Aruba DCN vPlaybook

vPlaybook Overview

vPlaybook Structure

The vPlaybook structure has been designed using DSG Consulting's extensive work in the sales enablement arena as well as comprehensive engagement with thought leaders across Aruba.

The vPlaybook offers several entry-points for just-in-time sales insight and messaging for the sales organization.

Sales messaging converts strategic brand positioning into actual words, questions, conversation paths, and visuals that help sales reps create and win more business.

The vPlaybook gives key ingredients for leading credible conversations, including:

WHAT TO KNOW
Solution information to consider as you prepare to lead with insights in customer meetings

WHAT TO SAY
Talk Tracks and insights for leading compelling customer conversations

WHAT TO DO
Conversation planning best practices to plan for customer meetings

WHAT TO SHOW
Solution presentation to use with customers to create compelling and memorable events

Conversation Planning

KEY PLANNING ACTIVITIES	PLANNING QUESTIONS TO ANSWER
• Ensure a current understanding of the account's business objectives and your sales strategy by reviewing and refreshing your Account Plan using recent earnings reports, recent discovery agreements and notes from prior meetings, input from partners and other Aruba employees that have been engaged in the account.	• What are their business objectives and networking requirements? (Or "likely" objectives and requirements if you don't know?)
• Research your customer executives using all available resources	• What does their current networking infrastructure consist of, and what shortcomings or limitations will you highlight, driving a "why change?" conversation?
• Determine the key insights to deliver to this particular audience and use the appropriate messaging content in the playbook to prepare for a relevant discussion	• What "why now?" insights will you share to drive urgency?
• Open a discussion with involved Partners as appropriate	• What elements of the desired state will you emphasize, and how will you make this relevant to your audience (Business or Technical?)
• Determine the appropriate "next steps" to recommend at the conclusion of the meeting	• What impact does the gap between their current state and desired state have on their business and networking objectives?

Click image or download from Research Drawer

Utilize the Conversation Plan template to prepare for your visual conversation

aruba

Aruba DCN Strategy

CONTINUE

Continue product and solution investment, innovation and execution

SIMPLIFY

Simplify via industry standards based automation, integration and consumption models

DISRUPT

Disrupt the market by introducing distributed security solutions and full traffic visibility at the edge

INTEGRATE

Integrate with HPE data center solutions including go-to-market alignment and compensation

ACCELERATE

Accelerate Aruba's CX data center business by securing greenfield/new logos

aruba

What's In It For You

EXCEED YOUR QUOTA
- Aruba DCN is an area where you can grow your pipeline.

SEIZE THE GO TO MARKET OPPORTUNITY
- Massive TAM … $16B in 2021 to $23B by 2026. Aruba, HPE installed base and credibility

SHUT OUT THE COMPETITION
- Grow customer wallet (and mind!) share: Campus, DC, Cloud, IaaS

STRENGTHEN CUSTOMER RELATIONSHIPS AND LOYALTIES
- Position Aruba as a trusted, strategic IT partner

ALIGN WITH COMPANY PRIORITIES
- Aruba DCN is a key leadership priority for FY'23

Aruba DCN Solution Overview
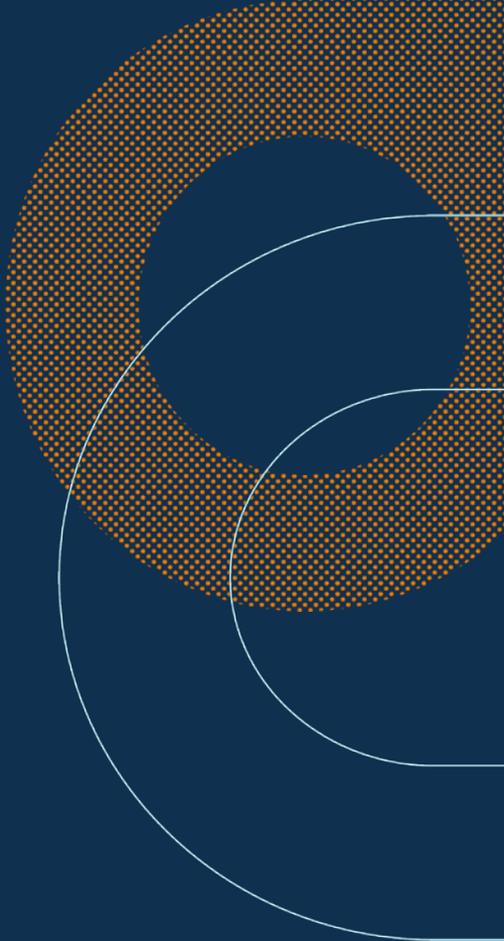
aruba

Simplification, Accelerate Service Delivery & Security

Aruba DC Networking solutions are built to power unified, intelligent, security and automated software-defined fabrics providing the flexibility, scalability and resiliency needed to support modern, next generation edge-to-cloud centers of data.

Enterprises rely on Aruba innovative hardware and systems to build better networks that;

✓ Simplify network and security deployment and operation.

✓ Distribute services closer to applications for secure, streamlined management.

✓ Improve security while limiting appliance scrawl for a lower overall cost.

✓ Optimize network bandwidth, performance, and user experience.

✓ Seamlessly integration into existing compute, storage, and virtualized IT infrastructure.

Simplification, Accelerate Service Delivery & Security

Aruba delivers modern networking solutions for "Centers of Data" connectivity

Cloud native based switching architecture

Common operational model across "centers of data"
Edge access to data center

Software-defined fabric automation & orchestration

Simplify, speed IT provisioning to accelerate application & service delivery

Distributed Services Architecture

NEW SWITCHING CATEGORY: Integrating stateful, accelerated services into switching fabric

HPE - Aruba IT integration (Compute, Storage, HCI, SAP, GL ...)

UP TO 35% LOWER TCO
optimized form-factors

UP TO 10X FASTER provisioning vs traditional manual CLI models

UP TO 100X SCALE vs traditional centralized DC designs

Cloud native based switching architecture

Data Center – Leaf-Spine, 25/100/400G, FB-BF
On premises, Private Cloud, Colocation

Aruba Fabric Composer

Aruba CX 10000

Aruba CX 9300

Aruba CX 8360

Aruba CX 8325

Aruba CX 8400

Aruba CX 6300M (OOBM)

Aruba CX 6400

Aruba CX 6X00

Core / Aggregation / Access

End-to-End Portfolio for the Enterprise

← *Common Operating Model - Campus Edge to DC* →

AUTOMATION | Options to Match Your Operating Model

Turnkey Automation	Event-Driven Automation	Network Overlays	Automation Frameworks	Custom Automation
aruba Fabric Composer	(Aruba NAE)	(e.g. NSX)	(e.g. Ansible)	(e.g. Python Scripts)
100% RESTful APIs		AOS-CX		Access via System, NMS, Cloud
State Database	←	Micro-Services Architecture	→	Time-Series Database

BUILT ON A CLOUD-NATIVE OPERATING SYSTEM

Aruba products and software deliver the complete package. From small to large organizations, the Aruba comprehensive switching portfolio provides superior solutions for access, aggregation, core, and data center operations.

The AOS-CX switching software and portfolio with fixed ports or modular chassis offers non-blocking speeds from 1 GbE to 400 GbE, with the flexibility to start with a minimal port count and expand to full-density switches easily, with built-in automation and analytics. Features include high resiliency redundant management, fabric, power, and fans.

aruba

Software-defined fabric automation

SOFTWARE-DEFINED ORCHESTRATION

PROVIDING THE CLOUD EXPERIENCE AND EFFICIENCIES FOR YOUR NETWORK, APPLICATIONS, AND SECURITY.

