



Hewlett Packard
Enterprise

DC Use Cases with Aruba CX 10000 and CX 8325

Jean-Pierre Bondu, EMEA Sales Enablement

July 2023 (v1.1)

Agenda

1 - DC Market and Opportunity

2 – Four proven Use Cases with CX 10K to accelerate Sales Cycle

3 – Aruba CX 8325 is certified for Storage Area Networking



Aruba Data Center Networking: Why you should care!

Exceed your quota

- Aruba DCN is an area to grow your pipeline - x1,5 multiplier CX10K

Seize the Go to Market opportunity

- Massive TAM **\$3500M EMEA**. HPE installed base and credibility.

Shut out the competition

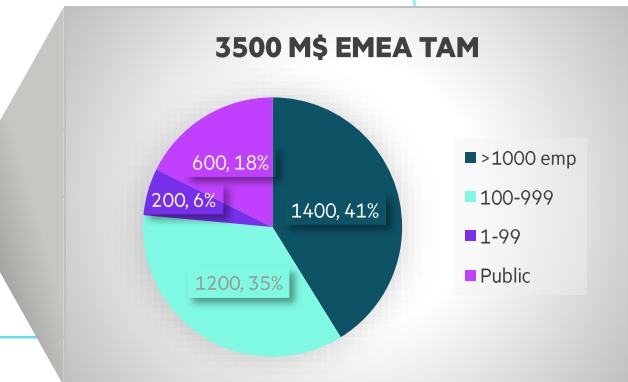
- Grow customer wallet and mindshare → Campus, DC, Cloud, IaaS

Strengthen customer relationships and loyalties

- Position yourself and HPE Aruba Networking as a trusted, strategic IT partner

Align with Aruba priorities

- Aruba DCN is a key leadership priority for FY'23



- Paul Goodridge, DCN VP G.Sales
- Mark Berly, DCN CTO
- HPE Compensation Plan

End-to-End, Modern Unified Infrastructure / Operations

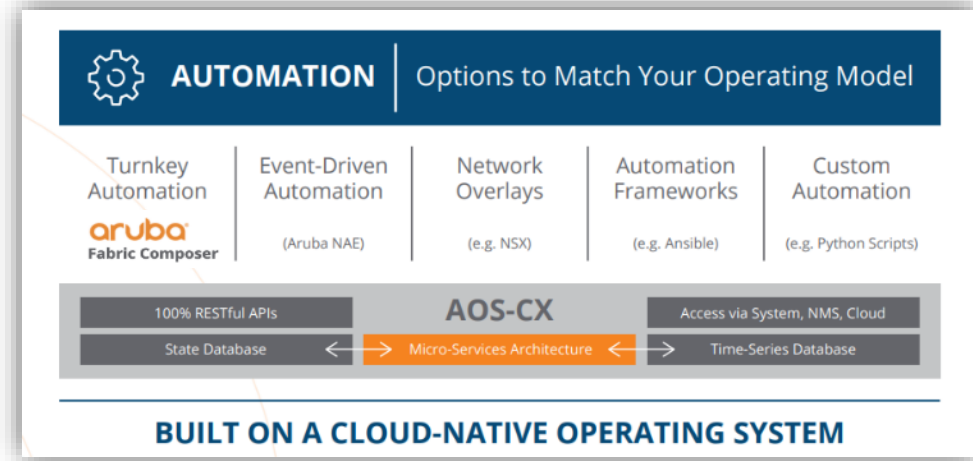
Access Aggregation Core



aruba
Fabric Composer



Data Center – Leaf-Spine, 25/100/400G, FB-BF
On premises, Private Cloud, Colocation



End-to-End Portfolio for the Enterprise

Aruba Networking Use Cases with CX 10000

Solutions to close deals in H2FY23

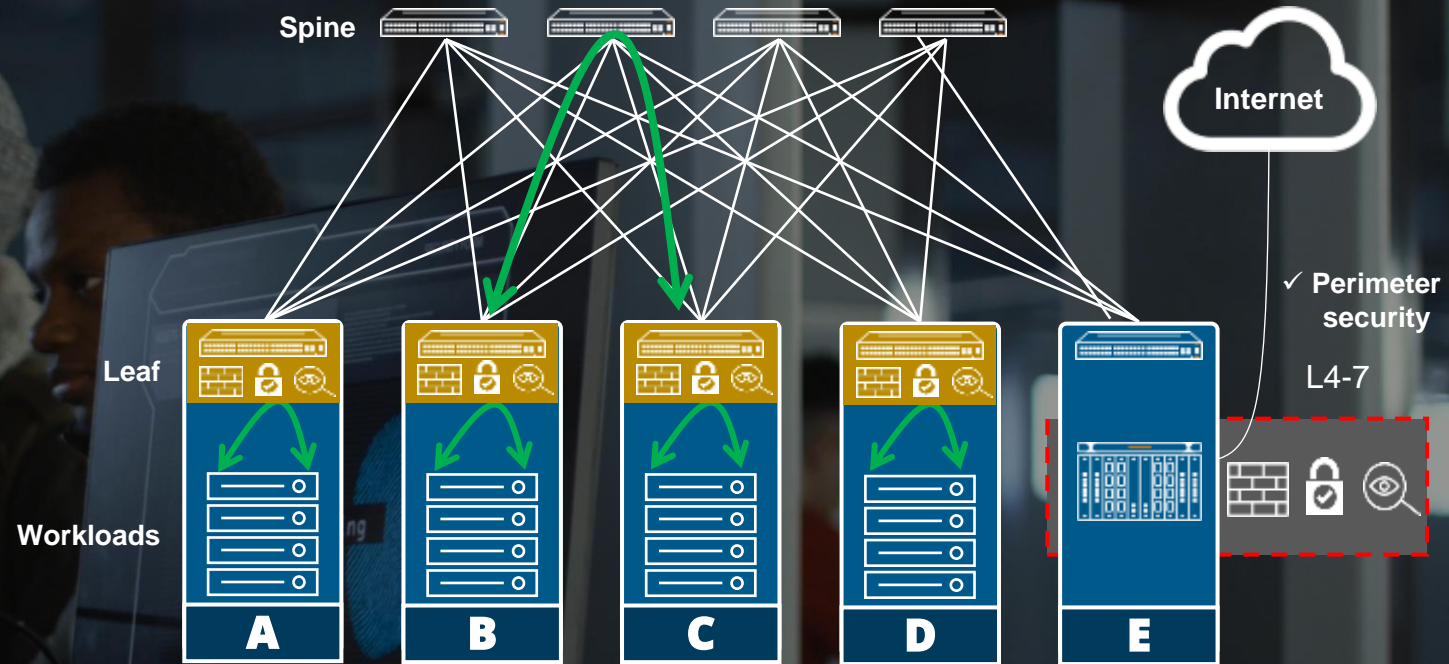


CX 10K

USE CASE #1
ENTERPRISE
SEGMENTATION
DC

Public Sector,
Financial Services,
Manufacturing

ENTERPRISE DC SEGMENTATION
EAST-WEST STATEFUL SERVICES



Architectural simply, traffic optimization
Micro-Segmentation services applied at Leaf
1M stateful rules vs legacy (<80K ACLs)

Sales pitch microsegmentation within the DC

Use Case 1 : Micro-segmentation within the DC

Solution Summary: Securing inter-server/VM flows in the DC, i.e. East-West firewall.

