

## Aruba Users Poised to Shine

With the rise of competitive pressures many organizations are turning to a Wireless LAN network to improve workforce flexibility and productivity. In fact, Aberdeen's June 2007 benchmark report "Measuring the Real Value of Wireless LAN Deployments" found that Best-in-Class organizations derive a 21% increase in their workforce's productivity from using their WLAN – a rate that is 71% higher than all other organizations. As Aruba Networks gains visibility in the marketplace, viewing the advantages of implementing a WLAN through the lens of the 21 surveyed Aruba Networks users offers a unique perspective. This allows Aberdeen to break down the necessary actions required to structure an organizational plan predicated on future excellence.

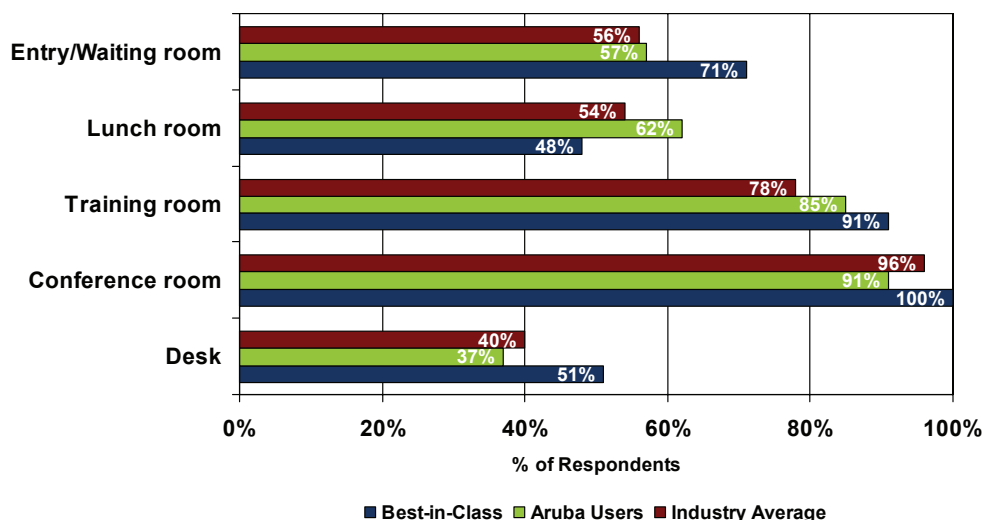
### Time IS a Factor

Evaluating Key Performance Indicators (KPI's) in the context of WLAN deployments reveals that, currently, Aruba users trail Best-in-Class in both flexibility and productivity attributable to WLAN. This small difference between Best-in-Class and Aruba users, a 2% and 4% margin respectfully, is incongruous to the large margin Best-in-Class has in collaboration gains.

#### Best-in-Class defined:

- ✓ 27% increase in workforce flexibility from using a WLAN
- ✓ 26% increase in workforce collaboration from using a WLAN
- ✓ 29% increase in the quality of meetings directly attributable to using a WLAN

**Figure 1: Impact of WiFi on Collaboration & Productivity**



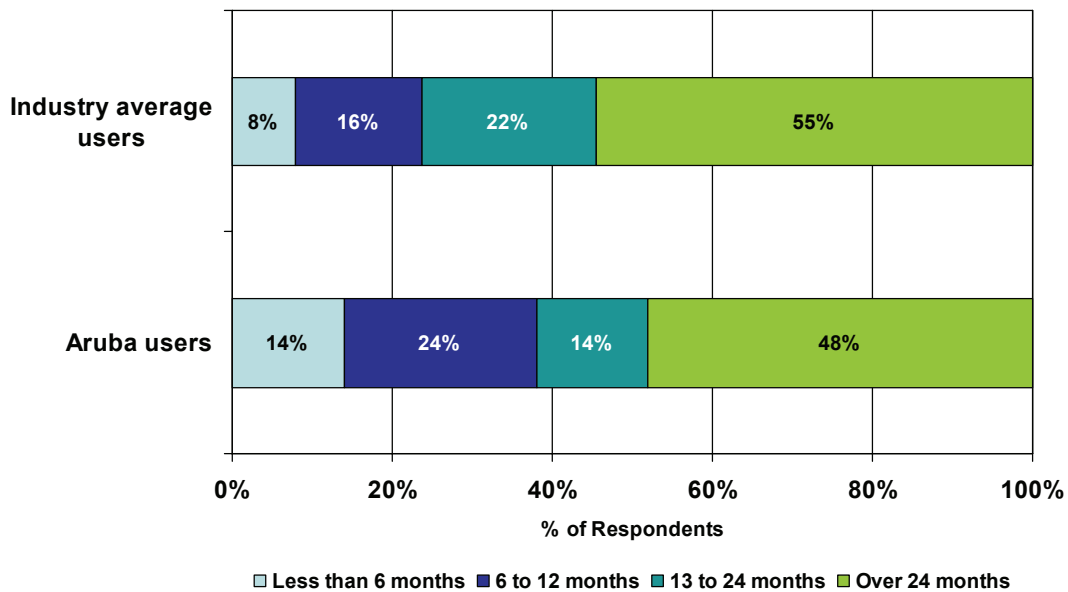
Source: Aberdeen Group, June 2007

How is it, then, that despite this discrepancy, Aruba users responded that WiFi connectivity consistently improved collaboration in numerous locations around the office? (Figure 1)

