

## HPE is an SD-WAN Magic Quadrant leader seven years in a row

### Announcement:

Gartner has published its annual Magic Quadrant for SD-WAN, assessing vendors according to their “Ability to Execute” and “Completeness of Vision.” According to Gartner, Magic Quadrants (MQ) offer visual snapshots, in-depth analysis, and actionable advice that provide insight into a market’s direction, maturity, and participants. This year’s Magic Quadrant positions HPE in the Leaders Quadrant for the seventh time in a row. The results of this year’s MQ validate our product offering with strong performance optimization, operational capabilities, cloud onramp, and partner-integrated security. It also highlights HPE’s marketing execution and sales strategy.



### Top Five Takeaways:

- HPE is positioned in the Leaders Quadrant for the seventh consecutive year** and is one of only two companies to be named a Leader in all seven years this Magic Quadrant has been published.
- Gartner notes our strengths as strong performance optimization, cloud onramp, partner-integrated security, operational capabilities, marketing execution, and sales strategy. This validates our partner strategy with cloud service providers and third-party SSE vendors, as well as the robust features embedded in our SD-WAN solutions.
- Gartner gives us cautions on customer experience, our multiple SD-WAN solutions, and vertical strategy. In response: (1) We’ve actually been named a customers’ choice in the February 2024 Gartner Peer Insights for SD-WAN. (2) All of our SD-WAN solutions are now integrated into a single SD-WAN fabric for seamless management. (3) We are able to address specific vertical needs through our product experts and dedicated vertical marketing team.
- In the Critical Capabilities assessment, Gartner ranks EdgeConnect SD-WAN as first in partner integrated security and second in cloud-first WAN. EdgeConnect SD-WAN was scored for 4/5 use cases, and EdgeConnect SD-Branch was scored in 3/5 use cases (one more use case than last year). Overall, our SD-WAN offering got excellent results in the critical capabilities assessment.

5. Last year, Gartner cautioned us that our unified fabric and single-vendor SASE functionality are unlikely to deliver game-changing capabilities to the market. Since then, we have completed the integration of the HPE Aruba Networking EdgeConnect SD-WAN fabric enabling our customers to implement a consistent networking and security strategy through our entire offering, regardless of how they started their journey with us (wireless, switching or SD-WAN, SSE). Regarding single-vendor SASE, the HPE Aruba Networking SSE integration with EdgeConnect SD-WAN is now fully automated, simplifying deployment and operations. In the Single-Vendor SASE MQ, Gartner stated that HPE has planned innovations that could drive the market, including extending SASE to address customers' campus and NAC needs.

### **Dot placement positioning:**

The axes on a Gartner MQ cannot be thought of as a static scale; a vendor's position on either axis is the result of several criteria. Each year these criteria are weighted differently, making each year's MQ unique and difficult to compare with its predecessors. So, the way the criteria are weighted significantly impacts dot placement. Due to these factors, it is important to assess HPE based on its relative position to other vendors in the current year rather than year-over-year movement within the MQ.

### **Gartner's HPE Strengths and Cautions**

For each vendor in the MQ, Gartner outlines three "Strengths" and three "Cautions." For this year, HPE strengths and cautions are:

#### **Strengths**

- **Product:** HPE has strong performance optimization, cloud onramp, partner-integrated security and operational capabilities that are aligned with current SD-WAN market needs.
- **Marketing execution:** Compared with other vendors in this research, HPE demonstrates above-average marketing execution, based on its marketing message and value proposition, resulting in solid SD-WAN market visibility for end users.
- **Sales strategy:** HPE has above-average expected future sales investment and plans to simplify its pricing model.

#### **Cautions**

- **Customer experience:** Based primarily on Gartner end-user interactions, HPE has below-average customer experience compared with other vendors in this research.
- **Multiple SD-WAN products:** HPE has multiple SD-WAN products that address different use cases. This may result in customer or prospect confusion and introduce the risk of selecting the wrong offering.
- **Vertical/industry strategy:** HPE employs more of a horizontal strategy than a vertical/industry strategy, which may result in overlooking some specific customer needs.

### **Positioning vs. Gartner's HPE Cautions:**

"Cautions" represent aspects of a vendor's portfolio or strategy that Gartner believes are lacking compared to the rest of the market and that clients should be aware of when evaluating those vendors. The following provides guidance on how to position Gartner's cautions with customers and partners.

**Gartner HPE Caution:** *Based primarily on Gartner end-user interactions, HPE has below-average customer experience compared with other vendors in this research.*

Positioning:

- The sample of Gartner end-user interactions may not fully represent the broader customer base.
- It is important to understand that this comment from Gartner is subjective and doesn't follow a consistent methodology. HPE (Aruba) was named a Customers' Choice in the February 2024 Gartner Peer Insights™ Voice of

the Customer for SD-WAN. Additionally, HPE (Aruba) has the highest percentage of peers recommending our product compared to other MQ leaders. See the summary table below.