Customer profile: Finance, Local Government, High Edu (University), R&D

Script:

Good morning,

*As you probably know, 80% of the flows in your data centre are East-West, in other words between servers and VMs. Since this represents very large flows and very large volumes of information, it is not easy to monitor or filter them. Some cyber attacks are facilitated by the lack of security and visibility on these flows. Indeed, from the moment an attacker has managed to access a server, he will try to access the other servers to steal more data and increase the volume of his attack. **Microsegmentation aims to allow only what is strictly necessary between servers and VMs to pass.** Telemetry aims to collect information on 100% of East-West flows, in order to detect anomalies and take corrective actions. We have sold customers in your field of activity a solution that allows you to monitor 100% of east-west flows, and especially to let through only what is necessary, **even if we are talking about hundreds of Gb/s**, which is what we meet in a data centre. This also made them earn +750K euros over 5 years via the replacement of their hardware or software firewall and all associated licenses. I think this can be important for you financially of course, but also in the context of cyber risk management, which can harm a company. 100% protection against attacks is impossible. On the other hand, **significantly limiting the volume of the attack is now possible.** Would you be interested in a more detailed presentation of the gains made by our customers in your field of activity?*



Sales pitch microsegmentation dans le DC

Cas d'usage 1 : Micro-segmentation dans le DC

Resumé de la solution: Sécurisation des flux inter-serveurs/VM dans le DC, autrement dit firewall Est-Ouest.

Type de client: Finance, Local Government, Université, Recherche

Script:

Bonjour,

*Comme vous le savez sans doute, 80% des flux dans votre datacentre sont Est-Ouest, autrement dit entre les serveurs et les VMs. Comme cela représente de très gros débits et de très gros volumes d'information, il n'est pas facile de les surveiller ni de les filtrer. Une partie des attaques cyber sont facilitées par l'absence de sécurité et de visibilité sur ces flux. En effet, à partir du moment où un attaquant a réussi à accéder à un serveur, il va tenter d'accéder aux autres serveurs pour voler plus de données et augmenter le volume de son attaque. **La microsegmentation vise à ne laisser passer que ce qui est strictement nécessaire entre les serveurs et les VMs.** La télémétrie vise quant à elle à collecter des informations sur 100% des flux Est-Ouest, afin de détecter des anomalies et prendre des actions correctrices. Nous avons vendu à des clients dans votre domaine d'activité une solution qui permet de surveiller 100% des flux est-Ouest, et surtout de ne laisser passer que ce qui est nécessaire, **même si on parle de centaines de Gb/s**, qui est ce que l'on rencontre dans un datacentre. Cela leur a en outre fait gagner +750 K euros sur 5 ans via le remplacement de leur firewall matériel ou logiciel et toutes les licences associées. Je pense que cela peut être important pour vous financièrement bien sur, mais aussi dans le cadre de la gestion des risques cyber, lesquels peuvent mettre à mal une entreprise. Se protéger à 100% contre les attaques est impossible. En revanche, **limiter considérablement le volume de l'attaque est désormais possible.** Seriez-vous intéressé par une présentation plus détaillée des gains réalisés par nos clients dans votre domaine d'activité ?*

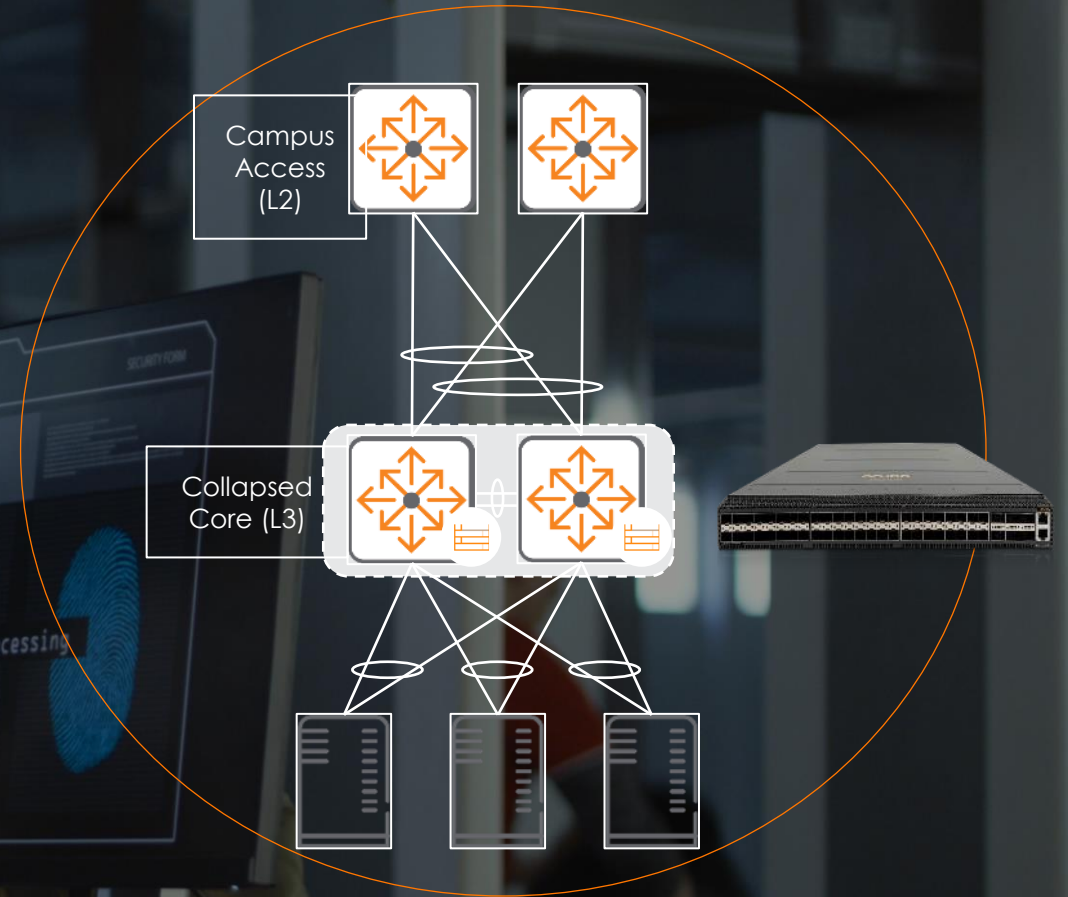


CX 10K

USE CASE #2
COLLAPSED
CORE for MID
SIZE CUSTOMER

Healthcare,
Local Gov,
Manufacturing

COLLAPSED
SERVER ROOM AND CAMPUS CORE



STATEFUL FIREWALL TO PROTECT
SERVERS, APPLIANCES AND VM

Security - 800G L4-FIREWALL BUILT IN
Reduced Cost and Complexity

Sales pitch Collapsed Core

Use Case #2: Collapsed Core

Solution summary: Campus core network with servers connected to it. Securing East-West inter-server/VM flows

