MOVING YOUR BUSINESS AT THE SPEED OF MOBILE AND CLOUD

The explosion of smartphones and tablets is transforming the way we communicate, work and manage our personal lives. We stay connected everywhere, and collaborate on the go at every opportunity we get. We need the ability to access business applications at the highest speeds and quality possible – regardless of where we are or which device we are using.

The combination of mobile devices and cloud based applications is changing the way small and midsize businesses (SMBs) operate and how their employees engage with customers and interact with business processes. Forbes reported that SMBs who adopt mobile technologies are seeing double the revenue growth – and are creating up to eight times as many jobs as their less mobile-ready peers[1]. Empowering your employees to interact seamlessly with customers and partners can help build a competitive advantage and also greatly improve productivity. In the US alone, SMBs are saving more than $67 billion USD a year using mobile applications, tablets and smart phones in day-to-day activities[2].

THE NETWORK AS A BUSINESS ENABLER

SMBs are embracing new technologies such as mobility, cloud and unified communications to help them compete cost-effectively in this new mobile work environment. For them, the network is evolving from an IT resource to a strategic business enabler. To support employee productivity—whether working from home, in meeting rooms, or at client offices – SMBs need a simple and reliable network infrastructure that can be supported by limited IT resources.

A recent study shows that 67% of the SMBs are using tablets for business purposes, and 93% are using smartphones[3] that are often owned and managed by the employee but used for business purposes. Given their sheer number, properly securing access for these BYOD devices and onboarding

them to the network without significantly increasing IT operations costs need to be an integral part of the conversation when preparing the foundation for your mobile-first business apps.

Mobile device use surpasses projected growth

- **67%** of small to midsized businesses view mobile solutions and services as critical to the business.[4]
- **7 in 10 businesses** get user complaints about poor Wi-Fi, but 6 in 10 SMB customers don't have on-staff networking expertise.[5]
- **78%** of U.S. small businesses will have fully adopted cloud computing by 2020 – more than doubling the current 37%.[5]

MOBILE-FIRST NETWORK AS THE FOUNDATION

It's clear in this new business environment, the mode of choice for employees is mobile. Your business must have an affordable, high-performance and secure Wi-Fi infrastructure that can support this growing number of mobile devices and cloud-based applications. It also needs to deliver the quality experience that users expect along with the level of security controls that your business processes will demand.

[1] Source: Forbes.com, "Mobile Technologies Becoming a Growth Engine for Small and Medium Business," February 2015.
[2] Source: Huffington Post, for small business, technology is creating jobs, April 16, 2014
[3] Source: IDC Research Services
[4] Source: Source: Aruba Networks survey of 4,000 solution providers working with SMEs in the Americas conducted over 2015
[5] Source: Louis Columbus, "Roundup of Small & Medium Business Cloud Computing Forecasts and Market Estimates, Forbes/Tech, May 4, 2015

Mobile Unified Communication (UC) solutions such as Office 365 now extends enterprise-grade voice, conferencing, collaboration to mobile devices and are more widely available. A strong network infrastructure allows you to prioritize and optimize business critical applications, so you can respond faster to customers and make smart decisions quickly. You need an integrated solution that can handle issues like network reliability, security and intelligent application management:

Screaming fast connections

While wireless is the primary means by which employees will access the network, you need an end-to-end integrated wireless and wired infrastructure that is easy to deploy, offers built-in security and high connection speeds, along with the tools to collect and analyze network performance data.

Security

With the arrival of digital workplaces comes added security threats. You will need integrated and automated security controls to help protect your business data from malware and unauthorized users. Wireless intrusion detection and prevention can safeguard your infrastructure from wireless threats, rogue access points and clients.

Network and application visibility

With the increasing number of devices connecting to the network, you may need more insight into users, devices, and applications running on the network as well as insuring that the network is running smoothly. You need a flexible and easy-to-use network management solution that can grow with your business – from free built-in network management to a flexible wired and wireless Cloud based management solution that offers built-in analytics for actionable network and business insights.

Room to Grow

Your business is constantly evolving, and so should your network. You need a solution that can grow as you grow. It should provide you the flexibility to build out your network to suit your business needs. Whether you start with a controller-less Wi-Fi solution, and then add a controller to scale – or use built-in management interfaces, then add cloud-based or software-based options later – your network should evolve with your business and allow you to protect your existing investments.

