



**Hewlett Packard
Enterprise**

Selling HPE Aruba Networking Solutions

STUDENT MANUAL

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Selling HPE Aruba Networking Solutions



Course map



This course is designed to help you uncover opportunities for selling HPE Aruba Networking solutions. In Module 1, you will learn about the HPE Aruba Networking vision and strategy. Module 2 focuses on AI for networking, explaining how HPE Aruba Networking's artificial intelligence (AI) powered capabilities enhance network management and troubleshooting. Module 3 introduces HPE Aruba Networking Unified Infrastructure, focusing on selling Unified Infrastructure solutions at the edge. Module 4 then explains how organizations can extend the benefits of a Unified Infrastructure into the data center network.

Module 5 transitions to protecting the network, focusing on HPE Aruba Networking zero trust security. In Module 6, you will learn how organizations can build on zero trust security to create a unified secure access service edge (SASE).

This course concludes with Module 7, which describes HPE Aruba Networking as-a-service solutions and reviews the importance of selling services.

Module 1: HPE Aruba Networking Vision and Strategy



Module overview



Topics

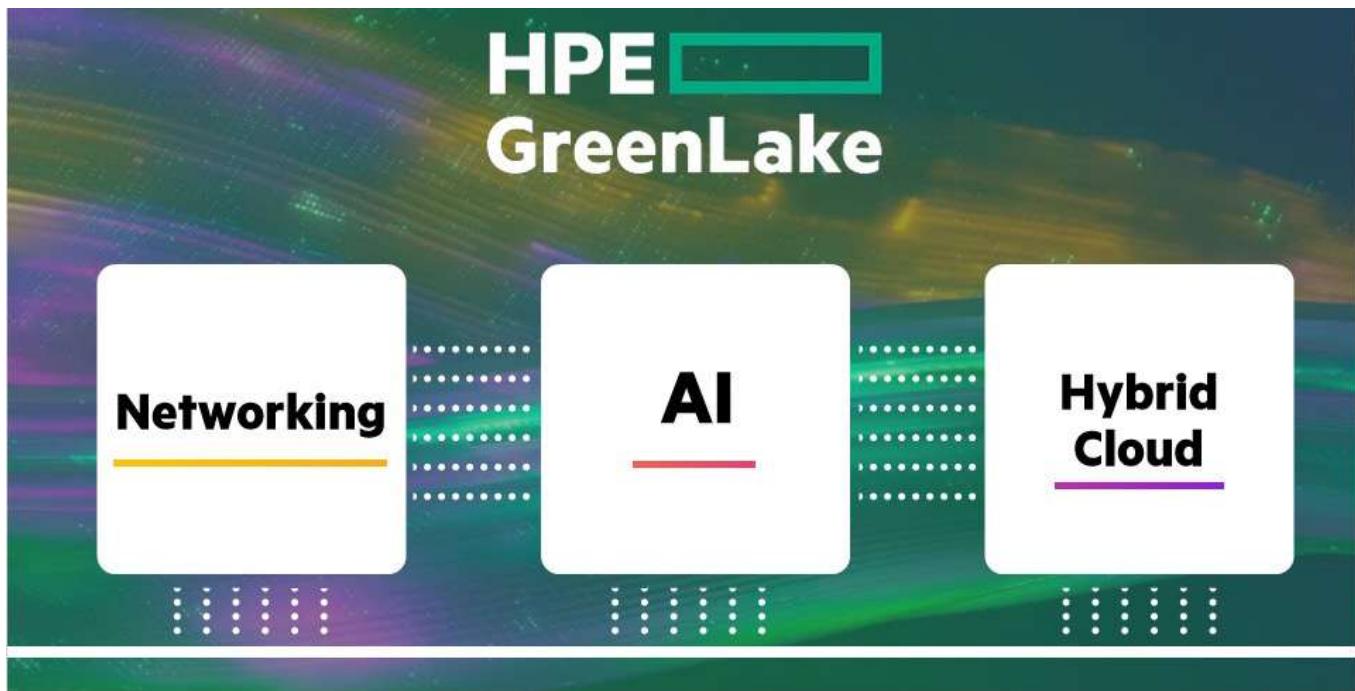
- 1** Vision and Strategy
- 2** Sustainability

This module is organized into two topics. Topic 1 presents the HPE Aruba Networking vision and strategy, explaining how HPE Aruba Networking delivers security-first, AI-powered networks. Topic 2 focuses on a key priority for HPE Aruba Networking and organizations worldwide: sustainability.

Topic 1: Vision and Strategy

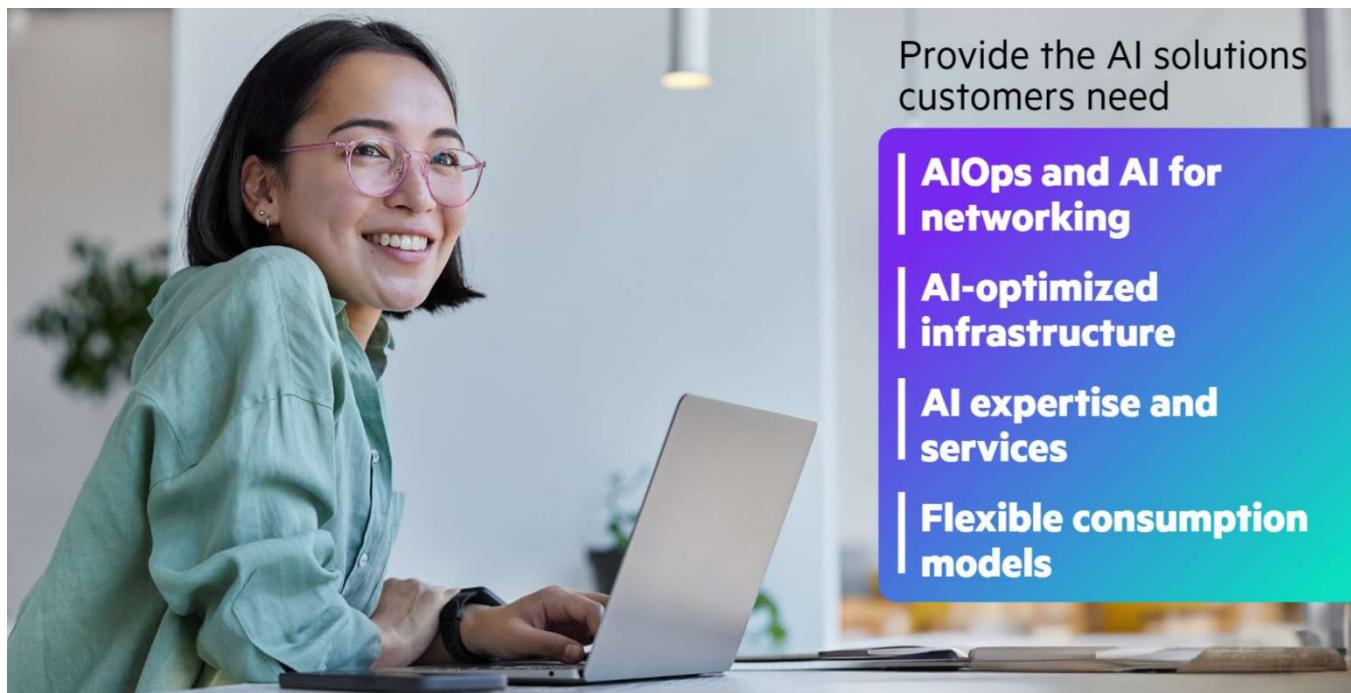


HPE strategy



HPE Aruba Networking solutions bring the simplicity and automation of cloud to network operations. HPE has identified networking, delivered through HPE Aruba Networking, as a key part of its strategy, helping to empower HPE's other two areas of focus: AI and hybrid cloud. In this topic, you will learn how HPE leads the industry in the AI and hybrid cloud spaces, as well as how HPE Aruba Networking helps to drive this leadership.

HPE is a leader in AI



Provide the AI solutions customers need

AIOps and AI for networking

AI-optimized infrastructure

AI expertise and services

Flexible consumption models

HPE is a leader in AI. Years ago, HPE anticipated the key role AI would play in fueling the next wave of innovation and has been putting in place the AI solutions customers need. No matter where customers are in their AI journey, HPE has the most robust set of capabilities to drive customers' AI outcomes.

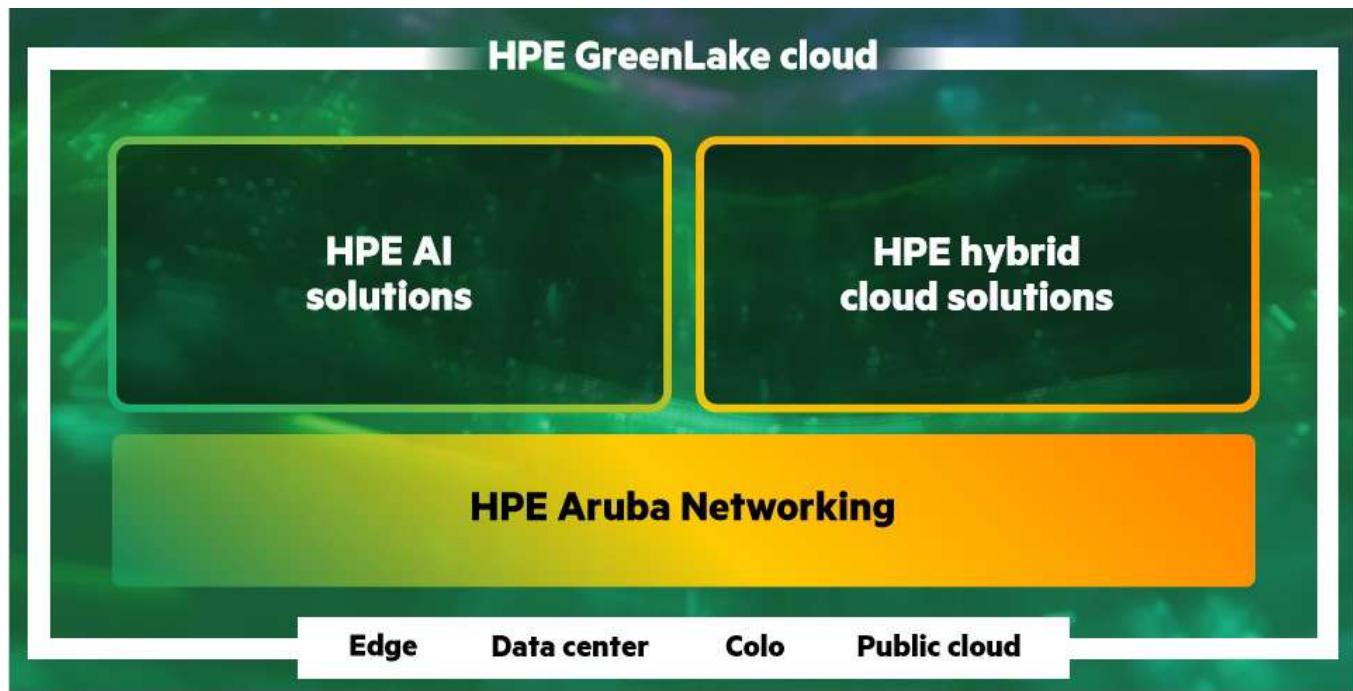
First and foremost, HPE uses AI to enhance the solutions HPE offers customers. Across the HPE storage, server, and HPE GreenLake cloud offerings, AIOps simplifies IT operations and lifecycle management, helping organizations control, manage, and fine tune their environments more efficiently. As you will learn in Module 2 in this course, HPE Aruba Networking uses AI for networking to automate day-to-day management tasks, provide visibility across the network, optimize network operations, and eliminate or troubleshoot issues.

HPE also offers AI-optimized infrastructure, which provides a powerful and highly scalable foundation for running demanding AI workloads. HPE compute, storage, and networking solutions lead the industry.

In addition to offering the AI solutions your customers need, HPE has the AI expertise and services to make your customers successful. HPE AI experts can provide strategic guidance at every phase of the customers' AI journey, helping them tackle and overcome the challenges that could otherwise derail their AI projects.

But offering customers the right AI solutions and expertise is not enough. Customers also need flexible consumption models to help them fund their AI projects. HPE allows customers to adopt an OpEx model, helping them align costs with their business outcomes and implement AI at their own pace.

HPE gives customers hybrid by design



Just as HPE offers AI solutions through HPE GreenLake cloud, HPE also delivers a comprehensive portfolio of hybrid cloud solutions. These solutions give organizations the flexibility to run workloads at the edge, in an on-prem data center, in a colocation facility, or in a public or private cloud. For example, organizations might run workloads on-prem to increase security, reduce compliance complexity, improve performance, and, in some cases, reduce costs. At the same time, organizations continue to rely on public cloud for scalability and consumption-based pricing. Wherever the workloads run, HPE's hybrid by design solutions give customers the cloud experience. Simplifying hybrid cloud management, HPE GreenLake cloud helps customers discover, observe, optimize, provision, protect, and manage their IT resources, no matter where those resources are deployed and run.