Cible: Mid-market

Script:

Good morning,

*As you probably know, 80% of your server flows are East-West, in other words to other servers or VMs. Since this represents very large flows and very large volumes of information, it is not easy to monitor or filter them. Some cyber attacks are facilitated by the lack of security and visibility on these flows. Indeed, from the moment an attacker has managed to access a server, he will try to access the other servers to steal more data and increase the volume of his attack. **Microsegmentation aims to allow only what is strictly necessary between servers and VMs to pass. Telemetry aims to collect information on 100% of East-West flows, in order to detect anomalies and take corrective actions.** We have sold customers in your field of activity a solution that allows you to monitor 100% of east-west flows, and especially to let pass only what is strictly necessary, even if we are talking about tens of Gb/s. This has also saved them +250K euros over 5 years via the replacement by a pair of devices of their network cores and hardware or software firewalls and all associated licenses. I think this can be important for you financially of course, but also in the context of cyber risk management, which can harm a company. 100% protection against attacks is impossible. On the other hand, significantly limiting the volume of the attack is now possible. Would you be interested in a more detailed presentation of the gains made by our customers in your field of activity?*



Sales pitch Collapsed Core

Cas d'usage 2 : Collapsed Core

Résumé de la solution: *Cœur de réseau campus avec des serveurs connectés dessus. Sécurisation des flux Est-Ouest inter-serveurs/VMs*

Cible: *Mid-market*

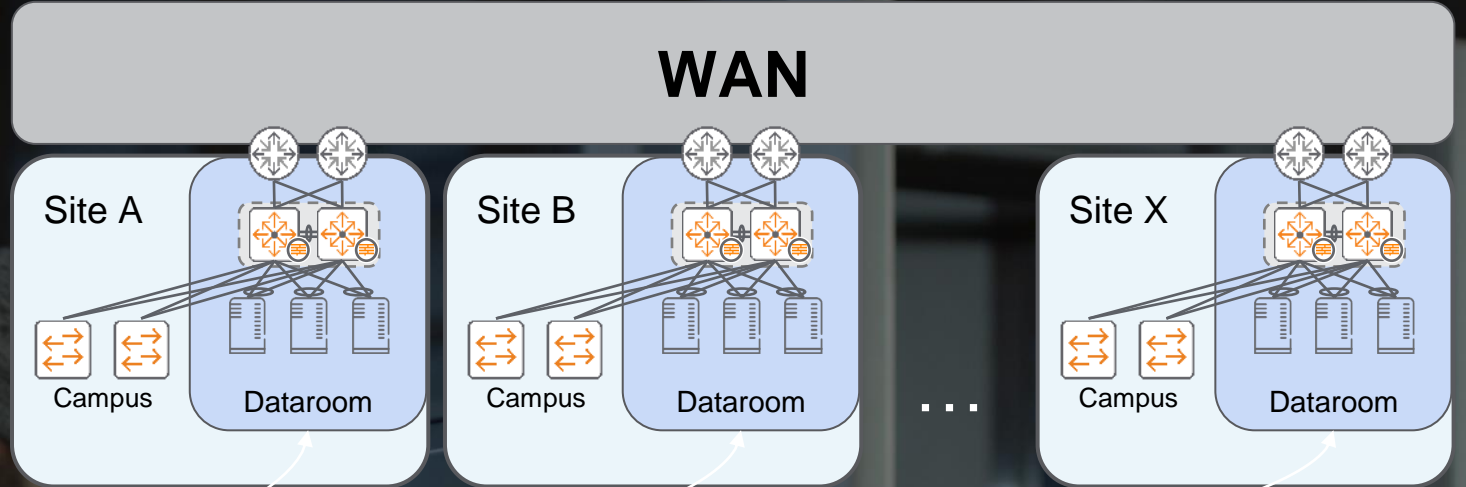
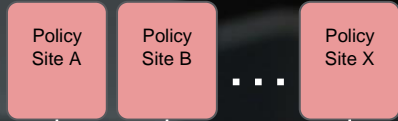
Script:

Bonjour,

*Comme vous le savez sans doute, 80% des flux de vos serveurs sont Est-Ouest, autrement dit vers d'autres serveurs ou VMs. Comme cela représente de très gros débits et de très gros volumes d'information, il n'est pas facile de les surveiller ni de les filtrer. Une partie des attaques cyber sont facilitées par l'absence de sécurité et de visibilité sur ces flux. En effet, à partir du moment où un attaquant a réussi à accéder à un serveur, il va tenter d'accéder aux autres serveurs pour voler plus de données et augmenter le volume de son attaque. **La microsegmentation vise à ne laisser passer que ce qui est strictement nécessaire entre les serveurs et les VMs. La télémétrie vise quant à elle à collecter des informations sur 100% des flux Est-Ouest, afin de détecter des anomalies et prendre des actions correctrices.** Nous avons vendu à des clients dans votre domaine d'activité une solution qui permet de surveiller 100% des flux est-Ouest, et surtout de ne laisser passer que ce qui est strictement nécessaire, même si on parle de dizaines de Gb/s. Cela leur a en outre fait gagner de +250K euros sur 5 ans via le remplacement par une paire de devices de leurs cœurs de réseau et firewall matériel ou logiciel et toutes les licences associées. Je pense que cela peut être important pour vous financièrement bien sur, mais aussi dans le cadre de la gestion des risques cyber, lesquels peuvent mettre à mal une entreprise. Se protéger à 100% contre les attaques est impossible. En revanche, limiter considérablement le volume de l'attaque est désormais possible. Seriez-vous intéressé par une présentation plus détaillée des gains réalisés par nos clients dans votre domaine d'activité ?*



CX 10K



USE CASE #3 SECURE EDGE DATA CENTER, REMOTE LOCATIONS

Manufacturing and Retail

**Network Segmentation and Zero trust
Networking in Edge DC's, Remote Server Rooms!**

CX10K with 800G Stateful L4 Firewall Build In
Protect the Unprotected with 60+% lower TCO

EXAMPLE:

Retailer with 500 Locations and 3 Servers each.
Replacement of Palo Alto virtual FW per Host and existing ToR
with CX10k: >\$30M Savings!