Solving key customer issues today...

Simple, rapid, and error free fabric deployments	Automation & integration with 3rd Party systems	Visibility into both the physical and virtual space	Distributed Security Services across the environment

CONFIDENTIAL | AUTHORIZED HPE PARTNER USE ONLY

Software-Defined Fabric Orchestration, Unified Security

ECOSYSTEM INTEGRATIONS

aruba Fabric Composer

Single API Integration point

Real-time Telemetry streaming

Machine Learning & Analytics

Distributed Firewall, Macro/Micro-Seg, Telemetry
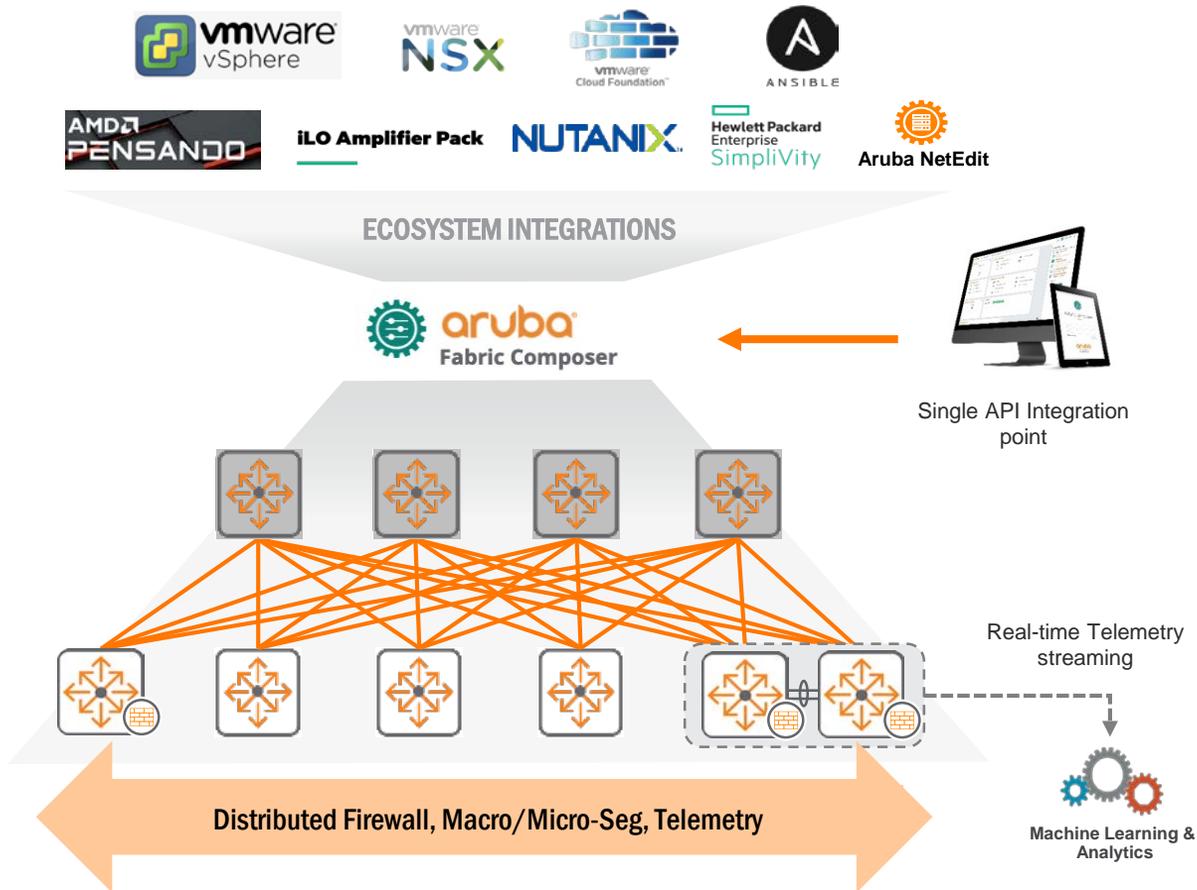
Operator Benefits

- Deployment Automation

- Easy to install API Integration Packs

- Automate everyday networking tasks

- Simplified troubleshooting

- Centralized policy management

- Full visibility, telemetry, and reporting

Aruba CX Switch Support - CX 6300, 6400, 8325, 8360, 8400, 9300, 10000

Summary Benefit of a Next Generation Secure Fabric

Simplified Network and Security Operations	IT operations can leverage Aruba Fabric Composer for unified network, east-west segmentation, VPN and NAT configuration for Aruba CX. All switch and network configurations and security policy definitions for both the switch and distributed firewall can be handled by Aruba Fabric Composer.
Automated Insights & Diagnostics	Telemetry from the CX10000 provides rich and granular telemetry that NDR and XDR platforms can leverage to provide a NOC and a SOC with pervasive visibility for the east/west data center traffic.
A Lower TCO	**TCO Calculator** Customers are looking to reduce their TCO in the data-center. The CX 10000 enables consolidation of appliance sprawl and software licensing by providing a turn-key solution with in-line stateful firewall for granular micro-segmentation, NAT and IPsec/VPN
Reduce Security Appliance Sprawl	Eliminate appliance sprawl leveraging the CX10000 to provide secure multi-cloud connectivity as well as bring in remote connections in a consolidated border-leaf service node.
Zero Trust Secure Networking	• Protect the unprotected with a distributed stateful firewall behind every switchport. • Reduce coverage gaps with existing deployments • Reduce firewall-appliance, software-agent and virtual firewall sprawl

Aruba Fabric Composer

Building out enterprise data center infrastructure can be a challenge in planning, integrating, validating, and managing all the required infrastructure components. Even when all the components come together in a predefined composable offering, there is still the challenge of evolving legacy operations and processes.

Applying the old way of doing things to a new, modern IT and cloud infrastructure can be a losing battle.

One of the biggest challenges in building out data center infrastructure is the network fabric, which is the foundational glue that integrates the infrastructure's compute, storage, and application resources. Any bottleneck in the network fabric will negatively impact the enterprise' ability to run applications efficiently.

At a high level, provisioning the network in a modern enterprise data center has been a challenge for two key reasons;

• The network infrastructure itself has been traditionally complex, and typically requires specialized skills and training to configure and manage.
• Network and security teams typically reside in separate, siloed organizations, and often require a job ticket to schedule network configuration, maintenance or configuration of security policies in the environment.
Herein lies one of the most notorious bottlenecks of traditional IT, siloed operations that impede deployment velocity.

Aruba CX 10000

The Aruba CX 10000 Series Switch with Pensado represents a new category of data center switched that combines best-of-breed Aruba data center L2/L3 switching with the industry's only, fully programmable DPU (Pensado Elba) that delivers stateful software-defines services inline, at scale, with wire-rate performance and orders of magnitude scale and performance improvements over traditional data center L2/3 switches at a fraction of their TCO.

