aruba Instant On | HPE aruba networking

Aruba SMB Partner Playbook

Contents

Introduction **3**

SMALL BUSINESS NETWORKING SOLUTIONS

Small business market overview **4**

- Gain insights on statistics and trends to see how small businesses are investing in IT resources

Aruba Instant On product line overview **6**

- Learn all about the Aruba Instant On access points and switches.
- Mobile app management is AIO key differentiator

ACTION Partner Club **9**

- Become a part of Aruba's community of partners dedicated to delivering small business networking solutions

Starting the right conversations **10**

- Get the tools and information to what win deals and provide outstanding service and support to your customers

Small business use cases and deployment scenarios **12**

- Our solutions solve industry-specific challenges to help drive business outcomes

Small business case studies **18**

- Our small business customers love us

MIDMARKET BUSINESS NETWORKING SOLUTIONS

Midmarket business challenges and opportunities **21**

- Learn how growing businesses can overcome issues like limited IT staff, increasing security needs, and a variety of other challenges that can affect a company's bottom line

Why Aruba **24**

- Our our smart, scalable, secure switches can keep your customer's business in the fast lane

Why partner with Aruba **28**

- Get the technology, tools, and, most importantly, the support to grow your business

Aruba product line overview **29**

- Learn all about the networking products for growing businesses

Midmarket business case studies **32**

- Our growing business customers love us too

Resources **34**

- Stay connected and in-the-know

Introduction

This guide is designed to help you, existing Aruba channel partners or prospective partners, meet your unique business goals by providing insights into the top-of-mind issues and key market dynamics of the fast-growing $2.5 billion SMB market. You will also get practical marketing help from Aruba to understand the tools, templates, and programs available to help you deliver value to your customers.

Today, you have a customer base of small and growing businesses that require faster, more secure, and more reliable network connectivity and scalability while not breaking their budgets. This guide will help you be well-positioned to understand how Aruba Instant On solutions can empower these small businesses for digital success while helping to further develop your understanding of the needs of this unique market.

$2.5 billion SMB market

SMALL BUSINESS MARKET OVERVIEW ▶
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Small business market overview

What is driving small businesses to purchase new hardware, software, and services? Technology end-of-life, upgrade/refresh cycles, and supporting company growth are the biggest drivers of new and future technology investments. As small businesses continue to innovate and transform their marketing, sales and service models, Cloud is the clear choice to accelerate quickly and keep up with changing customer and employee requirements.

Business challenges

Businesses today rely on Wi-Fi to support a variety of mission-critical functions, including remote and hybrid work models, mobile computing, Internet of Things (IoT) environments, guest access, and inventory management. However, the need to continually support surging numbers of users, devices, and traffic is stretching the limits of existing Wi-Fi networks.

Industry research suggests that Wi-Fi traffic is doubling every three years. The diversity of high-bandwidth applications to support high-resolution video streaming, gaming, AR/VR, mobile devices, and large media file transfers has resulted in demand for an efficient Wi-Fi network. Increased network congestion across devices or applications can result in delays, packet loss and other detrimental performance bottlenecks.

Survey data from Deloitte shows that many small businesses plan to address these networking issues by transitioning to the latest standard of Wi-Fi 6.2 Wi-Fi 6, also known as 802.11ax or High-Efficiency Wi-Fi, was designed as the next-generation of wireless networks able to improve speed and performance, increase efficiency, and reduce congestion in heavy bandwidth usage scenarios.

- A new IDC forecast estimates that there will be 51.9 billion connected IoT devices in 2025
- 64% of SMBs face security challenges with their home/public Wi-Fi network security
- Wi-Fi 6 market size will reach $105.4 billion by 2028
- Networking equipment amongst top 3 hardware purchases for SMB in 2022
- Wi-Fi 6 reached 50% market adoption more quickly than previous Wi-Fi generations

SMALL BUSINESS MARKET OVERVIEW ▶
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Meet Aruba Instant On

A high-performance network opens doors to more revenue opportunities, more rewarding customer experiences, and more productive employees. Yet growing and upgrading a network takes much more than just unboxing new equipment — there's network device setup and configuration, fine-tuning security settings, creating customized Wi-Fi web portals, and finding and fixing network issues. All of these are complicated and time-consuming tasks that many small businesses aren't staffed to support.

Aruba Instant On offers better, smarter, and more secure Wi-Fi for your small business customers. The easy-to-use, powerful cloud-based Aruba Instant On mobile app makes managing the network from anywhere simple and secure. This cloud-based application takes network complexity out and puts performance in so your customers can focus on their business and not the network.

And remember, customers can manage their Aruba Instant On access points and smart-managed switches whichever way works best for their business, whether with the mobile or web app — with no additional licensing or subscription fees required.

Key differentiators

Easy setup and management

The Aruba Instant On App makes setting up small business Wi-Fi incredibly simple. Setup takes minutes, with no specific tech experience needed. Customers can monitor and manage their network anywhere from their phone.

Fast and intelligent

Automatic software updates keep the Wi-Fi operating at top speed. If errors are detected, the network heals itself. Connect any devices, even those with a wired connection, including POS terminals, security cameras, smart locks, printers, smart TVs, and more.

Security at no extra cost

Security is a must-have, not an add-on. Easily separate small business and employee traffic from customer traffic. Set hours for network availability and block specific sites, apps, and app categories to ward off malicious activity.

Manage your Aruba Instant On access points and smart-managed switches whichever way works best for your business, whether with the mobile or web app — with no additional licensing or subscription fees required.

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW ▶

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

RESOURCES

Aruba Instant On product line overview

Aruba Instant On access points

These easy-to-set-up and manage access points deliver strong coverage wherever and whatever your customers need to connect. With an affordable price and built-in security, it's Wi-Fi designed with small businesses in mind.

Indoor access points

Aruba Instant On AP11 — Right-sized power with entry-level, business-grade capabilities

Aruba Instant On AP12 — Add power to video conferencing and collaborative projects

Aruba Instant On AP15 — Get high performance capabilities and high speed for demanding tech start-ups, animation and graphics firms

Indoor access points, Wi-Fi 6 Certified

Aruba Instant On AP22 — Improve speed, efficiency, and capacity for up to 75 active devices

Aruba Instant On AP25 — Future-proof your business with fast connectivity and low latency

Desk mounted access points

Aruba Instant On AP11D — Streamline setup with built-in Wi-Fi functionality for all types of users

Outdoor access points

Aruba Instant On AP17 — Extend Wi-Fi outdoors to meet your customers, no matter what mother nature throws your way

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW ▶

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

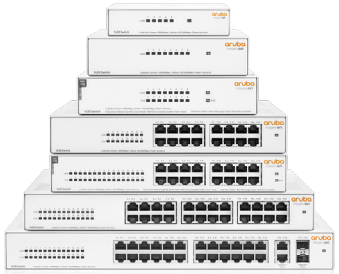
ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

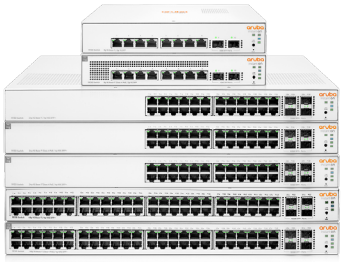
RESOURCES

Aruba Instant On switches

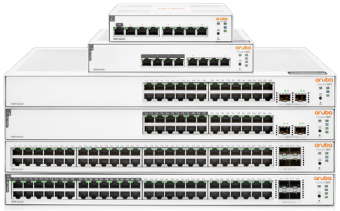
Easy to set up and manage, Aruba Instant On switches are perfect for your customers who work from home or have small and growing businesses. With a limited lifetime warranty and a range of different models, these advanced, smart-managed and unmanaged, fixed-configuration Gigabit switches enable consistent connectivity, enhancing the performance of today's bandwidth-heavy applications.