Sales pitch salles serveurs distribuées

Cas d'usage 3 : Server Data Room

Résumé de la solution: mix de microsegmentation et border leaf. Microsegmentation dans les servers data room distribuées et chiffrement entre les sites distants et le DC central.

Cible: Industrie/Retail/Local Gov avec sites distribués et serveurs/VMs sur chaque site

Remarque : mix de microsegmentation et border leaf. Microsegmentation dans les servers data room distribuées et chiffrement entre les sites distants et le DC central.

Script:

Bonjour,

*Je suppose que vous avez des serveurs ou des VMs hébergées sur vos sites distants. Ces ressources sont critiques du point de vue de la sécurité de l'entreprise car **elles peuvent être un point d'entrée pour des attaquants cyber**. Il est important de mettre en place de la microsegmentation sur ces serveurs pour ne laisser passer que ce qui est strictement nécessaire. Il est aussi important de visualiser 100% des flux qui entrent et sortent de ces serveurs afin d'avoir la donnée qui peut être analysée par des outils de type XDR, SIEM, Security Compliance, ... Cela va en effet permettre de détecter des anomalies de flux et mettre en place des actions de quarantaine ou de blocage de ces flux, le temps de comprendre si c'est une attaque ou pas.*

*Par ailleurs, il est très facile d'écouter des liens qui passent sur le domaine public et de capturer la donnée. C'est pourquoi **il est important de chiffrer les flux qui sortent et entrent de ces server room**. On peut aujourd'hui le faire facilement sans se ruiner.*

Des clients dans votre domaine d'activité ont fait le choix de microsegmenter leurs server room et de chiffrer les flux. Soit c'est nouveau pour eux, soit ils remplacent plusieurs équipements coûteux.. Je pense que cela pourrait être intéressant pour vous de voir comment des entreprises similaires à la votre ont fait pour gagner +35M \$ sur 5 ans.

Seriez-vous intéressé par une présentation plus détaillée des gains réalisés par nos clients qui ont des serveurs distribués sur leurs sites distants ?

Sales pitch Server Data Room

Use case #3: Server Data Room

Solution summary: mix of microsegmentation and border leaf. Microsegmentation in distributed data room servers and encryption between remote sites and central DC.

Target: Industry/Retail/Local Gov with distributed sites and servers/VMs at each site

Note: mix of microsegmentation and border leaf. Microsegmentation in distributed data room servers and encryption between remote sites and central DC.

Script:

Hello,

*I assume you have servers or VMs hosted at your remote sites. These resources are critical from a business security perspective because **they can be an entry point for cyber attackers**. It is important to set up micro-segmentation on these servers to let pass only what is strictly necessary. It is also important to visibilize 100% of the flows that enter and leave these servers in order to have the data that can be analyzed by tools such as XDR, SIEM, Security Compliance, ... This will indeed make it possible to detect flow anomalies and set up quarantine or blocking actions of these flows, the time to understand if it is an attack or not.*

*In addition, it is very easy to listen to links that pass on the public domain and capture the data. **This is why it is important to encrypt the flows that leave and enter these server rooms**. Today we can do it easily without breaking the bank.*

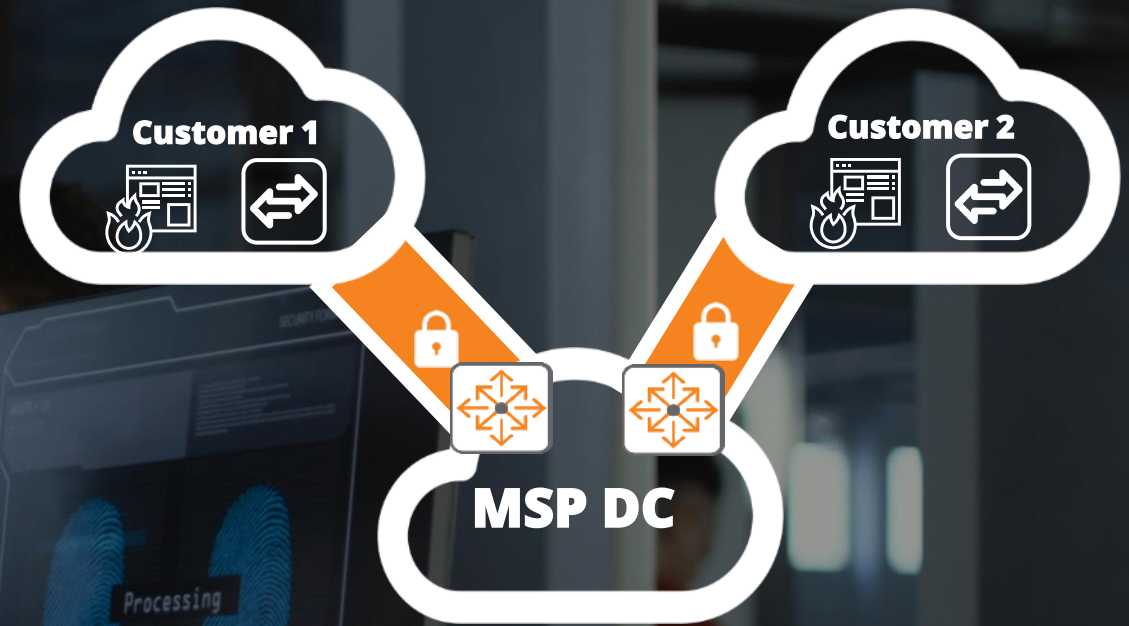
Customers in your field of activity have chosen to microsegment their server rooms and encrypt flows. Either it's new for them, or they replace several expensive equipment. I think it might be interesting for you to see how companies similar to yours have made \$35M over 5 years.

Would you be interested in a more detailed presentation of the gains made by our customers who have distributed servers at their remote sites?

CX 10K

USE CASE #4
CO-LOCATION
EDGE MULTI-CLOUD
SECURE
INTERCONNECT

Hosting-Providers & MSP



Securely Interconnect DC Locations

200G IPsec Encryption | Routing | Firewall | NAT
75+% lower TCO, Reduced Blast Radius, HA Across Providers

EXAMPLE:

A Tier 2 MSP project for 200+ CX10K: \$100M savings in FW / IPSEC CARDS cost over 5 years !