You will now learn how HPE Aruba Networking plays a key role in empowering HPE's edge-to-cloud strategy.

HPE Aruba Networking

The diagram features a central purple banner at the top with the text "Powered by HPE Aruba Networking Central". Below this, there are two side-by-side images. The left image shows four people (three men and one woman) gathered around a laptop, with the text "Security-first" overlaid in a teal box. The right image shows a person's face with a digital circuit board overlay, with the text "AI-powered" overlaid in a purple box. A large double-headed horizontal arrow is positioned below these two images, spanning the width of the central banner.

As the foundation of any hybrid cloud solution, the network must provide seamless connectivity and high performance while safeguarding the organization, never failing to deliver what users need. A network powered by HPE Aruba Networking Central puts security front and center, enabling customers to protect their valuable company resources. It also delivers a better customer experience because it is AI-powered.

Security-first with HPE Aruba Networking

Built on a foundation of zero trust

Enables innovation while strengthening cybersecurity

Delivers unified SASE for branch and remote users

Secure connectivity for everyone, everything, everywhere

Because threats can find any gap, HPE Aruba Networking has this overriding goal: delivering secure connectivity for everyone, everything, everywhere. That's easy to say, but not so easy to do in a world in which users might be connecting from home as often as from the office. And clients are not just computers but a dizzying array of Internet of Things (IoT) devices.

Fortunately, HPE Aruba Networking is purpose-built to meet these challenges. Built on a foundation of zero trust, the network starts enforcing security at the moment of connection. It segments every device based on identity and other rich context, applying firewall rules and other cybersecurity measures as needed.

Too often security interferes with admins' and users' productivity. By making it easy for admins to enforce simple, secure, and consistent policies, HPE Aruba Networking enables innovation while strengthening cybersecurity.

HPE Aruba Networking delivers the unified Secure Access Service Edge (SASE) recommended by industry experts. In other words, it combines networking and security functions to ensure secure connectivity for branch and remote users.

Zero trust

- Assumes every device, user, and network segment is a potential threat
- Reduces the vulnerability surface
- Improves security posture
- Prevents data breaches

Unified SASE

- Secure access service edge (SASE) consists of:
 - Secure Software-Defined Wide Area Network (SD-WAN) to automate, secure, and optimize branch connectivity
 - Secure Service Edge (SSE) to deliver cloud-centric, secure access for users anywhere
- Unified SASE = SASE delivered by a single vendor

AI-powered with HPE Aruba Networking Central

The screenshot shows the HPE Aruba Networking Central interface. On the left, a sidebar displays a client profile for 'Jack-Android'. It includes sections for Site (Acme Store, O29134), Network (Fair, AP-Oakmead-01), Applications (3), Security (Low Risk), and Alerts (3). The main panel shows a timeline from July 9, 2021, to Now, with a red dot indicating a communication issue due to a missing VLAN. It also displays properties like Host Name (Jack-Android), MAC Address (20:4c:03:4e:13:22), IP Address (10.1.50.4), and User Name (jack1234). A connectivity graph shows Jack-Android connected to Acme Employees, AP-Oakmead-01, Oakmead Backbone, and Internet. The right side features several callout boxes: 'Faster time to value', 'AI insights and AI-powered search', 'Automation workflows and AIOps across the entire lifecycle', 'Built-in support for Zero Trust and SASE', 'Intuitive, device-agnostic configuration', and 'Unified management and orchestration for network devices everywhere'.

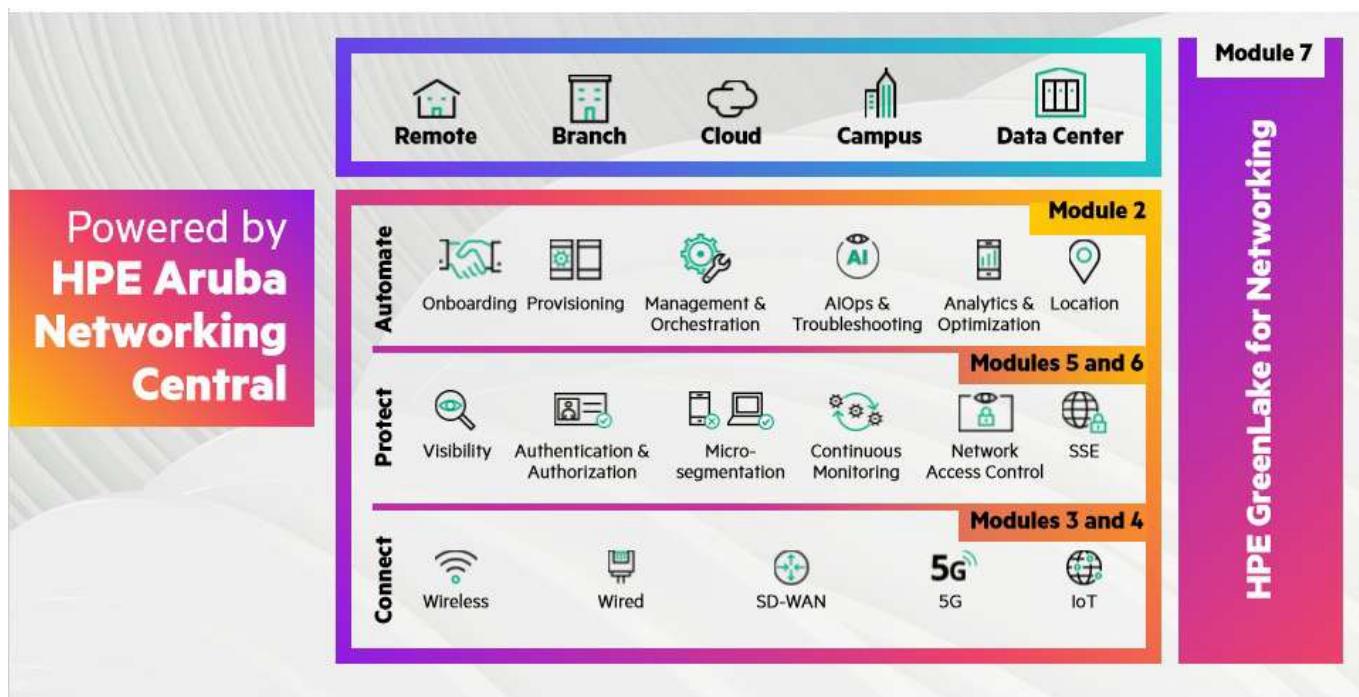
HPE Aruba Networking Central is a cloud-native, AI-powered network management and orchestration platform, which thousands of organizations worldwide are already leveraging to achieve a faster time to value.

For too long customers have struggled with silos because they have separate management tools for wireless devices, switches, WAN infrastructure, and data center networks. But HPE Aruba Networking Central provides intuitive, device-agnostic configuration. Customers receive unified management and orchestration for network devices everywhere across remote locations, branch, cloud, campus, and the data center.

In keeping with our security-first approach, HPE Aruba Networking Central provides built-in—not bolted on—support for zero trust and SASE. With it, customers can easily implement unified threat management, intrusion detection and prevention, device fingerprinting, and automated policy enforcement for users and devices across both wired and wireless networks.

HPE Aruba Networking Central also provides automation workflows and AI for networking across the entire lifecycle from onboarding and provisioning network devices to monitoring the network to troubleshooting and resolving issues. AI insights and AI-powered search help admins do more in less time. By simplifying IT operations, HPE Aruba Networking Central makes companies more agile and reduces the cost of IT operations.

Orchestrating network services from edge-to-cloud



HPE Aruba Networking solutions are built upon three key technology attributes—Connect, Protect, and Automate.

As you can see, the Connect layer ensures that users and devices can connect to the network, providing the foundation that powers HPE Aruba Networking. In fact, a key selling point of HPE Aruba Networking is the Unified Infrastructure, which converges the management of wired, wireless, and WAN networks across campus, branch, remote worker, and data center environments. HPE Aruba Networking Central orchestrates network management and simplifies IT operations. You will learn more about the Connect layer of HPE Aruba Networking in Modules 3 and 4.

With connections assured and unified, the next challenge is to secure them. In Module 5, you will learn how organizations can protect their networks with HPE Aruba Networking zero trust security solutions. Module 6 then explains how organizations can build on this zero trust foundation, implementing HPE unified SASE to secure users, applications, and data—no matter where they reside.

At the Automate layer, AI for networking increases user satisfaction and reduces the manual overhead of network management while ultimately automating key network tasks. You will learn more about AI for networking from HPE Aruba Networking in Module 2.

Finally, HPE Aruba Networking attributes align with the HPE promise to deliver everything as a service. You will learn more about our as-a-service solution, HPE GreenLake for Networking, in Module 7.

HPE Aruba Networking is an acknowledged leader



HPE Aruba Networking doesn't just provide networking solutions; we provide networking solutions that lead the industry. We are a perennial leader in the Gartner Magic Quadrant in the wired and wireless market, achieving this honor for 18 consecutive years. HPE Aruba Networking also holds the second largest market share in the enterprise wired and wireless market. Our annual revenue of more than US \$5 billion reflects the confidence our customers have in our networking solutions.

To meet the needs of our growing customer base, HPE Aruba Networking now has more than 10,000 employees, with many of these employees dedicated to sales, engineering, and support. We also have a global presence. By setting up technology centers around the world, we can draw from the most talented engineers and IT professionals no matter where they reside. Our technology centers in San Jose, California; Bangalore; Quebec; Costa Rica; and Beijing help us better serve our customers.

Why network and security leaders choose HPE Aruba Networking



**Security-first,
AI-powered network**

**A common zero
trust foundation
for powering
distinctive
experiences**

Shared visibility **Global policy** **Edge-to-cloud enforcement** **AI-automated operations**

You may wonder exactly why network and security leaders choose HPE Aruba Networking. They know that an HPE Aruba Networking security-first, AI-powered network provides a common zero trust foundation for powering distinctive experiences. Network and security professionals alike can take advantage of this unified platform, which gives them shared visibility and deep insight into their network. They can create global policies, which are enforced across the network, edge-to-cloud. AI-automated operations further empower network and security professionals, simplifying the management experience and ensuring the network runs smoothly.

The power of the HPE Aruba Networking ecosystem



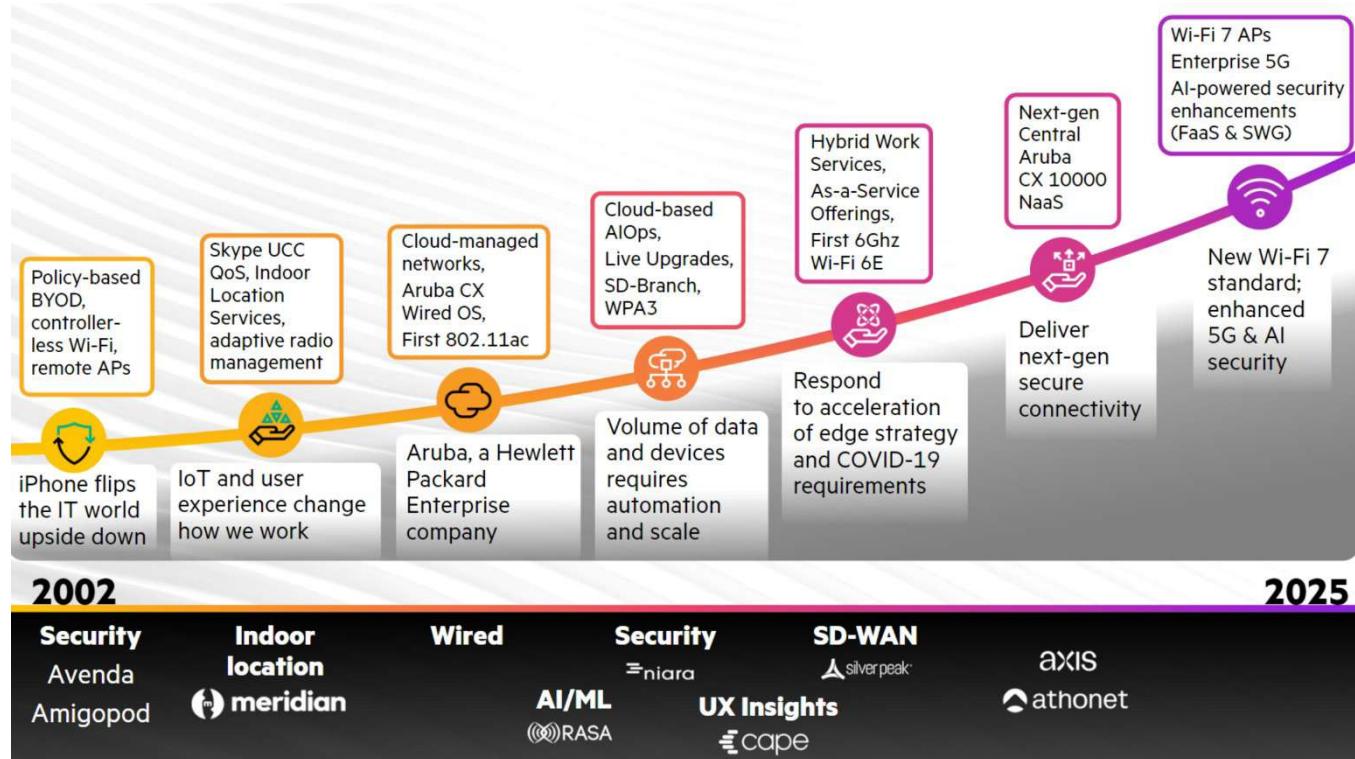
HPE Aruba Networking supports customers' choices: HPE Aruba Networking solutions are interoperable with a wide variety of network devices, including Zebra barcode scanners, iPhones and Androids, iPad and Surface tablets, and more.

