Aruba ESP

TEN FAST FACTS

Ten things to know about Aruba ESP (Edge Services Platform), the new intelligent networking platform from Aruba.

What is it and how does it work?

01

We call it an intelligent networking platform because it is **powered by AI** (artificial intelligence), and **designed to identify and resolve network problems automatically** – often making adjustments before an issue arises. At the moment just 18% of networking changes are done in this way. We call Aruba ESP's ability to predict changes that will be needed its 'sixth sense'. While ESP stands for 'Edge Services Platform', its naming was also inspired by the idea of Extra Sensory Perception – exactly the capability it gives to customers.

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This is a unique capability based on Aruba's decade of experience in developing AI solutions, and the historical data lake it can draw on to train machine learning algorithms. Aruba has access to more relevant and comparable data than any of its competitors, enabling its AI solutions to work more effectively and target problems more precisely. Whereas many network engineers today spend hours manually connecting the dots to identify problems, **Aruba ESP does the same work automatically – with 95% accuracy**.

03

In addition to this capability ('AIOps'), the two other key elements of Aruba ESP are:

- **Unified Infrastructure:** this allows the entire network to be managed centrally from a single hub, rather than with separate platforms across wired, wireless and WAN; and having to manually replicate changes across all different domains (campus, branch, data centre, remote workers).

- **Zero Trust network security:** through a combination of Aruba security tools, this enables organizations to detect, prevent, isolate and stop network breaches, ideally before they happen.

Together, these capabilities mean Aruba ESP meets three needs customers are always telling us about: automation, agility and security.

How does it help customers?

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Aruba ESP has been **designed to help organizations that are increasingly processing large volumes of data at the edge of their networks** (the places where users, whether employees or customers, interact with devices and digital experiences). Over the next two years, over 50% of data will be generated here, outside the cloud or data centre.

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Aruba believes in the idea of the Intelligent Edge: that by **harnessing data created at the edge, organizations can improve efficiency, learn more about their customers and employees, and create the best possible experience for them** – developing new revenue streams in the process. Aruba ESP has been built as a scalable, intelligent platform to help organizations of different sizes and verticals to unlock the value of their data to accelerate digital transformation.

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ESP will help organizations overcome many of the barriers to harnessing the Intelligent Edge. Its central hub means network managers can operate with greater speed and agility, no longer having to monitor multiple systems. While AIOps means that **much of the legwork of running a network will be done automatically, allowing IT people to focus more on innovation** (they will also get much better insight about business performance and customer behaviour to support this). ESP has been built to be scalable, as volumes of data generated at the edge are going to increase exponentially over the coming years.

Why is it important and relevant now?

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Aruba ESP is even more relevant in the wake of Covid-19. A recent Aruba survey found that more **IT managers are planning to increase their investment in AI-based networking technology** (35%) post-pandemic than scale it back (17%). We are seeing digital transformation step up a gear, as customers respond to new needs and evolve their business models to be fit for a changed environment. Much of that change depends on having agile, scalable, cloud-native and secure network management tools.

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Aruba ESP has been designed for organizations to adopt as best suits them. **It can be deployed on-premise, through the cloud or as-a-Service** depending on the budget, use case and regulatory requirements. This is important, as many customers are changing the way they consume, with a greater emphasis on cloud. This trend has been accelerated by the rise in remote working, as network managers seek better visibility and control over networks that are becoming more disparate and complex.

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Aruba is also giving customers financial flexibility in how they procure Aruba ESP, including an option to pay 1% of the total contract value for the first eight months, which defers over 90% of the cost for launch customers until 2021. This has been offered to ensure that customers who may be facing financial limitations in the wake of Covid are not limited from accessing the technology they need to move forward.

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Aruba ESP is highly relevant for companies as they adapt to new ways of working post-pandemic. **It can support more adaptable workplaces that enable remote working, social distancing requirements and Track and Trace solutions.** It builds on the work Aruba already does with customers who have complex networking needs across multiple locations – for example the construction company NCC, whose domains range from offices to construction sites and tunnels with their own wireless networks.