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Enterprise company

THE
EXPERIENCE EDGE

Workplaces   **Schools**   **Stores**   **Hotels**   **Hospitals**   **Factories**

The places where people work, learn, visit, and go… where experiences are becoming smart and digital.

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EXPERIENCE
ECONOMY

VALUE

Extract COMMODITIES	Make GOODS	Deliver SERVICES	Stage EXPERIENCES
$0.02	$0.10	$1.50	$2.75

CUSTOMER
SACRIFICE

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EXPERIENCE THE
EDGE

SMART DIGITAL
WORKPLACE

SMART DIGITAL
SCHOOL

SMART DIGITAL
STORE

SMART DIGITAL
HOTEL

SMART DIGITAL
HOSPITAL

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DIGITAL ADOPTION AT

EDGE

MOBILE

6.4B

Connected Things
by 2020

CLOUD

$127B

Cloud Spending
by 2018

IOT

20.8B

IoT Devices
by 2020

BUT

SKILLS

IT BUDGETS

0-2%

Growth in
IT Budgets

ARUBA'S
SOFTWARE-DEFINED
EDGE
PLATFORM

SECURE. SIMPLE. SMART.

IT

CISO

Line of Business

NETWORK OPERATIONS	SECURITY OPERATIONS	ANALYTICS

WIRED	WIRELESS	WAN

SMART DIGITAL EXPERIENCES

End User

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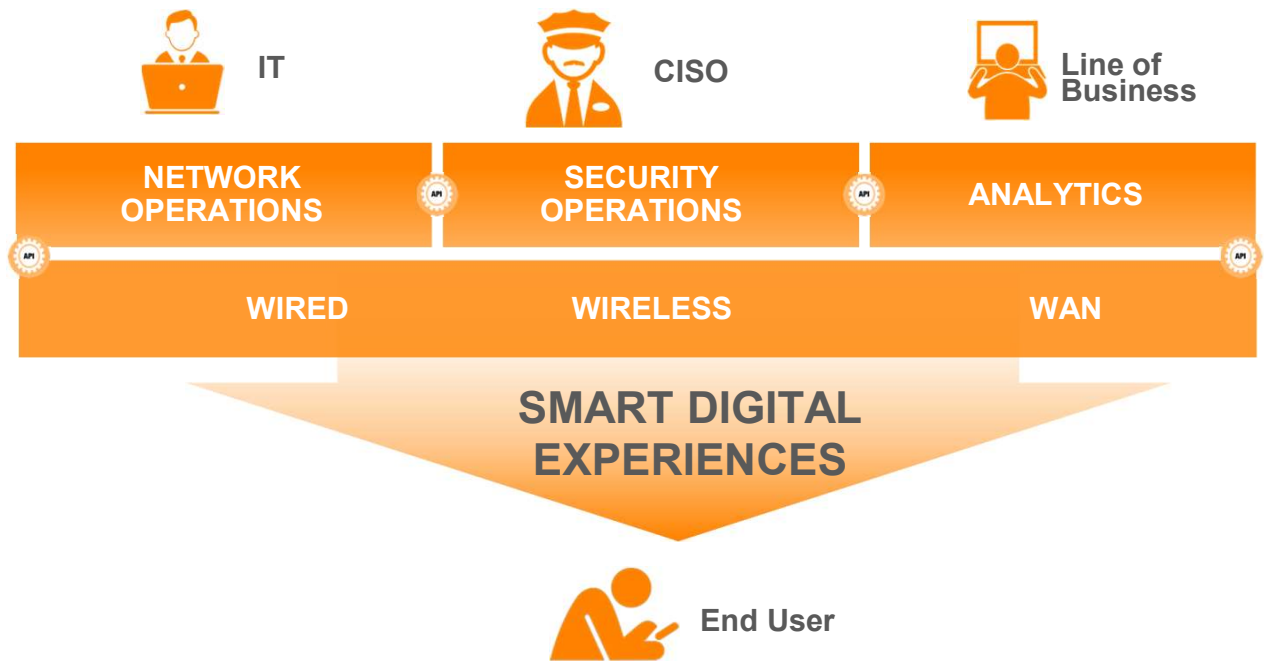
UNIFIED NETWORKING
FOR EDGE-TO-CLOUD CONNECTIONS

For All Your Connection Types

Wired Wireless WAN

Where Users & IoT Connect to Apps

Campus Branch Cloud

CONNECT THE EDGE SILOS

ARUBA 360 SECURE FABRIC

DYNAMIC SEGMENTATION |
AI-POWERED | IOT READY

Aruba 360 Secure Fabric
Edge-to-Cloud Security

McAfee | paloalto NETWORKS | ArcSight | zscaler | Check Point SOFTWARE TECHNOLOGIES LTD. | 100+ Others