In addition, HPE Aruba Networking supports open APIs and establishes partnerships with leading vendors across most vertical segments. Learning about the partnerships that are relevant to prospects in your verticals will give you a head start in those accounts.

To validate interoperability, click this [link](#).

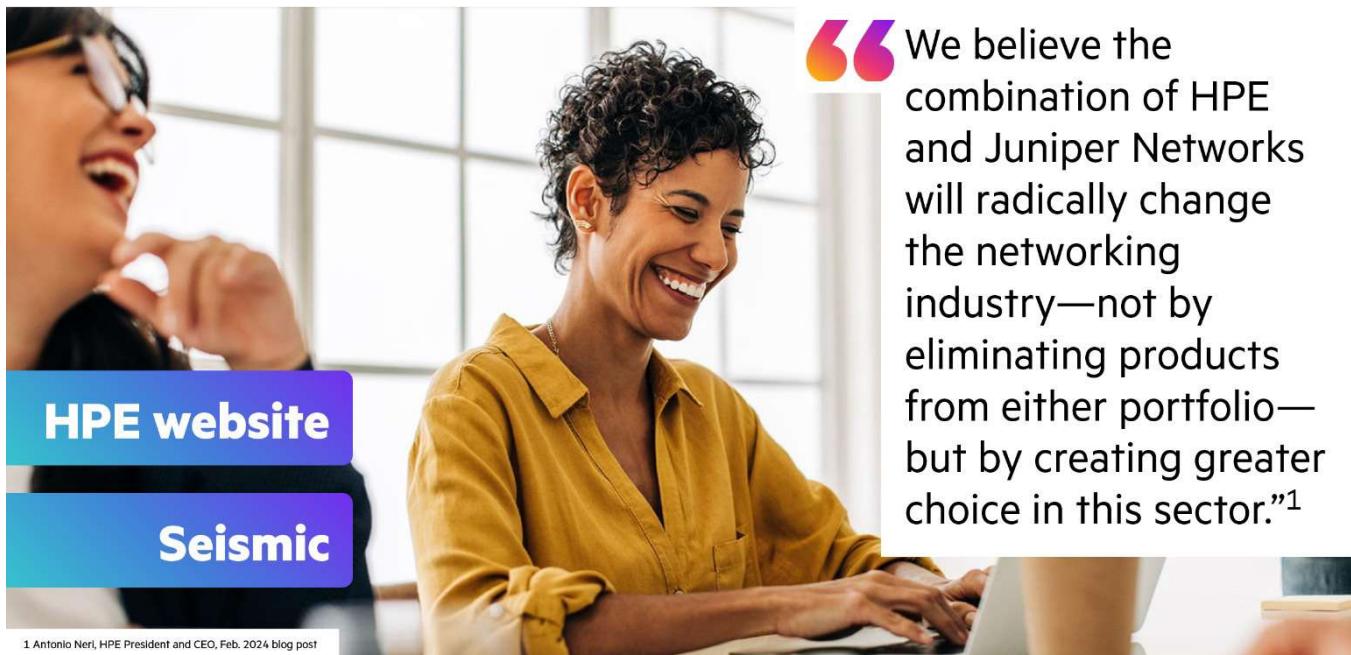
To learn about partnerships, click this [link](#).

Innovation is part of HPE Aruba Networking's DNA



Understanding that customers always want their networks to do more, HPE Aruba Networking is constantly striving to develop and discover the next breakthrough technology. As you can see here, we have been investing in innovative technology for more than two decades. These investments have allowed us to continue to deliver the solutions customers need. For example, with the acquisitions of Axis Security and Athonet, HPE Aruba Networking strengthened our security access services edge (SASE) and private cellular solutions.

HPE Aruba Networking continues to evolve



Of course, HPE Aruba Networking is always innovating and looking for ways to deliver more to our customers. We have entered into a definitive agreement to acquire Juniper Networks, and we are excited about the possibilities. We are committed to making the transition as seamless as possible—for both our customers and our partners. As Antonio Neri, HPE President and CEO, explains, “We believe the combination of HPE and Juniper Networks will radically change the networking industry—not by eliminating products from either portfolio—but by creating greater choice in this sector.”

Check the [HPE website](#) and [Seismic](#) for up-to-date information.

A history and a future of solving customers' challenges



This journey of innovation is all underpinned by a continued desire to serve our customers. Everything we do and have ever done has been in anticipation of—or direct response to—our customers' needs. In other words, we don't innovate technology for technology's sake; we innovate for our customers. This is what we mean when we say, "we are customer first, customer last."

Learning check

What are two examples of HPE Aruba Networking Central's AI-powered capabilities? (Select two.)

- a. It automatically creates security policies for wired and wireless devices.
- b. It offers AI insights into the network environment.
- c. It provides automation workflows to simplify onboarding and provisioning.
- d. It optimizes the hardware of the on-prem device running the management software.

Answers to the learning check are provided on the next page.

Answers to the Learning check

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Topic 2: Sustainability



**Topic 2:
Sustainability**

HPE Aruba Networking offers multiple pathways to sustainability

Sustainable transformation



Architecting for efficiency and performance with HPE GreenLake for Networking

Operational efficiency and visibility



How products are made, how they work, and how they are used

Full asset lifecycle management



Extending asset lifecycle, consolidating infrastructure, upcycling

In addition to providing innovative solutions to our customers, HPE Aruba Networking is committed to sustainability. We are not only reducing our own carbon footprint but also providing sustainable IT solutions to our customers.

For example, we have the expertise to help organizations no matter where they are in their sustainability journey. For organizations seeking a sustainable transformation, HPE Aruba Professional Services can help architect an efficient and high-performance solution with HPE GreenLake for Networking. In addition to designing the solution, our experts can provide best practices for achieving customers' sustainability goals.

HPE Aruba Networking also delivers sustainability through operational efficiency and visibility. When considering the sustainability attributes of individual products, HPE Aruba Networking focuses on three main functions: how they are made, how they work, and how they are used. From the design to the creation and production of our products, HPE Aruba Networking prioritizes sustainable practices such as eliminating ozone-depleting components and designing products to be easily recycled. We also optimize power efficiency and performance, supporting features such as Energy Efficient Ethernet.

Minimizing the impact to the planet includes full asset lifecycle management. For example, HPE Financial Services can help customers extend the life of the products they use. Customers can also recover some of the value of their existing hardware, and the products can be recycled for use by other companies.

The value of HPE Financial Services



Helps you find ways to:

- Overcome customers' obstacles to success**
- Safeguard your customers' data**
- Accelerate your customers' innovation**
- Help customers on their sustainability journey**

HPE Financial Services (HPEFS) is another example of how working with HPE Aruba Networking can benefit you. HPEFS helps you find ways to overcome the obstacles that prevent customers from being successful. With HPEFS, you can accelerate your customers' innovation by optimizing their economics and resources. They may, for example, be able to derive some value from their existing IT solutions, which can then be used to fund an update.

With HPEFS, you can also help customers safeguard their data. HPEFS can retire their infrastructure safely, preventing data from being “leaked” accidentally on decommissioned devices.

HPEFS can also help customers on their sustainability journey, thereby minimizing the negative impact they have on the environment.

Additional resources

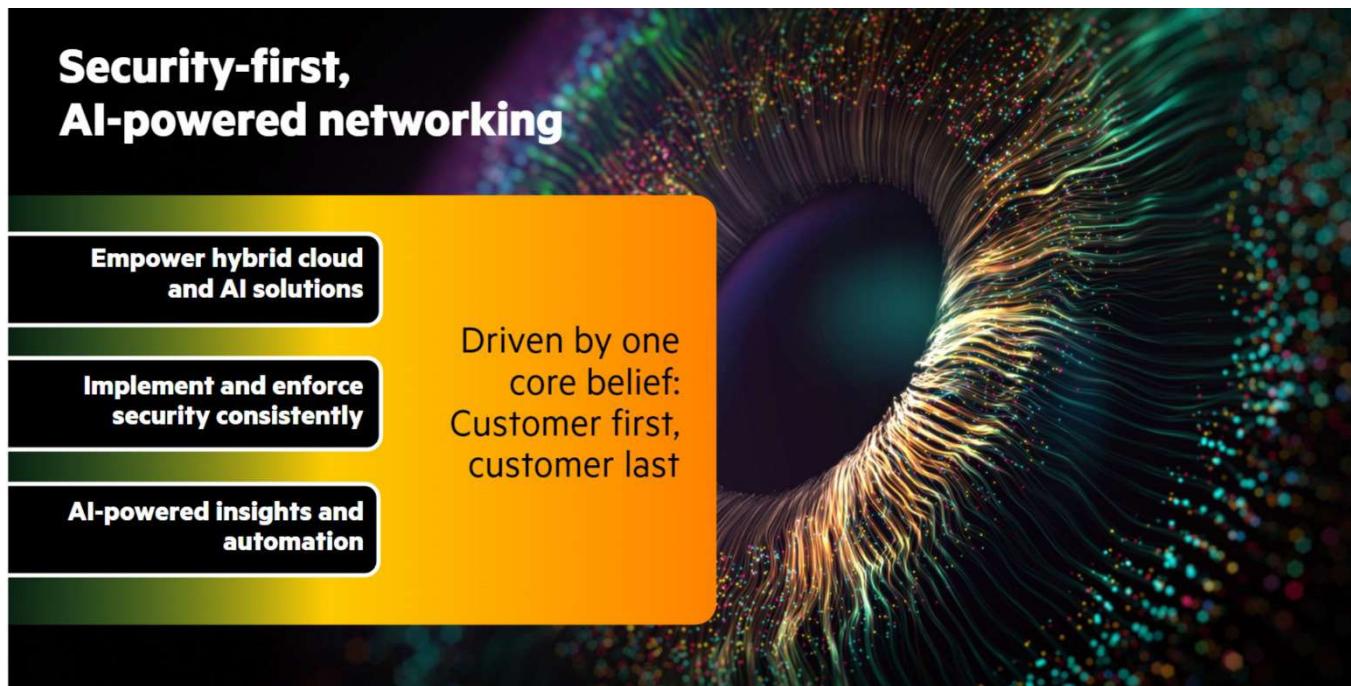
Each module in this course will include “Additional resources,” a list of resources that will help you learn more about the HPE Aruba Networking solutions highlighted in that particular module. For example, you can take advantage of the resources listed below to learn more about HPE Aruba Networking in general. The “5 networking knock outs” give you the top five talking points to support your customer conversations.

[HPE Aruba Networking web site](#)

[Security-first, AI-powered Networking on Seismic](#)

[5 networking knock outs](#)

Summary



In this module you learned how HPE Aruba Networking empowers hybrid cloud and AI solutions, helping to deliver HPE's strategy. With our security-first, AI-powered network, customers can implement and enforce security consistently across the entire network, from remote locations to branch offices to campus to cloud. The network becomes a source of control and protection, rather than a source of vulnerability.

Our AI-powered insights give network and security professionals shared visibility into the network, while AI automation eases the burden of network management. As you will learn in the next module, these AI for networking capabilities deliver an abundance of benefits, identifying and resolving issues before they occur, accelerating troubleshooting, and more.

You also learned that HPE Aruba Networking is driven by one core belief: customer first, customer last. Every decision we have made or ever will make must pass this litmus test. As you will see in the modules that follow, HPE Aruba Networking solutions reflect this dedication, meeting our customers' needs and solving their challenges.

Module 2: AI for Networking



Course map



In the last module, you learned about the HPE Aruba Networking vision and strategy. In this module, you will turn your attention to AI for networking, specifically looking at the AI-powered capabilities of HPE Aruba Networking.

Module overview



The image shows a swimmer in a white cap and goggles performing the butterfly stroke in a clear blue pool. In the background, modern city buildings are reflected in the water under a bright sky.

