CUSTOMER EXPERIENCE IS EVERYTHING

Customer experience management often focuses on traditional touchpoints of product and people. For services organizations, effective customer experience management requires a different formula. They need to look beyond the “one size fits all” delivery model. Services are best tailored to each customer and their unique environment and business objectives – examples include reducing operational risk, accelerating payback of new programs, or improving operational efficiency.

Aruba Global Services focuses on delivering “above and beyond” approaches to customer experience management. Recognizing that it is much more than providing a warm body, we look for ways to help our customers maximize the value of their investment in an Aruba solution - through optimization, compliance, and adoption.

For example, we address the need for data-driven decision making, implement workflow automation to reduce risk and increase efficiency, enable easy access to best practices, and so on. These outside-the-box experiences are important considerations when making a services engagement decision. Aruba formalizes these experiences with its Customer Experience Management Services.

Aruba Customer Experience Management focuses on providing continuous improvement for customers, helping to ensure that Aruba networks run smoothly, meet day-to-day needs, and are built to anticipate future demands.

Through technology and people, this program is designed to:

- Facilitate automation of previously manual processes
- Define and achieve customer-specific KPIs
- Ensure effective actions are prioritized and carried out
- Continuously optimize and adopt new capabilities into the network

These services are included with HPE GreenLake for Aruba subscription offerings and can also be ordered as a standalone service.

CUSTOMER BENEFITS

Aruba Customer Experience Management Services enables customers to:

- Reduce operational risk
- Accelerate return on investment on Aruba technology
- Increase IT efficiencies and productivity working in conjunction with the designated Aruba Customer Success Manager (CSM) and capturing data from Aruba Service Manager

ARUBA GLOBAL SERVICES ENSURES END USER SATISFACTION

Aruba Customer Experience Management Services embody the company’s “customer first, customer last” philosophy. This program is built on years of service engagement best practices and provides the following features and benefits:

<table>
<thead>
<tr>
<th>Feature</th>
<th>Benefit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designated CSM throughout your subscription term</td>
<td>Your trusted Aruba advocate who understands what you need from Aruba technology and services - and the best way for you to get them</td>
</tr>
<tr>
<td>Life Cycle Management (see Figure 1 for table of contents of sample monthly report)</td>
<td>Proactive service focused on the life cycle events of the Aruba solution, including product and vulnerability advisories, release noted defects, and end of service announcement</td>
</tr>
<tr>
<td>Aruba best practices implementation</td>
<td>Align and correlate life cycle management events and Foundation Care cases to provide a monthly guidance for a secure and in compliance Aruba solution</td>
</tr>
</tbody>
</table>
Customer Experience Management Services

Usage of ASM is a component of our service intelligence approach and provides a portal with valuable information and recommendations that would otherwise require hours to compile.

### Designated Customer Success Manager

Aruba CSMs have a breadth of Aruba networking knowledge and project management skills to ensure your needs are met throughout the Aruba service engagement. Your designated CSM is your advocate and focal point for ongoing support throughout your subscription term, working in close tandem with your designated partner.

Following projects such as Aruba product deployment and onboarding to Aruba Service Manager (ASM), described below, the CSM monitors reporting, alerts, and Technical Assistance Center (TAC) call progress, reports regularly (monthly, quarterly), and will bring in other Aruba subject matter experts (SMEs) as needed. For example, a SME might be consulted to address future plans for optimization and remediation to ensure Aruba best practices are followed.

Figures 2, 3, and 4 provide sample pages from the monthly life cycle management report.

### Security Advisories

<table>
<thead>
<tr>
<th>ADVISORY</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. CVE-2021-41418 - Normal Vulnerability</td>
<td>Priority: HIGH</td>
</tr>
<tr>
<td>2. CVE-2021-41418 - Normal Vulnerability</td>
<td>Priority: LOW</td>
</tr>
<tr>
<td>3. NO-14144 - Normal Vulnerability</td>
<td>Priority: CRITICAL</td>
</tr>
<tr>
<td>4. NO-14144 - Normal Vulnerability</td>
<td>Priority: MAJOR</td>
</tr>
<tr>
<td>5. Aruba Identity - Multiple Vulnerabilities</td>
<td>Priority: HIGH</td>
</tr>
</tbody>
</table>

Figure 2. Sample monthly report of security advisories, critical to saving IT operations time while helping to ensure the most secure deployment possible.

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### Recommendations

**Product Advisories**

<table>
<thead>
<tr>
<th>IMPACT</th>
<th>SECURITY ADVISORIES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medium</td>
<td>CVE-2021-41418 - Normal Vulnerability</td>
</tr>
<tr>
<td>Low</td>
<td>CVE-2021-41418 - Normal Vulnerability</td>
</tr>
<tr>
<td>Critical</td>
<td>NO-14144 - Normal Vulnerability</td>
</tr>
<tr>
<td>Major</td>
<td>NO-14144 - Normal Vulnerability</td>
</tr>
</tbody>
</table>

Figure 3. Sample monthly report of Aruba technology that will end of life/end of support soon, allowing you to proactively address their replacement.

**Foundation Care**

The Foundation Care service for your Aruba networking solutions ensures your deployed solutions are maintained to ensure optimal performance.

**End of Support/End of Development**

Based on the data described, we would encourage the environment to be upgraded to version 8.6.4.3 to mitigate the risk of Aruba Vulnerability "out" and in correlation with the data analysis of the Foundation Care cases.

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### Aruba Service Manager

Usage of ASM is a component of our service intelligence approach and provides a portal with valuable information and processes during your service engagement. Provide the following operational features in your service engagement:

- User and site onboarding
- Contextualized inventory collection and reporting
- Contextualized product advisories including End of Life, End of Support, End of Development, and Release Notes updates
- Contextualized security advisories
- Document repository
ARUBA AIMS HIGH

Aruba Global Services prides itself on helping customers achieve the most value from their Aruba environment. Customer Experience Management Services ensures this occurs through insights gained through analytics and a designated CSM. Plus, easy access to Aruba best practices ensures the highest levels of optimization, compliance, and adoption.

Watch the demo of the monthly life cycle management report presentation.

Learn more about what Aruba Global Services has to offer at: https://www.arubanetworks.com/services/

Learn more about HPE GreenLake for Aruba at: https://www.arubanetworks.com/naas