ARUBA CX 10000 WITH AMD PENSANDO
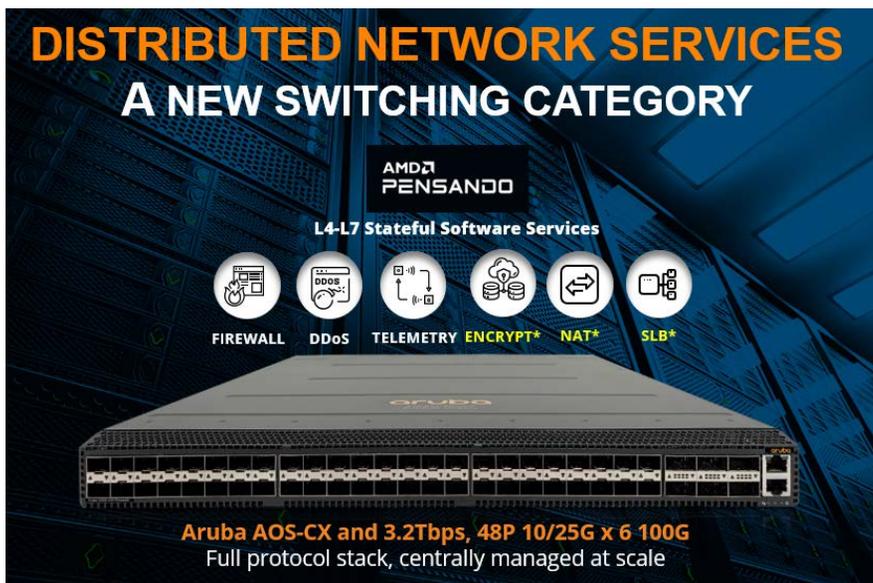
DISTRIBUTED NETWORK SERVICES
A NEW SWITCHING CATEGORY

AMD PENSANDO

L4-L7 Stateful Software Services

FIREWALL   DDoS   TELEMETRY   ENCRYPT*   NAT*   SLB*

Aruba AOS-CX and 3.2Tbps, 48P 10/25G x 6 100G
Full protocol stack, centrally managed at scale

Ecosystem Integration

ARUBA CX 10000 SWITCH VALUE PROPOSITION: WHY SHOULD THE CUSTOMER CARE?

Historically, data center switching focused on the fabric for connectivity—but that is only half of the challenge. Today, customers are enabling their data center network infrastructure to support distributed services to increase security, performance, and scale while reducing their TCO and OPEX. Traditionally, these have all been different appliances or VMs in the fabric. Not part of the fabric. This led to complexity, different vendors to manage, fabric tromboning, and complexity between the networking and security services teams. **It's Time for a better way.**

CUSTOMER BENEFITS:

- ✓ Improves Security Posture and Limits Appliance Sprawl

- ✓ Simplified Network and Security Operations at Scale

- ✓ Addresses Deployments where Security Agents or Software Can't be deployed into Servers

- ✓ Extends Zero Trust Segmentation Deeper into the Data Center for any Type of Host/Workload

- ✓ Significantly Lower Capex/Opex Expenditure on Network, Security and Services

- ✓ Overcomes Centralized Networking Service Layer Chokepoints, Reducing Downtime

aruba

Aruba CX 10000 - Summary of Benefit

Simplified Network and Security Operations

- IT operations can leverage CX10000 and Aruba Fabric Composer for unified network, east-west segmentation, VPN and NAT configuration.

- All switch and network configurations and security policy definitions for both the switch and distributed firewall can be handled by Aruba Fabric Composer.

Reduce Security Appliance Sprawl

- Eliminate appliance sprawl leveraging the CX10000 to provide secure multi-cloud connectivity as well as bring in remote connections in a consolidated border-leaf service node.

Automated Insights & Diagnostics

- Telemetry from the CX10000 provides rich and granular telemetry that NDR and XDR platforms can leverage to provide a NOC and a SOC with pervasive visibility for the east/west data center traffic.

Zero Trust Secure Networking

- Protect the unprotected with a distributed stateful firewall behind every switchport.
- Reduce coverage gaps with existing deployments
- Reduce firewall-appliance, software-agent and virtual firewall sprawl

Lower Capex and Opex Costs

- Customers are looking to reduce their TCO in the data-center. The CX 10000 enables consolidation of appliance sprawl and software licensing by providing a turn-key solution with in-line stateful firewall for granular micro-segmentation, NAT and IPsec/VPN

With Aruba CX10K, we value customer investments in the tools they use day to day by their teams. We help them enhance what they get from those tools by having them get them without performance bottlenecks.

Aruba CX 10000 - Summary of Benefit

With Aruba CX10K, we value customer investments in the tools they use day to day by their teams. We help them enhance what they get from those tools by having them get them without performance bottlenecks.

The Aruba CX 10000 integrates via a Rest API and provides flow data to a wide variety of security and network performance tools including Advanced Security ML (XDR), Application Dependency Mapping (ADM), Network Performance Management (NPM), SIEM/SOAR, firewall compliance rules, and identity group mapping tools.

Aruba CX 10000 Delivery

HOW DOES THE ARUBA CX10000 DELIVER 100X THE SCALE, 10X THE PERFORMANCE AT 1/3 THE TCO OF COMPETITIVE SOLUTIONS?

Let's explain the details / assumptions

1 Today's reality, (Cisco and Arista) provide L2/3 networking and VXLAN, which offers a course level segmentation/isolation – but NO stateful services or zero trust

2 Customers could add these certainly stateful network/security services via firewall vendors (PA, Fortinet, Juniper) but would need to add several FWs ($400K/each) to provide anywhere close to the scale CX10K provides.
- We suggest capping these FW appliances investment (HW/license) and let them do what they are good at - perimeter security.

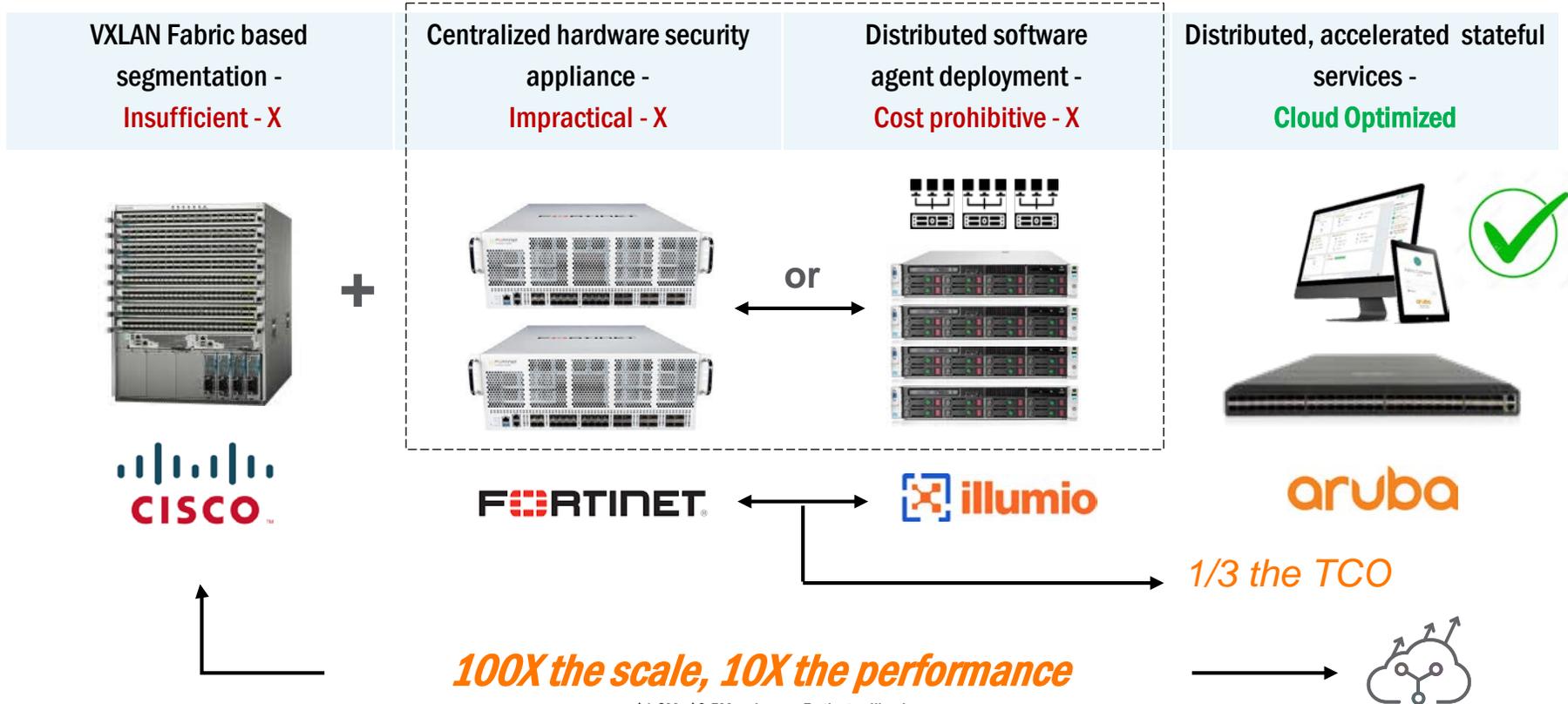**3** Customer could also deploy software agents on all their servers (e.g., Illumio, NSX) - but it's very disruptive, difficult to manage, is **extremely** expensive and takes CPU cycles away from the servers.

