COMPETITVE BATTLECARD

Aruba Instant On vs. Ubiquiti, Netgear, Cisco Small Business, Meraki Go

Introduction – What do I sell

Aruba, a Hewlett Packard Enterprise company, is the second largest manufacturer of networking solutions in the world, and a recognized leader in wired and wireless technology.

Aruba Instant On is a combined wired and wireless networking solution built with the industry-leading, enterprise-grade technology Aruba is known for. It is right-sized for small and growing businesses, with little to no IT support, who are looking for a reliable, secure, easy-to-setup networking solution at an affordable price.

The solution includes:

- An extensive range of wireless access points (indoor, outdoor and hospitality) with 802.11ac Wave 2 (Wi-Fi 5) and 802.11ax (Wi-Fi 6) technology
- Two switch series that create the foundation for a high-performance network:
  - The new Aruba Instant On 1830 switches are basic, smart-managed, fixed configuration Gigabit Ethernet Layer 2 switches that come in 8-, 24- and 48-port PoE and non-PoE models.

- The Aruba Instant On 1960 smart-managed, stackable gigabit switches come with 24 and 48 ports for non-PoE and PoE (Class 6 and Class 4) models, and a 12-port 10-Gigabit aggregation switch with 12 x 10GBASE-T and 4 x SFP+ ports.
- The Aruba Instant On 1930 Ethernet switches, available with various port counts (8, 24 and 48) and PoE capabilities, enable streamlined wired and wireless network setup and troubleshooting.

- Cloud portal and mobile app based management options (full interoperability) with intuitive dashboards, providing a single view of the network.
- 2-year warranty (access points) and limited lifetime warranty (switches); 24x7 phone support for 90 days, chat support for entire warranty period. There are options to extend support and warranty.

Elevator pitch

For small and growing businesses with little to no IT support and single or multiple sites, Aruba Instant On offers easy set up, speedy and reliable enterprise-grade connectivity, built-in security, and best-in-class support services that give small businesses the peace of mind they need to focus on growing their business while keeping customers happy and employees productive.

Because Instant On is cloud-based and app-managed, customers can manage their network remotely, access tech support within the mobile app, and keep the entire network up-to-date and protected with regular, automated updates. All of these features are included in the price of the hardware – there are no hidden subscription or licensing fees.

The opportunity

Small businesses prefer to deploy out-of-the box solutions to save money and speed deployment. They hold onto equipment longer, because of limited budgets and lack of dedicated IT. They look for long-term value for their investment, long warranties, and dedicated support. They value simplicity, reliability and ease-of-use, and want to ensure their company's and customers' data is secure.

According to 2021 Top 10 Technology Business Trends*:

• 64% of SMBs are facing security challenges with respect to home/public Wi-Fi network security

• >70% replaced in-person meetings and events with video conferencing

• 83% of SMBs sited that cloud-based business applications have been valuable in sustaining their business

Target customers

Small and growing businesses with limited IT staff

• Medical clinics

• Independent retailers

• Boutique hotels

• Restaurants/cafes/coffee shops

• Training facilities

• Home office

• Tech startups

• Professional firms

• Small schools

• Churches and other non-profits

Ubiquiti UniFi –
Weaknesses include:

1. No out-of-the-box. Need additional security gateway and management controller, increasing costs and complexity. Free mobile app offers only limited capabilities.

2. More complex mesh setup not supported by all access points. Wireless uplink feature has limitations.

3. Security features only available with additional security gateway. Provide similar features as Aruba at additional cost. Weaker authentication.

4. No integration of access points and switches.

5. No support for stacking.

6. Lacks some of the advanced features provided by Aruba Instant On.

7. Consumer-grade reliability (frequently reported issues; poor record of fixing small issues/bugs; some features are incomplete or buggy) and poor support experience. Customer pays all shipping costs.

Aruba Instant On –
We counter with:

1. **Simple-to-deploy solution –** no need for an additional appliance or tool. Easy to set up and manage using mobile app or cloud portal. Very easy to onboard devices, using multiple methods.

2. **One-Touch mesh setup –** Aruba Smart Mesh technology on all access points.

3. **Built-in security**, pre-configured or very easy to configure. No additional appliances.

4. **Unified capabilities –** streamlined wired and wireless network setup and tuning

5. **True Stacking support** for redundancy. Simplified configuration, management and troubleshooting by treating multiple switches as a single logical device. Easy to bring up, configure and manage stacking with the local web UI and from the cloud.

6. **Built-in automation**; automatic software updates; Radius MAC-based authentication, STP visibility, DHCP IP reservation and more.

7. **Enterprise-grade reliability**. Wi-Fi Alliance certification of all Access Points.

- **Extraordinary support experience**. Better warranty and support. Aruba pays shipping costs both ways.

- **Lower TCO** than comparable Ubiquiti UniFi solution.