ClearPass ↔ IntroSpect

Aruba Secure Infrastructure
Secure Boot | Encryption | DPI | VPN | IPS | Firewall

Other Infrastructure

ADAPTIVE TRUST

CISO

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AI-POWERED SMARTS

ASSURE | AUTOMATE | INFORM

Assure Performance

Automate Tasks

Secure Data

Personalize Experiences

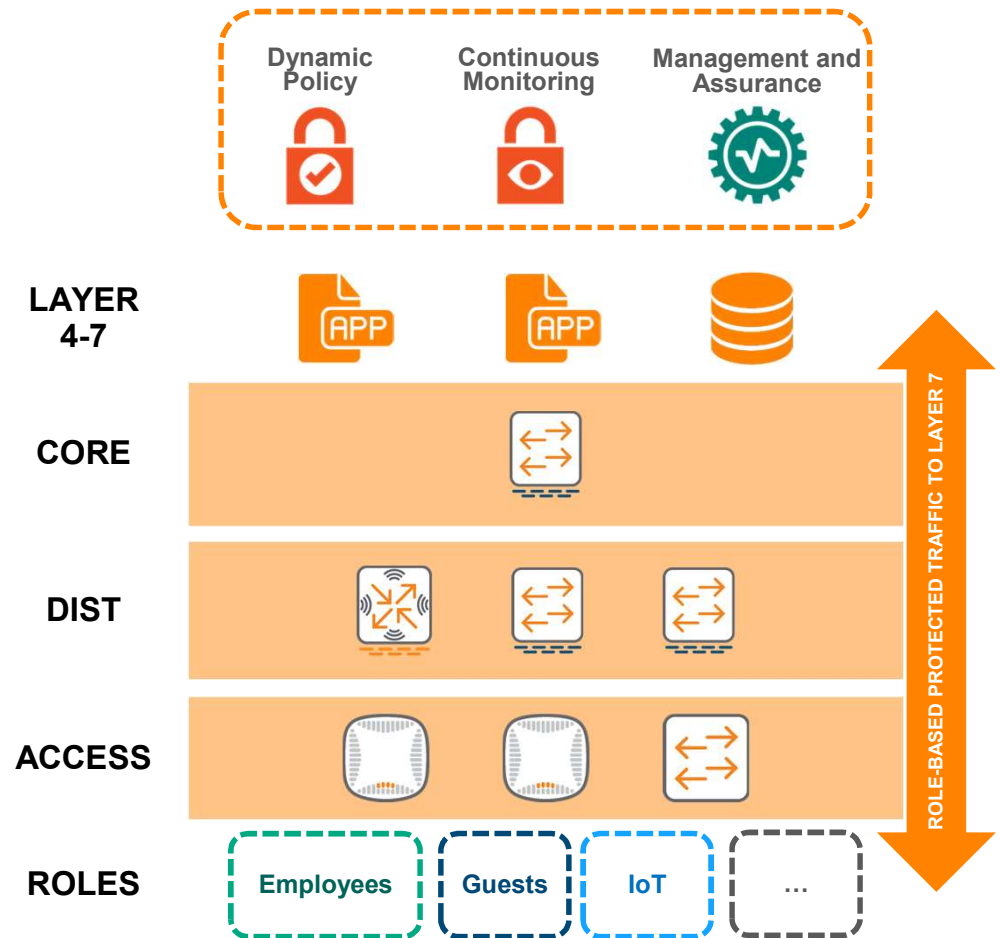DATA SCIENTISTS AND EXPERTS
Dozens

MACHINE LEARNING MODELS
Hundreds

NETWORKS
Thousands

DEVICES
Millions

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ARUBA EDGE ARCHITECTURE
PROVEN OVER 16 YEARS

Built for Mobility and BYOD ▶ **Extended to Multi-Vendor Networks** ▶ **Extended to Wired Access and Core** ▶ **Extended to WAN/Cloud** ▶ **Extended to IoT**

ONE ARCHITECTURE. BUILT TO ADAPT.

INTEGRATED ECOSYSTEM

Hewlett Packard Enterprise

AIRHEADS COMMUNITY
80,000
Worldwide

CBRE • Deloitte. • HermanMiller • SpaceIQ • zoom • tesm • Robin • Microsoft Teams • LUNERA • AccelTex SOLUTIONS • Patrocinium • Envoy

MobileIron • Infoblox • CITRIX • splunk • ArcSight An HP Company • Skype for Business • Aislelabs • kasada security redefined • eventbase • RETAILNEXT

intel Security • accenture • DUO • JUNIPER NETWORKS • pagerduty • Check Point SOFTWARE TECHNOLOGIES LTD. • okta • paloalto NETWORKS • VENUENEXT • EB eventboard • skyfii iO • AT&T

