
CORPORATE OVERVIEW

aruba
a Hewlett Packard
Enterprise company



ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY, IS REDEFINING THE INTELLIGENT EDGE WITH RELIABLE MOBILITY AND IOT SOLUTIONS

for organizations of all sizes. The company delivers solutions that empower organizations to serve mobile-savvy users who rely on internal and cloud-based apps for every aspect of their work and personal lives.

With services offered as software from the public or private cloud, Aruba also delivers secure connectivity for mobile and IoT. An open architecture allows IT professionals to build networks that keep up with changing technology and user behavior by migrating away from expensive-to-operate and proprietary infrastructures which were originally designed for fixed network connections within physical locations.

ARUBA VALUES

CUSTOMER FIRST, CUSTOMER LAST. We believe in relationships over transactions, where everything we do starts and ends with our customers.

EXPERIENCE EDGE INNOVATION. We're changing the rules of networking to create smart digital experiences. Provided by a next-generation network – one that's software-defined, secure, and designed for mobile and IoT. You benefit from the best of both worlds: amazing experiences with amazing simplicity.

FOSTERING A CULTURE BUILT ON TRUST. Through global communities and collaboration, we are committed to empowering customers and partners alike to be the driving force that shapes the future of networking.



"TECHNOLOGY'S PLAYED SUCH A CRITICAL ROLE IN THE TRUE SUCCESS OF THE RYDER CUP BECAUSE WHEN EVERYTHING IS CONNECTED, ANYTHING IS POSSIBLE."

Michael Cole • Chief Technology Officer,
European Tour and Ryder Cup Europe



ARUBA AT A GLANCE

Founded

February 2002

Acquired by HP

March 2015

Headquarters

Santa Clara, California

Revenue

>\$2.5 Billion

Regions served

Americas, Europe, Middle East,
Africa, Asia-Pacific, Japan

Sales model

Direct, value-added distributors,
value-added resellers, original
equipment manufacturers

Number of employees

>6,000

Status

Hewlett Packard Enterprise is listed on
NYSE under the symbol HPE

ARUBA MOBILITY SOLUTIONS

We are in the midst of a massive transition away from networking technologies that were designed for the 20th century when mobile, IoT and cloud did not exist. The surge in mobile and IoT means that wired and wireless networks must deliver more than just connectivity—the network is expected to provide actionable insights and analytics that justify future investments, that serve mobile and IoT needs—while keeping the network secure and without breaking the budget. Aruba solutions are optimized for today's enterprise and SMB environments where mobile, voice and video and IoT are pervasive.

ARUBA EDGE PLATFORM

Aruba's software layer is designed to leverage rich, contextual insights to deliver amazing experiences with amazing simplicity.

ARUBAOS

The foundation of the platform is ArubaOS 8.0. It is designed to support enterprise wireless connectivity with hitless failover, in-service upgrades, and more. It can be deployed as a virtual machine (VM) or on an appliance to manage controller-based wireless LANs. AI-powered mobility features enhance IT's ability to deliver a fast and reliable network experience.

NETWORK MANAGEMENT

Whether controller-based or controllerless Aruba offers on-premises and cloud management that works for any organization. With granular visibility on mobile device and app health, Aruba lets IT focus on proactively optimizing the experience and heading off problems before they occur.

SECURITY

Centrally managed policies for mobile and IoT are delivered via Aruba ClearPass across any wired or wireless multi-vendor network. ClearPass replaces legacy AAA with context-aware policy enforcement. Aruba IntroSpect uses AI-based machine learning to spot changes in user behavior that often indicates inside attacks that have evaded perimeter defenses.

LOCATION-BASED SERVICES

Aruba offers industry leading Meridian-powered wayfinding, notification and IoT services for real-time indoor digital experiences. Simple to use mobile apps make it easy to find a conference room, a co-worker or that missing IV-pump.

NETWORK ANALYTICS

Better Wi-Fi and location-based insights for IT, internal stakeholders and developers means increased data for enhancing the user experience and creating more impactful services and engagement. AI-powered analytics and assurance solutions deliver the real-time data needed to consistently deliver high performing connectivity and application delivery.



INFRASTRUCTURE

ARUBA ACCESS POINTS

Aruba wireless access points deliver indoor and outdoor Wi-Fi performance for any scope and scale of wireless network.

REMOTE ACCESS POINTS

Aruba remote access points extend the same corporate user experience to small branch and remote sites with a solution that's easy to deploy and manage.

MOBILITY CONTROLLERS

Aruba Mobility Controllers offer centralized software-defined, IP services, security and role-based access. They can also be deployed as branch gateways, VPN concentrators, WIPS/WIDS and spectrum monitors.

ACCESS SWITCHES

Aruba switches bring performance and reliability to any campus. These industry-leading switches are scalable, secure, and feature HPE Smart Rate multi-gigabit ports for high-speed connectivity.

CORE SWITCHES AND ROUTERS

The HPE FlexNetwork portfolio for core, aggregation, and routing enables IT to deliver the maximum performance and value to organizations across all verticals.

BEACONS AND TAGS

When Aruba Beacons and Tags are used with Aruba Meridian apps, they enable public-facing enterprises to create mobile apps with innovative, location-based services that create a more personalized experience.



ARUBA TECHNOLOGY ECOSYSTEM

At Aruba, we are working with the industry's best technology partners and app developers to deliver solutions that are easier to deploy and consume. Together our efforts deliver innovative solutions that connect the dots between today's business and IT priorities. Depending on your business, our technology partner programs cover everything from wireless connectivity to mobile engagement.

CBRE

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Ingenuity for life





AIRHEADS IS A VIBRANT INTERACTIVE COMMUNITY AND A PLACE TO SHARE AND LEARN ABOUT WIRELESS LANS, MOBILE DEVICES AND APPLICATIONS, AND NETWORK SECURITY.

The community is powered by expert advice and user-generated content from some of the sharpest minds in the industry. Gain access to professional development opportunities; career advancing certifications and training as well as collaboration at face-to-face and online events.

JOIN THE COMMUNITY: COMMUNITY.ARUBANETWORKS.COM

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