

## SOLUTION OVERVIEW

# SIMPLY SMARTER CLOUD-MANAGED NETWORKING

### A FOUNDATION FOR BUSINESS GROWTH

Mobile devices, cloud-hosted apps and providing exceptional user experiences are must-haves for midsize businesses today. As a result, the majority of midsize business IT executives are shifting their focus from “keeping technology running” to leveraging technology and data to drive business growth.<sup>1</sup>

The wired and wireless network of the future must provide similar – or in some cases better – performance, security and reliability than is typically found in large enterprise environments. Yet, the IT team at a midsize business must deploy and maintain their network with limited staff, training and budget.

What’s needed is a unified platform for network operations that’s easy to deploy, includes automation features and intelligent insights that keep the network running at optimal performance, and has role-based access and threat protection for users and IoT devices.

### ARUBA MIDSIZE BUSINESS SOLUTIONS

Purpose-built for the cloud and right-sized to meet today’s changing needs, Aruba’s midsize business portfolio includes simple to use wireless, wired and WAN solutions, purpose-built to be simple and secure, make life easy for IT, and maximizes IT’s investment to confidently accelerate their organization’s digital transition.

Aruba’s cloud-managed networking platform delivers industry-leading features that are designed for the changing needs of businesses in the technology sector, retail, healthcare, education and other industries. It’s all about simplicity, insights and secure access that meet internal and external compliance demands.

### SMB TECHNOLOGY INVESTMENTS TO DRIVE BUSINESS GROWTH

- 74% of SMBs agree that using new technology effectively is key to business growth<sup>2</sup>
- 76% agree that digital technologies are changing their industry<sup>3</sup>
- 62% are investing in artificial intelligence and machine learning<sup>4</sup>
- 85% of SMBs are currently using or are planning to invest in IoT.<sup>5</sup>
- 97% are investing in security<sup>6</sup>

### SIMPLIFIED NETWORKING THAT WORKS

Aruba’s industry-leading portfolio of Wi-Fi 6 **access points**, **switches**, and the cloud-based simplicity of **Aruba Central** allow today’s midsize businesses to simplify operations and spend more time focusing on delivering business value. Here’s how:

#### Simple to deploy:

The timely and accurate onboarding of devices is key in any environment, but can be time consuming and complex. Aruba Central includes three solutions to make your life easier:

- A setup wizard for a step-by-step workflow to automatically add and assign devices and subscriptions.
- Zero Touch Provisioning (ZTP) where network devices are automatically configured once connected. It’s plug and play.
- An integrated installer app that enables installation teams to assign and track devices per location on the fly.

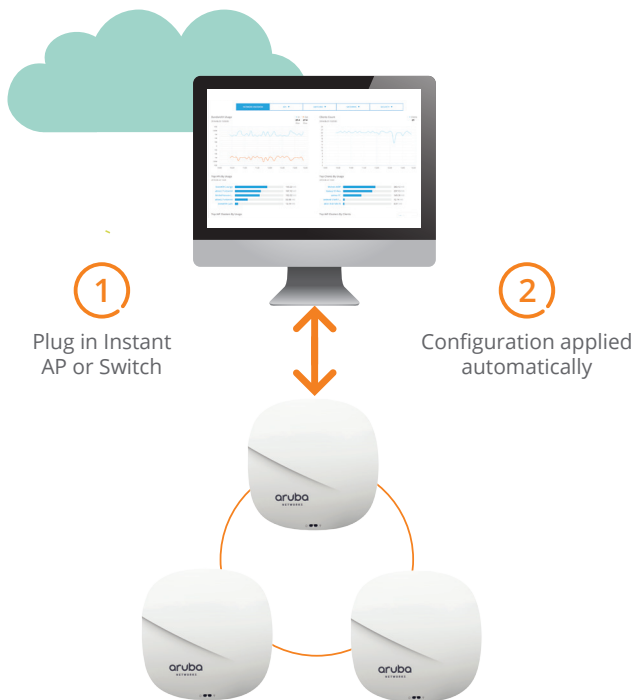


Figure 1. Deploy in two simple steps

### Intuitive cloud-based management:

Aruba Central provides quick and easy access to the data required to manage, analyze and maintain your networks, devices and clients without the need to switch between applications or dashboards. This saves time and reduces the learning curve while improving the management of your environment.

Key features include:

- Unified management of your Wi-Fi, wired, SD-WAN, and security that gives you a complete view of your network in a single interface.
- Simple contextual navigation that lets you find what you are looking for in 2 clicks.
- Intuitive dashboards that visually highlight user and traffic analytics in real-time that make it easy to understand the current health of your network at a glance.
- Unified device lists that enable you to see all clients and network devices in a single view.
- Guided workflows that take you through step-by-step configuration activities, presenting only the minimum number of fields required to complete a task quickly and easily. When needed, advanced configuration options for any screen are just a click away.
- Reporting features that enable easy sharing of information.



Figure 2. Aruba Central's cloud-based, mobile-friendly management platform

- Guided tutorials that eliminate guesswork by walking you through common configuration and navigation tasks.
- No server hardware means a smaller network footprint, no hardware warranties or end-of-life management, and less time spent upgrading the network.

### SMART FEATURES FOR SMART NETWORKING

The Aruba midsize business portfolio includes built-in automation that is designed to consistently deliver the best performance possible. Optimization reduces the need for constantly making changes, decreases troubleshooting time, and allows IT to focus on projects that accelerate business growth.