Topics

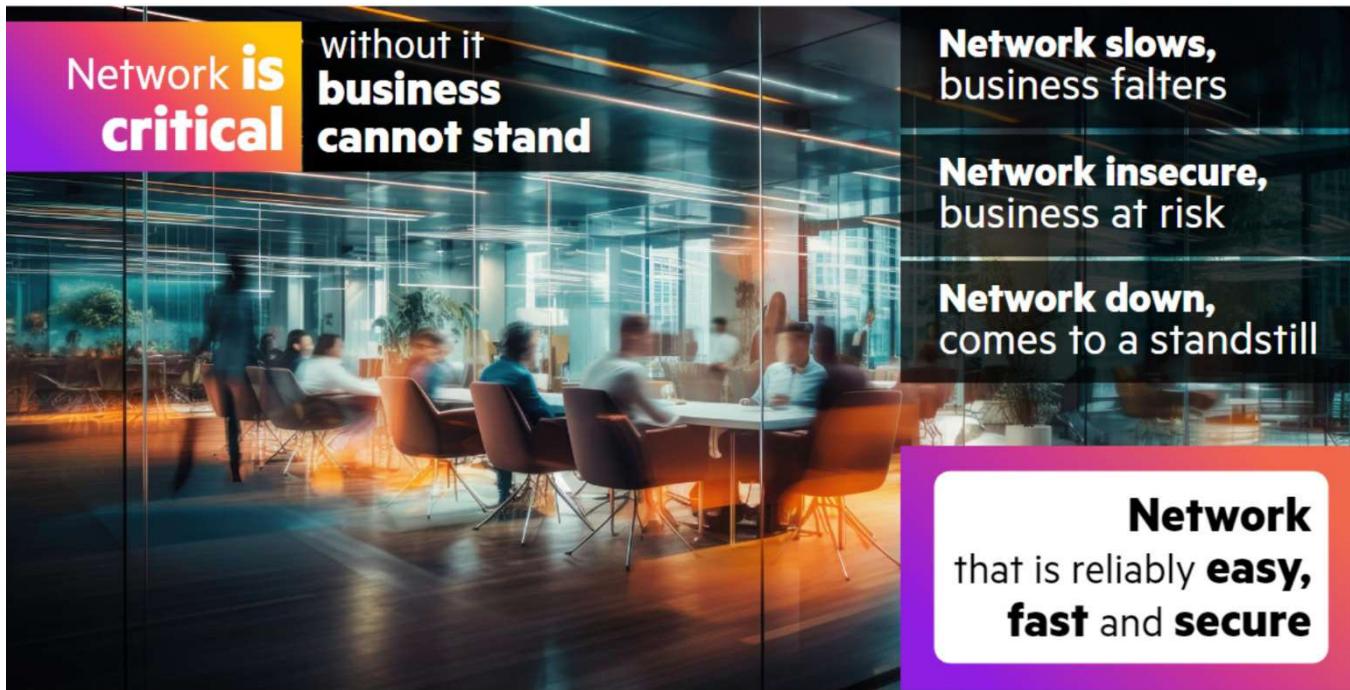
- 1** The AI for Networking Opportunity
- 2** Starting the Conversation
- 3** Selling the Value of AI-Powered HPE Aruba Networking

This module is divided into three topics. In Topic 1, you will examine the challenges of managing today's IT environments and consider how AI for networking helps overcome those challenges. In Topic 2, you will follow an example sales conversation intended to qualify a customer for AI for networking. Topic 3 helps you sell the value of AI-powered HPE Aruba Networking, helping you map specific benefits to a customer's challenges and goals.

Topic 1: The AI for Networking Opportunity

Topic 1:
**The AI for Networking
Opportunity**

The network is the backbone of the business

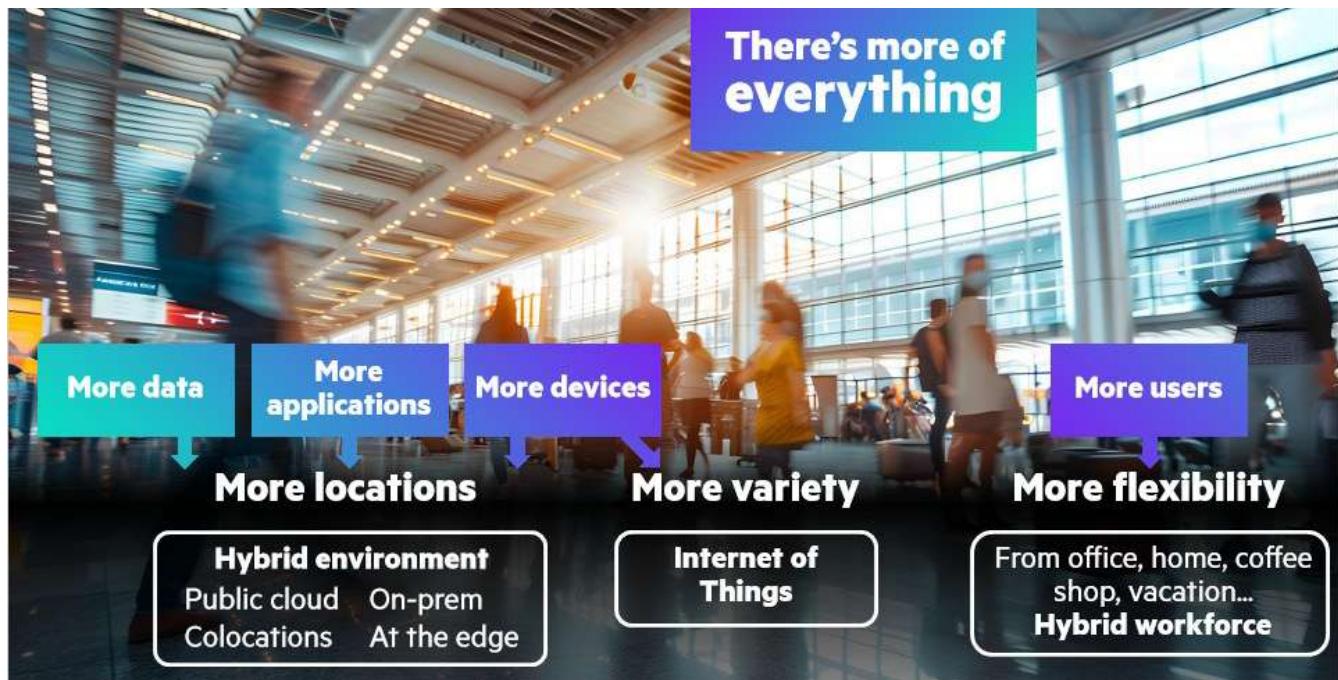


Over the past decade, the network has evolved from being a major contributor to the success of a business—to being its backbone. Business success hinges on productivity, and to be productive, employees require secure access to the apps and data they need to do their jobs—no matter where they work and where the apps and data live.

Simply put, the network is critical; without it, the business cannot stand. If the network slows, productivity slows, and the business falters. If only one connection is insecure, that single point puts the business at risk. And when the network is down, business comes to a standstill.

To thrive today, businesses need a network that is reliably easy, fast and secure.

IT environments are more complex



Today's IT environments are highly complex because they host more of everything. For example, networks today must provide connectivity to more apps and data stored across more locations. These critical assets are just as likely to live on-prem as in public clouds, colocation facilities, and edge locations, such as storefronts, branch offices, and warehouses.

Networks today also host more devices. For example, organizations across all industries continue to add Internet of Things (IoT) devices, such as security cameras, lighting appliances, thermostats, and industry-specific, sensor-equipped machines and monitors.

Furthermore, most networks must support a hybrid workforce, providing secure access to all the apps and data users need from any location. In addition to working from a company office, most employees need the flexibility to work from home, a coffee shop, or a hotel lobby.

Network management is time intensive



The image shows a man in an office environment, focused on a task on a desk. This visual metaphor represents the time-intensive nature of network management.

More complexity is more challenging

Manual processes

Repetitive tasks
Error prone, increased risk

Troubleshooting
Difficult to find, isolate and resolve issues

Lack of end-to-end visibility

Multiple management tools
Error prone, increased risk

Network complexity increases the challenge and time-intensive nature of network management.

First, too many network management processes are manual and repetitive. The trouble with manual, repetitive tasks is that both are prone to human error, and errors leave networks vulnerable to cybersecurity attacks and full-on breaches.

Second, network complexity compounds the difficulty of troubleshooting. Finding, isolating, and solving network connectivity, performance, and security issues takes too much time.

Difficulty troubleshooting points to a third cause of the time-intensive nature of network management: Lack of visibility. Too few networks are equipped to give IT visibility into users, devices, and connections across wireless, wired, and wide-area networks.

Fourth, these disparate locations and connectivity types often require multiple management tools. And, unfortunately, using multiple tools increases the likelihood of human error and, in turn, risk.

Multiple management tools

The more management tools, the higher the percentage of issues caused by manual error:

- If IT teams use 1-3 tools, 24.2% of issues are due to manual error.
- If they use 6-10 tools, 34.6% are due to manual error.

The more management tools, the higher the percentage of time IT teams spend troubleshooting:

- If they use 1-3 tools, 30.6% of their time is spent troubleshooting.
- If they use 6-10 tools, 45.3% of their time is spent troubleshooting.

(“Network Management Megatrends 2024,” EMA Research Report Summary, May 2024.)

The promise of AI for networking



The potential

AI can streamline operations so IT teams gain time to focus on mission-critical tasks

How can AI transform networking?

Minimize complexity

Provide end-to-end visibility and control

Improve efficiency

Reduce risk of downtime

Overwhelmed by complexity, IT teams are prioritizing investments in AI automation. According to a recent Enterprise Management Associates' report, the "adoption of artificial intelligence (AI) tools for network management has grown, and adoption correlated with success."

AI for networking has the potential to completely transform network operations. For example, it can reduce or eliminate the need for manual processes, thereby minimizing complexity and costly human errors. It can replace time-intensive or repetitive tasks, thereby improving efficiency.

The right AI for networking solution can analyze data from multiple sources to provide end-to-end visibility and deliver accurate insights with context-rich recommendations. AI for networking also stands to minimize false positives and resolve Level 1 and Level 2 support issues, reducing helpdesk loads. AI for networking is also capable of investigating complex issues and generating actionable recommendations, saving IT time and minimizing downtime.

If its potential is achieved, AI for networking can streamline all network operations, leaving IT teams with more of what they need: time.

Inhibitors to adopting AI for networking

Despite the enticing promise of AI for networking, its adoption is still limited

Common concerns

Lack of quality and quantity of AI source data

Data being exposed and/or shared

Inaccurate or incomplete recommendations

Lack of expertise resulting in need to train or hire

Lack of trust in emerging technologies



Despite the enticing promise of AI for networking, its adoption is still limited due to several common concerns.

As you know, AI is only as good as the data it is trained on. For example, suppose an AI/ML model is trained on only a handful of datasets from several thousands of customers in a limited number of industries. A network management tool built on that model will likely deliver inaccurate or incomplete recommendations.

Other customers fear that by implementing AI automation on their network, they might somehow unknowingly expose or share their private data. Others are convinced that implementing AI for networking capabilities will be difficult and they cannot afford to train their current staff or to hire new staff.

Finally, some customers are leery of any emerging technology, and AI may strike them as particularly risky.

AI for networking powered by HPE Aruba Networking Central

The image shows a central laptop screen displaying a complex network monitoring interface with various graphs and data points. Overlaid on this background are three colored cards, each containing a title and a brief description:

- Connect** for unified infrastructure
Single point of visibility and control across wired, wireless, and SD-WAN
- Protect** for edge-to-cloud security
Provides secure connectivity to people, apps, data, and devices—wherever they are
- Automate** for improved network efficiency
Increases speed of operations and reduces risk with proactive recommendations

HPE Aruba Networking delivers on the promise of AI for networking

AI-powered HPE Aruba Networking helps alleviate many of the concerns about AI for networking while addressing the gamut of network management challenges. HPE Aruba Networking delivers on the promise of AI for networking by excelling at each of these three critical network functions: connect, protect, and automate.

HPE Aruba Networking Central unifies the diverse infrastructure that allows connectivity across heterogeneous wired, wireless, and software-defined wide area networks (SD-WANs). From our cloud-based management console, IT professionals can see, monitor, configure, and apply policies across the entire network from a single location.

To protect users, apps, data, and devices—wherever they are—HPE Aruba Networking Central ensures secure connectivity from edge to cloud, delivering high-performance, ubiquitous access with minimal risk.

We have been bolstering our products with AI automation for years to improve network management and troubleshooting, device onboarding and provisioning, and network performance and security optimization. HPE Aruba Networking Central increases the speed of operations while reducing risk by providing accurate AI insights and actionable recommendations.

The following provide more information about the core capabilities of security-first, AI-powered HPE Aruba Networking.

