SOLUTION OVERVIEW

Managed Networking Services with Aruba

Deliver innovative network management services quickly and easily with Aruba ESP

As today's distributed enterprises increasingly shift to mobile and cloud solutions, many are also looking for more efficient ways to acquire, manage and maintain their growing environments. IT budgets are shrinking, and staff members are holding multiple roles, resulting in fewer resources to meet growing business expectations.

The worldwide managed network services market is expected to reach $162 billion by 2023.[1] Cloud-based management services are gaining momentum as customers look to offset budget and resource constraints while maintaining the ability to implement the technology solutions needed to keep their businesses competitive.

By changing their consumption model to a managed service, customers not only shift from a large up-front technology investment to a monthly operational expense – they also eliminate the day-to-day network management tasks that dominate up to 70% of their IT team's attention. This allows them to focus on strategic activities that will create value for their core business.

This trend has been validated by a recent Aruba survey of 2400 IT decision makers, wherein only 8% said they would continue with CapEx investments only. By contrast, 55% said they would explore a subscription ('as a service') model for either hardware or software, 53% a managed service for turnkey hardware/software and 30% financial leasing.[2]

This shift in customer buying behavior is creating tremendous opportunities for partners that are ready to build a managed service practice. Beyond selling professional services and hardware typically delivered in resell engagements, managed service partners (MSPs) can increase their customer value, competitive differentiation, and overall margin by delivering network-as-a-service solutions built on Aruba's Edge Services Platform. Additionally, partners can also insulate their business from quarterly performance variability and maintain account control by establishing a consistent revenue stream based on multi-annual contracts and periodic billing.

[1] IDC Worldwide Managed Network Services Forecast 2018-2023

[2] Preparing for the post pandemic workplace

ARUBA EDGE SERVICES PLATFORM (ESP) – THE FOUNDATION FOR COMPREHENSIVE NETWORK-AS-A- SERVICE OFFERINGS

Aruba ESP is the industry's first cloud-based AI-powered platform designed to unify, automate and secure the Edge. Aruba ESP combines AIOps, Zero Trust Security, and a Unified Infrastructure for wired, wireless, and WAN management, providing MSPs a single pane of glass to all customers in their environment. With enterprise-class network hardware, a comprehensive set of APIs, integration with hundreds of solutions offered by Aruba's technology partners, and flexible financing options, Aruba's ESP platform enables partners to quickly build and deliver a wide variety of managed service offerings that meet their customers' specific needs.
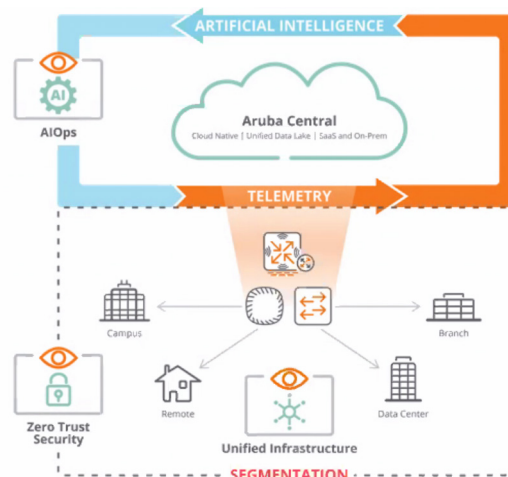
Key Solution Components of Aruba ESP:

- Aruba Central - simple, secure and cost-effective cloud-based network management. Multi-tenant MSP views, intuitive dashboards, reporting, maintenance, and firmware management make monitoring, troubleshooting, and fast issue resolution easy across multiple customers.
- Aruba Instant Access Points – enterprise-class wireless connectivity for indoor and outdoor environments. Delivers superior performance, resiliency and flexibility with zero-touch deployment, identity-based access control, native voice and video optimization, application visibility and control.

- Aruba Access & Aggregation Switches – scalable, high performance wired Ethernet infrastructure is designed to meet the challenges of the mobile-cloud and IoT era where visibility, automation, and security are critical.
- Aruba Gateways – optimized for SD-WAN MPLS, Internet and cellular connectivity with built-in identity-based access control, SD-WAN Orchestrator and branch level Dynamic Segmentation.
- User Experience Insight – cloud-based platform for deep visibility to cloud application and network service performance levels from the user's perspective.
- ClearPass Device Insight – cloud-based visibility and classification of all devices across the network, with contextual information on device type, vendor, hardware version and behavior including applications and resources accessed.
- ClearPass Policy Manager – delivers role and device-based secure network access control and automated network segmentation for all users & devices, regardless of where they connect to the network.