Netgear Insight –
Weaknesses include:

1. NETGEAR multiple management options are only offered as subscriptions. Their cloud-managed solution is called NETGEAR Insight, without which mobile app or cloud portal access is not possible. Two subscription levels are available for Insight, with different feature access. Multi-site / multi-device management is available only with Premium. Multitenancy only offered with Insight Pro. Simple to deploy devices if Insight subscription purchased.

2. Insight Instant Mesh only available on a few access points. AirBridge available for outdoor wireless coverage (complex to setup).

3. Offers significantly fewer security features (Intrusion Detection not in all access points, no firewall, no DPI) than Aruba Instant On. Weaker authentication.

4. Stacking possible only on dedicated uplink 10G SFP ports. Stacking config and management possible only with GUI and not from cloud.

5. Limited PoE capability: Class 4 PoE support only.

6. Advance features like captive portal, social login integration, PoE schedule available only with Insight Premium.

7. Provides consumer-grade reliability. Access points not certified.

8. Only 90 days phone and chat support on access points and some switches. To get further support, need to buy Premium support or pay per incident. Access points' warranty is 5 years, but Aruba can offer extensions.

Aruba Instant On –
We counter with:

1. **No subscriptions** needed to setup and manage all access points and switches from Cloud portal or from mobile app. Free access to all features (e.g. multi-site, multi- tenancy). No subscriptions. Simple solution to deploy.

2. **One-Touch mesh setup –** Aruba Smart Mesh Technology on all access points.

3. **Built-in security**: firewall, IDS and DPI including ability to block certain types of traffic. All pre- configured or very easy to configure. Stronger authentication mechanisms.

4. **Stacking Support** with front plane stacking and no need for any dedicated stacking ports – either 1G or 10G ports can be stacked. Easy to bring up, configure and manage stacking with the local web UI and from the cloud.

5. **Built-in automation**; automatic software updates; more advanced features

6. **Built-in automation. More advanced features. Both Class 4 and Class 6 PoE** capabilities. Includes Social login integration, PoE schedule and more.

7. **Enterprise-grade reliability**. Wi-Fi Alliance certification.

8. **Better support** services (e.g. chat support during warranty; payment of shipping costs).

• **Lower TCO** than NETGEAR Insight solution.

Cisco Small Business – Weaknesses include:

Aruba Instant On – We counter with:

1. More complex setup, no out-of-the-box: two different applications provided to deploy and manage the network. Need to buy and host an additional management application (Cisco FindIT) for single pane of glass (no cloud-managed) and multi-site management. FindIT requires a probe per site in addition to central server. Licenses/subscription paid based on number of devices to manage.

2. Remote management possible with Cisco Business Dashboard, which requires separate installation or cloud hosting to run the software. Cisco business dashboard is offered by subscription based on the number of devices.

3. Stacking is possible, but not easy to bring up.

4. Need mesh extenders to setup mesh network.

5. Lacks most of Aruba's built-in security features (e.g. firewall, DPI, IDS, WPA3 not on all access points) and advanced features. No integration between access points and switches.

6. Offers slightly better support services for their Small Business products than Aruba but they do not cover all shipping costs (only one way).

1. **Simple solution to deploy**. Deploy and manage access points and switches through a single pane of glass. No extra licenses/fees, no additional server/probes. Easy device onboarding.

2. **Manage from anywhere**, anytime with Aruba mobile app or the cloud portal.

3. **Cloud-managed stacking.** This stacking method allows the user to easily bring up and manage the stack remotely through the cloud. No subscription or fees.

4. **One-Touch mesh setup –** Aruba Smart Mesh Technology on all access points.

5. **Built-in security:** firewall, IDS and DPI including ability to block type of traffic. All pre-configured or very easy to configure. Stronger authentication mechanisms. Automatic configuration of VLANs across APs and switches. Single pane of dashboard to manage switches and access points.

6. **Unified capabilities.** Streamlined wired and wireless network setup and tuning.

• **Built-in Automation**; automatic software updates; more advanced features.

• **Enterprise-grade reliability**. Wi-Fi Alliance certification of all access points.

• **Lower TCO** than Cisco Small Business.

Meraki Go –
Weaknesses include:

1. Lower-grade cloud management solution. Only mobile app provided, no cloud portal. Multi-site management is possible, however need separate accounts / registration and to invite other user. Multiple login accounts not allowed.

2. Only 1 indoor access point, 1 outdoor access point with no Wi-Fi 6 support. Smaller cluster size (20 access points, 4 SSID). Lower performance switches.

3. No support for stacking.

4. Need to buy additional security gateway (combined firewall and router) for increased security and advanced features. Very basic security provided without it. Weaker authentication (no 802.1x, no WPA3). Security Gateway is a bottleneck (250 Mbps throughput, 50 users per site).

5. Fewer advanced features, and Wi-Fi can support only max 4 SSID.

6. Only 1-year warranty and 1-year 24x7 chat support on switches

Aruba Instant On –
We counter with:

1. **Simple solution to deploy –** no need for additional appliances. Unified setup and management using mobile app or cloud portal. Supports multi-site, multi-tenancy.

2. **Extensive portfolio** to better serve client needs. **Higher performance** on switches.