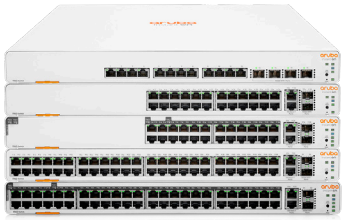
1430 Switch Series — Eliminate maintenance requirements with plug-and-play switches for budget-constrained small businesses and home offices looking for simple connectivity (PoE and non-PoE) with no configuration or management required



1930 Switch Series — Small businesses looking to connect wired devices within their network like wireless APs, printers, surveillance cameras and PoS systems can benefit from smart-managed L2+ switches with dedicated SFP+ 1G/10G fiber ports to eliminate traffic bottlenecks



1830 Switch Series — Reduce costs with entry-level, smart-managed switches with fanless options on select models for quiet small business deployments that require both PoE power and connectivity to devices like surveillance cameras and access points and non-PoE support to devices like desktop computers



1960 Switch Series — An enterprise-level experience on a budget with smart-managed stackable switches perfect for growing small businesses looking for 10G connectivity with different wired devices like surveillance cameras, VoIP phones and wireless access points (APs) and high-end servers and storage

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW ▶

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

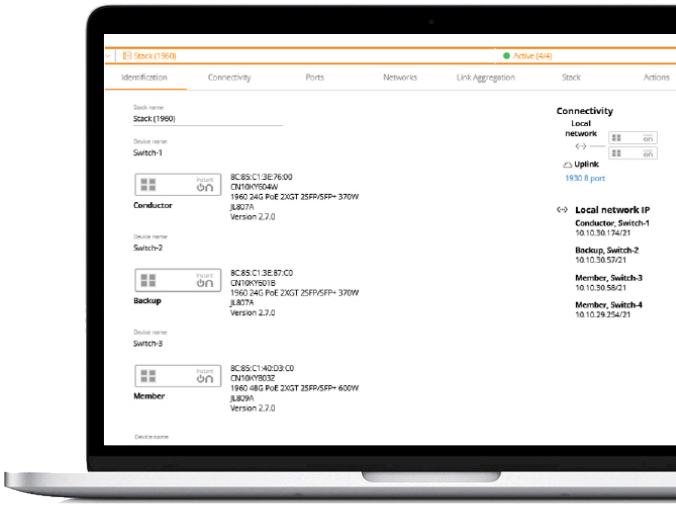
ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

RESOURCES

Aruba Instant On cloud management platform

Customers can manage their networks anytime, from anywhere, on their phones or on the web with no additional licensing or subscription fees required.



Cloud-managed stacking

Easily auto-discover and onboard an entire switch stack with stream-lined workflows within Instant On Cloud-based management modes.

Simplified smart mesh setup

Add additional access points and extend your network with our straightforward smart mesh setup.

Mobile app

Network setup, management, and monitoring has never been so simple with the Aruba Instant On mobile app. All your customers need is an iOS- or Android-enabled smart device to be guided through device set-up, guest Wi-Fi portal creation, security settings, and much more to gain complete control of their network from anywhere.

Key features include:

- Management of up to 50 Aruba Instant On access points and smart-managed switches per site
- Remotely manage and control a single site or multi-site network
- A custom portal to communicate with customers and guests
- An intuitive dashboard for network devices and alerts
- Prioritize or limit network access and usage by applications and users
- Configure advanced features like Smart Mesh Wi-Fi and 1960 switch stacking in minutes
- Two Factor Authentication to limit network access
- No licensing or subscription required

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW

ACTION PARTNER CLUB ▶

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

RESOURCES

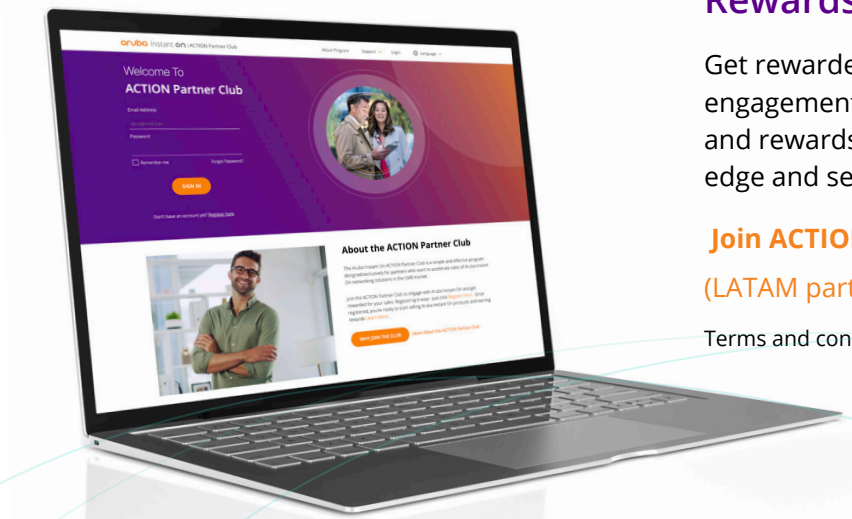
ACTION Partner Club

The Aruba Instant On ACTION Partner Club is a simple and effective program designed exclusively for partners who want to accelerate sales of Aruba Instant On networking solutions to small businesses.

Get exclusive access to in-depth product information and training, hear the latest news on cutting-edge solutions, boost your knowledge of networking, engage with industry peers, improve sales performance, and get rewarded for selling Aruba Instant On to small business customers.

Grow your business

By adopting Aruba Instant On products, you'll benefit from the ability to sell a simple, comprehensive networking solution for small business customers.



And by joining ACTION, you'll get the most up-to-date product information, training, and sales and marketing resources to boost sales and to provide great customer support.

Take advantage of Aruba's third-party integrations as new revenue streams while also leveraging Aruba's marketing campaign assets to drive traffic and generate incremental business.

Build knowledge and drive demand

Connect with other resellers and Aruba experts for sales and product insights. You can also stay up to date on the latest Aruba Instant On news. You will have easy access to marketing focused training, sales tools, promotions, and campaign assets to drive demand.

Rewards and incentives

Get rewarded for your Aruba Instant On sales and engagement. ACTION Partner Club has regional incentives and rewards to encourage you to increase your knowledge and sell more Aruba Instant On products.

Join ACTION Partner Club today!

(LATAM partners use this link)

Terms and conditions apply.

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS ▶

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

RESOURCES

Starting the right conversations

Small and growing businesses need networks that can grow with them. Overcoming issues like limited IT staff, increasing security needs, and gaining an advantage over their competitors is essential to their bottom line. Your small business customers can perform their best with a network solution that can offer powerful scalability, fast deployment, simplified operations, and strong security to increase revenue, reach new customers, and increase sales.

Our research shows that small businesses are reinventing themselves to support a digital-first world:

>70%
replaced in-person meetings and events with video conferencing

57%
of SMBs plan to increase spending to support remote employees

83%
of SMBs say cloud-based business applications are valuable

40%
of SMBs will upgrade connectivity to better meet communication and mobility needs

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS ▶
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Use the guidance below to help you identify specific small business challenges and needs that your customer may seek your help in addressing.