#### Industry leading performance

Aruba's network solution includes patented performance optimization features, real-time insights, and automated troubleshooting tools that help identify incidents and enable IT teams to proactively and expeditiously resolve problems.

- Advanced analytics and assurance, powered by Aruba's AI Insights, instantly delivers performance benchmarking, automated troubleshooting, and intelligent insights regarding problems and recommended actions.
- Dynamic performance optimization, delivered by Aruba's patented **ClientMatch** feature, continuously analyzes the RF environment and matches mobile devices to the AP that will provide the best service.
- Visualization of live troubleshooting data allows you to see client network activity in real time and run commonly used test scripts with a click of a button.
- Aruba VisualRF shows you an RF coverage map, channel & power distribution, and physical location of APs and clients to help troubleshoot environmental conditions.

- Automatic VoIP optimization for unified communications provides superior performance for latency sensitive apps
- Aruba's Guest Wi-Fi delivers a customizable and secure high-quality guest access experience.

### Infrastructure and cloud reliability

Aruba's network architecture is both flexible and resilient to ensure your network is always there to support the needs of your business.

- Aruba Central's cloud-based management includes all the maintenance, regular updates and infrastructure redundancy needed to ensure consistent and reliable service availability. Hosted in the cloud in multiple data centers around the world, Aruba Central provides dynamic scalability and iron-clad redundancy for maximum uptime.
- Aruba's industry-leading portfolio of Wi-Fi 6 (802.11ax) access points include automatic failover, redundant links, and a management interface that remains accessible even in the event of a WAN outage or subscription service disruption.
- Aruba switches support stacking for increased capacity and redundancy, and redundant power supplies for failover protection.

### MULTI-THREAT NETWORK SECURITY

Robust wireless and wired network security features reside at every point of Aruba's network, from the switches and access points where the latest security protocols, policy enforcement and threat mitigation take place, to the cloud infrastructure that provides monitoring and control that is easily administered by IT teams with limited staff and training.

- Aruba's role-based **Policy Enforcement Firewall (PEF)** offers secure traffic forwarding, and network performance policy enforcement for wireless and wired clients and IoT, and high-quality application performance. Aruba's PEF is the only firewall in the industry to be **Cyber Catalyst** designated, which makes customers with Aruba's PEF eligible for a discount on cyber insurance with participating insurers.

- Highly accurate built-in WIPS detects and mitigates rogue APs and wireless network threats without additional hardware or licensing.
- Web content filtering identifies the trustworthiness of sites visited and prevents users from accessing unauthorized websites by URL and IP addresses.
- Application visibility and control uses deep packet inspection technology and over 500 application IDs to identify and classify applications to ensure accurate policy enforcement.
- Two-factor authentication uses Google authentication for flexible secure access.
- Access points are certified to support the latest Wi-Fi security standards. **WPA3 and Enhanced Open** encrypt authentication data, traffic and protect networks and clients against potential password attacks.
- Aruba Switches support ACLs, integration with RADIUS and TACACS+ servers, monitoring for denial of service attacks, SSL, and network segmentation.
- Customizable role-based network management privileges ensure the right IT people have the appropriate level of visibility and control.
- For customers interested in expanding their security posture, Aruba's built-in security features integrate easily with Aruba's and third-party security solutions.

## SUMMARY

Aruba's Cloud-managed networking portfolio delivers intelligently simple and secure high-performance networking for amazing experiences by users and IT alike. Our networks offer secure, effortless deployment simple navigation, intelligent insights, built-in security, and enterprise-grade access points and switches trusted by thousands of happy customers. For further peace of mind, Aruba has been recognized by Gartner as a **Leader in Wired and Wireless LAN Access Infrastructure** for 14 consecutive years, in recognition of helping midsize businesses deploy and operate Aruba networking solutions with utmost confidence.

Want to learn more? Visit [Aruba Midsize Business Networking Solutions](#).

<sup>1</sup> "But the role of the CIO is changing and is no longer relegated to ensuring business technology stays running. CIOs are transitioning into business executive roles and working to drive revenue and capitalize on data, according to Gartner" (<https://www.ciodive.com/news/5-business-technology-trends-defining-cio-responsibilities-in-2018/513842/>) and (<https://www.gartner.com/newsroom/id/3810968>)

<sup>2</sup> 74% of SMBs agree that using new technology effectively is key to business growth - 2019 SMB Technology Trends - SMB Group (<https://www.smb-gr.com/2019-top-10-smb-technology-trends/>)

<sup>3</sup> 76% of SMBs and midmarket companies strongly agree/agree that digital technologies are changing their industry - 2019 SMB Technology Trends - SMB Group (<https://www.smb-gr.com/2019-top-10-smb-technology-trends/>)

<sup>4</sup> 62% of SMBs are investing or planning to invest in the next 12-24 months in artificial intelligence (AI) and machine learning (ML) to automate and gain insights - 2018 SMB Technology Trends - SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)

<sup>5</sup> 85% of SMBs are currently using or are planning to invest in IoT. - 1. SMB Group 2019 Technology Trends (<https://www.smb-gr.com/2019-top-10-smb-technology-trends/>)

<sup>6</sup> 97% of SMBs are investing or planning to invest in the next 12-24 months in security - 2018 SMB Technology Trends - SMB Group (<https://www.smb-gr.com/top-10-smb-technology-trends/>)