Clearly Aruba users are deriving benefits from utilizing their WLAN's in a number of locations around the office, yet Best-in-Class organizations are experiencing 17% greater collaboration gains attributable to WLAN. The primary factor behind this contradiction involves signal strength. Aruba users' signal becomes weak or lost indoors 17% of the time compared with Best-in-Class's 12%. Weak signal strength is directly correlated to, and a result of, coverage area. Best-in-Class organizations WLAN coverage extends to 72% of their campus, whereas Aruba users have only a 66% coverage area.

Aberdeen data suggests that the fault lies not with the network itself, but instead, its implementation time. (Figure 2) In the aggregate, Aruba users' wireless networks are 3 months newer than the Industry Average users. The earlier implementation time allows for adjustments in network troubleshooting, policy refinement and subsequent updates resulting in a more resilient and valuable wireless network.

**Figure 2: Age of WLAN – in Months**



Source: Aberdeen Group, June 2007

**Possession of Key Capabilities Is Integral for Success**

Regardless of deployment time, if the necessary WLAN capabilities are not in place, companies will struggle to leverage the optimal benefits of a WLAN. Aberdeen data shows that Aruba users possess the requisite capabilities to drive forward and achieve Best-in-Class status. In fact, Aruba users surpass Best-in-Class organizations in almost all capabilities surveyed. (Table I)

**End-User Outtake**

“When we decided to invest in a WLAN, we spent a tremendous amount of time in the upfront planning, both in terms of who we were going to select from a vendor perspective, but also to make sure we had all the internal processes in place.”

~ Alex Sill  
CellTrust

**Table 1: Capabilities currently or planning to be implemented**

Capabilities	Best-in-Class	Average	Aruba Users
Dedicated headcount for managing a WLAN	67%	40%	80% ★
Training on WLAN deployment and management	71%	69%	80% ★
Policies dedicated to wireless usage	92% ★	86%	90%
Policies for guest usage of the wireless network	89%	77%	95% ★
Centralized management of the wireless network	94%	92%	100% ★
Planning for integration of voice and data on one wireless network	47%	53%	90% ★
Security policies of WLAN usage	100% ★	95%	100% ★
Security policies for guest WLAN usage	89%	78%	90% ★
Rogue access prevention	94%	91%	100% ★
Manual site survey planning procedures	94% ★	67%	73%
Simulation-based site survey planning	56%	41%	60% ★
Wireless spectrum analysis procedures	56%	48%	73% ★
Wireless LAN management procedures	94%	88%	100% ★

Source: Aberdeen Group, June 2007

Best-in-Class organizations currently outpace Aruba users in the performance they are deriving from their wireless network. However, the existence of the requisite capabilities show that if Aruba users proceed with WLAN “ramp up” strategies designed to expedite resolution of signal and coverage issues, the organizational plan they have in place positions them in the forefront of companies poised to leverage every single conceivable benefit possible from their WLAN.

## Recommendations

Recent Aberdeen research reveals the number one pressure (64%) driving the deployment of WLAN's as managing multiple office locations. The following represent actions organizations can take to deal with that pressure and others, and maximize the benefits inherent in the successful deployment of a wireless network, including increased flexibility and productivity in an organizations' workforce:

- Structure an organizational plan with the requisite capabilities in place (WLAN deployment training and management procedures) that provide a strong foundation allowing for adaptation and growth in the increasingly fluid WLAN space.
- Constantly stay abreast of technological advances in the market and adopt policies that will differentiate your organization in the eyes of end users (i.e. planning for integration of voice and data on one wireless network).

In particular, Aruba users as well as other end users with more recent WLAN deployments, can fully leverage their wireless network through the following action:

- Implement and expedite "ramp up" strategies designed to resolve signal, coverage and policy issues to optimize the effectiveness of the WLAN throughout the workplace/campus. This will help improve the quality of meetings and ultimately drive enhanced collaboration and workforce productivity.

For more information on this or other research topics, please visit [www.aberdeen.com](http://www.aberdeen.com).

### Vendor Landscape

Aruba Network users also employ wireless solutions from:

- √ 3Com
- √ AirMagnet
- √ AirTight Network
- √ Cisco
- √ Nortel

### Related Research

[Measuring the Real Value of Wireless LAN Deployments](#); June 2007

[Mid-Market Struggling with Mobile VoIP](#); June 2007

[Mobile Voice over IP: Fixed/Mobile Convergence in the Enterprise](#); February 2007

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