Learn about their unique opportunity

- Business and growth plans
- IT support staff plans
- Current network infrastructure
- Current management interface
- Types of traffic on the network
- Types of connected devices
- Top issues to resolve
- New use cases to enable

Mapping the opportunity to the solution

ASK THIS	THEN FOLLOW UP WITH THIS
Has the number of employees, guests, or contractors changed, or have you moved facilities?	For smaller organizations with little or no IT support, and a limited budget, Instant On is a good fit.
How do you ensure a fast, reliable user experience?	Instant On includes Wi-Fi 6 Certified APs and cloud-based management for a simplified setup
How do you ensure the security of applications, devices of users on your network?	Instant On includes Wi-Fi 6 security protocols like WPA3, Enhanced Open and recently added two-factor authentication.
How are you supporting work-from-home initiatives or a hybrid workplace?	Instant On includes desktop options for WFH and unified management for remote APs and campus APs. Video conferencing and collaboration traffic can be prioritized to improve productivity.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Small business use cases and deployment scenarios

Small businesses come in all shapes and sizes. But they all have the same technology requirements to create a seamless network experience to keep both their customers and employees engaged and productive. Crystal clear audio and visuals, no network downtime or degraded performance and secure transactions are both non-starters and game-changers for small business.

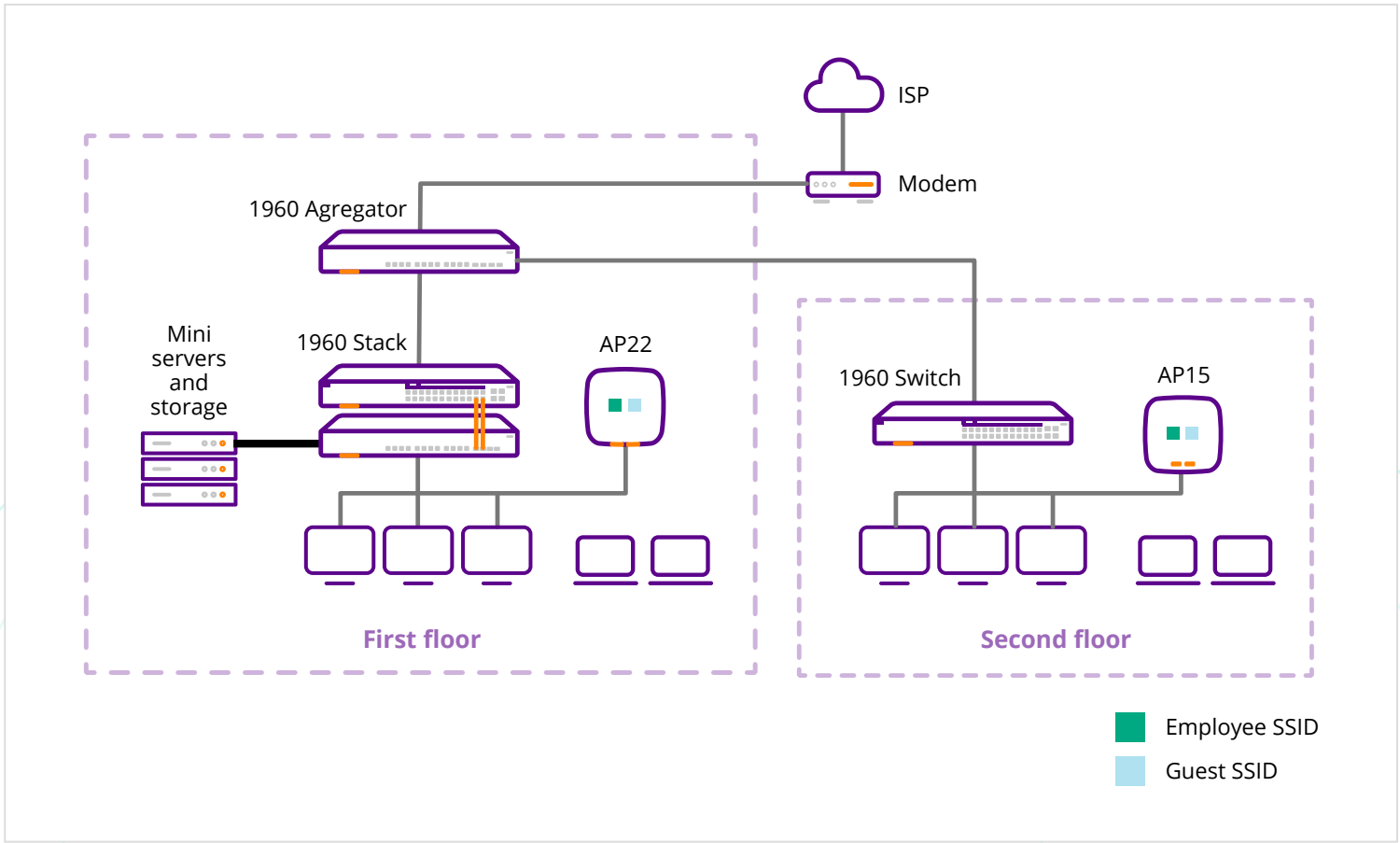
The Aruba Instant On portfolio delivers a high-performance, secure networking solution at a price that won't break the bank. Instant On access points and switches can be installed in minutes — with no expertise required and with solutions designed for indoor and outdoor environments, there's an option for practically every need.

The Aruba Instant On portfolio delivers a high-performance, secure networking solution at a price that won't break the bank.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Professional Offices

These businesses need a reliable wireless network to handle high performance laptops and interactive voice and video collaboration tools.



SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES

WHY ARUBA

WHY PARTNER WITH ARUBA

ARUBA PRODUCT LINE OVERVIEW

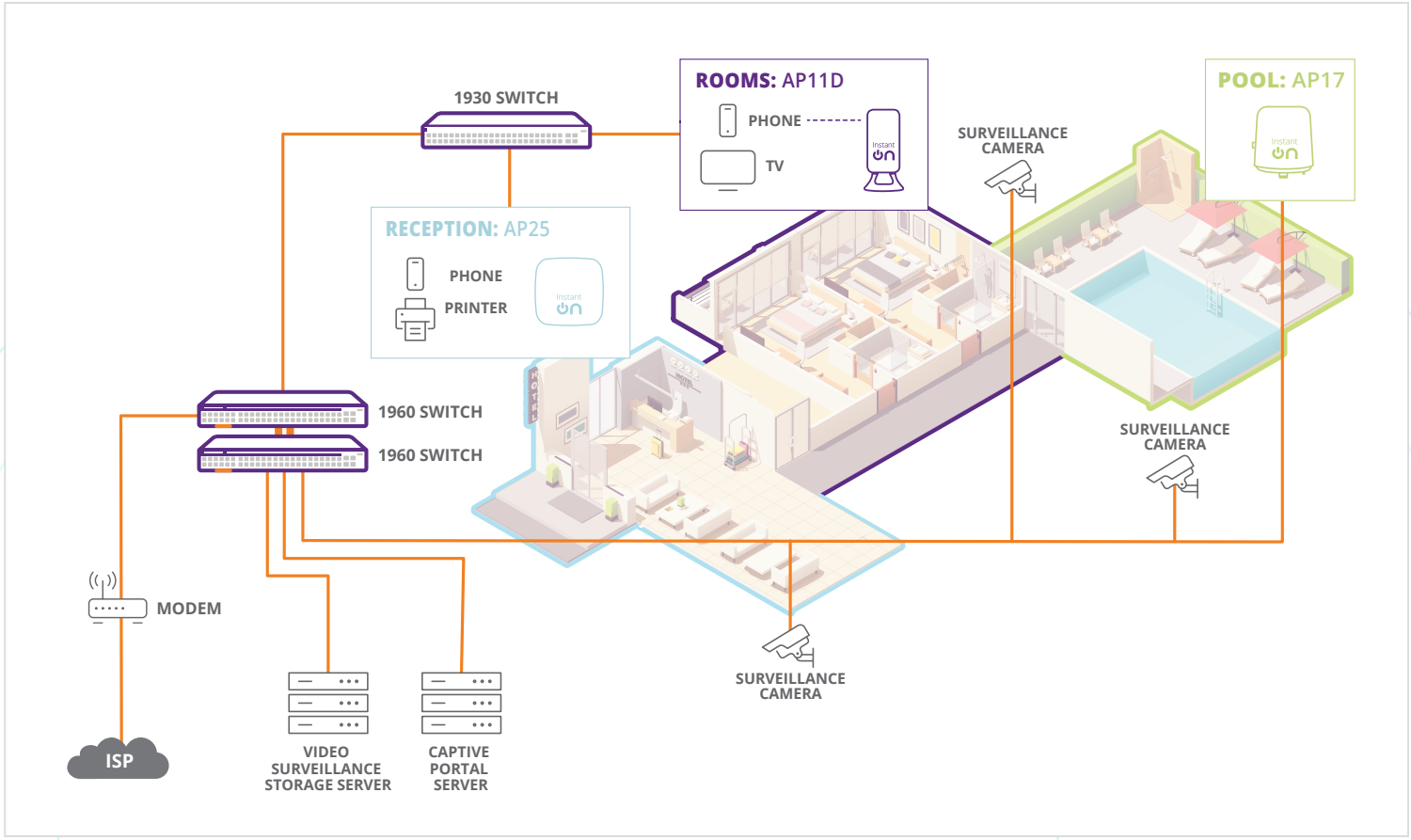
MIDMARKET BUSINESS CASE STUDIES

RESOURCES

Hospitality and Retail

One solution covers inside and the outdoor patio areas. Mobile PoS systems and other IoT can be put on separate network from workers and guests and can be managed by a service.

Customers enjoy fast ordering and the ability to pay without standing in lines. Cafes want to create an amazing and bespoke experience for their visitors and guests with amenities like guest Wi-Fi, background music, etc.

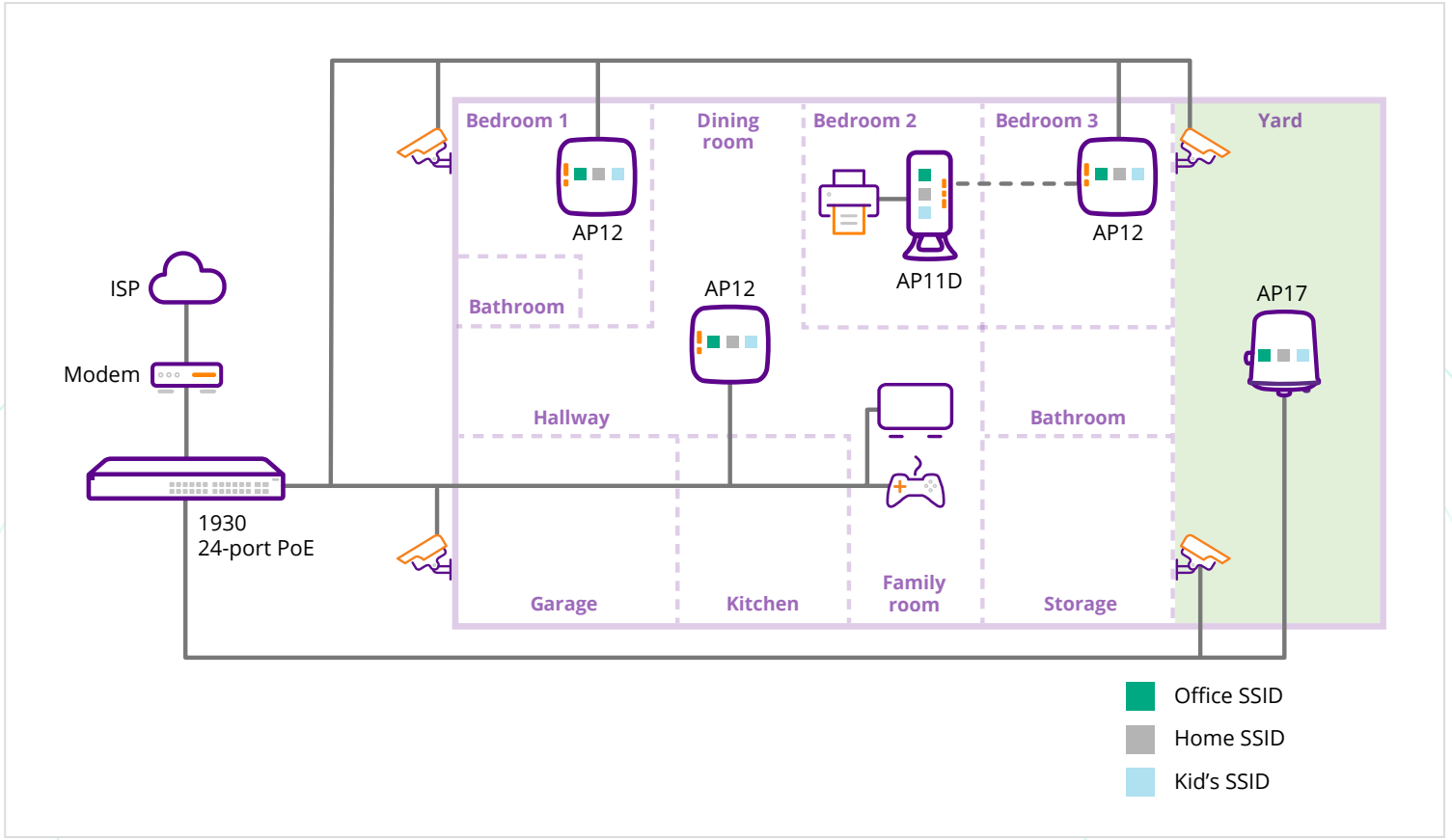


SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Work from Home

Whether users are running video conference calls or streaming videos for their kids — they all need a reliable network.

The Instant On solution prioritizes business-critical applications, so work apps come first. The solution also comes with an integrated firewall to keep specific user personal information, devices, and network protected from online threats.

