
CORPORATE OVERVIEW

aruba
a Hewlett Packard
Enterprise company



ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY, IS REDEFINING THE INTELLIGENT EDGE WITH MOBILITY AND IOT SOLUTIONS FOR ORGANIZATIONS

of all sizes globally. The company delivers IT solutions that empower organizations to serve GenMobile – mobile-savvy users who rely on cloud-based business apps for every aspect of their work and personal lives – and to harness the power of insights to transform business processes.

With infrastructure services offered as software from the public or private cloud, Aruba enables secure connectivity for mobile and IoT — under one roof. Aruba allows IT professionals to build networks that keep up with these changes by migrating away from expensive-to-operate and proprietary infrastructures, which were originally designed for fixed network connections within the physical connections of the corporate headquarters.

ARUBA VALUES

CUSTOMER FIRST, CUSTOMER LAST. That means we don't develop technology for technology's sake. We listen to our customers and actively work to solve their toughest business challenges.

FOCUS ON INNOVATION. We are changing the old rules of networking with developer and partner ready solutions that are easy to consume by the line-of-business. We connect the dots between business and IT priorities with a world-class partner ecosystem.

THE BIGGEST SMALL COMPANY. Although we are a \$2.5 billion company, we don't operate like one. We will continue to be nimble and customer-focused.





“KPMG ESTIMATES THAT NETWORK RIGHTSIZING WITH ARUBA HELPED REDUCE RECURRING NETWORKING COSTS BY MORE THAN \$760K PER YEAR.”

Hans Zwart • Chief Information Officer, KPMG

ARUBA AT A GLANCE

Founded

February 2002

President

Dominic Orr

Chief Technology Officer

Keerti Melkote

Headquarters

Sunnyvale, California

Revenue

Fiscal year end 2015
>\$2.5 Billion

Regions served

Americas, Europe, Middle East,
Africa, Asia-Pacific, Japan

Sales model

Direct, value-added distributors,
value-added resellers, original
equipment manufacturers

Number of employees

4,000

Status

Hewlett Packard Enterprise is listed on
NYSE under the symbol HPE

ARUBA MOBILE FIRST NETWORKS

We are in the midst of a massive transition away from networking technologies that were designed for the 20th century when mobile, IoT and cloud did not exist. The surge in mobile and IoT means that the wired and wireless network must deliver more than just connectivity—the network is expected to provide actionable insights about the use of mobile and IoT to justify future investments, so that businesses can adopt new technologies and serve the needs of GenMobile—while keeping the network secure and without breaking the budget. Aruba Mobile First Networks are optimized for today’s enterprise and SMB environments where mobile and IoT are pervasive.

ARUBA MOBILE FIRST PLATFORM

Aruba Mobile First Platform is the software layer between the Aruba network infrastructure and is designed to share rich, contextual insights with third party business, IT and end user facing applications.

NETWORK CONTROLS: ARUBAOS

The most important part of the Mobile First Platform is ArubaOS 8.0. It is designed to primarily support enterprise wireless connectivity with hitless failover, in-service upgrades, and more. It can be deployed as a virtual machine (VM) on a server appliance to manage controller-based wireless LANs, significantly easing the consumption model. ArubaOS 8.0 is developer-ready and can share contextual information about mobile and IoT devices via its northbound API.

NETWORK MANAGEMENT: ARUBA AIRWAVE

With Aruba AirWave, you can centrally manage controller-based and controllerless wireless networks and generations of wired networks from just about any vendor. With granular visibility on mobile device and app health, AirWave lets IT operations focus on proactively optimizing performance and heading off problems before they occur.

POLICY MANAGEMENT: ARUBA CLEARPASS

Policy management for mobile and IoT are delivered via Aruba ClearPass across any wired or wireless multi-vendor network. ClearPass replaces outdated legacy AAA with context-aware policies. It easily integrates with cloud-based IT applications and security services and shares contextual policy information, thanks to the new ClearPass Extensions.

CLOUD NETWORKING: ARUBA CENTRAL

Aruba Central manages, monitors and secures wired, Wi-Fi and wide area networks from the public cloud. Thanks to its multi-tenant operation, it enables Aruba resellers and end users to support multiple disparate networks from a single location. With the introduction of app visibility reporting, predictive monitoring, and Wi-Fi analytics capabilities, it offers increased flexibility in adopting the Aruba Mobile First Networks infrastructure within the distributed enterprise.

LOCATION-BASED SERVICES: ARUBA MERIDIAN

Aruba Meridian enables location-based services powered by Aruba Beacons. With wayfinding built into your Meridian-powered mobile app and Aruba Beacon hardware, you can guide guests with real-time, indoor navigation to nearby amenities, products or points of interest. Location sharing among the users of a mobile app can now also be powered by Meridian — improving GenMobile's experience at a public venue or at work.

NETWORK ANALYTICS: ANALYTICS AND LOCATION ENGINE (ALE)

With Meridian, business leaders can get access to beacon powered presence analytics and success rate of pre-defined goals. The new Meridian Goals brings a greater level of insights about user engagement, going beyond simple monitoring of beacon analytics for dwell times at a specific location. Better insights for developers means increased usability for mobile users and more impactful engagement campaigns.



ARUBA MOBILE FIRST INFRASTRUCTURE

ACCESS POINTS

Aruba 802.11ac wireless access points deliver superb Wi-Fi performance – they can be deployed as controller-managed or controllerless Aruba Instant APs depending on the design, scope and scale of your wireless network. And our newest Wave 2 APs deliver fast 11ac speeds with a HPE Smart Rate multi-gig uplink to boost network performance in high-density environments.

REMOTE ACCESS POINTS

Aruba remote access points extend the same corporate user experience to small branch and remote sites with a solution that's easy to deploy and manage. They come preconfigured, so employees simply plug in to any existing Internet connection and they're ready to go.