Sales pitch border leaf

Cas d'usage 4 : Border leaf

Résumé de la solution: Chiffrement IPSEC des interconnexions entre DC du SP, et surtout des interconnexions vers les DC des clients hébergés dans le DC du SP.

Cible: SP/hosters/colocation/Hybrid Cloud

Script:

Bonjour,

*Je suppose que vous **chiffrez les flux entre vos propres datacentres** mais aussi vers les datacentres de vos clients. Cela requiert un **équipement spécifique très coûteux**. Nous avons récemment été sélectionné par un service provider qui va économiser plusieurs millions de \$ sur 5 ans via **le remplacement de leur firewall matériel** utilisé pour faire ce chiffrement. Nous aimerions vous en faire profiter car cela permet de libérer des CAPEX et OPEX qui peuvent être utilisés pour votre cœur d'activité, à savoir les serveurs. Seriez-vous intéressé par une présentation plus détaillée des gains réalisés par nos clients dans votre domaine d'activité ? Et comment ils ont fait ?*



Sales pitch border leaf

Cas d'usage Use Case #4: Border leaf

Solution summary: IPSEC encryption of interconnects between DCs of the SP, and especially interconnects to the DCs of clients hosted in the DC of the SP.

Target: SP/hosters/colocation/Hybrid Cloud

Script:

Hello,

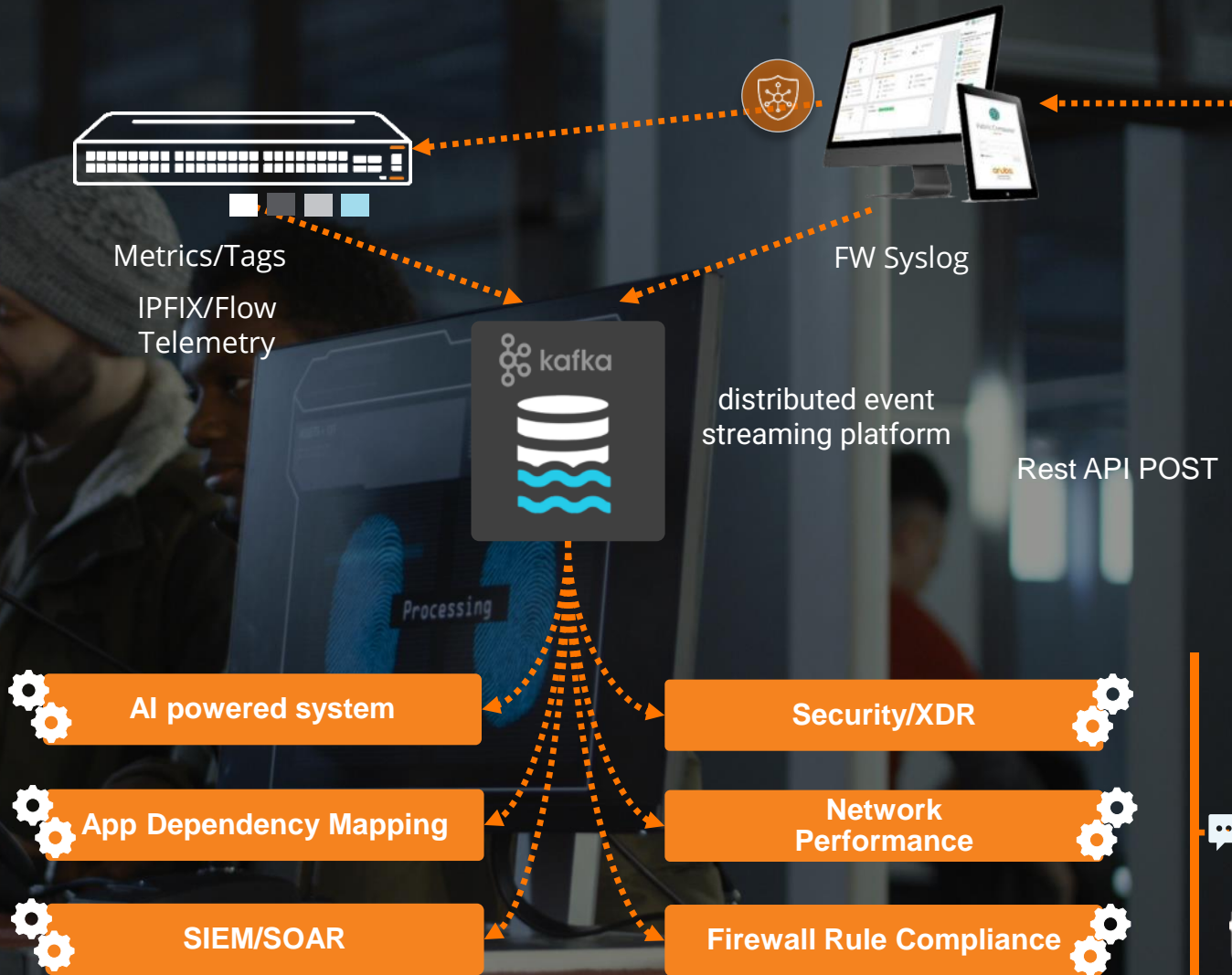
*I assume that **you encrypt the flows between your own data centres** but also to your customers' data centres. This requires **very expensive specific equipment**. We were recently selected by a service provider that will save several million dollars over 5 years by **replacing their hardware firewall** used to make this encryption. We would like to share this with you because it frees up CAPEX and OPEX that can be used for your core business, namely servers. Would you be interested in a more detailed presentation of the gains made by our customers in your field of activity? And how did they do it?*



CX 10K

TELEMETRY ECOSYSTEM VISIBILITY AT SCALE

USE CASE #5 TELEMETRY ECOSYSTEM INTEGRATION



Sales pitch Visibilité intra-DC

Cas d'usage 5 : Visibilité des flux intra-DC

Résumé de la solution: Collecte des données de flux Est-Ouest entre les serveurs/VMs pour alimenter un data lake, lequel sert ensuite à alimenter des solutions de SIEM, XDR, Network Performance Monitoring, Application Dependency Mapping, Security Compliance. (Splunk, ElasticSearch, Guardicore, Tufin, Netscout, Paloalto, Exabeam, Algosec)

Cible: Grands comptes et autres clients utilisant déjà les logiciels ci-dessus

Script:

Bonjour,

80% des données qui transitent dans le DC sont Est-Ouest, i.e entre les serveurs/VMs. Et pourtant si on interroge les responsable réseau, la plupart du temps, ils admettent qu'ils ont une très faible connaissance de ce qui transite au sein du DC. En effet, ces 80% représentent des quantités gigantesques de données et de ce fait il est impossible pour un humain normalement constitué de suivre tout ce qui se passe. Grâce à l'IA, on dispose maintenant de logiciels qui peuvent analyser de très gros volumes de données et en tirer la substantifique moelle. En revanche, ils ont besoin de données. Avec notre dernier TOR augmenté de deux ASIC spécialisés dans le domaine de la sécurité, on va justement pouvoir alimenter ces IA et ainsi augmenter leur valeur. En effet, plus elles ont de données à analyser, plus leur valeur augmente. Certaines entreprises comparables en taille avec vous l'ont compris et alimentent leur IA avec une description de 100% des flux Est-Ouest de leurs DC. Cela leur a permis d'augmenter la sécurité intrinsèque de leur DC via une visibilité totale absolue des flux et d'augmenter la valeur de leur solution d'IA. Je pense que cela pourrait aussi être intéressant pour vous compte tenu de la typologie de votre entreprise. Seriez-vous intéressé par une présentation plus détaillée de la solution ?



