

COMPETITIVE LANDSCAPE

6 POINT PROTECTION FOR TODAY'S MIDSIZED BUSINESSES

Industry Leading Network Security

Embracing technology to gain a competitive edge is critical for midsized businesses today. Unfortunately, the same technology that creates business opportunities also opens up new attack surfaces and vulnerabilities that can threaten your business. Without the proper protection, your network could be the main point of entry into devices, data and more. Aruba understands that security is a top priority. Take a look at the Aruba difference – innovative security features designed to keep your network safe:

Feature	Aruba	Competitive Differentiator	Other Vendors	Their Weakness
Full-Time Security Monitoring	Yes 	With dedicated dual-radio access points as sensors, Aruba supports full time security scanning on both bands, providing effective detection and mitigation against network attacks.	Limited 	Other leading cloud vendors use a dedicated third radio, which by design only scans each band 50% of time. Third radios are typically 1x1 MIMO, and only see a portion of the threat landscape and take longer to identify attacks (if at all).
Embedded Policy Enforcement Firewall (PEF)	Yes 	Aruba's multi-tiered policy enforcement firewall applies security, traffic forwarding, and network performance policies to wireless clients and applications for secure high-quality communications.	No 	Others lack a built-in policy enforcement firewall. They require dedicated hardware, licensing and support.
Built-in Web Content Filtering	Yes 	Aruba offers subscription-based web content filtering that can be applied without additional equipment purchases required.	No 	Web content filtering solutions reside on a hardware appliance, which is offered at an additional cost.
On-board Wireless Intrusion and Rogue Mitigation	Yes 	Aruba's built-in wireless intrusion protection is tested to perform at scale, consistently identifying rogue devices quickly and mitigating threats.	Limited 	Standard wireless intrusion offerings are slow to identify rogue devices and fail at containing threats. Suitable wireless intrusion protection requires additional hardware and licensing.
WPA3 and Enhanced Open Support	Yes 	Aruba security experts were instrumental in developing these new encryption protocols used in WPA3 and Enhanced Open. Aruba is the first to ship products (November 2018)	Few 	Though the standard was announced in October 2018, few have yet to implement and acquire Wi-Fi Certification.
User/Device visibility and policy enforcement	Yes 	Aruba's award-winning ClearPass Policy Management platform is the industry's best-in-class solution for user and device authentication and authorization, policy enforcement, and vulnerability response.	No 	While there are other advanced security platforms out there, they are complex to deploy, require additional licensing and/or subscriptions for basic services, and have limited multi-vendor support.

Do you want to learn more about Aruba's Midsized Business Solutions? [Click here.](#)