MOBILITY CONTROLLERS

Aruba Mobility Controllers offer centralized network engineering, IP services, security and policy controls, and app-aware platforms. In addition to network control, they can be deployed as branch gateways, VPN concentrators, WIPS/WIDS and spectrum monitors, and stateful network firewalls with integrated content filtering.

ACCESS SWITCHES

Aruba switches bring performance and reliability to the mobile-first campus. These industry-leading switches are scalable, secure, and feature HPE Smart Rate multi-gigabit ports for high-speed connectivity.

CORE SWITCHES AND ROUTERS

The HPE FlexNetwork portfolio for core, aggregation, and routing enables IT to deliver the maximum performance and value to organizations across all verticals.

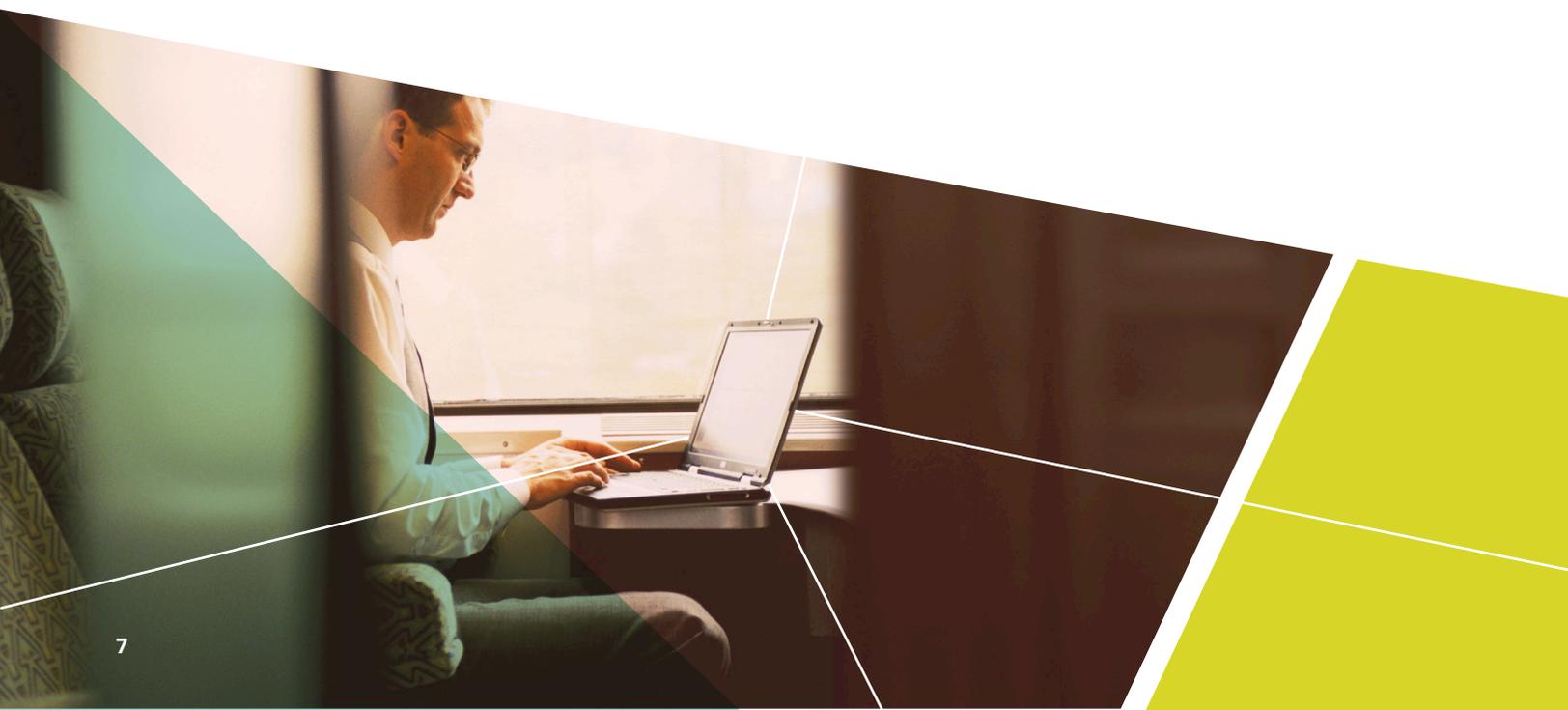


BEACONS AND SENSOR

When Aruba Beacons are used with Aruba Meridian apps, they enable public-facing enterprises to infuse their mobile apps with innovative, location-based services that create a more personalized customer experience. The Aruba Sensor, a small, dual-band 802.11n client radio and a Bluetooth Low Energy (BLE) radio, makes it easy for IT to turn a mobile engagement proof-of-concept into a multi-location deployment by pulling beacon data into one centralized location.

ARUBA TECHNOLOGY ECOSYSTEM

At Aruba, we are working with the industry's best technology partners and app developers to deliver solutions that are easy to deploy and consume. Together our efforts deliver innovative solutions that connect the dots between today's business and IT priorities. Depending on your business, our technology partner programs cover everything from wireless connectivity to mobile engagement.





AIRHEADS SOCIAL IS A VIBRANT INTERACTIVE COMMUNITY AND A PLACE TO SHARE AND LEARN ABOUT WIRELESS LANS, MOBILE DEVICES AND APPLICATIONS, AND WIRELESS NETWORK SECURITY. The community is powered by expert advice and user-generated content from some of the sharpest minds in the industry. Gain access to professional development opportunities; career advancing certifications and training as well as collaboration at face-to-face and online events.

JOIN THE COMMUNITY: COMMUNITY.ARUBANETWORKS.COM

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