SO, WHY CHOOSE ARUBA?

Aruba cloud-managed networking solutions are the simple, smart, and secure way to set your business up for success. Get single-pane-of-glass management, intelligent insights, and automated troubleshooting for your network. Make customers, users, and IT happy. Learn more about why Aruba is the best bet for your business.

LEARN MORE

SOURCES:
1 Hosting Tribunal, Cloud Adoption Statistics for 2020
2 Impact Networking, 10 Cloud Adoption Stats IT Decision Makers Need to Know for 2020
3 SMB Group, 2020 Top 10 SMB Technology Trends
5 Techaisle, Top 10 SMB and Midmarket Predictions for 2020
6 Christy Pettey, Gartner, It’s Time for Infrastructure and Operations to Get Versatile
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8 CXO Today.com, Ten Things That Could Change for SMBs in 2020

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MAKE AUTOMATION YOUR FRIEND. Automation is here to make your life easier. It frees up time from tedious, thankless tasks, so you can focus on growing your business.

Automation is here to make your life easier. It frees up time from tedious, thankless tasks, so you can focus on growing your business. 74% of the best-run SMBs prioritize innovation and intelligence in their operations. 7

40% of SMBs will be "automated" by 2023, when they can easily scale technical issues as well as business strategies. 6

EMERGING AUTOMATION

INTELLIGENT AUTOMATION

By end of 2020, 35% of IT staff will be in IT automation, marketing, customer experience, and analytics roles. 7

Want to Win in 2020?
FOLLOW THESE 3 TECH TRENDS

WORKPLACES ARE EVOLVING
WORK ANYTIME, ANYWHERE

IT IS EVOLVING

WORKPLACE AND EXECLUTIVE

74% of SMBs believe the Cloud is crucial to their growing business. 3

30% of growing SMBs will advocate their business processes, and have some tasks connected via automated workflow systems in 2020. 8

INVESTMENT Increasing

Amount of money SMBs spend on public cloud services.

$182 → $330 billion

IT IS EVOLVING

Critical to Growth

Cloud is growing

Amount of money SMBs spend on public cloud services.

$182 → $330 billion

In 2020, 78% of SMBs favor the Cloud as they manage increased remote workers. 4

41% of SMBs favor the Cloud as they manage increased remote workers. 4

WORK SMARTER, NOT HARDER.

Businesses of all sizes are leveraging smart technology to create more intuitive, human-centric working environments. Smart tech empowers collaboration. It enables employees to do their work anytime, anywhere—on the device they prefer. It also drives new service offerings and better customer experiences.

80% of growing SMBs will prioritize communicating ideas in digital ways. 5

80% of the best-run SMBs believe the Cloud is crucial to their growing business. 3

INNOVATION MATTERS

For businesses of all sizes, the Cloud is no longer a nice-to-have—it’s a must. You can’t afford to pass up the benefits of reduced operational costs, increased IT effectiveness, and the ability to scale. Successful SMBs rely on the Cloud for their day-to-day operations.

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INNOVATION MATTERS

Workplaces are evolving

SMART TECHNOLOGY}

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