Connect

- Unified management and orchestration across WLAN, LAN, and SD-WAN
- High availability with live upgrades
- Zero touch provisioning

Protect

- Built-in support for zero trust and SASE security
- AI-powered device/IoT profiling to close visibility gaps
- Consistent policies and access control
- Simplify security at scale

Automate

- AI insights for faster troubleshooting and optimization
- GenAI-powered search
- Live upgrades and robust reporting
- Intent-based workflows

Learning check

What is one customer issue driving the adoption of AI for networking?

- a. Organizations want to outsource network management, freeing up IT staff.
- b. Organizations are concerned about their network data being collected and compromised.
- c. Organizations want to integrate management of storage, server, and networking.
- d. Organizations need help identifying the root cause of issues and resolving them.

The answer to the learning check is provided on the next page.

Answer to the Learning check

What is one customer issue driving the adoption of AI for networking?

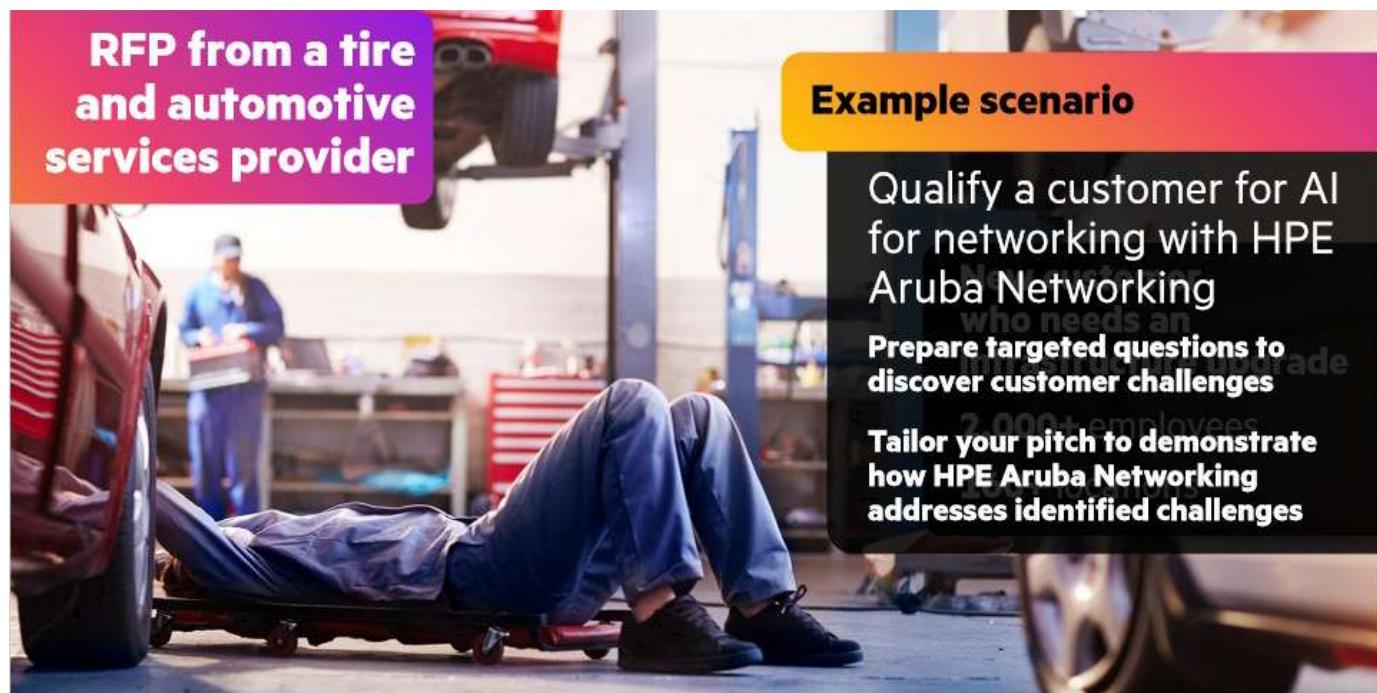
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d. Organizations need help identifying the root cause of issues and resolving them.

Topic 2: Starting the Conversation

Topic 2:
**Starting the
Conversation**

Meet the customer



RFP from a tire and automotive services provider

Example scenario

Qualify a customer for AI for networking with HPE Aruba Networking

Prepare targeted questions to discover customer challenges

Tailor your pitch to demonstrate how HPE Aruba Networking addresses identified challenges

In this topic, you will use a customer scenario to review how to qualify a customer for AI-powered HPE Aruba Networking. As the scenario demonstrates, to qualify a customer, you begin by preparing questions designed to discover the customer's challenges. This scenario also demonstrates how to tailor discovery questions for the stakeholder or stakeholders you meet with.

In this scenario, a retailer of tires and automotive services submitted a request for proposal (RFP) to upgrade the retailer's network infrastructure. The sales professional conducts preliminary research into the company to prepare for the initial conversation. She learns that the retailer has approximately 2,000 employees in more than 160 locations throughout Europe.

Initial discovery questions



“What’s driving your organization’s investments in applications and technology?”

IT Executive

(VP of IT)



“What kinds of challenges do you face managing your IT environment?”

IT Director

(Network director/ Network architect)

The sales professional arranges to meet first with the IT director, so she prepares discovery questions that will resonate with this stakeholder. IT directors as well as network directors and architects focus on managing the network and ensuring that it meets the organization’s performance and security requirements.

Knowing this, the sales professional begins by asking, “What kinds of challenges do you face managing your IT environment?” This open-ended question encourages conversation and aligns to an IT director’s focus.

The sales professional plans to meet later with an IT executive. IT executives and other technology leaders, such as vice presidents of IT, focus on their organizations’ overall IT strategy. These stakeholders are concerned about cost-benefit ratios, data security, and ensuring the IT environment supports business goals.

For her meeting with the IT executive, the sales professional plans to ask: “What is driving your organization’s investments in applications and technology?”

Additional example discovery questions are listed below.

Examples of other questions for the IT Director

- “What network tasks would you like to offload from your team?”
- “What is slowing your efforts to automate network and security processes?”
- “What is your process for collecting network insights and sharing them with your team?”
- “Can you describe the current state of your network infrastructure and the primary challenges you face in terms of management, security, and performance?”
- “How familiar are you with AI-based networking solutions? What AI tools or technologies have you explored or implemented for network operations?”
- “What outcomes or improvements are you hoping to achieve by incorporating AI into your network management? (Examples: enhanced security, reduced downtime, improved user experience, or cost savings.)”

Examples of other questions for the IT Executive

- “How could your network better support your organization’s strategic objectives?”
- “How do you think an intelligent network with automation and data analysis would impact your IT staff?”
- “How easily can you hire and retain the skilled IT staff you need?”
- “What are your top priorities for the IT department over the next 12 to 24 months? How do you see AI technologies playing a role in achieving these goals?”

- “Where do you see the most potential for AI to create value or drive significant improvements in your IT operations (such as network management, cybersecurity, data analytics, or customer service)?”
- “What factors do you consider when evaluating investments in new technologies such as AI, particularly in terms of expected ROI, scalability, and alignment with your overall IT strategy?”

Listen to the customer

Sales professional

“What kinds of challenges do you face managing your IT environment?”

In this topic, you will focus on the conversation with the IT director

IT director

“We have too many manual processes that consume the time of our IT staff. As just one example, when we add a new IoT device, we manually provision it. The process is tedious, time-consuming, and prone to error. And I know those mistakes leave our company vulnerable—and finding and fixing them takes even more time.”

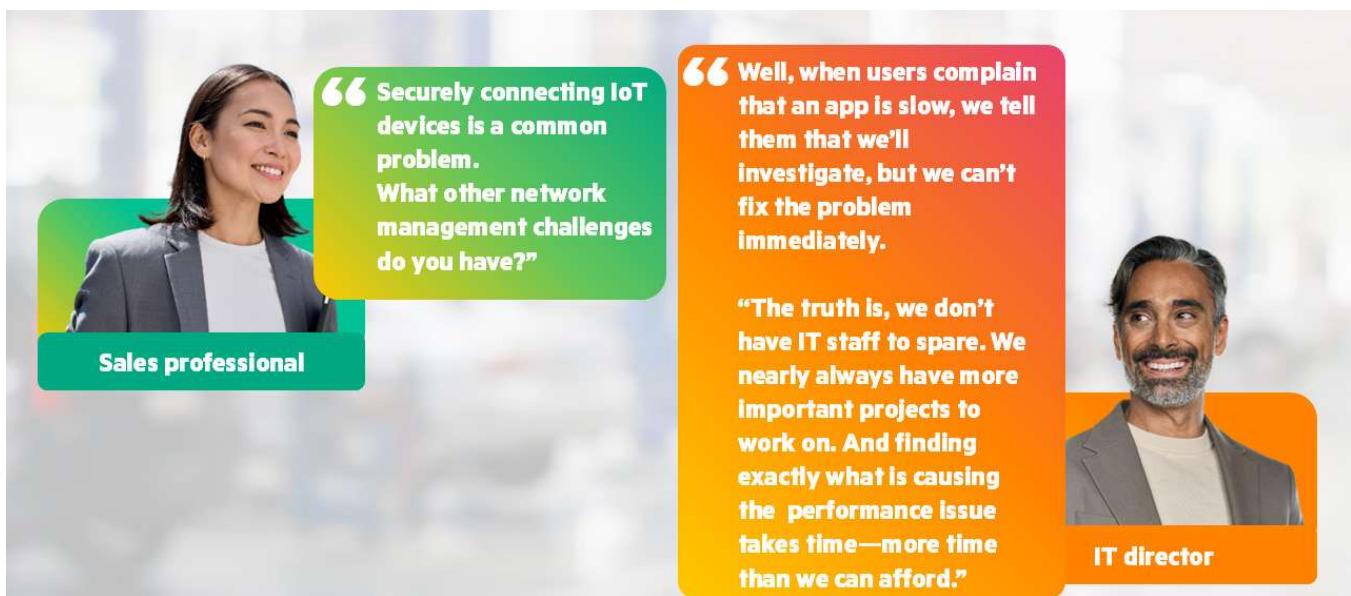
In this topic, you will focus on the conversation with the IT director.

During the first scheduled meeting with the IT director, the sales professional leads with this question: “What kinds of challenges do you face managing your IT environment?”

The IT director responds, “We have too many manual processes that consume the time of our IT staff. As just one example, when we add a new IoT device, we manually provision it.

“The process is tedious, time-consuming, and prone to error. And I know those mistakes leave our company vulnerable—and finding and fixing them takes even more time.”

Ask follow-up questions



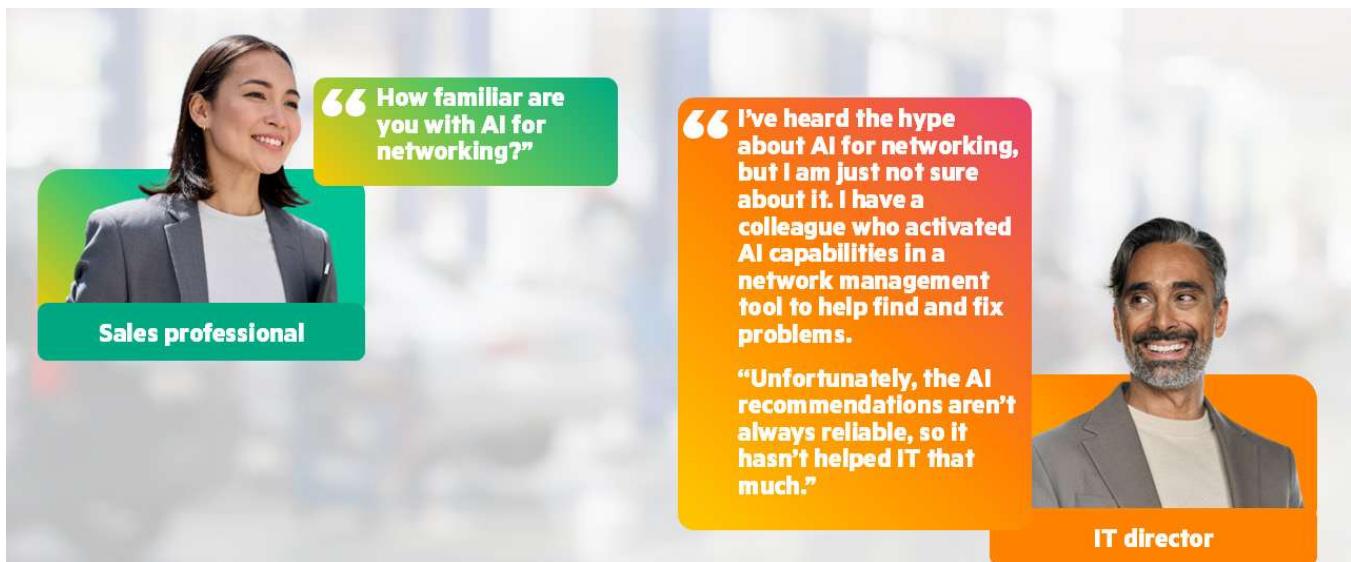
The sales professional acknowledges what the IT director has just said and expresses understanding: “Securely connecting IoT devices is a common problem.”