Sales pitch Telemetry & Ecosystem Integration

Use Case #5: Visibility of intra-DC flows

Solution summary: Collection of East-West flow data between servers/VMs to feed a data lake, which is then used to feed SIEM, XDR, Network Performance Monitoring, Application Dependency Mapping, Security Compliance solutions. (Splunk, ElasticSearch, Guardicore, Tufin, Netscout, Paloalto, Exabeam, Algosec)

Target: Key accounts and other customers already using the above software

Script:

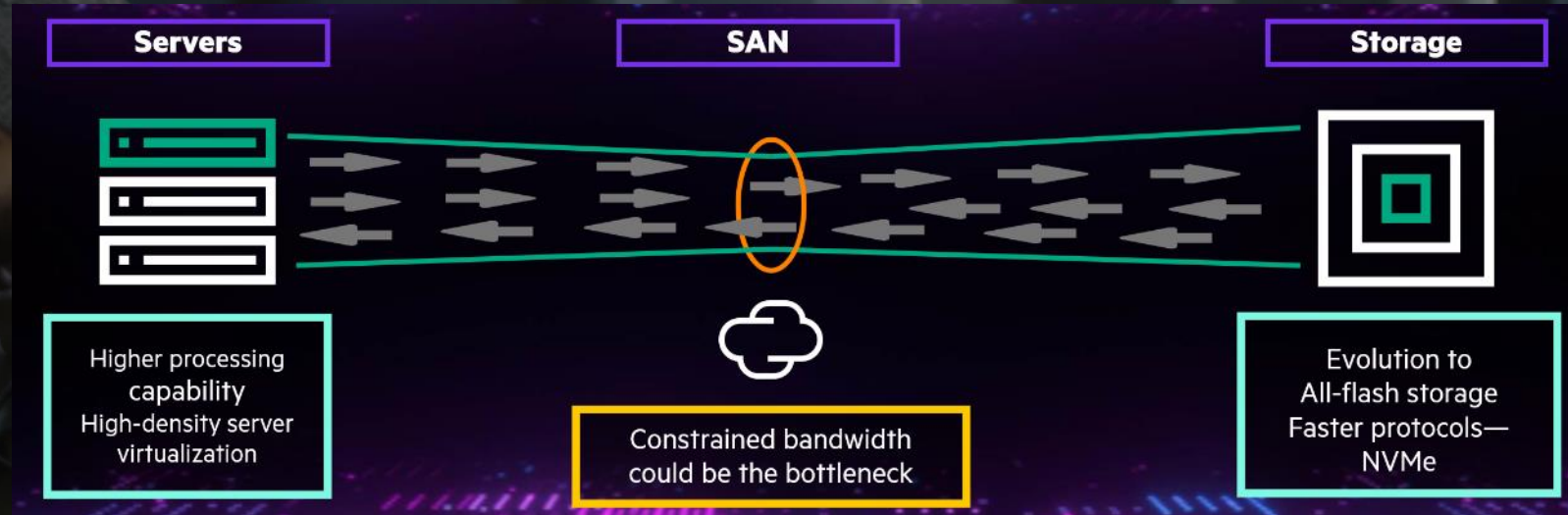
Hello,

*80% of the data that passes through the DC is East-West, i.e. between servers/VMs. And yet if we ask the network managers, most of the time, **they admit that they have very little knowledge of what is going through the CD.** Indeed, this 80% represents gigantic amounts of data and therefore it is impossible for a normally constituted human to follow everything that happens. Thanks to AI, we now have software that can analyze very large volumes of data and extract the substance of it. On the other hand, they need data. **With our latest TOR augmented by two ASICs specialized in the field of security, we will be able to feed these AIs and thus increase their value.** Indeed, the more data they have to analyze, the more their value increases. Some comparable companies in size with you have understood this and **feed their AI with a description of 100% of the East-West flows of their DCs.** This allowed them to increase the intrinsic security of their DC through full visibility of flows and increase the value of their AI solution. I think it could also be interesting for you given the typology of your company. Would you be interested in a more detailed presentation of the solution?*



CX 8325

USE CASE STORAGE NETWORKING & CX 8325



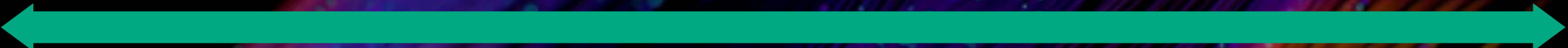
**Increase bandwidth and Remove complexity
with a single ethernet fabric**