4 Up until now, customer haven't had the option of embedding accelerated, stateful network and security into the network fabric itself (at the ToR/server edge) – which provides a far superior solution the current alternatives

DC Network Segmentation, E-W Firewall Deployment Options

Stateful Services, 800G, E-W Firewall Segmentation Across 1,000 Servers / 32 racks

VXLAN Fabric based segmentation - **Insufficient - X**	Centralized hardware security appliance - **Impractical - X**	Distributed software agent deployment - **Cost prohibitive - X**	Distributed, accelerated stateful services - **Cloud Optimized**

+

or

CISCO

FORTINET

illumio

aruba

1/3 the TCO

100X the scale, 10X the performance

$1.8M - $2.5M savings vs. Fortinet or Illumio
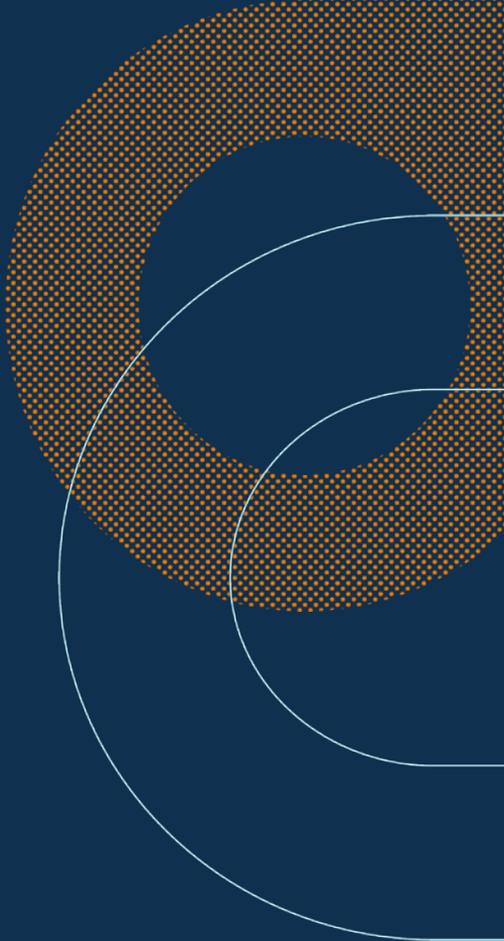
HPE and Aruba

HPE and Aruba

Customers have the option to leverage an array of pre-engineered and tested HPE and Aruba integrations for more traditional on-premises, customer-managed options. These ready-to-deploy, custom IT data center solutions help simplify and speed IT service delivery while reducing the time, risk, and expertise needed to deploy complex solutions.

These new integrations span a wide range of compute, storage, HCI, HPC, mission-critical, virtualization, and cloud offerings including HPE ProLiant DL/DX servers, SimpliVity, Nimble, Synergy, Cray Shasta, Cray ClusterStor, SAP HANA, VMware, and Nutanix.

Data Center Solution Integration
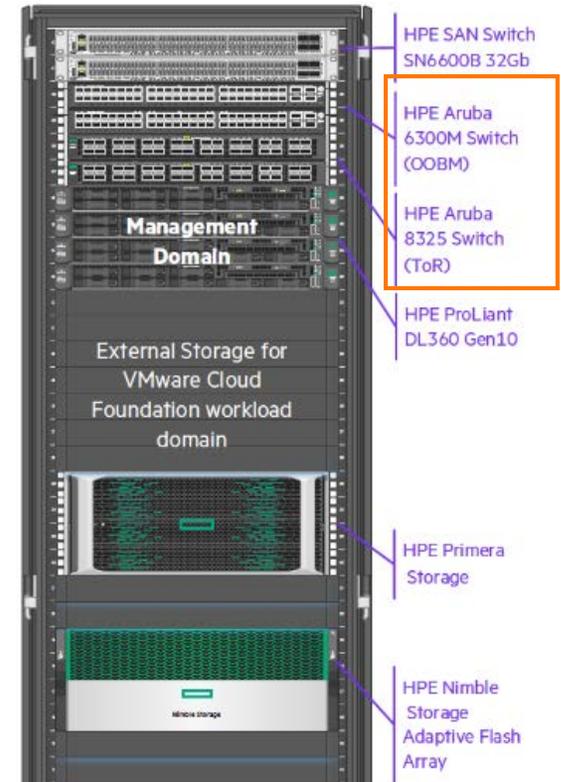

Reference Architecture

HPE REFERENCE ARCHITECTURE FOR VMWARE CLOUD FOUNDATION ON HPE PROLIANT DL SERVERS

Single API Integration point

Over 25 business critical reference resigns … and more everyday

Microsoft SQL Server HPE DL360, Primera	Red Hat OpenShift on HPE ProLiant DL360/380	Oracle 19c DB w/ VMware HPE Synergy, Primera	SAP HANA DB on HPE Superdome Flex 280
Microsoft	Red Hat	ORACLE	SAP S/4 HANA

nimble   simplivity   NUTANIX   ALLETRA

Hewlett Packard Enterprise aruba

HPE SAN Switch SN6600B 32Gb

HPE Aruba 6300M Switch (OOBM)

HPE Aruba 8325 Switch (ToR)

HPE ProLiant DL360 Gen10

Management Domain

External Storage for VMware Cloud Foundation workload domain

HPE Primera Storage

HPE Nimble Storage Adaptive Flash Array

Full-Stack HPE Aruba Data Center Solutions

HPE and Aruba offers a differentiated advantage over traditional network-only vendors by offering **HPE GreenLake** Hybrid Cloud services and **Infrastructure-as-a-Service** to support customer workloads – on-premises, fully managed in a pay-per-use model at the edge, in colocations, and in the data center.