MANAGED SERVICE OPPORTUNITIES

With Aruba ESP, partners can structure network services offerings around the platform's core areas of functionality:

- Unified Infrastructure Management

  Unified infrastructure management is at the core of a managed network service offering. Not only is managing the day-to-day administration of the network what customers are most interested in outsourcing, establishing a unified infrastructure management service also provides the foundation from which additional managed services can be offered and delivered. For customers with small IT teams and budget limitations these services have significant value, which creates a great opportunity for partners to establish a consistent high-margin revenue stream by delivering network management services that are billed on a recurring basis.

  Aruba Central's comprehensive, secure and cost-effective, multi-tenant cloud management for Aruba wired, wireless and SD-WAN networks allows partners to securely and efficiently deliver the right solution to their customers. Built-in system features, such as contextual navigation, guided workflows, built-in optimization for unified communications, patented roaming features for connectivity assurance, and identity-based access control ensure that your team can

deliver high-performance network services with lower overhead – compared to services based on alternative solutions. Additional value-add services also extend the overall sale based on customer need, including:

- **Guest Wi-Fi Services** – customizable captive portal services.
- **Business Intelligence Services** – presence-based mobile user behavior reporting that businesses can leverage to improve site layout and customer engagement strategies.
- **Connectivity/Network Optimization Services** - Wi-Fi connectivity performance analytics for devices across all network locations, leveraged to support network optimization services.

- AIOps-driven high-performance SLAs

  Connectivity and slow network performance issues are the leading causes of helpdesk complaints and a poor user experience. Leveraging AI and machine learning, AIOps automatically identifies Wi-Fi, switching and SD-Branch network and device performance issues, and root causes, and provides recommendations to enable partners to resolve issues faster, predict and preempt issues before they affect users.

- Application Performance Assurance

  Businesses operations are becoming increasingly more dependent on network services and cloud applications such as captive portals, Skype for Business, and Salesforce.com. Using Aruba's User Experience Insight to proactively identify issues before users are affected, partners can guarantee a higher level of service specifically for cloud-based applications and network services.

- Zero Trust Security

  The growth of mobile and IoT devices in business environments continues to increase at a rapid pace. Visibility and control of devices connected to the network is a common challenge for IT teams, and traditional security methods of assigning VLANs and port assignments aren't efficient or manageable at scale.

  ClearPass Device Insight uses known device profiles and crowd-sourcing to identify and classify all devices on a customer's network. ClearPass Policy Manager then applies automated network segmentation and policy enforcement to all devices and users, regardless of where

they connect to the network. Utilizing ClearPass Device Insight and ClearPass Policy Manager, MSPs can offer zero-trust security services to reduce risk and ensure secure access to all devices on the network. Device profiling and policy enforcement guarantees devices and business systems are not compromised.

· Optimized Branch Operations

Optimized branch operations services are made possible with Aruba's SD-Branch solution. The solution is easy to use, but also provides advanced features and services typically only found in high-end complex products. Partners can help customers lower monthly bandwidth costs while also ensuring maximum workforce productivity and user experience across the customer's entire business.

· Business Continuity Services

The COVID-19 pandemic has imposed unprecedented challenges for businesses as they struggle to maintain workforce productivity as they transition the primary workplace from the office to the home. Budget constraints, lack of resources, and IT capacity to manage

secure connectivity to a distributed workforce are driving customers to seek service solutions that enable them to adapt quickly.

As businesses start to plan for the return to office, they need solutions that will enable them to maintain the physical safety and security of their personnel onsite. Managing staff interactions, identifying high traffic areas, and implementing touchless office features are of keen interest. However, most businesses to not have resources or expertise to deploy and manage this new breed of solutions, and they will be looking for service providers to fill this gap.