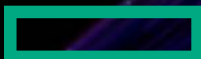
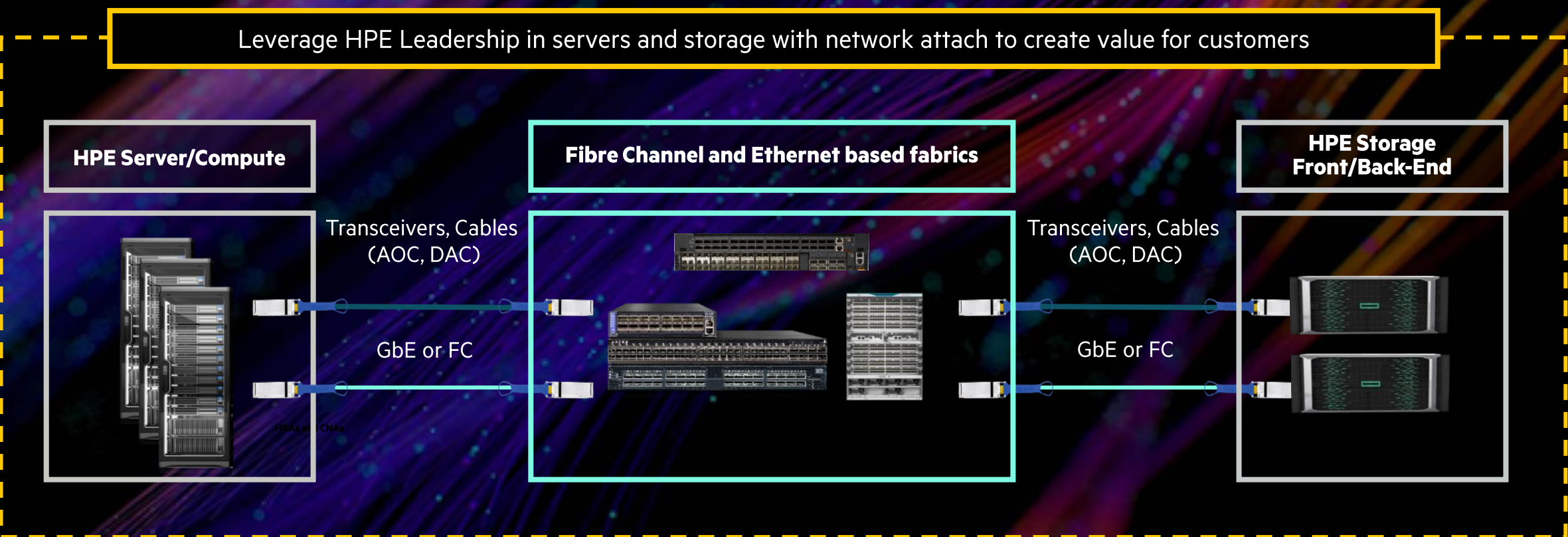
STORAGE NETWORKING IS THE CONNECTIVITY BETWEEN SERVERS AND STORAGE

Validation by HPE ([SPOCK](#))

E2E HPE Support (Pointnext)



Leverage HPE Leadership in servers and storage with network attach to create value for customers



ORDERING INFORMATION – ARUBA SWITCHING FOR STORAGE FABRICS

Aruba CX 8325-48Y8C



Aruba CX 8325-32C



VN SKU	VN Short description	VN Long description
R9F64A	Aruba 8325-48Y8C Prt2Pwr Bundle	Aruba 8325-48Y8C Port to Power Airflow 6 Fans 2 Power Supply Units Bundle
R9F65A	Aruba 8325-48Y8C Pwr2Prt Bundle	Aruba 8325-48Y8C Power to Port Airflow 6 Fans 2 Power Supply Units Bundle
R9F66A	Aruba 8325-32C Prt2Pwr for Bundle	Aruba 8325-32C Port to Power Airflow 6 Fans 2 Power Supply Units Bundle
R9F67A	Aruba 8325-32C Pwr2Prt Bundle	Aruba 8325-32C Power to Port Airflow 6 Fans 2 Power Supply Units Bundle



POSITIONING ARUBA CX 8325 – HPE STORAGE BU

Greenfield Opportunity

- New HPE Storage customer, new opportunity
 - Lead with Aruba CX 8325
 - Feature gaps or channel issues
 - If the deal is at risk – Position HPE M-series portfolio
- Existing HPE Storage customer - new initiative
 - Lead with Aruba CX 8325
 - HPE M-series if customer has existing infrastructure with preference

Brownfield Opportunity

- Existing HPE Storage customer adding nodes to existing cluster of storage and switches
 - Stay with HPE M-series portfolio
 - Look for opportunities to transition to Aruba CX portfolio
 - New clusters
 - Speed transition
- Existing HPE Storage customer looking for a tech refresh/speed bump
 - Lead with Aruba CX 8325
 - Customer preference
 - HPE M-series if customer has existing infrastructure

Aruba Campus Customer

- Aruba Campus or SD-WAN customer also deploying HPE Storage solutions
 - Highlight strengths of similar Aruba CX portfolio campus/DC solutions

Summary / Call to Action

CX10K is the spearhead of HPE Aruba Networking DCN strategy

- UNIQUE on the Market – UNIQUE to HPE – RELEVANT with Simplicity and a 70% TCO saving
- It comes with a 1,5x multiplier for the Metric 3 / focus portfolio quota
- Helps you to break new (green) accounts with proven Use Cases – specially #3 and #4
- Won 100+ new logos in a year – Never seen in DC market

We are READY

- CIC Team in Geneva for Customer and Partner events – years of experience!
- 30+ SE already trained on CX10K solution
- The AMD Pensando team is here to help onboard partners and qualify/engage for bigger opportunities
- CX10K has supply! We have units On Hands (both FB & BF)

Call to Action

- Define with your sales mgr the list of accounts you want to target based on Use Cases – in particular use case #3 and #4 for large and quick wins – H2 Revenue
- Engage with your HIT colleagues – they're expecting you!
- Engage with AMD Pensando team
- Recruit 3 partners per Country



Resources

- Aruba Data Center Networking (DCN) WinBook

Aruba Data Center Networking (DCN) WinBook

Aruba's data center solutions help simplify IT operations, accelerate service delivery, and streamline IT deployment. These outcomes are achieved with:

- New orchestration software for Aruba CX switches that bring a cloud-like-operations to the data center edge
- New Aruba CX switch models designed for flexible, right-sized, cloud-managed switch options
- New pre-engineered HPE and partner solutions that integrate compute, storage, and networking infrastructure



Below you will find the key, strategic assets you need to understand and sell Aruba Data Center Networking.

- [ARUBA EMEA CX10K SALES TOOLS - arubapedia \(arubanetworks.com\)](https://arubanetworks.com)



ARUBA EMEA CX10K SALES TOOLS

- HPE Storage [SPOCK page](#)



Hewlett Packard Enterprise SPOCK
Single Point of Connectivity Knowledge for HPE Storage Products

- Aruba Value Advisor (AVA)

Aruba Value Advisor (AVA) Tool

Aruba Value Advisor (AVA) is a ROI-generating sales tool that is highly automated. Creating a comprehensive customer-facing analysis/business case takes only two minutes and helps you open doors and progress conversations with customers. As you progress your opportunity, you can collaborate with your prospect to build an executive-level presentation that they can take to boards and senior leadership for funding approval.