Then, she asks a follow-up question: “What other network management challenges do you have?”

The IT director does not hesitate to answer: “Well, when users complain that an app is slow, we tell them that we'll investigate, but we can't fix the problem immediately.

“The truth is, we don't have IT staff to spare. We nearly always have more important projects to work on. And finding exactly what is causing the performance issue takes time—more time than we can afford.”

Encourage the customer to continue



The sales professional again expresses her understanding of the IT director's concerns: "Your IT team has better things to do than put out fires."

The IT director agrees: "Exactly! It's really challenging: We have to find and fix network issues, but meanwhile, our business-critical projects suffer. We're nearly always behind on those. What we need is a way to see what's happening on the network."

Again, the sales professional asks a follow-up question, hoping to uncover as many details as possible about the IT director's mindset. She asks, "How familiar are you with AI for networking?"

The IT director pauses, but only for a moment. He says, "I've heard the hype about AI for networking, but I am just not sure about it. I have a colleague who activated AI capabilities in a network management tool to help find and fix problems. Unfortunately, the AI recommendations aren't always reliable, so it hasn't helped IT that much."

Expand the conversation

Sales Professional

“How do you profile new and existing devices to ensure proper access privileges?”

“What processes do you have in place that help optimize your network’s performance?”

“What efforts are you taking to ensure that your APs are operating in a sustainable manner?”

The sales professional recognizes that AI for networking with HPE Aruba Networking can address the issues the IT director has explained. She can now ask additional open-ended questions to expand the conversation and discover more details about this stakeholder’s challenges managing the network.

Read each example question and an example of how the IT director in this scenario might respond.

“How do you profile new and existing devices to ensure proper access privileges?”

Example response to question about profiling devices:

“We use inventory apps to keep track of our devices. But I know that a lot of devices don’t get added properly. I’ve already told you about the issues with IoT devices—but I also suspect we have BYODs we don’t even know about.”

“What processes do you have in place that help optimize your network’s performance?”

Example response to question about optimizing network performance:

“We use different tools to assess things like network latency and response time. And they’re okay when it comes to collecting the information. But it’s challenging and time-consuming to take that collected information and know how to use it to improve performance.”

“What efforts are you taking to ensure that your APs are operating in a sustainable manner?”

Example response to question about energy consumption:

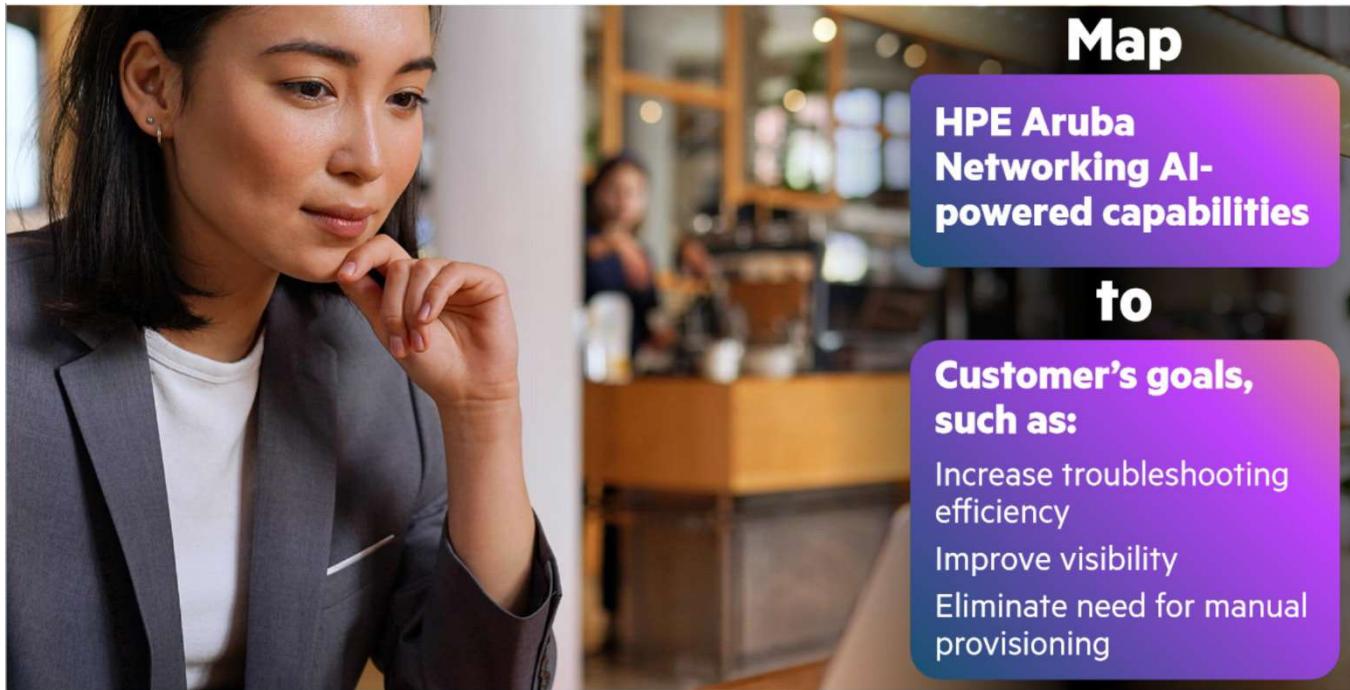
“We’ve been asked to ensure that our network operates sustainably, but we just don’t have time to figure out which APs can use the power save mode without affecting performance. Also, as I understand it, the power save mode is based on a fixed sleep schedule, but our users sometimes work at odd times.”

Topic 3: Selling the Value of AI-Powered HPE Aruba Networking

Topic 3:

**Selling the Value of
AI-Powered HPE
Aruba Networking**

Tailor the pitch to the customer's needs and goals

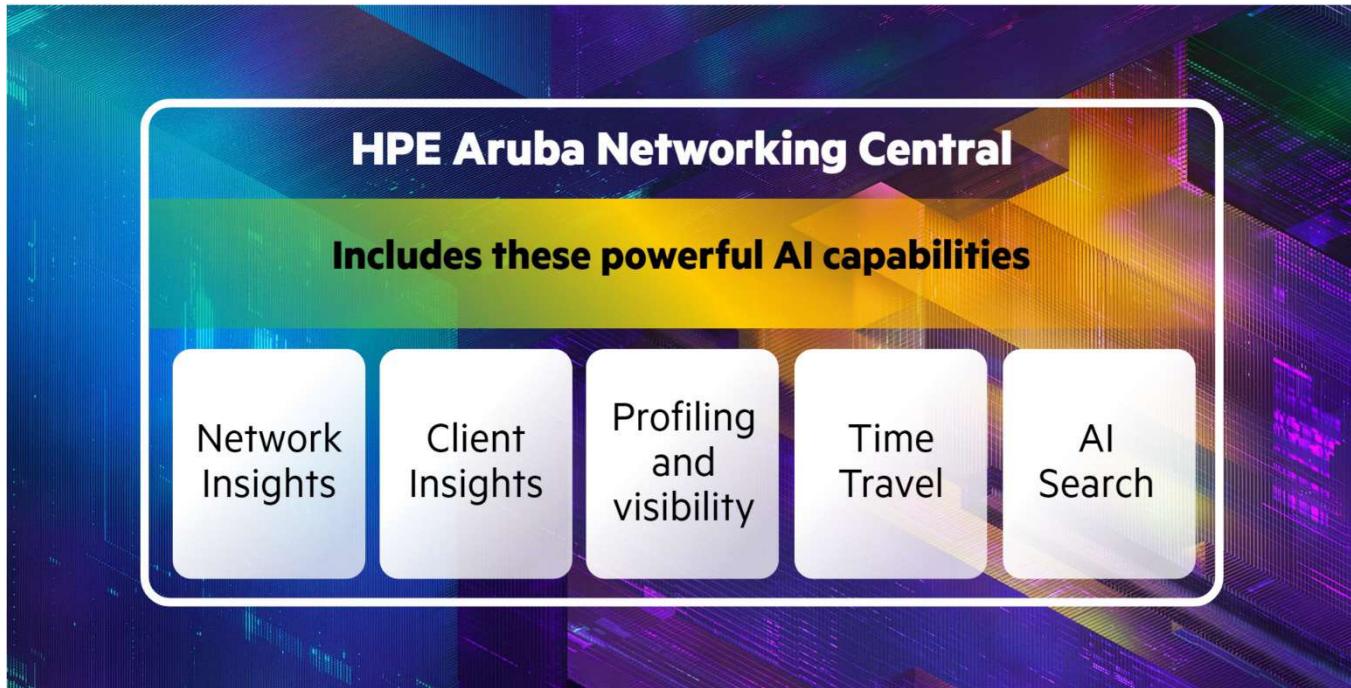


The sales professional in the example scenario has determined that HPE Aruba Networking is a good fit for the retail company. To sell its value, she will highlight the AI-powered capabilities of HPE Aruba Networking that align to the customer's goals, which are: to increase troubleshooting efficiency, improve visibility, and eliminate manual provisioning. She leads with a short pitch summarizing the benefits that will resonate with the IT director.

To that end, she says: “HPE Aruba Networking overcomes the challenges we’ve talked about today. HPE Aruba Networking Central delivers pinpoint accurate recommendations that significantly reduce time spent troubleshooting. Our solution also offers the most granular visibility and profiling in the industry.

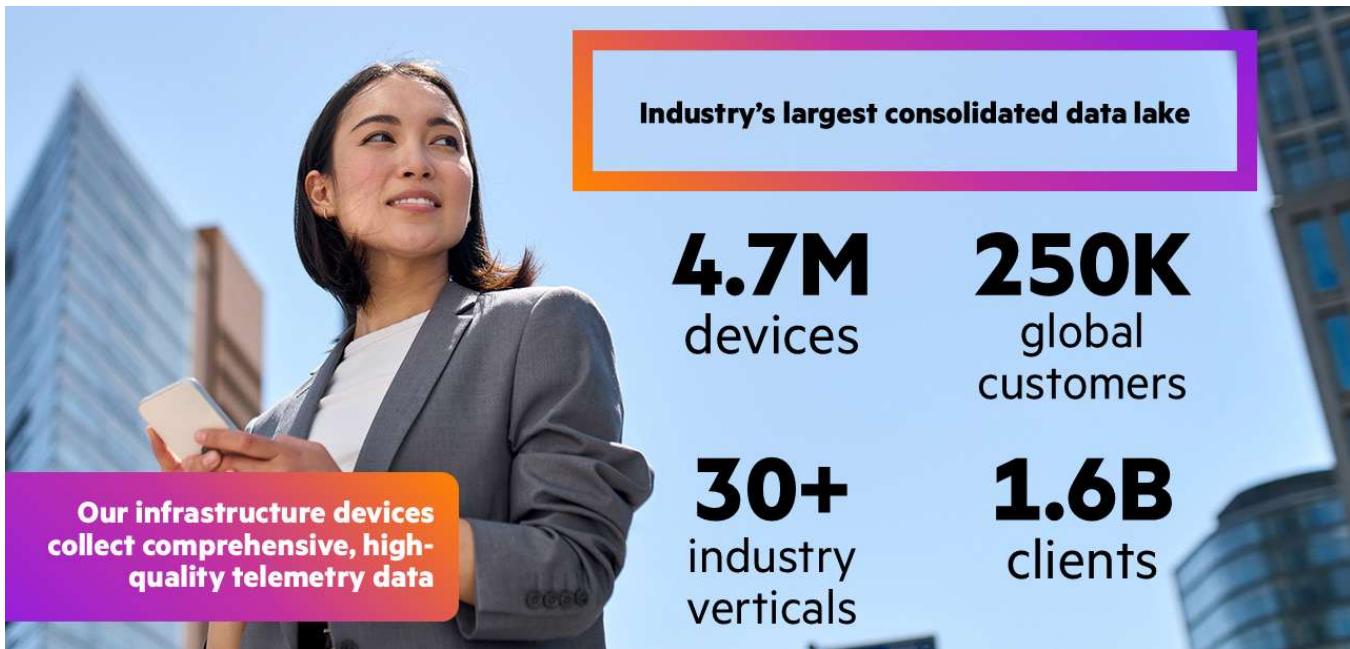
“With HPE Aruba Networking Central, you won’t have to manually provision IoT devices—and it will even recommend access policies for device groups to help you reduce risk.”

Lead with HPE Aruba Networking Central



When talking to customers about AI for networking, lead with HPE Aruba Networking Central. As you learned earlier, HPE Aruba Networking Central offers a single point of visibility and control over network devices, users, apps, data, and connections. It further empowers IT teams with AI for networking capabilities, including Network Insights, Client Insights, profiling and visibility, time travel, and AI Search. You will learn more about each of these features throughout the rest of this topic.