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United Airlines

WB

UNIVERSITY OF CAMBRIDGE

850 Million	15 Million	500,000	300	50%
Switch Ports Sold	Access Points Sold	Customers	FORTUNE 500	Top 20 Universities in the World

DreamWorks

RIOgaleão

MUSÉE DU LOUVRE

Sainsbury's

Telefónica

U.S. ARMY

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United Airlines

NUS National University of Singapore

WB

tsmc

U.S.ARMY

UNIVERSITY OF CAMBRIDGE

850 Million
Switch Ports
Sold

15 Million
Access
Points Sold

500,000
Customers

300
FORTUNE 500

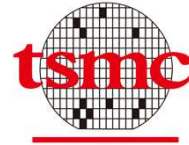**50%**
Top 20
Universities
in the World

Dairy Farm

MARINA BAY Sands SINGAPORE

GENTING BERHAD

MATAHARI DEPARTMENT STORE

GO JEK

RIOgaleão

Sainsbury's

MALAYSIA AIRPORTS

DreamWorks

Red Bull

MUSÉE DU LOUVRE

Telefónica

TELKOMSEL

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Unified networking for
edge-to-cloud connections

EXPERIENCE THE

ARUBA EDGE

Proven
architectural
simplicity

API-first, open
and multi-vendor

SECURE. SIMPLE. SMART.

Dynamic segmentation
across wired, wireless, WAN
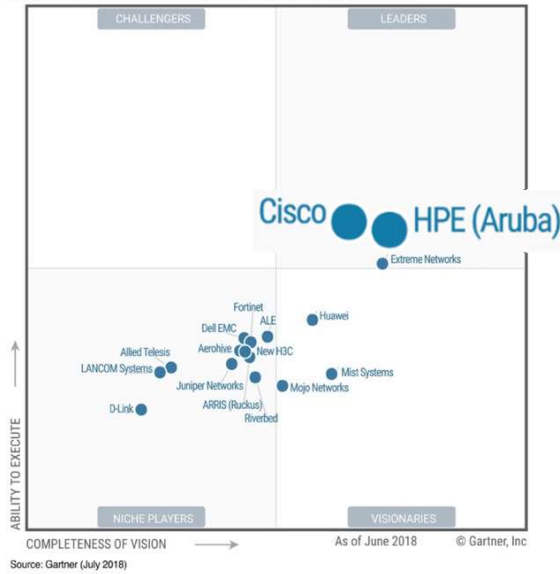
Unmatched AI for automation,
security, personalization