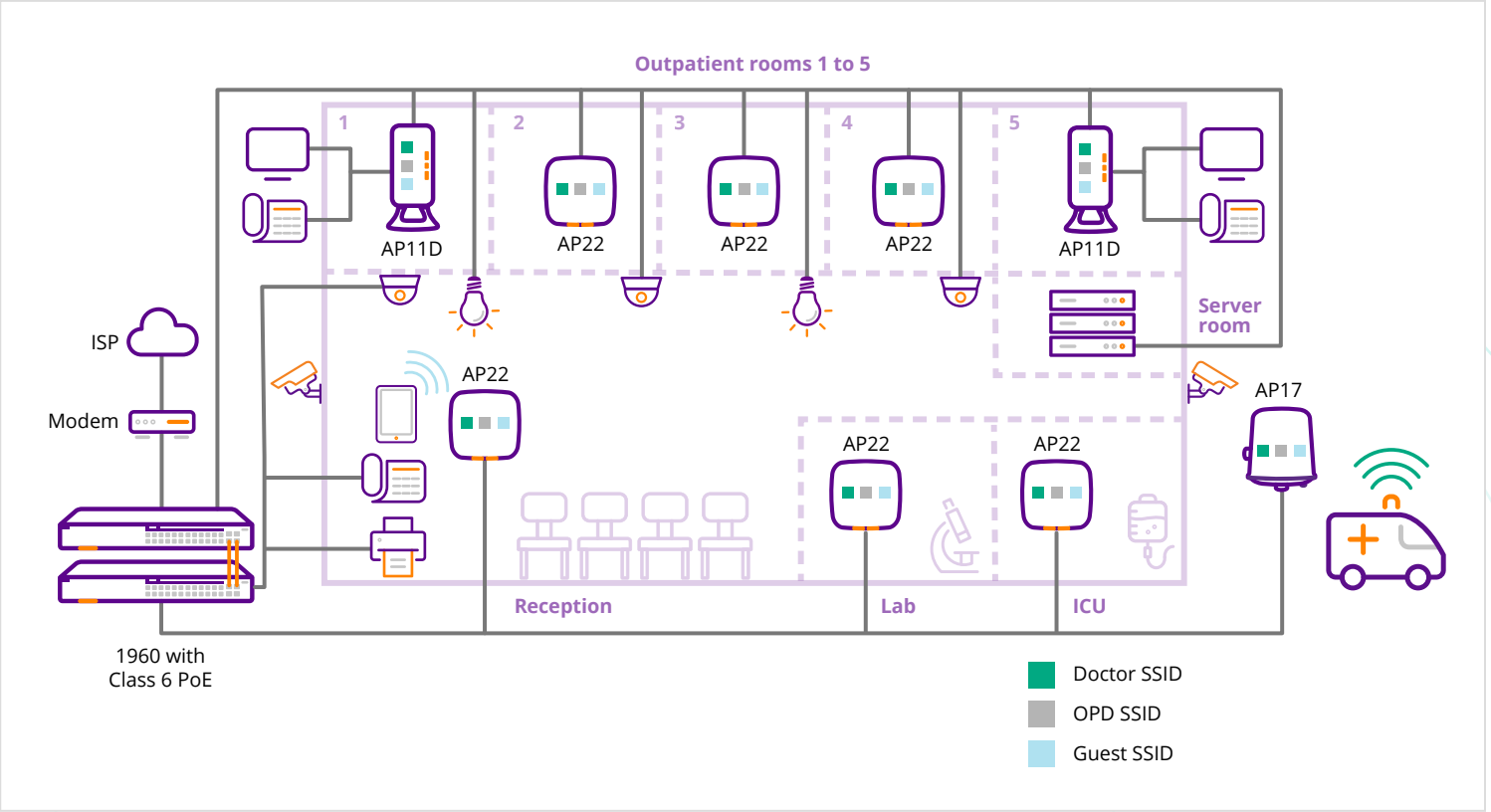


SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Healthcare

While frontline health workers are turning to telehealth, mobile sites, and drive-thru testing to provide patient care, IT's job is equally vital in enabling the success of these services.

To ensure uninterrupted critical communications and patient care, healthcare clinics need a reliable network to support bandwidth-intensive applications, such as telehealth and mobile sites.

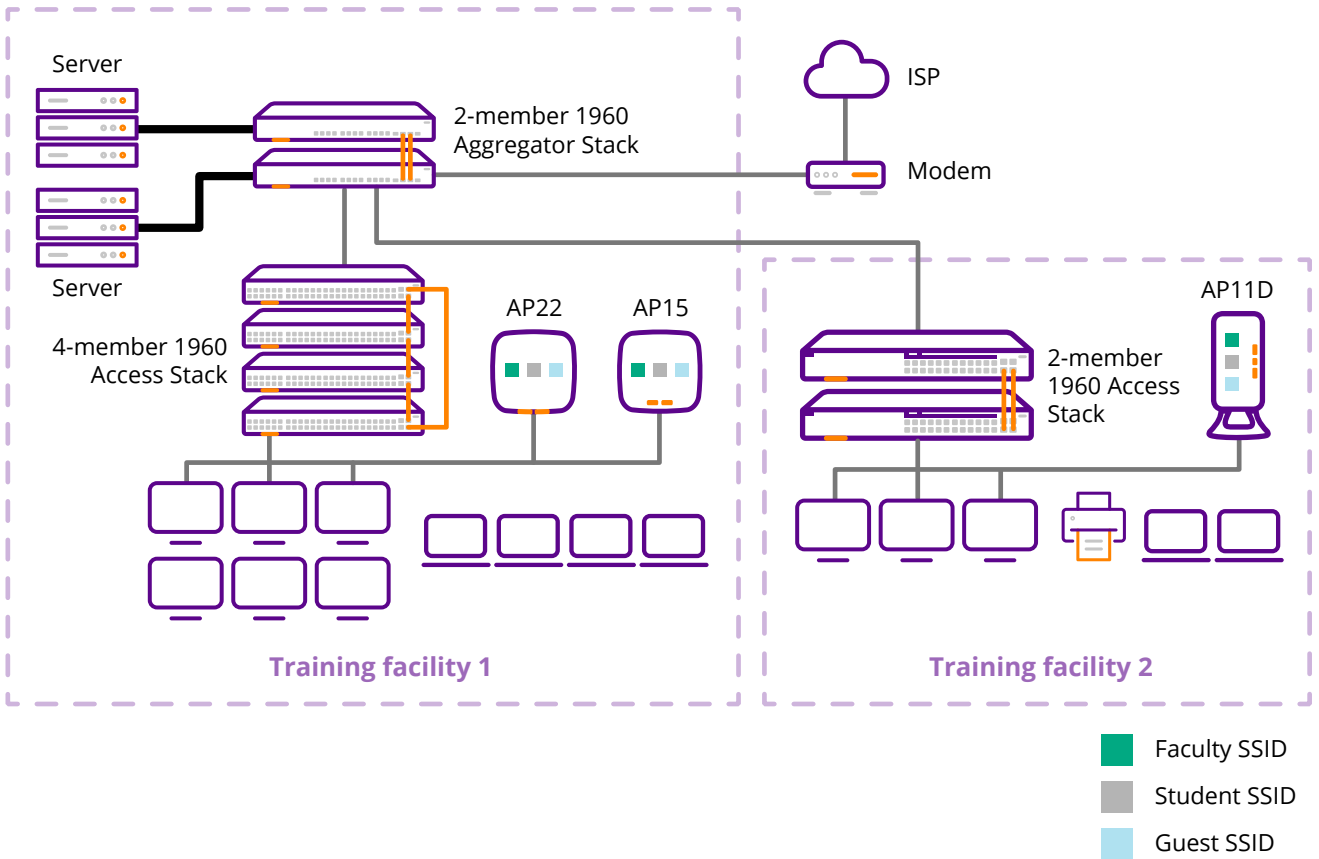


SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Education

Enable high quality and secure digital experiences for teachers and faculty who are supporting students from home.

Students still need to interact with faculty members and may need access to specialized software, previously only available in lab environments.



SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES ▶
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Small business case studies

everIT

everIT GmbH is a German information technology and services company focused on network infrastructure, software licensing, cloud services and cloud delivery.