SOLUTIONS

Wireless Network

Aruba Instant 802.11ac access points feature fast set-up, enterprise grade security, a built-in management dashboard, and gigabit Wi-Fi speeds – all in one affordable package. Aruba Instant offers:

- Simplicity with fast set-up that does not require network expertise, and a free built-in management interface.
- Tested 36% faster in performance than competing solutions when connecting lots of mobile devices all at once.[6]
- Security with built-in firewall and smart application handling for granular visibility and control.
- Reliability with no single point of failover and network survivability to the last access point.
- Provides investment protection and scales as your business grows, even when adding a controller later, using the same Instant APs.

Wired Network

With wireless networks hitting gigabit speed, your switches need to keep up with the performance needs of new devices and applications. The wired solution you choose is a critical component to how your applications are delivered and perceived by your customers. The Aruba 2930F switch series provides a convenient and cost-effective Layer 3 access switching solution that sets up quickly with Zero Touch Deployment and built-in 1GbE or 10GbE uplinks to deliver right-size network access and performance for your mobile campus.

To avoid potential future bottlenecks, the Aruba 2930M and 3810 switch series allow you to raise the data rates to 2.5Gbps, 5Gbps, and even 10Gbps. With multi-gig HPE Smart-Rate capability these switches enable you to futureproof your network infrastructure as new, higher capacity wireless technologies emerge.

Aruba Instant Access Points and Aruba Switch Series

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[6] Based on internal testing – IAP225 50 client downstream throughput testing

The Aruba Instant wireless access points, when implemented with Aruba switches, provides your business with a powerful end-to-end secure network infrastructure that grows with your business. Rogue intrusion attempts on the wireless infrastructure are automatically detected at the edge and eliminated on the wired access ports.

Management

You can manage your Instant network locally, in the cloud with Aruba Central or on-premise with Aruba AirWave. The Instant access points include a free local management interface that provides visibility into the network and all capabilities to manage the Instant network.

Aruba Central cloud management platform offers IT administrators a simple, secure and cost effective way to manage their Aruba Instant wireless APs, switches and branch controllers. Visitors, contractors and suppliers can access guest Wi-Fi through a customizable enterprise-grade portal.

Without additional network management hardware and software to install and maintain, you can take advantage of an OPEX-friendly cloud subscription that comes with automatic firmware updates, full technical support and PCI compliance reporting.

With zero-touch provisioning, you can directly ship Aruba Instant APs, switches and branch controllers to remote sites where anyone without technical expertise can simply power them up and connect to the network. Configuration is automatically pushed from Central – so your network is up and running in minutes.

Aruba Central mobile application for iOS ensures your network is always at your fingertips. Monitoring your entire network, receiving notifications and provisioning an AP, switch or branch controller with easy barcode scanning has never been easier.

Aruba Central also allows you to tap into smart network and presence analytics to better understand network usage, improve operations and generate new revenues by enhancing customer engagement and making intelligent merchandising, layout and staffing decisions.
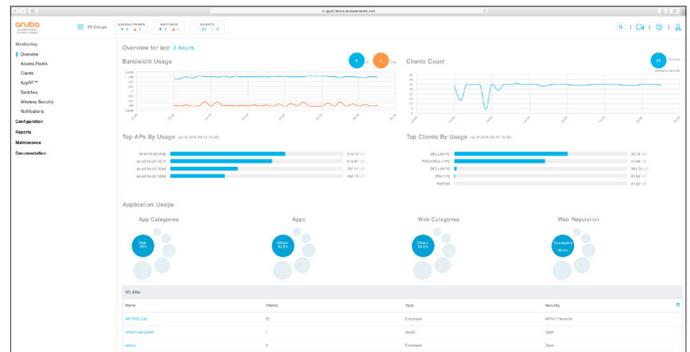
Aruba Central Network Management in the Cloud

SUMMARY

At Aruba, a Hewlett Packard Enterprise company, we provide an integrated wired and wireless access portfolio, and simplified network management and security solutions to minimize business disruption.

Protect your business data and keep applications up and running with Aruba's SMB portfolio of products, services, solutions. Whether wireless or wired, it's networking made simple, reliable, and affordable. So you can focus on your business, not managing your network.

- **Cost Effective:** Controllerless AP's which can eliminate hardware and maintenance expenses, but integrate all critical components for ease of management.
- **Reliable:** Accommodates a range of device and traffic types, including data, voice, and video and is tested for worry-free operation to help keep businesses online and productive
- **Efficient:** Flexible and OPEX friendly cloud subscription option without server to maintain and always up to date software
- **Secure:** Incorporates advanced secure technology, such as built-in firewall and web security and wireless intrusion detection and prevention.
- **Futureproof:** Our flexible architecture provides investment protection as your business grows.
- **Comprehensive:** Aruba and Hewlett Packard Enterprise offer an end-to-end suite of networking, server, and storage solutions and services, as well as financing options to meet the needs of every small business.

aruba

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