HPE GreenLake for Aruba
Delivering on Network as a Service
The challenge

Technology investments don’t always produce expected business outcomes: budget challenges can delay critical projects, solutions can take too long to fully deploy, daily operations can overwhelm infrastructure teams. In addition, the future is very unpredictable. New strategic initiatives such as the post-pandemic repositioning of office space may not necessarily align well with traditional networking deployment cycles, triggering the need for unexpected network investments and use cases. These factors heighten the need for flexibility, both financially and technologically, to keep pace with your customer’s rapidly changing business requirements.

The solution

An as-a-service mindset can help partners accelerate their customer’s procurement, deployment, and network management as their needs evolve. The flexibility provided by a Network-as-a-Service (NaaS) subscription is well suited to support their entry into this new consumption-based market. With NaaS, partners can drive annual recurring revenue without the large upfront investments and financial risk. And the contract terms help them build stronger customer relationships and influence next-generation planning. Additionally, with the expertise partners gain through the HPE Partner Ready Vantage program, they can deliver additional high-margin services on top of the NaaS technology subscription model.

Deliver on the promise of NaaS with HPE GreenLake for Aruba

With NaaS, partners can help their customers deliver business outcomes faster using consistent and proven unified architecture in Aruba ESP (Edge Services Platform).

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**Features and Benefits**

- **Subscription-Based Model.** Deliver greater financial flexibility and predictability through a single monthly payment.
- **Customer Experience Management.** Leverage a purpose-built ITSM dashboard and customer success manager services for greater visibility in remediating customer network issues.
- **Hardware Refresh, Upcycle & Recycle.** Ensure the right technology is being utilized to meet service levels while also supporting your customer’s environmental and sustainability initiatives.
- **Agile NaaS.** Provide choice in acquisition, deployment, and operational models.

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**Solution Overview**

- **Customer Experience Management.** Complete lifecycle management
- **HPE Aruba Networking ESP** (Edge Services Platform)
- **Outcome driven network design**

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**Monthly Subscription**

**Customer Experience Management**

**HPE Aruba Networking ESP**

(Edge Services Platform)

Outcome driven network design

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Figure 1. HPE GreenLake for Aruba
HPE GreenLake for Aruba

NaaS is a new approach to consuming enterprise network infrastructure designed to help your customers lower their risk, accelerate their ROI, and enable them to achieve their desired outcomes with greater agility and flexibility. HPE GreenLake for Aruba is a comprehensive NaaS offering that makes it easy for partners to sell repeatable solutions and expand upon your capabilities that complement your services.

HPE GreenLake for Aruba NaaS alleviates your customer’s burdensome process of network life cycle planning and budgeting by combining HPE Aruba Networking’s mature and proven hardware, software, and services in a single, all-inclusive monthly subscription with no upfront capital investments required.

With HPE GreenLake for Aruba NaaS your customer’s do not sign a lease or a financing agreement; instead, they sign up for a subscription with a specific rate and term. Unlike a lease, the subscription does not appear as an asset or liability on their company’s balance sheet. In addition, they have the flexibility to adjust their HPE GreenLake for Aruba subscription as things change, such as adding new devices/locations as needed. Equipment refresh and upcycle/recycle timeframes can be changed at the time of your customer’s renewal. refresh, upcycle, and recycle timeframes can be changed at the time of renewal.

In addition to the subscription, HPE GreenLake for Aruba NaaS includes Customer Experience Management (CEM), an additional service above and beyond support that helps partners deliver digital insights and solution expertise to their customers, including assessing your customer’s environment, optimizing the performance and security of their network and lowering their risk and accelerating their ROI. CEM ensures partners can deliver a successful NaaS deployment via key functions such as service onboarding and on-going capacity and availability management. The specific CEM deliverables may vary based on your deployment, but can include the following:
• Lifecycle assessment of HPE GreenLake for Aruba NaaS through digital access to the Aruba Service Manager (ASM), a cloud-based, self-service dashboard that provides relevant, up-to-date information about your customer’s network environment including inventory, product/security advisories, incidents, etc.

• HPE GreenLake for Aruba NaaS deployments may include additional partner resources to help manage the lifecycle of the deployment throughout the subscription term, such as answering deployment-related questions, prioritizing support cases, managing escalations, as well as providing regular reporting that includes recommendations for proactive lifecycle management.

HPE GreenLake for Aruba NaaS Service Packs
The as-a-service model takes a different approach to traditional technology deployments in that it's driven by outcomes. That's why HPE Aruba Networking has created standardized NaaS offerings designed around a set of common wired, wireless, and SD-Branch use cases. Each of these offerings, or “service packs,” come pre-designed with all the necessary components for partners to deliver the use case – the technology, the subscription, and even a standardized contract that’s quick and easy to execute. Put simply, we’ve made HPE GreenLake for Aruba as easy to transact as a traditional up-front, CAPEX-based purchase, while providing all the benefits of as-a-service consumption.

Conclusion
While a cloud-like experience for networking is possible, it’s not enough to meet rapidly changing business priorities. HPE GreenLake for Aruba enables partners to address their customer’s emerging business requirements by helping them move away from large, upfront capital expenditures to predictable monthly payments, helping them to stretch their budgets and achieve faster time to value. HPE GreenLake for Aruba is designed to be delivered alongside our global network of trusted solution partners who provide a variety of services that complement HPE GreenLake for Aruba and increase the value for customers, from design and installation through operations and customer success.

To learn more, contact your HPE Aruba Networking Channel Account Manager or Partner Business Manager.