, RAPs and BOCs can fail-over to a redundant controller in another data center, providing a second line of defense.

ZERO-TOUCH INSTALLS

RAPs can be deployed without IT touching any of the devices. The administrator simply configures a list of authorized RAPs on the controller, and when a RAP connects and presents a digital certificate that matches the authorized list it will automatically become part of the enterprise infrastructure. The end user need only enter the URL of the controller into a RAP Web browser, and the rest is done automatically. Configuration and software updates are automatically loaded in real-time as configuration changes are made.

WIRED AND WIRELESS SECURITY

RAPs and BOCs feature secure wired and wireless connections that include encryption and user authentication to protect the remote network. In addition, Aruba's Wireless Intrusion Prevention (WIP) module provides advanced security at the remote site.

HIGHLY SCALABLE SOLUTION

Aruba's VBN solution is massively scalable and economical for an office of one to satellite offices of hundreds. Data center controllers scale to handle over 8000 RAPs.

REGULATORY COMPLIANCE

SOX, HIPPA, PCI, and GLBA, and other regulations mandate how data are handled, including the separation of data and reporting. Aruba's Policy Enforcement Firewall and AMP are uniquely suited to enforce administrative policies and assist with compliance reporting.

CENTRALIZED MANAGEMENT

Management and reporting can be performed by either the AMP or the Aruba controller. AMP provides visibility into the LAN side of the branch office, and includes information on both individual users and devices. It also links into other existing IT management software, provides extensive reporting capabilities, and has specialized views for Help Desk, Security/Audit groups, and executive management.



WWW.ARUBANETWORKS.COM

1344 Crossman Avenue, Sunnyvale, CA 94089 | Tel. +1 408.227.4500 | Fax. +1 408.227.4550