**Gartner Peer Insights ratings for Leaders in the 2024 Gartner SD-WAN MQ Report**

	Peers recommending this product	Customers' choice 2024	Customer Overall Rating
HPE (Aruba)	97%	Yes	4.7
Cisco Catalyst (formerly Viptela)	88%	No	4.7
Fortinet	96%	Yes	4.8
VMware	93%	No	4.8
Palo Alto	96%	No	4.7
Versa	90%	No	4.6

Data taken on October 1, 2024

- It is also worth noting that Gartner mentioned in the 2024 Single-vendor SASE MQ as well as in the 2023 SD-WAN MQ that HPE had good customer experience.
- HPE serves a diverse range of industries and geographies, with many customers reporting highly positive experiences that may not have been captured in the sample Gartner analyzed.
- HPE continues to invest in expanding its global support teams and technical expertise. These enhancements provide faster response times, dedicated account managers, and personalized onboarding to ensure seamless experiences for both new and existing customers.

**Gartner HPE Caution:** HPE has multiple SD-WAN products that address different use cases. This may result in customer or prospect confusion and introduce the risk of selecting the wrong offering.

Positioning:

- HPE offers tailored SD-WAN solutions designed to address specific customer use cases, ranging from small businesses to large enterprises. This flexibility ensures that customers receive a solution that fits their unique requirements, instead of a "one-size-fits-all" approach.
- HPE's SD-WAN products are integrated through a unified SD-WAN fabric, managed by HPE Aruba Networking Central. This cohesive experience ensures that even with multiple product options, the customer benefits from simplified operations and reduced complexity across deployments.
- HPE employs a consultative sales approach, where dedicated teams work closely with customers to thoroughly assess their requirements before recommending the most appropriate SD-WAN solution. This reduces the likelihood of misalignment between the customer's needs and the product they choose.
- HPE provides clear differentiation between its SD-WAN offerings. EdgeConnect SD-WAN is best positioned for complex customer branch WAN requirements and large-scale deployments, while EdgeConnect SD-Branch is ideal for all-in-one (wired, wireless, security) branch requirements particularly for existing HPE Aruba Networking Central customers. Comprehensive product guides, use case comparisons, and expert consultations are available to easily identify the right solution for each customer's specific needs, minimizing confusion and the risk of selecting the wrong product. Here is a slide for use:



**HPE Aruba Networking EdgeConnect Microbranch**

- Home office, small office, ad-hoc location
- SD-WAN features including cloud-delivered security integration

**HPE Aruba Networking EdgeConnect SD-Branch**

- Max integration and management of wired, Wi-Fi, security and SD-WAN
- Onboard LTE

**HPE Aruba Networking EdgeConnect SD-WAN**

- Advanced secure SD-WAN with Business Intent Overlays
- Max network and app performance

Also, this [animated](#) video highlights the positioning of the two products.

**Gartner HPE Caution:** *HPE employs more of a horizontal strategy than a vertical/industry strategy, which may result in overlooking some specific customer needs.*

Positioning:

- HPE offers robust features that meet the core needs of a wide range of industries. This broad applicability ensures flexibility and scalability, allowing customers to tailor the solution to their unique requirements without being constrained by industry-specific limitations.
- HPE still addresses specific industry needs through customizable features, integrations, and partnerships. HPE works with partners and provides detailed use case documentation that helps customers in industries such as retail, healthcare, and manufacturing implement solutions that meet their regulatory, security, and performance requirements.
- HPE has a dedicated vertical marketing team that addresses the specific needs of vertical industries. We also have specific SASE solution overviews per industry and vertical specific compliance documentations such as HIPAA or PCI DSS.
- Our SD-WAN solutions are highly customizable, enabling customers to align with their unique industry requirements. This flexibility means that our solutions can be finely tuned to address vertical-specific needs through managed services, policies, and network optimizations.
- HPE collaborates with customers across different industries to gather insights and implement best practices into its solutions. By leveraging these industry-specific experiences, HPE continuously refines its offerings, ensuring they remain relevant and competitive for customers with specialized needs, despite its broader strategic approach.

**Gartner Peer Insights: customer examples**

Here are a few of many recent examples of what our EdgeConnect SD-WAN and EdgeConnect SD-Branch customers have to say in their [Gartner Peer Insights](#) interviews. This is an important benchmark to leverage with your customers and what many prospective customers review during their evaluation of SD-WAN solutions.

- **"Best SD-WAN for Enterprise networks"**  
 "Our overall experience with Aruba EdgeConnect SD-WAN has been outstanding. It's one of the best fits for Enterprise networks."  
 Network Manager, Construction, (firm Size: 250M - 500M USD)
- **"Easy to use, easy to setup and deploy, works better than advertised."**  
 "Beyond exceptional support from POC to production. Whenever any issues arise or if we have questions during and post deployment of the hardware, the account team, engineering and support team was a phone call away and the response is immediate."  
 Network engineer, Retail, (firm size: 1B - 3B USD)



- **“Great Solution With Happy Customer!!”**  
"When discussing the true SDWAN I believe Aruba is one of the best SDWAN solutions I have ever seen. " "  
Country Lead Engineer, IT Services, (firm size: 50M - 250M USD)
- **“Excellent quality and performance in every aspect, excited to see future improvements”**  
"It offers the most reliable and stable service which fits to enterprise customer's needs"  
Manager, Telecommunication, (firm size: 3B - 10B USD)
- **“Aruba isn't only a solution provider but a partner!”**  
"Aruba was very easy to work with and made the experience a pleasant and productive one."  
Director of IT Services, miscellaneous industry, (firm Size: 10B - 30B USD)