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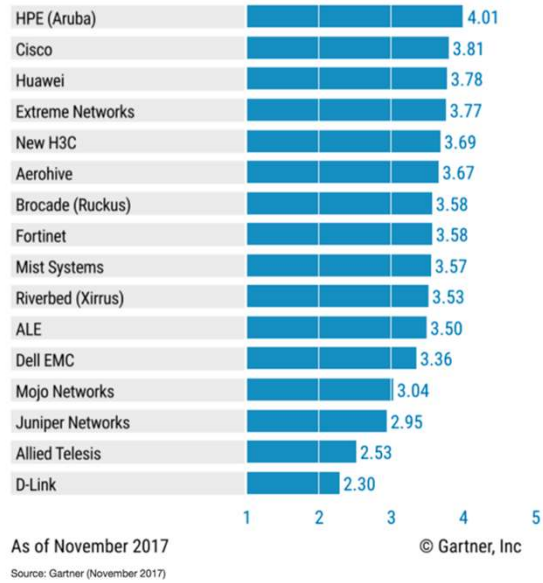a Hewlett Packard
Enterprise company
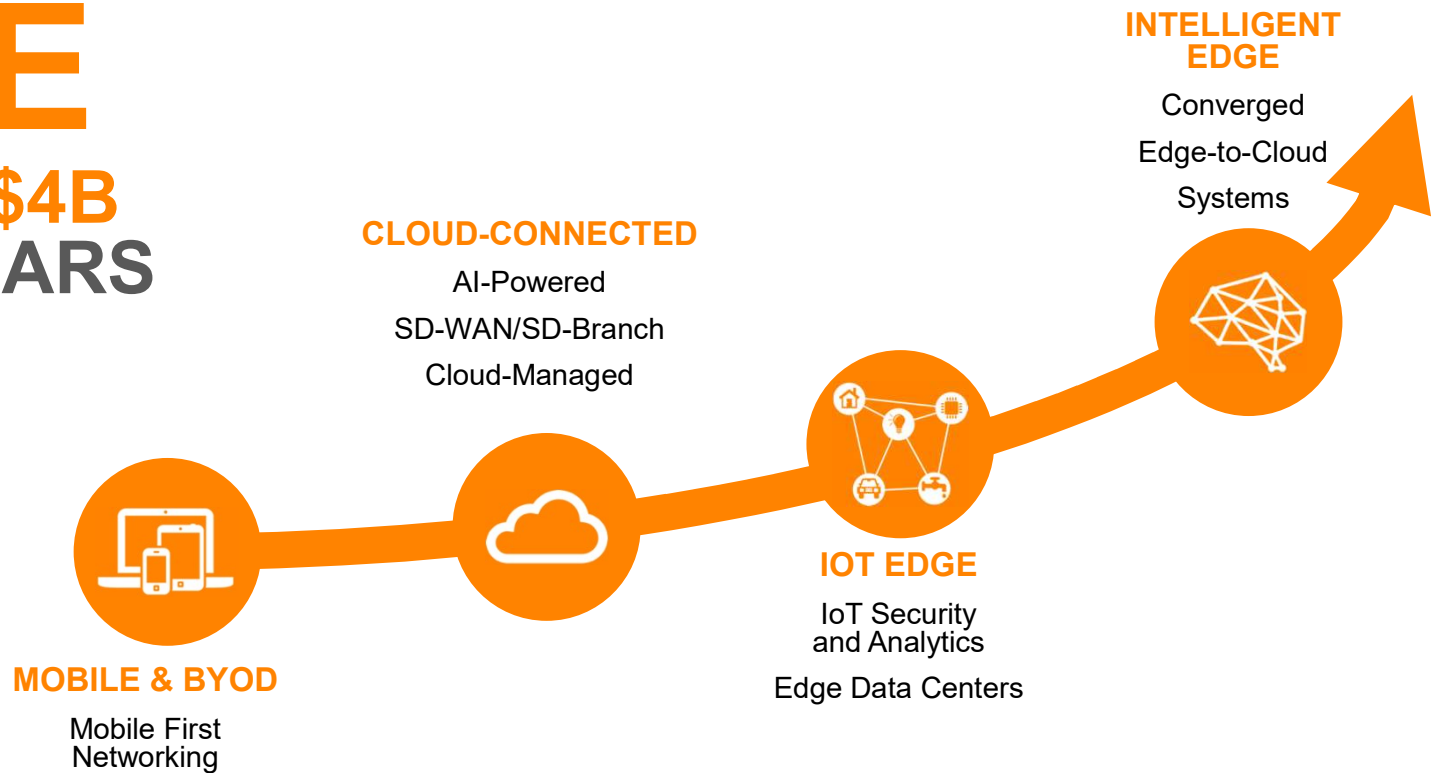
MARKET LEADERS

13 YEARS RUNNING

Gartner Magic Quadrant
Wired and Wireless LAN Access

Figure 1. Magic Quadrant for the Wired and Wireless LAN Access Infrastructure

CHALLENGERS   LEADERS

Cisco   HPE (Aruba)

Extreme Networks

Fortinet
Dell EMC   ALE   Huawei
Aerohive   New H3C
Allied Telesis
LANCOM Systems   Mist Systems
Juniper Networks   Mojo Networks
D-Link   ARRIS (Ruckus)
Riverbed

ABILITY TO EXECUTE

NICHE PLAYERS   VISIONARIES

COMPLETENESS OF VISION →   As of June 2018   © Gartner, Inc

Source: Gartner (July 2018)

Gartner Critical Capabilities
Wired and Wireless LAN Access

HPE (Aruba)	4.01
Cisco	3.81
Huawei	3.78
Extreme Networks	3.77
New H3C	3.69
Aerohive	3.67
Brocade (Ruckus)	3.58
Fortinet	3.58
Mist Systems	3.57
Riverbed (Xirrus)	3.53
ALE	3.50
Dell EMC	3.36
Mojo Networks	3.04
Juniper Networks	2.95
Allied Telesis	2.53
D-Link	2.30

1   2   3   4   5

As of November 2017   © Gartner, Inc

Source: Gartner (November 2017)

#1

In 5/6 CATEGORIES

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The Forrester New Wave™: Wireless Solutions, Q3 2019

THE FORRESTER NEW WAVE™
Wireless Solutions
Q3 2019

Challengers | Contenders | Strong Performers | Leaders

Stronger current offering

- Huawei
- Juniper Networks
- Aruba

Cisco Aironet
Cambium Networks
Extreme Networks

Cisco Meraki

- Aerohive Networks

Weaker current offering

Weaker strategy ——→ Stronger strategy

Market presence

FORRESTER®

"Aruba Leads the Pack"

Forrester notes Aruba "Is the best fit for companies needing advanced wireless services."

"Customers praised Aruba Networks' rich management interfaces, monitoring tools, and location services, ==especially the ability to connect IoT devices using wireless options outside of just using Wi-Fi== with Aruba's access points (APs)."

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AMAZING EXPERIENCES WITH AMAZING SIMPLICITY

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