MSPs can leverage Aruba ESP's contact tracing features, along with extended solutions from our technology partners to deliver business continuity services tailored to each customer's need. Detailed information on each of Aruba's business continuity solutions can be found by clicking on the links below.
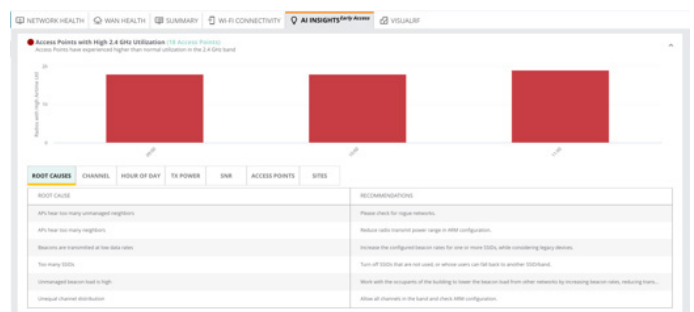
- Work From Home
- Contact Tracing
- Hybrid Workplace

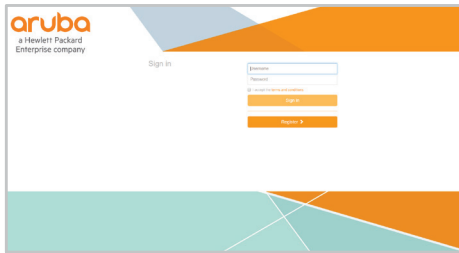## UNIFIED INFRASTRUCTURE MANAGEMENT
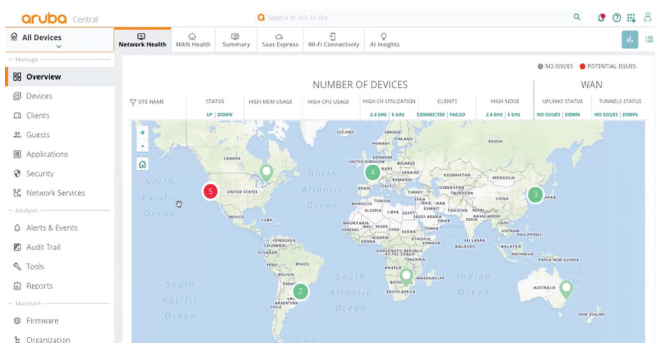
- Single pane of glass for Wired, wireless, WAN, and security management
- Easy to deploy
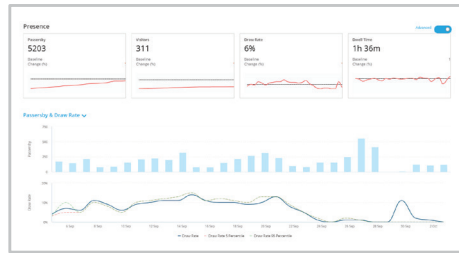- Easy to manage

AIOPS

- React and Resolve Issues Faster
- Predict and Preempt Issues Before They Impact the Business
- Continuously Optimize Network Performance
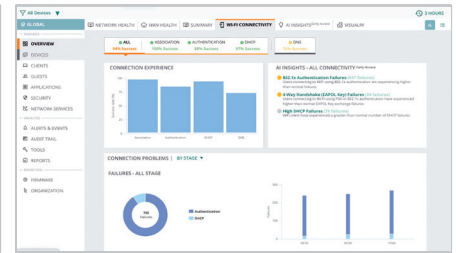
GUEST WI-FI SERVICES

- Custom landing pages, logos, colors
- Multiple authentication options
- Controlled scope and usage

PRESENCE ANALYTICS

- Test displays & measure campaigns
- Assess layouts & optimize staffing
- Compare metrics across sites

WI-FI CONNECTIVITY HEALTH

- Stage-based monitoring of connection experience
- AI-driven insights on root cause of failures/displays
- Event auditing by device or client

Figure 1: Aruba Central value-added services

APPLICATION PERFORMANCE ASSURANCE

- Monitor application and network services performance from user's point of view
- Proactively improve application experience
- Reduce Helpdesk Tickets