Vertical: IT Services and Consulting

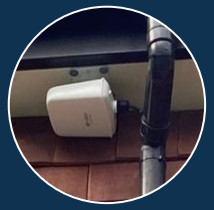
Size: 11-50 employees

Challenge	As a small business of under 25 employees, everIT's home office environment was growing rapidly. Due to the demand for additional connectivity to extend to every corner of the home office environment, a collection of repeaters and range extenders needed to be replaced to create a unified solution of seamless connectivity, security, and improved network management.
Solution	Aruba Instant On 1830 8-port PoE switch and four AP22 access points to provide speedy connectivity and robust coverage across 2,800 ft of living space and 10,700 sf of property.
Outcome	Instant On gave everIT the ability to set up different networks (SSIDs) with manageable access controls and the option to limit or prioritize performance in certain areas. With Wi-Fi 6 certified AP22s, everIT was able to ensure a stable connection for home offices and everyday activities, despite having a multitude of other devices operating on the same network.

"I have never deployed a better solution. I also don't know of any solution with the same or similar scope that can be set up via the app in such a way that business applications can also be run securely."

Simon Scheve, Managing Director, everIT

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES ▶
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES



Home Network Solutions Berkshire

Home Network Solutions Berkshire is a UK company specializing in WiFi and Ethernet installation for home or businesses including Wi-Fi improvement services and data cable installations.

Vertical: Telecommunication Installation Service

Size: 0-10 employees

Challenge	The cost-conscious small business needed to find a new network solution that could provide good value, was quick and simple to setup, and delivered reliable Wi-Fi coverage that can extend outdoors, with no monthly subscription.
Solution	Aruba Instant On models: • AP 22 Wi-FI 6 access point • AP11 • AP11D • AP17
Outcome	Easy and intuitive user setup. Low-cost option for price-sensitive businesses. The UK-based business now uses Instant On products at least once a week in installations for business and domestic clients.

"The AP22 Wi-Fi 6 Access Point in particular is the perfect solution for our clients looking for a complete Wi-Fi 6 solution without spending hundreds of pounds."

Huw Jones, Director, Home Network Solutions Berkshire

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES ▶
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Radl-Stadl

Radl-Stadl is a German specialty shop for bicycles and accessories

Vertical: Retail

Size: 0-10 employees

Challenge	As one of the largest bicycle stores in Germany, Radl-Stadl was trying to keep pace with growing demands for support and customer services. An aging IT network needed to be replaced to modernize and expand the retail IT infrastructure to create a reliable network connection and strong wireless coverage.
Solution	Aruba Instant On access points to provide a fully comprehensive online store, mobile welcome desks and advisor workstations for both in-person and digital shopping experiences. • AP11 • AP12 • AP15
Outcome	Access points now located in the check-out area, workshop, office, and storage room. To optimize network performance, two separate networks run on Instant On — one for customers and one for employees and devices. Laptops, printers, cash registers, tablets, and surveillance cameras are all tied into the company network, while customers can simply dial into the guest network for their personal browsing activities.

"When an overhaul of the aging IT network was due a few years ago, the smart mesh WLAN functionality of Aruba Instant On was particularly convincing. Who has the time to read and learn about or even rework things for weeks?"

Richard Wiblishauser, Founder and Owner, Radl-Stadl

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES ▶
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Midmarket business challenges and opportunities

Despite increasing network demands, growing businesses often don't have big IT departments. They need network equipment that helps small IT teams get the job done without distractions. Yet, nobody — least of all the IT department in a growing business — can afford to throw everything out and start over from scratch. Scaling business growth upward to compete with larger businesses requires expanding the existing network, meeting increased user demands, all while upgrading security.

To smartly scale their network's capacity to support both hybrid and digital-first business, small and medium businesses (SMBs) need partners that can help them deliver consistent connectivity, top-notch service, enhanced employee collaboration, and manage costs.

- 95% of IT and business leaders said improving the company network is "extremely or very important" to IT plans[3]
- Over 50% of SMB business and tech leaders are focused on increasing revenue, improving customer experience, and boosting employee productivity[3]

There are many risks when upgrading a network. There is the possibility of data security breaches, a resourcing strain on IT staff that can affect both customer and employee, and company efficiency and viability.

Let's explore these a bit more closely to identify the top challenges your customers may currently be facing.

- **Security:** Networks are vulnerable to daily threats to company and customer data from innocent or malicious insiders, hackers, and more.
- **Ongoing IT support:** Routine monitoring, trouble-shooting, and upgrades to an outdated network strain IT staff that is already short on time, money, and resources
- **Limited IT staffing:** Attracting and retaining staff with the right network training and expertise to join already short-staffed IT teams
- **Connectivity/Speed:** Network bottlenecks, weak connectivity, and lags are disruptive to teams, customers, or vendors and affect productivity
- **Scalability:** A rip-and-replace approach to keeping up with the last technology affects downtime, and can result in lost revenue and increased expenses to support the transition.

SMALL BUSINESS MARKET OVERVIEW

ARUBA INSTANT ON PRODUCT LINE OVERVIEW

ACTION PARTNER CLUB

STARTING THE RIGHT CONVERSATIONS

SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS

SMALL BUSINESS CASE STUDIES

MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES ▶

WHY ARUBA

WHY PARTNER WITH ARUBA

ARUBA PRODUCT LINE OVERVIEW

MIDMARKET BUSINESS CASE STUDIES

RESOURCES

SMBs in every industry are feeling the pressure to do more despite these challenges. For example, retailers need to provide a consistently great customer experience in-store and online. Health care clinics must protect patient data and preserve standards for patient care. Restaurants need online ordering, contactless solutions, and digital communications to remain relevant in a competitive market.

To bring all these customer experiences to life, SMBs are employing agile and adaptable IT network tools. By investing in upgraded networks, SMBs are overcoming the critical technology challenges outlined above because the benefits of a better network outweigh the risks. By expanding their size, scope, and services, SMBs can enjoy benefits like:

- **Enhanced security:** Additional security safeguards to keep data and applications safe from likely threats
- **Support for company growth:** Ability to easily expand and scale without replacing equipment to meet company, customer, vendor, and market demands
- **Improved network speed:** A boost to network performance makes it easy to add network locations quickly and without error
- **Improved employee productivity:** SMBs need to make it easy for their employees to access data and applications, and collaborate, regardless of location
- **Increased coverage:** Bottlenecks can be prevented by connecting at the fastest speed possible for any device and offering strong coverage across the entire company footprint — including indoor and outdoor spaces
- **Improve access to important applications**: Streamlined network configuration and performance without disrupting day-to-day operations.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES ▶
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

If you can help your SMB customer successfully use networking technology to seize transformational opportunities and create a competitive advantage, they will be able to realize game-changing business outcomes like:

- Increased employee productivity
- Enhanced company efficiency
- Uncovered insights and analytics

These customer outcomes can in turn help your business:

- Increase revenue and profitability
- Improve customer experience

Is your customer ready to build a better network?

Your SMB customer's network impacts everything from the experience their customers have when they first visit their website to how quickly they can pay at checkout, and everything in between. The quality of the network also affects data security and compliance, employee productivity, and cost control.