The advantage of AI-powered HPE Aruba Networking



Before delving into these capabilities, consider the question: Why should customers trust the AI that powers HPE Aruba Networking?

The answer lies in the source data for our AI for networking: the industry's largest consolidated data lake. When this course was published, our data lake included anonymized data from 4.7 million devices across networks supporting 250,000 global customers representing more than 30 industries and a total of 1.6 billion clients. Our data lake continues to grow, with more devices, customers, and clients being added every day.

Our data lake is a key differentiator, forming the basis on which our AI/ML models are built and constantly trained. Its volume and variety are largely responsible for the accuracy of our AI results. For example, by representing more than 30 industry verticals, our data lake empowers HPE Aruba Networking Central to generate more accurate, context-specific AI recommendations. Because our data lake is unmatched in volume and variety, our AI insights are simply better than our competitors'.

The quality of our AI for networking is further assured by the quality of our APs, switches, and gateways. Our infrastructure devices collect comprehensive, high-quality telemetry data across customers' networks, enabling HPE Aruba Networking Central to deliver precise, actionable insights for network management and optimization.

HPE Aruba Networking Central automates troubleshooting and optimization

Network Insights

- Provides insights for wired, wireless, and WAN
- Detects issues, identifies root cause, and highlights impact
- Delivers fast, actionable recommendations
- Gets smarter all the time (weekly retraining)

Example:
Firmware upgrades
Ensures all devices are running the latest software



HPE Aruba Networking Central automates troubleshooting and optimization through Network Insights. IT teams can proactively address or, in some cases, preempt network issues across wired and wireless networks and WANs.

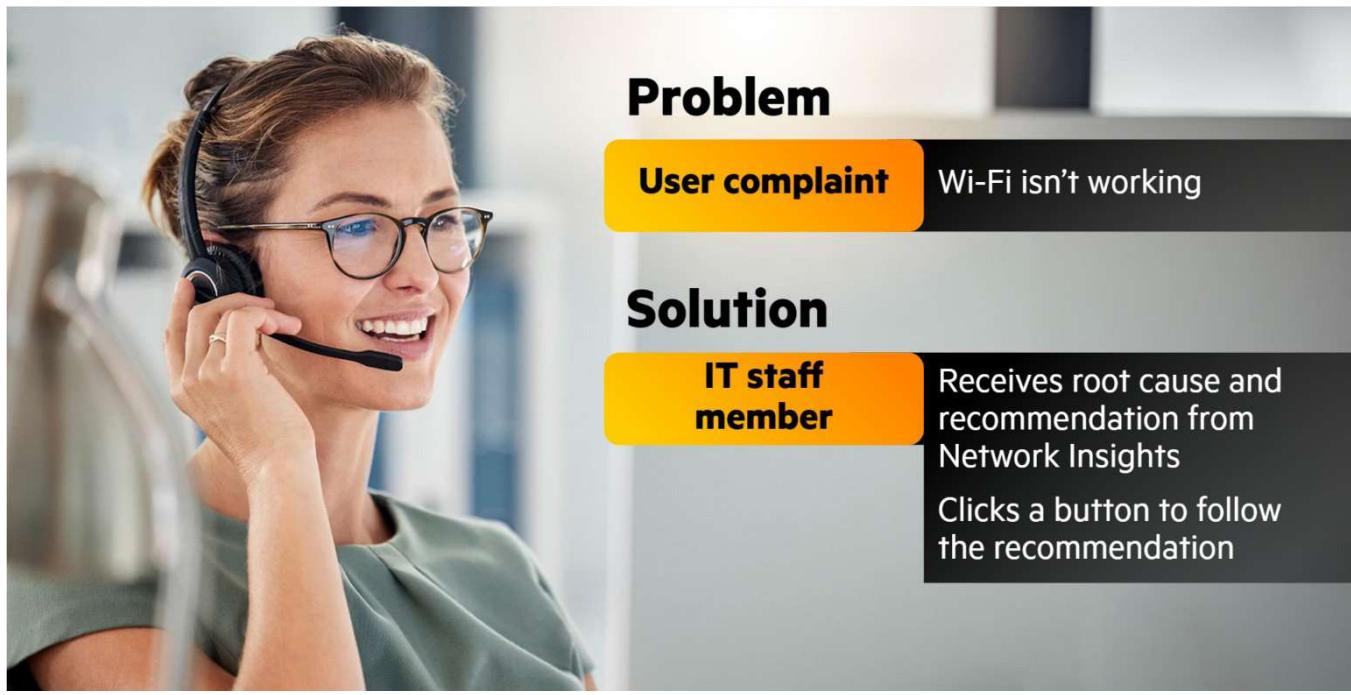
Network Insights detects network issues, identifies the root cause, and highlights the issues' impact. It then delivers fast, actionable recommendations, enabling IT teams to resolve issues within minutes.

Network Insights also provides recommendations to keep the network operating smoothly. For example, it helps network admins keep their network reliable, secure, and high-performing by identifying, recommending, and automating device firmware updates. This ensures all devices are running the latest software with essential security patches, performance improvements, and new features.

Such insights are possible in part because HPE Aruba Networking Central continuously monitors customers' networks and compares them against peer baselines. It establishes baselines using telemetry from networks supporting the customer's same industry and similar in size and configuration.

The AI/ML models that fuel such AI insights are only getting smarter: With weekly retraining, the AI/ML algorithms become increasingly accurate, relevant, and precise over time to enable quicker and more accurate identification of potential threats and performance issues.

Example 1 of Network Insights in action

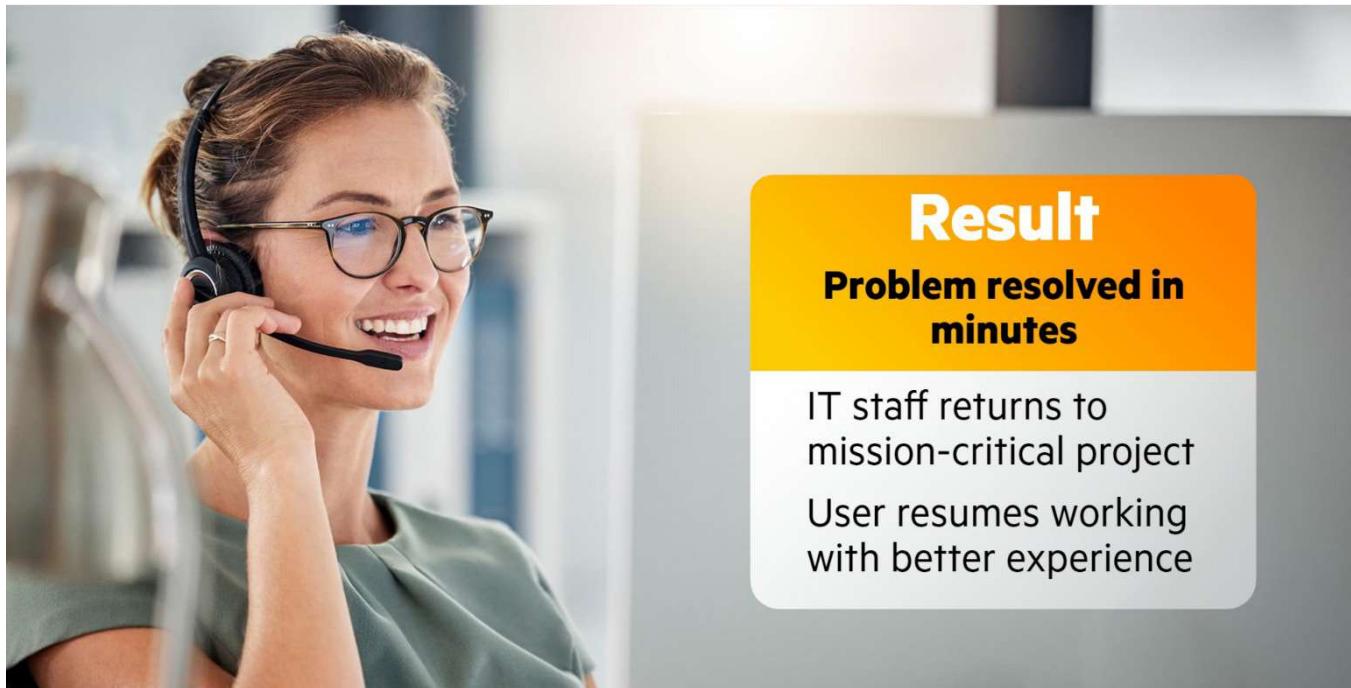


Solution

IT staff member

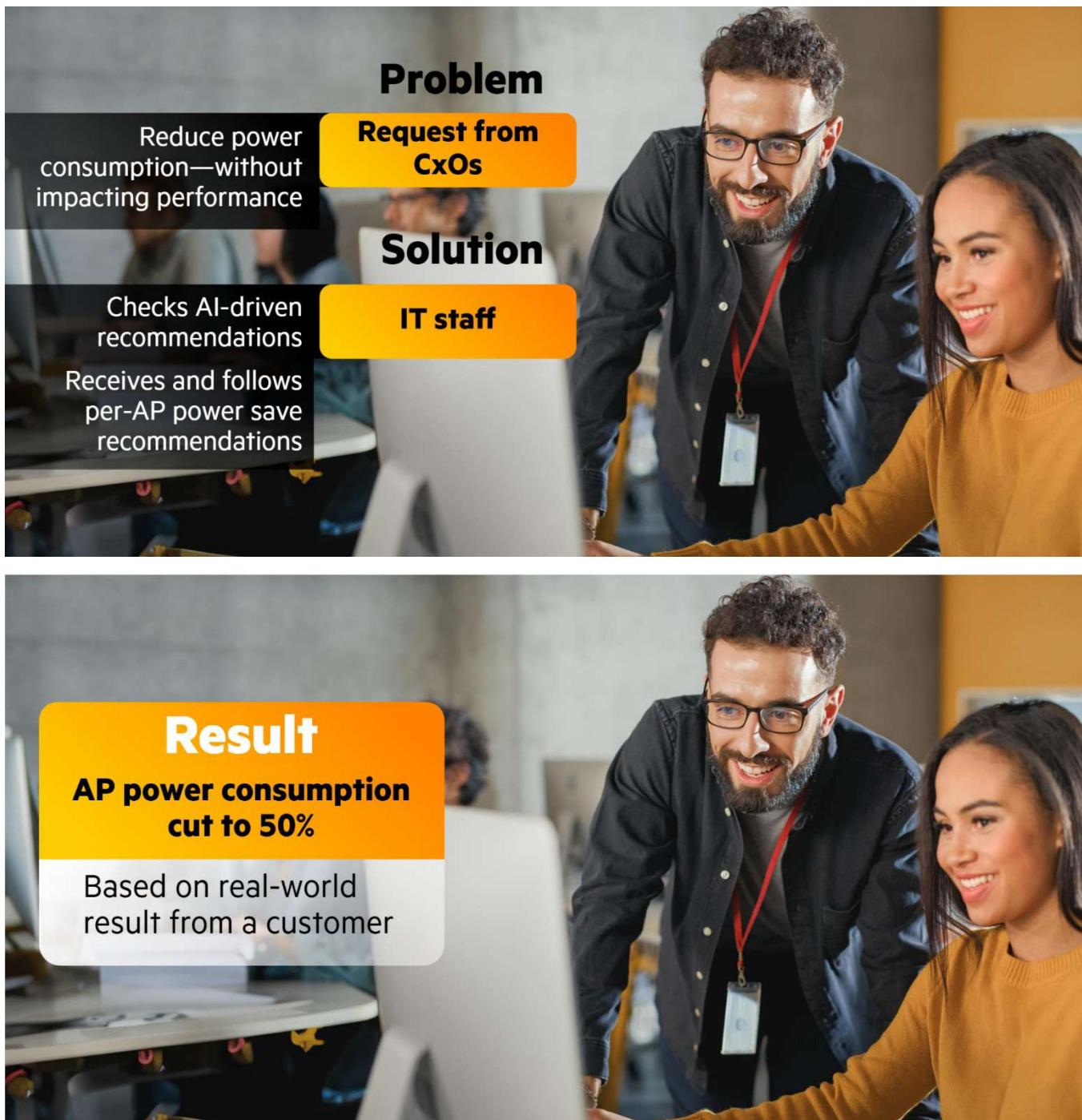
Receives root cause and recommendation from Network Insights

Clicks a button to follow the recommendation



To help customers better understand the benefits of Network Insights, you could describe a situation to your customer where a user reports Wi-Fi issues. You explain to your customer that Network Insights can identify the root cause of the Wi-Fi outage and recommend a solution. Often the IT team can follow the recommendations with just a few clicks. You can then emphasize to your customer how solving this issue in minutes lets an IT team get back to other priority tasks, and the user can quickly return to full productivity.

Example 2 of Network Insights in action



The sales professional could also illustrate the power of Network Insights using one of the IT director's stated challenges: His team was tasked with reducing power consumption but does not have time to determine which APs can use power-save mode without impacting performance.