ZERO TRUST SECURITY

- Eliminate blind spots and reduce risk
- Ensure secure access for all devices
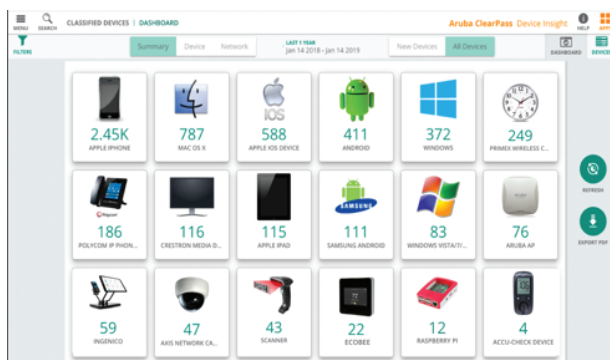- See and secure everything on your network

THE ARUBA DIFFERENCE

In addition to having a comprehensive cloud-based management portfolio designed to maximize the value of partner-led managed services, Aruba's strong industry leadership position, faster time to value, flexible device and licensing policies, wide range of financing options, and comprehensive support structure make Aruba the right vendor of choice for MSPs.

RECOGNIZED INDUSTRY LEADERSHIP

Aruba has been recognized as a market leader in the Gartner Magic Quadrant for 14 years running, and in 2019 we led 5 out of 6 categories in Gartner's Critical Capabilities report.

This represents a level of consistency unmatched by any competitor, and highlights Aruba's innovation, vision, and ability to deliver the exceptional solutions, experience and value that customers deserve.

FASTER TIME TO VALUE

Aruba ESP enables partners to quickly onboard and start delivering valuable services without the complexity or cost of building out and managing an independent network management infrastructure.

Hosted cloud infrastructure

Partners can hit the ground running using Aruba's cloud infrastructure. Aruba does the heavy-lifting for you by hosting and maintaining the cloud-managed networking platform, allowing you to focus on building out your client base and offering services that will increase your margin potential.

Streamlined site deployment

Aruba ESP leverages Aruba Central's simplified on-boarding, integrated installer & mobile app, and zero-touch provisioning to reduce the time required to provision and deploy solutions. Effectively minimizes staff travel time to remote locations and greatly reducing the time to value for customer deployments – particularly those with distributed sites.

EASE OF OPERATIONS

From an operations perspective, Aruba Central's multi-tenant MSP dashboard provides a high-level view of all customer accounts.

Workflows and detailed drill down capabilities provide the visibility required for immediate problem detection and resolution. A mobile app helps manage customer environments when you're on the go.

Aruba Central also supports other MSP operational workflows, such as configuration templates and portal customizations.

SHARED POOL OF DEVICES AND LICENSES

Aruba's MSPs own and control all devices and licenses assigned to their respective MSP accounts, and can easily move them from one account to another based on customer needs.

POWERFUL EXTENSIBILITY

Comprehensive set of RESTful APIs

Aruba Central supports a comprehensive set of RESTful APIs that support all Aruba Central services. Partners can leverage these APIs to create custom applications or integrate with back end systems, such as external data lakes, ticketing and billing software, and configuration automation systems.

Deep bench of integrated technology partner solutions

Customize and differentiate service offerings to meet any customer need by incorporating Edge, location-based, and security solutions from over 400 Aruba technology partners. Browse the full list of solutions available on Aruba's Technology Partner Finder.

FLEXIBLE FINANCING OPTIONS

The Aruba MSP program allows you to develop a customized investment model that suits your business.

Simply choose a preferred set of Aruba Central networking devices, software and services, then select from an array of financing options to develop an investment strategy that aligns with your business plan.

- Self-Financing: purchase all products upfront
- HPEFS Lease: rent or rent-to-own hardware and licensing
- Subscription Service:
  - Monthly subscription agreement for 12-36 months.
  - Renew, return, or extend at end of term
  - HPEFS maintains ownership of the product

Aruba's flexible financing options make it easy to remove financial roadblocks and establish your practice quickly and easily.

Note that other financing solutions are available from HPEFS if your company has specific needs. Contact your Channel Account Manager for more information. HPEFS options may not be available in some countries.

COMPREHENSIVE SUPPORT, SERVICES AND TRAINING

All managed software subscriptions include full 24/7/365 phone and online support services for hardware and software. SOW integration & onboarding is also available as a custom service.

Comprehensive self-paced and instructor-led training and certification programs are also available, providing the background & insight required to build, and successfully manage a network services business.

THE BOTTOM LINE

Aruba Edge Services Platform provides the industry- leading technology needed to successfully rollout a cost- effective Cloud-managed services practice.