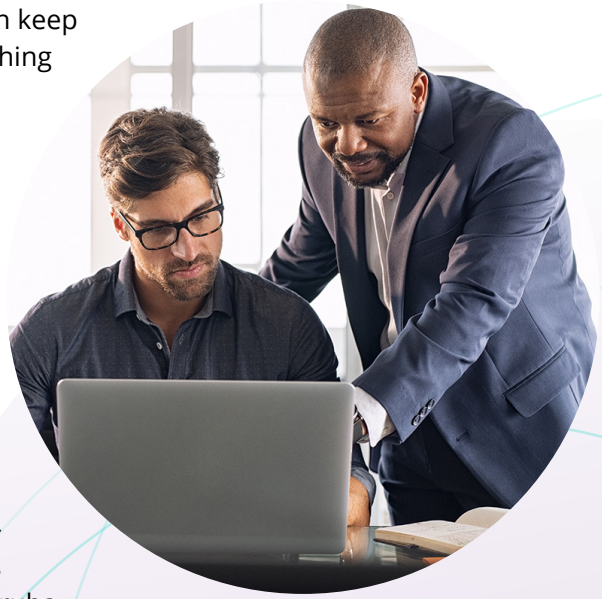
Use the following questions to help you have a thoughtful conversation with your customer to determine if they are ready to make the change for a better network. Once they are ready, you will be able to help them find a business network solution tailored to support your company needs.

QUESTION	THE OPPORTUNITY
Does your company plan to grow?	If your growth plans call for new product or service development, a network that can't keep up will slow down your development and progress
Is your data secure?	To keep your customer and company data safe, your network needs to have protections in place to minimize the chance of a breach
Could your customer experience be improved?	A good online or WiFi experience for customers is essential to keep them loyal
Do you want to reduce costs?	Only with funds on hand to seize new opportunities and overcome challenges, are you able to affect your business goals
Is your current network reliable?	An improved network can automate routine tasks and fixes for many issues, assess network activity for anything out of the norm, and let you easily monitor users and activity.
Is your network management efficient?	If your IT team is consumed with maintenance, troubleshooting, and service challenges, it's really hard to support your business priorities.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA ▶
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Why Aruba

With Aruba, our smart, scalable, secure switches can keep your customer's business in the fast lane. Our switching solutions range from entry-level access to speedy aggregation and resilient core switches that are easy to deploy, scale, and manage through a single pane of glass without disrupting day-to-day workflow.



Aruba Wi-Fi is a combination of hardware and software, optimized to deliver the best connectivity possible whether for remote workers, branch offices or large campuses.

Our access points can act as a platform for IoT, connecting devices and securely transmitting data, so that enterprises do not need to deploy and manage additional gateways. Our full portfolio of access points and optional gateways are powered by the Aruba operating system and can be managed in the cloud or on-prem.

Aruba Wi-Fi is a combination of hardware and software, optimized to deliver the best connectivity possible whether for remote workers, branch offices or large campuses.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA ▶
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Below are the unique value propositions Aruba SMB offer that set us apart from the competition:

Enterprise grade

- Unified architecture for Wired, Wireless, and SD-WAN
- Cloud or on-prem management options
- Zero touch provisioning
- Live upgrades
- API and webhooks extensibility

Built-in security

- Unified Threat Management
- Authentication
- Continuous monitoring
- Policy Enforcement
- IoT visibility

Seamless connectivity

- Advanced analytics to optimize client connectivity
- Machine learning to automate channels for better coverage
- Application quality assurance

AIOps

- 90% faster issue resolution
- 25% increased capacity
- 95% accuracy in specifying root cause

IoT

- Broadest IoT support
- IoT Operations Management
- Strategic partnership with Azure
- Access Points as an IoT platform

Your customers can resolve issues faster and free up IT resources to support business growth of any kind, whether digital, multi-site, hybrid, or automation. All while keeping their people, data, and customers safe with best-in-class security.

Network switches aren't one size fits all. Whether you're expanding your edge, aggregation, core, or all the above, Aruba has you covered with expertly engineered equipment backed by industry-leading limited lifetime warranty, and global support services with no switch software licensing needed.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA ▶
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Network Management

Aruba Central for growing businesses

Aruba Central is a cloud-native management solution designed to help quickly deploy, monitor, and maintain a network from end-to-end with:

Single pane of glass management: Monitoring and management of an entire network across multiple locations, all from one unified dashboard

Zero touch provisioning: Plug-and-play deployment for new network equipment with configuration templates or GUI-based menus to apply common settings

Optimize network performance: Detailed analytics and AI-powered tools to monitor, troubleshoot, and continually improve performance

Accelerate routine tasks: Step-by-step guided workflows for common tasks, like new device onboarding, to reduce repetitive effort and save time

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA ▶
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Industry recognition

Aruba has been a recognized leader in WiFi and Wired with over 17 years of proven innovation.

For 17 years, Aruba has been positioned in the Gartner Magic Quadrant[1]. Most recently, we were positioned as furthest in Completeness of Vision in the Wired and Wireless LAN Access Infrastructure category.

In addition, Aruba has received the highest product scores for all Wired and Wireless LAN Access Infrastructure Use Cases in Gartner's Critical Capabilities for Wired and Wireless LAN Access Infrastructure Report.

For 17 years, Aruba has been positioned in the Gartner Magic Quadrant.

[1] Aruba's 15 years of placement includes HPE (Aruba) in the Magic Quadrant for the Wired & Wireless LAN Access Infrastructure from 2015-2020 (6 years), Aruba Networks in the same Magic Quadrant from 2012-2014 (3 years) and in the Magic Quadrant for Wireless LAN Access Infrastructure from 2006-2011 (6 years).

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA ▶
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Why partner with Aruba

Deliver superior edge-to-cloud and as-a-service experiences as an Aruba partner. Open new opportunities, incentives, and rewards, while creating a clear path to grow your business.

We create smart digital experiences by providing a next-generation network — one that's cloud-native, software driven, and designed for mobile and IoT. Join us as an Aruba partner and you get the technology, tools, and, most importantly, the support to capitalize on everything we can offer you, including:

New customers

Be a one-stop shop for your customers' networking needs by offering an end-to-end smart, secure and simple SMB solution. You can also grow your services practice by offering value-added consulting and support and guidance on upgrades and new implementations.

Cash

By offering value-added services, you can manage WiFi guest and multiple Instant On networks for different end-customers remotely while taking advantage of third-party integrations as new revenue streams.

Competitive advantage

Outshine your competitors by delivering a unified and secure wired and wireless solution to support IT and business requirements through the broadest portfolio of Wi-Fi 6 Aps including indoor, outdoor, and hazardous locations (Zone 2 certified). Did we mention that our highly secure Wi-Fi solution was selected by leading Financial Services and Government organizations?

Why we win

Only Aruba can provide networking solutions right sized for small businesses to scale. Unlike the competition, Aruba offers a unified architecture of wired and wireless networking solutions with complete IoT support, robust security, flexible deployment, extensible APIs, and WiFi 6 and 6E certified devices.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW ▶
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

Aruba product line overview

Aruba access points, switches, and gateways eliminate bottlenecks and allow your customers to deploy and better manage their high-speed networks with best-in-class security, reliable network performance, and flexible scalability.

Secure gateways

Aruba 9000 Series gateways provide robust network security and resiliency for users across multiple branches and growing campus networks, whether connecting through wired, wireless, or WAN networks. Unify WLAN, LAN, SD-WAN and security for distributed enterprises, easily configure and manage gateways with Aruba Central, and simplify onsite deployment with a simple mobile installer.

Aruba 9000 Series — the 9000 Series delivers seamless L2/L3 roaming for thousands of users or client devices

Aruba 9200 Series — the 9200 Series Campus Gateways scale to support up to 2,048 APs and 32K devices. On-site IT support is no longer needed with 24x7 reliability, live upgrades, and always-on connectivity with zero touch provisioning.