   PD power-enabled switches providing greater flexibility where switches can be deployed without the need for an AC power outlet.

3. **True Stacking support,** which makes expanding network capacity simple by allowing for the management of multiple devices as a single logical device. This increases the availability and resiliency of the network through redundant links.

4. **Built-in security**, pre-configured or very easy to configure. No additional appliances and subscriptions. Stronger authentication. More advanced features.

5. **Better scalability**: not constrained by security gateway's throughput.

6. **Enterprise-grade reliability**. **Wi-Fi Alliance certification** of all access points with support of 8 SSIDs

• **2-year warranty (access points) and limited lifetime warranty (switches)**. Aruba pays shipping costs both ways.

• **Lower TCO** than Meraki Go solution.

Why we win

1. **We win when clients are looking for "Simplicity", "Ease of Use" and "Out-of-the Box solutions"**

   • We provide a simple plug-and-play deployment and intuitive unified management with the mobile app or cloud portal. We do not require any additional appliances (e.g. security gateway, management controller) to provide a secure network and cover all areas in a very simple way.

   • With the exception of Meraki Go (cloud-managed solution but only mobile app provided), our competitors require customers to pay for a subscription for management software, and in some cases to install it on either a local computer, or a public or private cloud virtual machine or appliance (e.g. Ubiquiti). They only offer different tools to manage switches and access points separately (Cisco Small Business), or basic tools with limited features (NETGEAR, Ubiquiti) for free.

   • We provide unified wired and wireless capabilities that simplify network setup and tuning. Many built-in advanced features come pre-configured or can be configured with very few clicks.

   • No competitor offers an out-of-the-box solution like Aruba Instant On does.

2. **We win when clients are concerned about "Security"**

   • We provide, at no extra cost, built-in security that none of our competitors can match. Our competitors require the customer to buy a security gateway (Ubiquiti Unifi; Meraki Go), or they lack most of those security features altogether (NETGEAR and Cisco Small Business).

   • We offer built-in firewall, Intrusion Detection System, Deep Packet Inspection engine including ability to block one or more traffic types, strong authentication (support WPA3/OWE and 8021.x with external Radius in all access points and switches), and other security features like TPM chipsets. All come pre-configured or are easily configured with just a few clicks.

   • We offer advanced features that most of our competitors do not provide, like the control over Wi-Fi usage, the common workflows between the switches and access points, automatic updates, auto-prioritization of voice/video, automatic access point PoE prioritization, dynamic RF optimization, NAT, DHCP, and router mode.

   • 2 Factor-Authentication (2FA) helps prevent attackers from remotely accessing the network and securing sensitive customer information

3. **We win when clients are concerned about their "Budget"**

   • Our products have a very attractive price point.

   • We do not have any hidden fees.

   • All our competitor's require customers to pay extra fees and subscriptions.

   • We beat all our competitors when Total Cost of Ownership is evaluated (access points, switches, support services, management, security, reliability, simplicity).

4. **We win when clients are looking for a "Trusted Vendor" and "Reliability"**

   • Aruba is a recognized leader in WLAN and wired technology

   • We provide superior hardware and software quality in our small business products

   • All access points have Wi-Fi Alliance certification

   • Our 1930 and 1960 switches beat competitors' equivalent switches throughput/uplinks

   • Aruba is recognized for the extraordinary support experience we provide

Responding to FUD (Fear, Uncertainty, Doubt)

1. **Aruba Instant On positioning (features, scalability)**

   Competitors trying to position mid-size business solutions instead of small business, might claim that Aruba Instant On is not an enterprise solution. They might claim that it does not scale or support growth, and clients will have to buy a different solution if they initially invest in Instant On. Understanding when to position Instant On will counter those statements.

   Aruba Instant On is ideal for small businesses (single or multi-site) with limited IT staff. It is primarily targeted at small and growing businesses (e.g. less than 100 users per site), but Instant On access points can support up to 250 users, and switches can scale to support 500 users, supporting growing businesses. Aruba Instant On is designed for simplicity, affordability and ease of use, but it provides a high quality out-of-the-box solution with the security and reliability needed by small businesses.

   For bigger organizations, or those with special technical needs, Aruba Instant or traditional Aruba access points might be a better fit. The Aruba Instant solution includes more expensive access points and switches and is a mid-size enterprise solution with many options and capabilities. Companies with specialty devices and specific requirements for the wireless network, such as specific data rates that should not be enabled, DTIM adjustments, or special wireless QoS settings, will need Aruba Instant instead of Aruba Instant On. Understanding the specific needs of a client will help position the best Aruba solution (either Aruba Instant On, Aruba Instant or Aruba Controllers) and beat our competitors.

2. **Aruba Instant On – Switch local mode (web UI) vs cloud mode**

   Some of the advanced features on the switches can only be configured on the web UI (local). If the web UI is used, cloud management is not possible. We counter this by mentioning that the most common switch features are available on the cloud portal and mobile app. More and more advanced features will be available on Aruba Instant On cloud portal in coming releases – this is similar to our competitors.