Aruba networking technology underpins an increasing array of these new service offerings including: VM-as-a-Service, Container-as-a-Service, and **SAP HANA-as-a-Service**.

Customers who have deployed HPE GreenLake have reported up to **75% faster time to market** while deploying global IT projects.

HPE and Aruba: Better Together

Full-stack HPE Aruba data center solutions

HPE INTEGRATIONS

- HPE ProLiant Gen10[+] and Synergy
- HPE Nimble Storage dHCI
- Superdome Flex / SAP HANA (TDI)
- HPC Cray Shasta, ClusterStor

PARTNER SOLUTIONS

- VMware Cloud Foundation
- VMware SAN Ready Nodes
- HPE ProLiant DX (Nutanix)
- Pensando DSC and Aruba CX 10000 (DSS)

HPE GREENLAKE HYBRID CLOUD

- Infrastructure-as-a-Service ... VM, Container, SAP, ML Ops ...

ARUBA DCN for HPE

Sales Engagement Strategy

aruba

Sales Engagement Principles

The purpose of the Aruba DCN vPlaybook is to provide you with the content and process to engage in an interactive dialogue with your specific customer audiences about the business value of Aruba DCN Solutions early in the customer buying process.

LEADING THE CUSTOMER'S BUYING PROCESS

- Engage earlier in the buying process to provide insight at "Awareness" and "Education" stages.
- Engage higher in the organization, targeting decision-making authority.
- Solve fundamental business problems for executive-level decision makers.
- Challenge the thought process and lead with insight – our role is to guide the customer to buy rather than "selling" against our quarterly deadline.

"HIGH" AND "EARLY"

Selling "high and early" is key to driving growth for Aruba.

We will be more successful when we prompt an executive-level sponsor to consider change, and to do so early in the decision-making process.
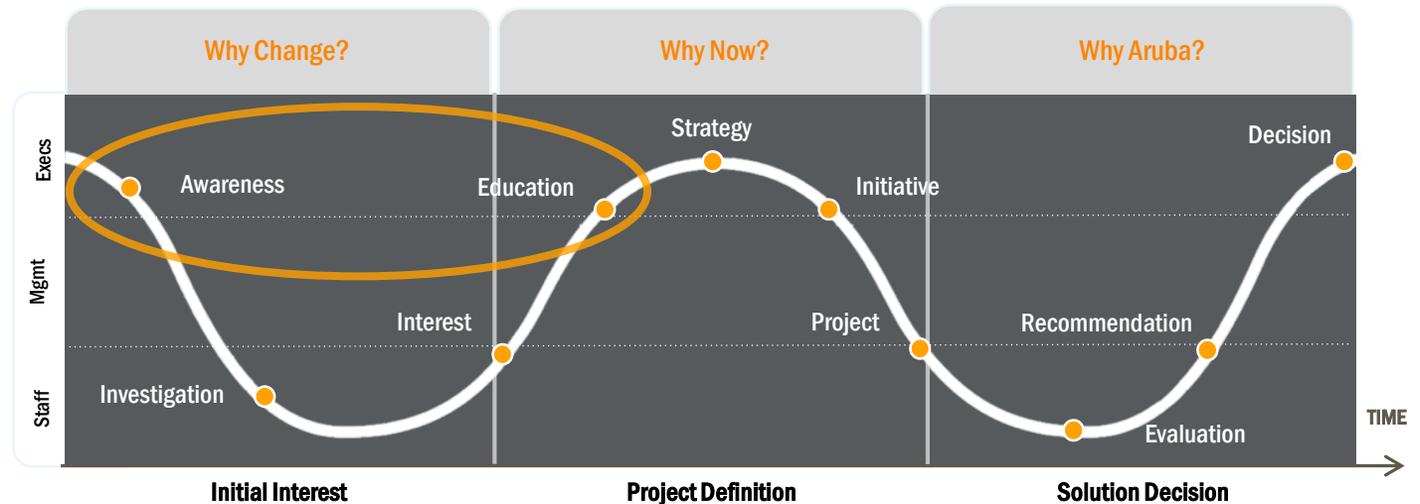
DCN Account Targeting

IDEAL ACCOUNT CHARACTERISTICS:

❑ Established Aruba CX campus customers, NetOps friendlies who also manage the DC network (value the benefits of Aruba ESP unified infrastructure).

❑ HPE compute/storage customers who are refreshing their servers or consolidating their data centers.

❑ New prospects who may be unsatisfied with the Cisco ACI experience and/or the VMware NSX deployment, due to complexity, poor performance, or cost.

IDENTIFYING OPPORTUNITY QUESTIONS

❑ Are you experiencing issues with data center network performance, reliability, or business continuity? Do you have insight into your data flows in the data center?

❑ What is your cloud migration strategy... what stage/balance of migration between public/private?

❑ Are you migrating from 10-25-100GbE?

❑ What is your current data center topology? (i.e., Leaf-spine fabric? VXLAN? EVPN?)

❑ Are you moving to a Zero Trust Security framework?

❑ How do you micro segment apps? Servers? VMs? in your data center, today?

LISTEN FOR:

❑ App modernization, hyperconverged, private cloud, storage networking

❑ New servers/apps ... driving a need for higher performing 25/100 GbE

❑ Poor application performance, outages

❑ Long network provisioning lead times, poor visibility, security issues/concerns

❑ Cisco ACI/Nexus (dissatisfaction), considering VMware (NSX)

❑ Network segmented and/or multi-tenant DC environments

Target Audiences

Below are the key audiences we should be engaging to develop sponsorship for our sales cycles. Use the following pages to tailor your conversation to be relevant to your particular audience. Leaders will agree to sponsor further discussions if we share insights into how we can help overcome their common challenges and help them achieve their objectives.

Network/Security Architect

Responsible for planning DC, Edge, Colocation architecture.

Director of Network/ Security Operations

Accountable for the project and responsible for allocating resources to implement it.
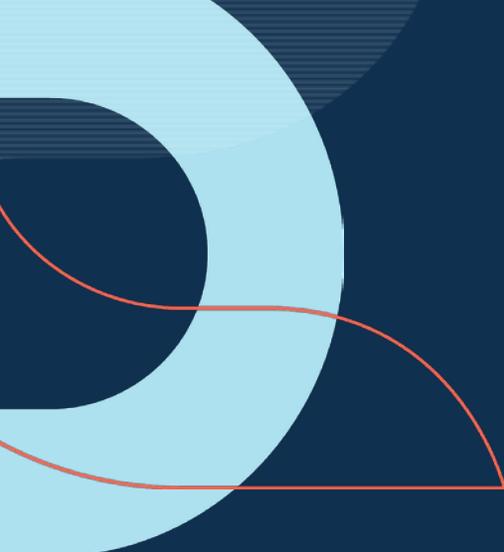
Network/Security Admin/Engineer