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW ▶
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

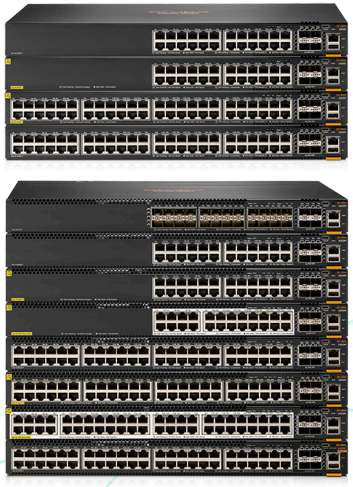
Cloud-managed switches

Get the speed, scalability, and reliability you need—whether you're connecting IoT, access points, or other devices in branch offices and midmarket businesses

Aruba CX 6000 Series — Layer 2 switches are ready for quick deployment with plenty of PoE to safely connect and power access points, client devices, and IoT with simple, reliable, and cost-effective connectivity

Aruba CX 6100 Series — These Layer 2 switches are quick to deploy, provide faster performance, and send plenty of PoE to power connected devices for reliable connectivity and 10 GbE uplinks

Aruba CX 6200 Series — Get ready-to-use high-speed uplinks and unparalleled troubleshooting, visibility, and insights with 8-member stacking, Layer 3 switching, and onboard analytics with NA, and a bigger PoE power budget



Aruba CX 6300 Series — Get high-performance multi-gigabit connectivity, 60 watts of always-on PoE, and onboard analytics for fast problem-resolution with modern, flexible, and intelligent stackable switches

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW ▶
MIDMARKET BUSINESS CASE STUDIES
RESOURCES

High-speed Wi-Fi 6 access points

Power end-to-end network coverage with Wi-Fi 6 certified Aruba APs that deliver smart, secure, and seamless connections — indoors, outdoors, or remote.c

Aruba 500 Series Indoor APs — For indoor spaces like retail stores and medical clinics, the 500 series offers simple and secure wireless connectivity

Aruba 530 Series Wi-Fi 6 Campus APs — For high-density indoor spaces like hospitals and main business campuses, the 530 series delivers secure, high-performance, multi-user wireless connectivity

Aruba 510 Series Indoor APs — For medium-density indoor spaces like offices and classrooms, the 510 series is made to support fast and secure wireless connectivity

Aruba 560 Series Wi-Fi 6 APs — For reliable connectivity in challenging outdoor environments, the Aruba 560 series can withstand extreme temperatures, persistent moisture, and airborne contaminants

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES ▶
RESOURCES

Midmarket business case studies

Eskridge Lexus

An upscale U.S. car dealership selling new vehicles and servicing over 27,000 vehicles annually

Vertical: Automotive Sales and Repair

Size: 50-100 employees

Challenge	Although Eskridge Lexus had an existing wireless solution, it was increasingly unstable with dropped connections in the service department and sales floor. In addition to upgrading the legacy network in the service bays and wanting to establish a robust guest network, the facility needed access points capable of withstanding harsh outdoor-like temperature fluctuations at a budget-friendly cost.
Solution	Aruba 802.11ac Wave 2 Indoor APs Aruba 802.11ac Outdoor APs
Outcome	Staff and guests can access the network resources they needed with no frustrations including: • High-density 802.11ac-enabled Aruba Wi-Fi blanketing sales and service facilities • Zero-touch, self-provisioning solution for simplified deployment and management • Separate guest network with high-performance connectivity • Access points that can stand up to severe environmental conditions. • Plug & play updates and build-outs

"Our Aruba Instant Wi-Fi provides an elegant and simplified solution that meets current needs and enables us to innovate moving forward."

Wes Boles, Service Manager and Computer Systems Administrator, Eskridge Lexus

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES ▶
RESOURCES

StageVision

Canadian event technology company creating and managing custom media broadcasts and thousands of live events annually worldwide.

Vertical: Event Services

Size: 200 employees

Challenge	With a global shift to virtual events, Stagevision needed to help clients pivot to ensure virtual and hybrid events would remain entertaining and informative. To deliver on client needs, they needed to adopt and architect a complete wired networking solution that enabled supporting specialized digital video broadcasting applications, including: • Network modernization to support digital video broadcasts • A Precision Time Protocol (PTP)-aware solution • Support of media industry production infrastructure and tools
Solution	Aruba 2930M Switch Series
Outcome	• Gained a redundant, high-availability, high-performance network to support high-definition video productions • Enhanced the reliability of PTP clock synchronization for all Audio and Video over IP (AVoIP) devices • Ensured compatibility with an Agora GHOST convergent AV network system • The ability to rapidly adapt port configurations for daily changes • Improved data security for client information and event integrity • Standardized on a single end-to-end solution to minimize administrative overhead

"Our modern Aruba wired network enables us to continue setting the broadcast industry standard for providing clients with video production and event management excellence...."

Bryce Engleman, President of the Staging Division, Stagevision

SMALL BUSINESS MARKET OVERVIEW
ARUBA INSTANT ON PRODUCT LINE OVERVIEW
ACTION PARTNER CLUB
STARTING THE RIGHT CONVERSATIONS
SMALL BUSINESS USE CASES AND DEPLOYMENT SCENARIOS
SMALL BUSINESS CASE STUDIES
MIDMARKET BUSINESS CHALLENGES AND OPPORTUNITIES
WHY ARUBA
WHY PARTNER WITH ARUBA
ARUBA PRODUCT LINE OVERVIEW
MIDMARKET BUSINESS CASE STUDIES
RESOURCES ▶

Resources

- **Partner Ready Portal:** Web-based access to sales success resources needed for Aruba channel partners including Arubapedia
- **ACTION Partner Club Portal**
- **HPE Community** and **Airheads Aruba Community:** Get technical answers and join the conversation with your peers
- **Aruba mobile app:** The Aruba Instant On app complements the Aruba Instant On access points to set up, manage, and troubleshoot Wi-Fi network from anywhere, at any time. Available on Google Play and Apple App Store.
- **My Learning Portal:** Your personalized certification and learning experience

Dedicated Inside Channel Account Managers and teams at major distributors to help win new deals

Arubapedia pages:

- **Instant On Evergreen Page**
- **Let the Network Do the Talking Campaign**
- **SMB M Evergreen Page**
- **SMB M Big Leagues Campaign**

Sources

1. IDC 2022, The Future of the Connected Enterprise Edge
2. https://www.isemag.com/5g-6g-and-fixed-wireless-access-mobile-evolution/article/14266531/are-we-ready
3. https://www2.deloitte.com/us/en/insights/industry/technology/technology-media-and-telecom-predictions/2022/wifi6-vs-5g-essential-partners-in-the-next-generation.html
4. Online survey of 150 business decision-makers and 150 IT decision-makers at U.S. companies with 100 to 999 full-time employees. The survey was fielded September 23- October 4, 2021.
5. Aruba Instant On Solution (Wired and Wireless) Customer Presentation
6. Spiceworks Report: The 2022 State of IT in Enterprises vs. SMBs
7. SMB-Gr report: 2021 Top 10 SMB Technology Business Trends
8. FutureScape: Worldwide Small and Medium-Sized Business 2021 Predictions
9. SMB Group, January 2020
10. Statista
11. Verizon Small and Midsize Business Outlook April 2022
12. https://www.smb-gr.com/reports/smb-directions-for-the-future-of-work/ SMB Group 2022

© Copyright 2023 Hewlett Packard Enterprise Development LP. The information contained herein is subject to change without notice. The only warranties for Hewlett Packard Enterprise products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. Hewlett Packard Enterprise shall not be liable for technical or editorial errors or omissions contained herein.

Aruba_SMB-Playbook_030223 a00130306enw EM