Partners can get started with unified infrastructure management services, and add on additional offerings as their practice and customer needs grow. Leveraging AIOps, Zero Trust Security, application assurance, SD-branch management, Aruba's enterprise-class access points and switches, an extensive set of APIs, hundreds of extended
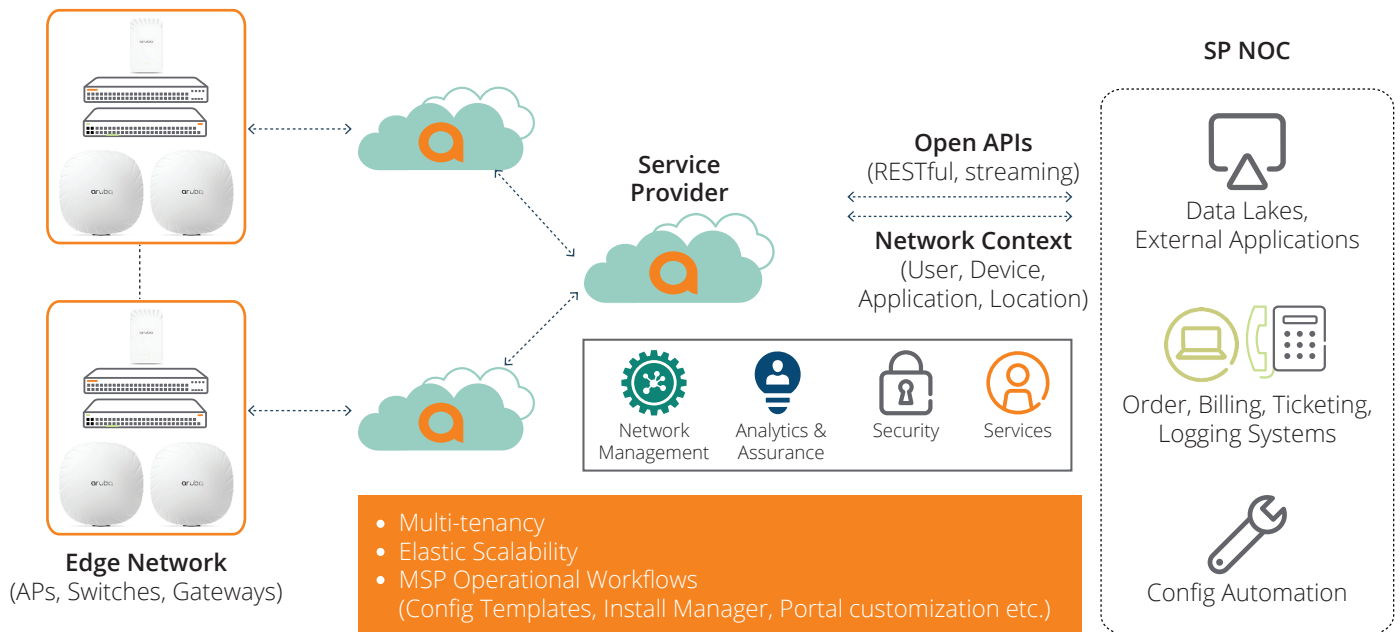
Figure 2: Public and Virtual Private Cloud Options

solutions from our technology partners, and flexible financing options partners are able to create service offerings to meet every customer need. And with fast deployment, easy scalability, end-to-end visibility and centralized management of multiple customer networks, partners can spin up service offerings quickly with low operating costs.

The bottom line is that Aruba provides a simple and better way for partners to grow their business. The timing is right.

Want to learn more about Aruba's MSP Program? Contact your local Account Manager or refer to the Partner Ready for Networking Portal for details.

ORDERING INFORMATION

The Aruba Edge Services Platform for MSPs consists of:
- Aruba Central
- Instant Access Points
- Access & Aggregation Switches
- Aruba SD Branch Mobility Controllers & Gateways
- User Experience Insight
- ClearPass Device Insight
- ClearPass Policy Manager
- Support & Services and Training

For a full list of products and part numbers included in the Aruba MSP program, please visit the MSP section of the Partner Ready for Networking Portal.

SO_ManagedNetworkingServices_RVK_100120   a00105586enw

aruba

a Hewlett Packard Enterprise company

Contact Us   **Share**