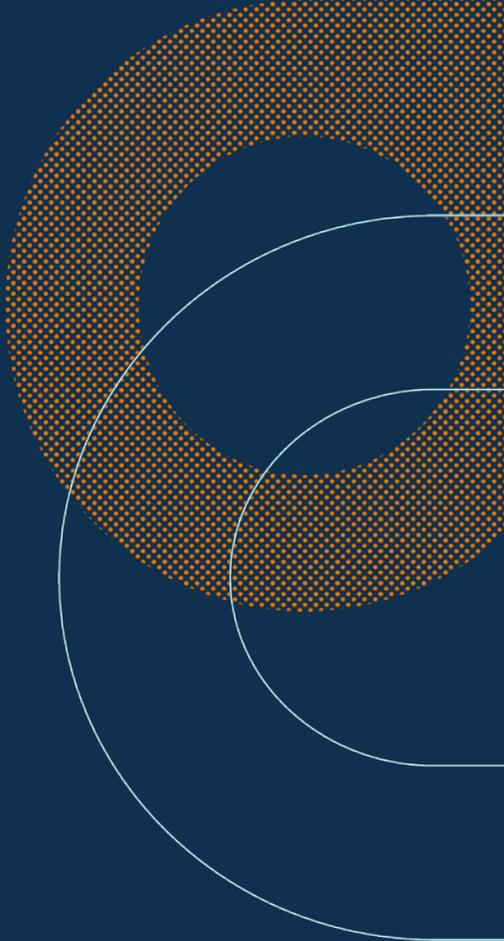Responsible for implementing and managing the outcomes and deliverables

Virtualization Architect/Engineer

Responsible for architecting, implementing and managing the outcomes and deliverables of a vSphere Deployment with a focus on micro-segmentation
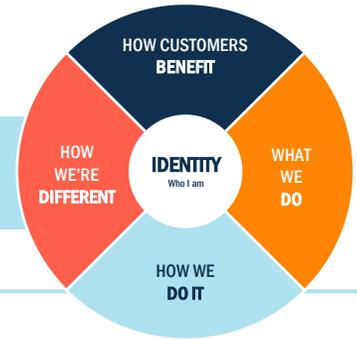
Identity Message

DCN Identity Message

The Identity Message is a framework, not a script, that can be useful for situations where you engage in conversation with a customer and must quickly explain your story. It can be used for introductory or follow-up phone calls, emails, or meetings.

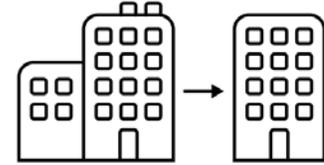|	
What we do	Aruba helps organizations build modern next generation distributed services / edge data centers – helping them to radically simplify operations, improve security and bring hyperscale-like cloud automation to their data centers
How we do it	• Unified infrastructure/operations (Aruba ESP) across edge to core to cloud networks • Software defined data center orchestration (Aruba Fabric Composer) that simplifies and accelerates network provisioning • Pre-engineered compute, storage, and networking solutions to help reduce the time, risk, and cost of standing up complex IT solutions. (Offered as CapEx or as-a-Service). • Aruba's distributed services architecture expands Zero Trust Security framework deeper into the data center and apps, dramatically scaling and strengthening the security over mission critical workloads
What makes us different	• Up to 10X faster networking provisioning vs traditional manual CLI models • 75% faster deployment of integrated and complex IT stacks • 100X the scale, 10X the performance at 1/3 the TCO of legacy solutions
Client Results	• Simplified operations • Accelerated infrastructure provisioning • Improved security posture • Increased scale and network performance • Lower overall cost of operation and ownership

CONFIDENTIAL | AUTHORIZED HPE PARTNER USE ONLY
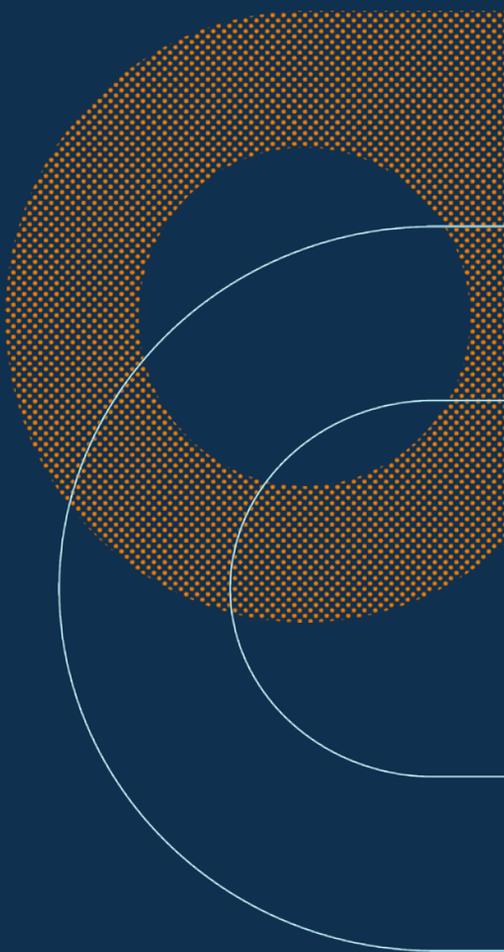
Why Aruba?

Why Aruba Wins in the Data Center

Distributed Network Services	HPE + Aruba Better Together	Aruba ESP Campus → DC
Customer struggling with high complexity/cost of traditional DCN / difficulty addressing E-W traffic	Compute (G10) / storage refresh or DC modernization driving need for 25/100GbE ToR switches	Aruba Customer with DC/POD refresh – desire to extend common CX operating model to server racks
Desire to extend isolation / ZTNA deeper into the datacenter	Integration of CX 8/9/10K into VMW, NTNX, Nimble HCI designs	WIFI→ Campus CX 6K → CX 8/9/10K
Distributing accelerated services into the DCN Fabric – CX 10000	Simplicity of deployment and expansions with Aruba Fabric Composer	VXLAN segmentation into DC Common ops →ClearPass, Central
100X the scale, 10X the performance at 1/3 the TCO	**Payoff = SPEED, rapidly stand-up infrastructure in days vs. weeks**	**Business continuity, availability, simplified support model**

aruba

Customer Success Stories
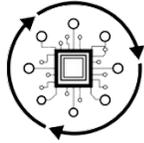
GLOBAL IT SERVICE PROVIDER

The world's largest companies and public sector organizations trust this Global IT Service Provider to deploy services to drive new levels of performance, competitiveness, and customer experience across their IT estates.

Company Profile	• Technology firm that helps global companies run their mission-critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds.
Requirements	• Provides hosting and managed services • 100+ DC's globally • Shared Services/Multi-Tenant environments • ACI shop - unhappy cost and complexity • Leveraged costly security hardware appliances for connectivity, isolation, and security policies • Needed more efficiency and cost-effectiveness
Solutions	• NAT & IPsec for Tenant Ingress/Egress connectivity** • E/W Macro/Micro-Seg for securing tenant environments • Alternative to current platform for Common Services as well as Network-as-a-Service offering • Aruba CX10000, Fabric Composer
Outcomes	• Improve security, limit appliance sprawl • Isolation and multitenancy • Optimized network bandwidth • Overcome centralized networking service layer chokepoints, reduced downtime • Simplified operations via unified network and security policy management • Accelerated infrastructure provisioning • Lower overall IT cost

Customer Success Stories

ONGC

The expanded HPE GreenLake agreement also supports a new deployment of Aruba networking solutions to deliver faster, more reliable connectivity and reduce network latency.