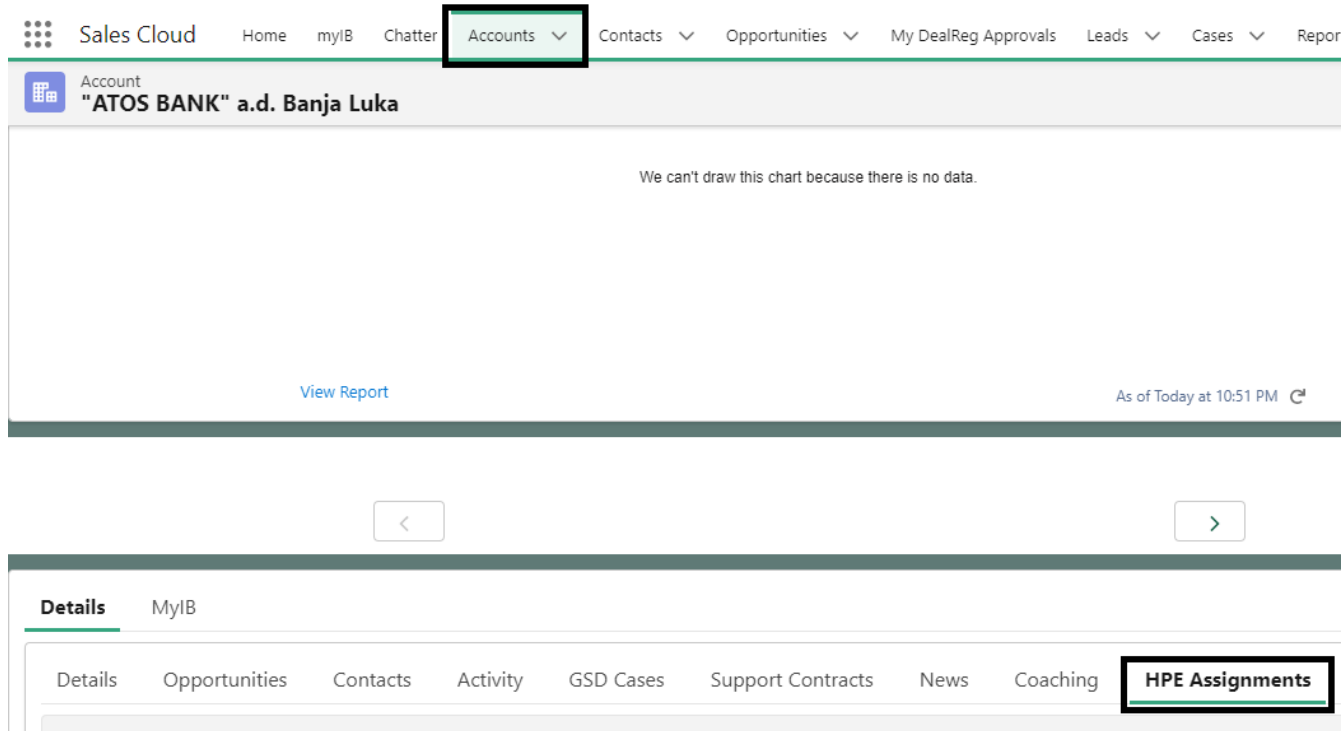


Thank You



Engaging with HIT

In SFDC Accounts -> HPE assignment to view the full account team



More resources below

HPE Sales Compensation

Sales Plan and Bonus Site

Please engage with the local Geo Sales Strategy and Planning Manager for more details around the complete account team

Thank you



Want to find out more?

Resources

Look into your emails 😊

Aruba Sales Connect Newsletter | 304th Edition | December 12, 2022

SalesEdge

SalesChat Webinars

Customer References

Feature Article



Sell Data Center Networking (DCN) Now!

DCN is a strategic priority for Aruba's growth in FY23 and beyond. Aruba has a differentiated solution with the CX10K switch with Pensando. Take advantage of being an innovative leader disrupting the market and start talking to customers. Learn more about Aruba DCN solutions by reviewing this new interactive DCN vPlaybook, which gives you an overview of the DCN portfolio, conversation starters, and a talk track to uncover opportunities and position Aruba's solutions.

For sales resources, check the DCN WinBook below. Also, on December 15, attend a special **Sales Chat Live** with guest speakers from AMD Pensando in a fireside chat talking about best practices, obstacles to avoid, conversations that win, and recent customer wins. Tune in for this session and more to come in 2023!

DCN vPlaybook

DCN WinBook

Aruba Sales Connect Newsletter | 305th Edition | December 19, 2022

SalesEdge

SalesChat Webinars

Customer References

Feature Article



DCN – Fireside Chat on CX10K and Sales Resources!

Last week, we had a very informative fireside chat webinar where our Aruba DCN field and marketing experts were joined with AMD Pensando sellers and SMEs sharing how we win with the CX10K switch. Sellers that attended shared feedback that it was a great session! If you missed it, check the replay below. For more resources to help you sell DCN, review the new **DCN sales vplaybook** and the **DCN WinBook** where there is a new customer deck that was just published. Check the solution overview below and share with customers.

CX10K Switch Fireside Chat

DCN Solution Overview

Aruba Sales Connect Newsletter | 303rd Edition | November 14, 2022

SalesEdge

ArubaVersity

SalesChat Webinars

Customer References

Feature Article



Aruba Interactive Sales Playbooks (vPlaybook)

As you start FY23, we recommend you visit the vPlaybooks on SalesEdge to sharpen your knowledge on the Aruba portfolio. These interactive playbooks are designed to be easy for you to navigate through the sections and help you prepare for your customer meetings. Click below and review the playbooks on Aruba ESP, SD-WAN and Competitive. Look out for new playbooks coming in Q1! Also, check the Strategic WinBooks which have customer decks, play cards, and more.

Aruba vPlaybooks

Strategic WinBooks



CX10k Sales Enablement for partners on afp

Share with our PARTNERS



- You can find on the Arubapedia for Partners at [ARUBA EMEA CX10K SALES TOOLS - afp](https://arubanetworks.com/ARUBA_EMEA_CX10K_SALES_TOOLS_afp) (arubanetworks.com)
 - ❑ **Training**
 - ❑ **Sales Presentations** with speaker notes
 - ❑ **Demonstration**
 - ❑ **Collaterals**
- Do not hesitate to contact your local Aruba sales representative or directly [Aruba_EMEA_DCN_Sales@hpe.com] - we can bring specialized resources - sales and Technical / Pensando Experts - to help you
- If the opportunity is strategic, don't hesitate to contact us before the first meeting



Call to Action

CX10K - Sale led / Target Account planning

- Define a list of target accounts according to the various use cases:
 - E/W Security / segmentation / Protect the Unprotected
 - Collapsed Core for Mid Size customers
 - Secure Edge Data Center, Remote Data room
 - MSP Border leaf (IPSec)
 - Traffic visibility, Telemetry
- (Recommended) Focus on Verticals: RETAIL / MANUFACTURING/ LOCAL GOV / HEALTHCARE / FSI
- Each Aruba enterprise and public sector account manager to do a One-One training and account qualification with Pensando specialist
- Each brings 3 customer meetings in H2FY23 with Pensando specialist