Company Profile	• India's largest crude oil and natural gas Company in India, contributing around 71 per cent to Indian domestic production. ONGC and its subsidiaries produce petroleum products like Petrol, Diesel, Kerosene, Naphtha, and Cooking Gas LPG.
Requirements	• Integrated 3 Data Center Site for SAP HANA ERP Project – Primary, Secondary DCs and DR • Pay-per-use model that could be implemented quickly without any impact on security and availability.
Solutions	• 10 Year Greenlake Contract ($MM) • SAP, Aruba, Advisory, Pointnext, Bid Management and Sales Operations • 80+ Superdome/DL380 servers • 50+ Aruba CX 8325 (L-S 25/100G) • AFC, NetEdit, ClearPass • Integration with SAP, CheckPoint, Juniper and VMW solutions
Outcomes	• Full edge-to-cloud infrastructure for the SAP environment is now running on consistent platform • 30% buffer capacity available on-premises to scale up and down as the business demands • Lower, predicable IT spend

Customer Success Stories

aruba

Monument Health

Advancements in IoT that will necessitate connecting and tracking new devices, the push for more mobility, and the need to provide more consumer-centric facilities, the network had to become a unified foundation for these critical and still-evolving capabilities - *Stephanie Lahr, MD, Chief Medical Information Officer for Monument Health.*

MONUMENT HEALTH

Company Profile	• Monument Health offers care in 33 medical specialties, serving 20 communities across western South Dakota and eastern Wyoming via six hospitals, eight specialty and surgical centers, and more than 40 medical clinics and care centers.
Requirements	• 3-year comprehensive network overhaul, replacing aging network (Cisco) infrastructure • Streamline and simplify administration for a lean IT staff • Establish a unified network infrastructure to deliver real-time insights and improved security
Solutions	• Aruba CX Series core switches in its two data centers, Aruba Wi-Fi 6 access points and CX Series access switches across all locations. • ClearPass for network access control and policy
Outcomes	• Modern network to support key applications such as Epic, MyChart and VoIP for nurses • Improved performance/reliability • Location-based services • Device fingerprinting • Network and IT automation

Objections and Responses

Objection	Real Concern	Response
Aruba isn't a DC player	Aruba experience	HPE Aruba is #1 or #2 in every IT/DC category – compute, storage, cloud, services and increasingly networking
Cisco shop	Interoperability, learning curve	Aruba DC solutions are full interoperable with 3rd party solutions, and have open API integration with network/IT automation tools
New technology	Disrupting existing network and security architecture (with CX10K)	The CX10K can seamless be deployed as a ToR switch without having to disrupt network design or core. Start small with a Rack or POD.
Security is driving our vendor decision(s)	Aruba security experience, solutions	We offer best-of-breed security/network solutions that are essential to Zero Trust -and integrate with your current security systems.
Moving to the cloud	Unclear how/what Aruba plays	Aruba unpins an increasing array of these new NaaS and IaaS services – in fact customers who have deployed HPE GreenLake have reported up to 75% faster time to market while deploying global IT projects.

DCN Talk Track
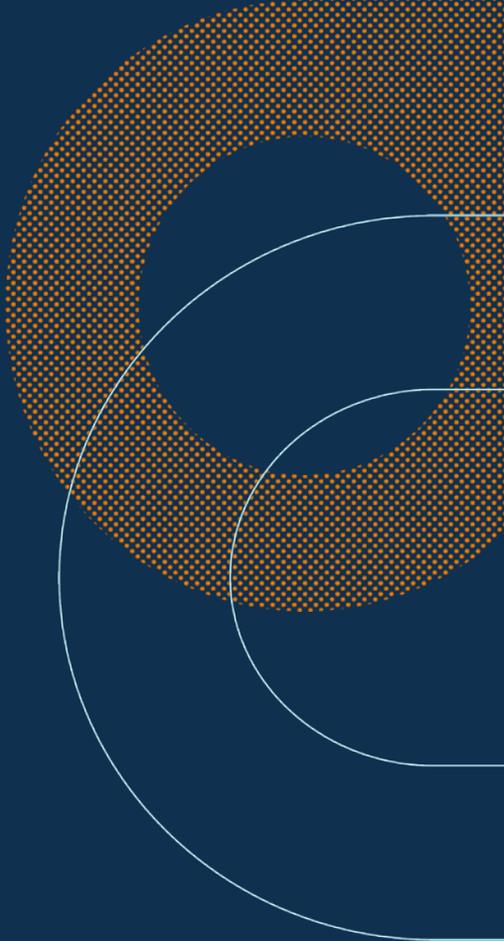
aruba

Conversation Starters

Ask your prospect these questions

Use these tactics to start a conversation, differentiating Aruba from the competition.

IF THE PROSPECT IS CONCERNED ABOUT **AUTOMATION**…

Then ask your contacts about…
- Their challenges with manual configuration in terms of resources and errors

Help them to…
- Understand how automation can help them adapt the DCN to meet business demands, and reduce errors

Emphasize…
- Automation reduces staff time and errors
- Ease of adaptation through a common OS with microservices, and programmable switches

IF THE PROSPECT IS CONCERNED ABOUT **ANALYTICS**…

Then ask your contacts about…
- The proportion of resources absorbed in troubleshooting
- The number and variety of tools being supported

Help them to…
- See how the Aruba Platform, including single OS and automation, can speed troubleshooting and allow IT to focus on business initiatives

Emphasize…
- Edge to DC single OS
- Networks Analytics Engine (NAE) shortens MTTR

IF THE PROSPECT IS CONCERNED ABOUT **AVAILABILITY**…

Then ask your contacts about…
- The network availability sought by the business
- Causes of downtime

Help them to…
- Appreciate how the maintainability of Aruba solutions reduces downtime

Emphasize…
- VSX enables live software updates so IT teams can keep the DCN up to date with no downtime

IF THE PROSPECT IS CONCERNED ABOUT **VALUE VS. COST**…

Then ask your contacts about…
- How their OpEx costs stack up
- Licensing Costs

Help them to…
- Evaluate how a DCN refresh might improve performance and reduce costs

Emphasize…
- Zero software license costs
- Edge to DC single OS
- Carefully assess whether to mention the alternative GreenLake for Aruba solution

Data Center Networking Talk Track

WHY CHANGE?	WHY NOW?	WHY ARUBA DCN?

Change Insight (Give)

- **Operational Complexity**. Most organizations have disparate network architectures and management tools with multiple switching hardware platforms, operating systems, and licensing or subscription plans.

- **Slow Service Delivery / SLAs**. This operational friction leads to longer lead times because IT spends countless hours on infrastructure requests and manual tasks, while stakeholders demand a faster cloud-like experience.

- **Difficulty Troubleshooting**. In the data center, lack of visibility across both the physical and virtual networks means that IT spends about 70% of their time trying to identify and diagnose issues.

Provocative Questions (Get)

- Where do you have silos or disparate solutions in your environment today? What impact is that having on IT? On the business?

- Where are slow service delivery times impacting your business today?

- How much time does your IT staff spend in troubleshooting?

- How are you addressing security risks in your network today?

Urgency Insight (Give)

- Complexity in disparate environments leads to higher operating costs, inefficient management and maintenance, and potential security risks.

- Slower service delivery negatively impacts the organization by hindering productivity and frustrating stakeholders, while also delaying potential revenue-enhancing services.

- Lack of visibility across the network increases the time required to solve issues, while also increasing the risk that not all issues will be solved. Additionally, scarce IT resources are forced to spend more time on troubleshooting versus value-add activities for the business.

Provocative Questions (Get)

- Where do you see an opportunity to reduce complexity and associated operating costs?

- What SLAs are critical to your business growth? How are you improving those delivery times?

- If you could free up 20-30% of your IT staff's time, what would you have them focus on?

Differentiators/Capabilities

- **Simplify and automate operations.** Built on a microservices based architecture with identical operation for all switches, whether deployed in a data center or campus environment. Aruba is unique here because our common architecture delivers a consistent and cloud-like operational experience across every domain of the enterprise network.

- **Accelerate service delivery.** Building on an already robust AOS-CX-based automation framework, Aruba is network orchestration solution which solves the problems faced by data center and IT administrators who often struggle with manual and siloed activities for IT service provisioning across compute, virtualization, storage and network infrastructure environments.

- **Integrate with industry leaders.** Aruba helps HPE's server and storage customers seamlessly extend connectivity to their solutions, to deliver a consistent user experience and operating model. Integrations with HPE and ecosystem partners span a wide range of compute, storage, HCI and cloud offerings, including HPE ProLiant servers, SimpliVity, Nimble dHCI, Synergy, SAP HANA, VMware, and HPE GreenLake Hybrid Cloud.
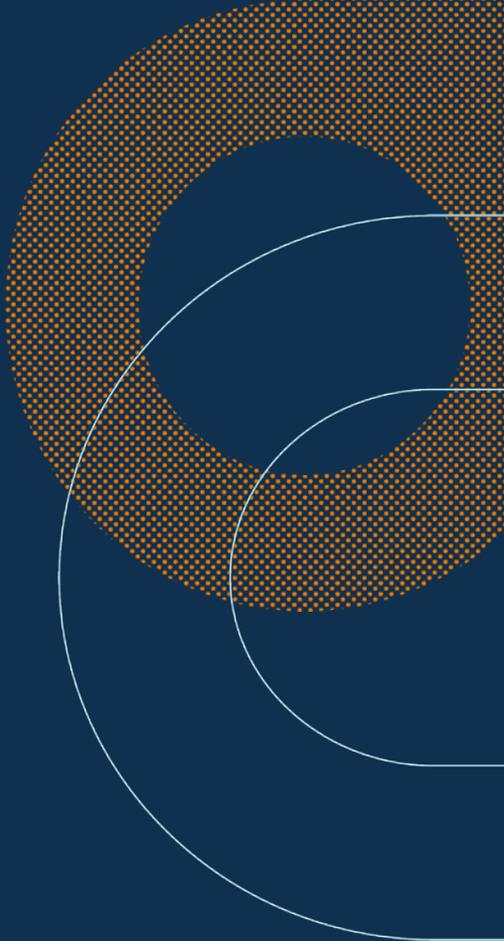
Customer-Facing Presentation
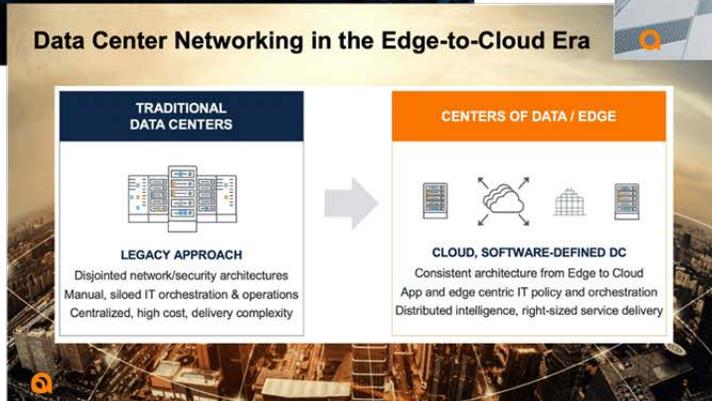
CLICK THE THUMBNAIL TO DOWNLOAD THIS CUSTOMER FACING PRESENTATION.

Beating the Competition

aruba

Beating the Competition

	Capability Explained	Supporting Facts and Proof Points
Automation and Visibility	• Automated tasks • Assurance tools for configuration • Ease of transition from legacy to automated solution • Visibility, including allocation of workloads to virtual machines (VMs)	• Software provided with every Aruba CX switch automates many operational tasks, including configuration, security profiling, and troubleshooting: for example, Network Analytics Engine (NAE) delivers event and correlation history, with alerts automatically correlated to changes in configuration and user activity • The ability to integrate with VMware NSX and other network overlays delivers full visibility of VMs
High Availability	• Live in-service upgrades • Resiliency within software • Managing redundancy • Hardware redundancy	• The single AOS-CX operating system across the DCN, developed as a set of microservices, not only simplifies maintenance and upgrades, but also enhances software resilience: a microservice can fail and restart without affecting the whole switch • VSX provides a redundant architecture that is highly available with minimal to zero traffic loss, even during live upgrades of software • Unlike some competitors, we have published documentation to show that with VSX, Aruba DCN solutions suffer no version-to-version incompatibility issues
Hardware Performance	• Speeds and feeds • Port density per rack unit • Form factor • Breadth of connectivity options • Space efficiency	• The Aruba CX Switching portfolio provides a choice of fixed ports or modular chassis with non-blocking speeds from 1 to 100GbE (Gigabit Ethernet), giving customers the ability to match hardware to business requirements to minimize space, cooling and power overheads

aruba

Beating the Competition

	Capability Explained	Supporting Facts and Proof Points
Security	• Streaming telemetry to export data into security tools • Role-based access control • Out of band management (OOBM)	• With ClearPass, through TACACS customers can ensure that only authenticated users gain access to DCN devices • Operations staff have enhanced visibility of connected users and devices, and are alerted immediately to any attempt to subvert the security policy • The 6300M switch has an OOBM port for managing and networking equipment
Interoperability	• Open interfaces • Third-party integration • Integration with VMWare • Ansible compliance	• Open APIs enable interoperation with third-party tools, and switches are fully interoperable with VMWare NSX • NetEdit provides customers with a powerful tool for migration, enabling them to readily integrate their Aruba DCN solutions into IT service management processes, or link them to orchestration engines, such as Red Hat Ansible
Maintainability	• Support • Availability of professional services • Automated IT operations (tickets etc) • Field replaceable units • Availability of parts	• Foundation Care for Aruba support includes worldwide 24x7x365 access to Aruba Technical Assistance Center (TAC) engineers, with guidance on configuration, interoperability and other best practices • For 'full IT stack' solutions, customers have a single point of contact for support through HPE PointNext • Aruba Professional Services works with partners to provide network design, deployment, and migration services, plus optimization, including change management and network health monitoring • Many IT tasks are automated, making maintenance operations easy to manage

Competitive Positioning and Differentiation

Next Gen Data Center Networking Design Elements / Imperatives	aruba a Hewlett Packard Enterprise company	Cisco	Arista	Juniper
Target Market • *Use case, primary application*	**Enterprise**	Telco, CSP and Enterprise	Hyperscalers, Large enterprise	Telco, CSP, Enterprise
Simplified operating model • *Common OS, features, management* • *Simplified licensing, service and support*	**AOS-CX** *Edge-DC-Cloud*	Disjointed Nexus v Catalyst	Disjointed	Disjointed
Software-defined automation • *Modern GUI, edge, app/workload centric* • *On-Premises and Cloud Managed*	**AFC / Central**	Heavy weight, complex - ACI	Heavy weight, CV + Big Switch?	Heavy weight, Contrail
Distributed network/security • *Accelerated at scale within the network fabric* • *E-W Firewall, Marco & Micro-segmentation*	**CX 10000** *with AMD Pensando*	*No – requires separate appliances*	*No – requires separate appliances*	*No – requires separate appliances*
Network/Infrastructure as-a-service and pre-engineered IT solution stacks	**HPE GreenLake for Aruba**	Limited ACI/UCS focused	Limited Network centric	Limited Network centric