With Network Insights, she explains, IT staff members can easily check for AI-driven power-saving recommendations for all APs. They then simply click to apply those recommendations. The sales professional then underscores the business value of this solution: a real-world customer achieved a 50% reduction in AP power consumption.

HPE Aruba Networking Central increases visibility and security



Client Insights

- Improves visibility and bolsters security**
- Detects every device**
- Profiles devices, distinguishing device types**
- Recommends access policies**
- Detects anomalous behavior**

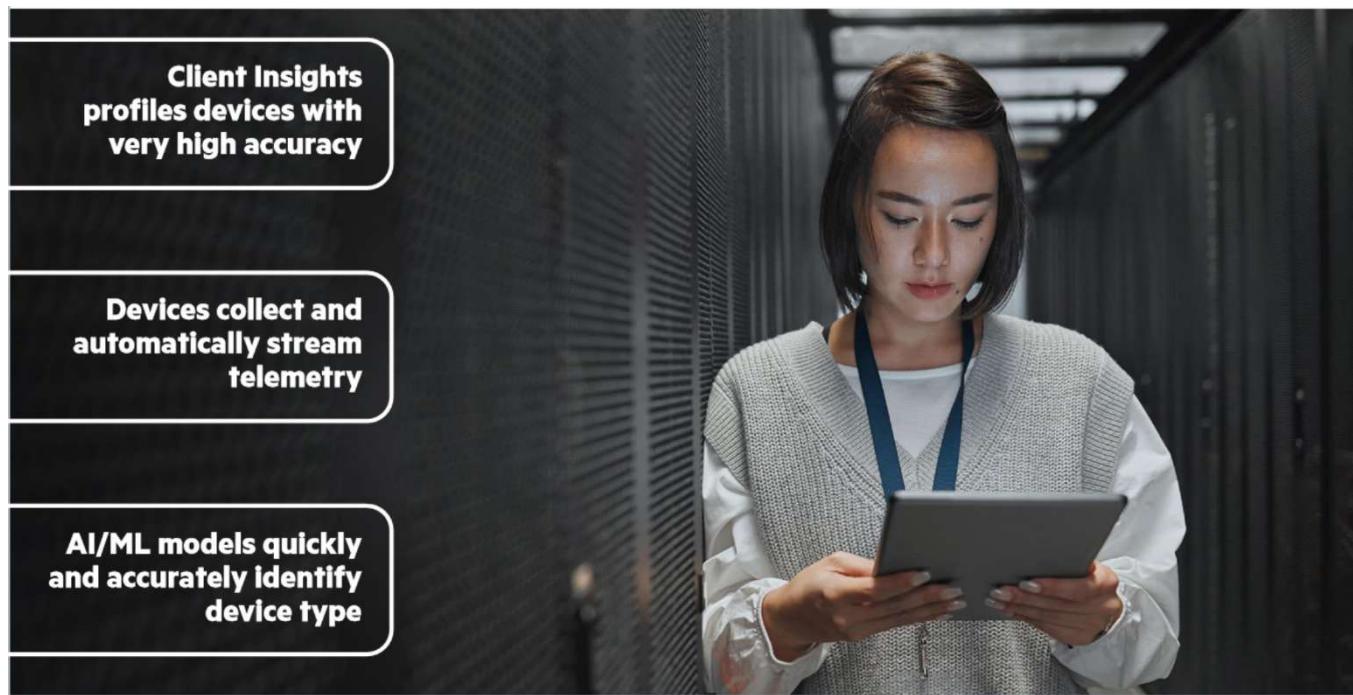
The sales professional in the example scenario continues the pitch, explaining how HPE Aruba Networking Central Client Insights meets the IT director's goal to improve network visibility and bolster security.

Client Insights automatically detects every device that connects to customers' networks, both wired and wireless. By analyzing device attributes and behaviors, Client Insights can profile devices, distinguishing device types and groups. Through Client Insights, HPE Aruba Networking Central recommends tailored access policies for device groups, dramatically simplifying the process of applying least-privilege access and closing security gaps.

By continuously monitoring each client's traffic flows for anomalous behavior, Client Insights helps organizations detect attacks more quickly and take action.

After explaining how Client Insights helps the IT director meet his objectives, the sales professional can offer to meet with the organization's CISO and explain how Client Insights can strengthen the organization's security.

HPE Aruba Networking Central accurately profiles devices



Client Insights profiles devices with very high accuracy and a low percentage of unknowns. This degree of accuracy is an important differentiator, especially to customers who are struggling to keep up with a rapidly growing number of IoT devices.

Unlike other vendors, HPE Aruba Networking identifies and profiles devices without requiring customers to install, maintain, and update data collectors or agents. Instead, HPE Aruba Networking CX switches, APs, and gateways collect and automatically stream comprehensive telemetry about connected clients. Based on that rich telemetry, our AI/ML classification models, trained on our deep data lake, quickly and accurately identify each client's type.

Devices collect and automatically stream telemetry

HPE Aruba Networking APs, CX switches, and gateways go beyond basic telemetry such as MAC addresses and DHCP-assigned IP addresses. Using Deep Packet Inspection (DPI), they can provide Client Insights with valuable information about client context and behaviors, including:

- Traffic flows and patterns
- Applications in use

HPE Aruba Networking Central accelerates troubleshooting



Industry-first network
time travel

Helps IT teams determine

What changed

When it changed

Why it changed

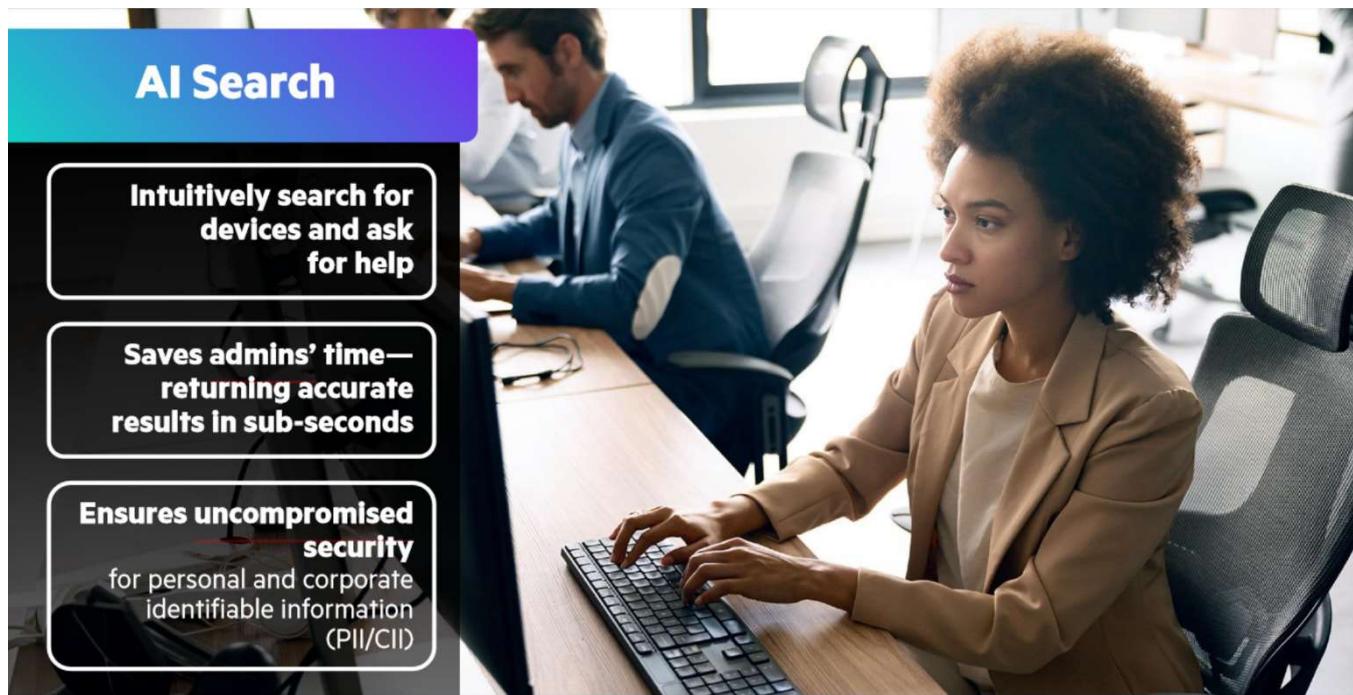
Where the change occurred

When troubleshooting an issue, IT teams often have to try to replicate the problem or simply wait until the problem happens again. HPE Aruba Networking offers a new tool to help IT troubleshoot: the industry's first network "time travel."

Available on the HPE Aruba Networking Central dashboard, the time-travel feature offers point-in-time network snapshots to troubleshoot issues. IT professionals need only specify the point of time they need to see, and the dashboard automatically reflects the state of the network at that point. Using this tool, IT professionals can move to a specific time up to seven days before the event. The time they identify is accurate to the minute.

With our time-travel tool, IT teams can determine what changed, when it changed, why it changed, and where the change occurred.

HPE Aruba Networking Central improves operator experience



AI Search

- Intuitively search for devices and ask for help**
- Saves admins' time—returning accurate results in sub-seconds**
- Ensures uncompromised security** for personal and corporate identifiable information (PII/CII)

Built on Generative AI, our AI Search tool offers advanced conversational and summarization capabilities that are fast, accurate, and more secure than ever.

Our AI/ML models are extensively trained to understand the intent of users' questions. As a result, IT admins can intuitively search for devices or ask for help, simply typing what they would say aloud in standard conversation.

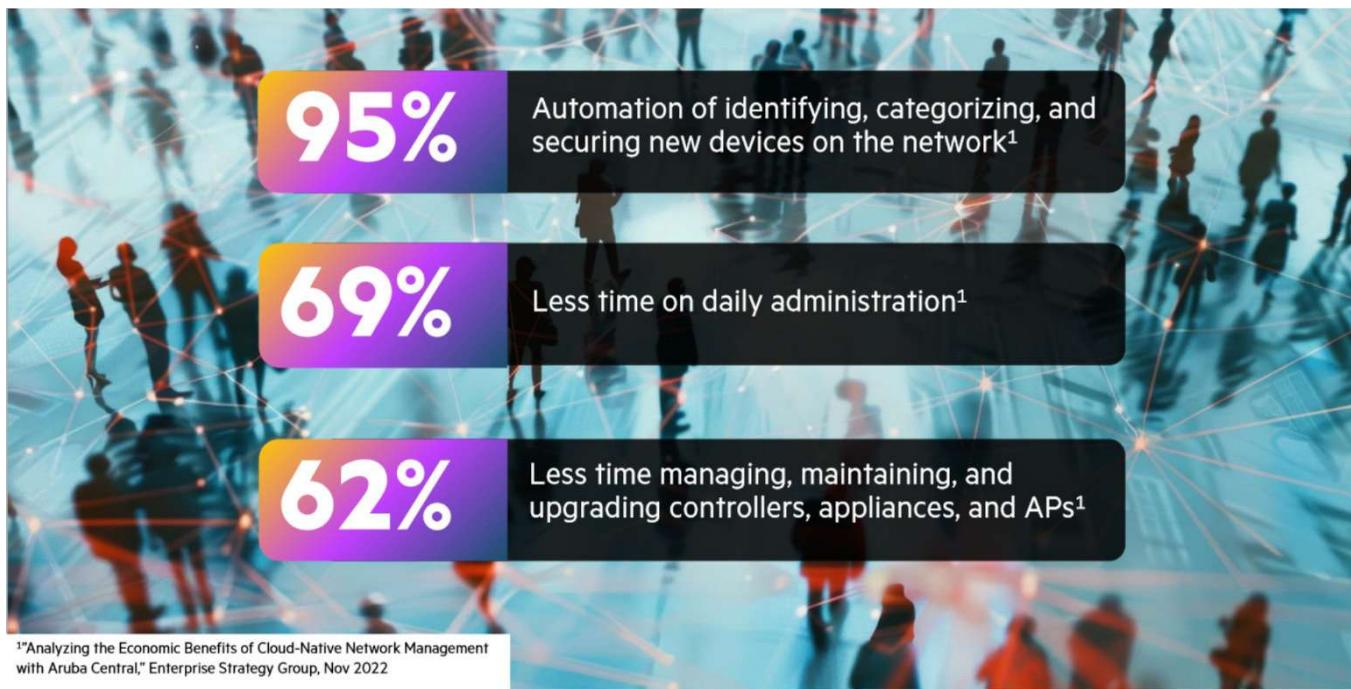
AI Search saves admins' time—returning accurate results in sub-seconds.

To stand by our security-first principles, AI Search ensures uncompromised security. Our AI/ML models are trained to identify personal and corporate identifiable information and then to conceal this sensitive data from our data lakes. Our AI Search also reduces risk through isolation: It does not have external API interfaces.

Additional information about AI Search

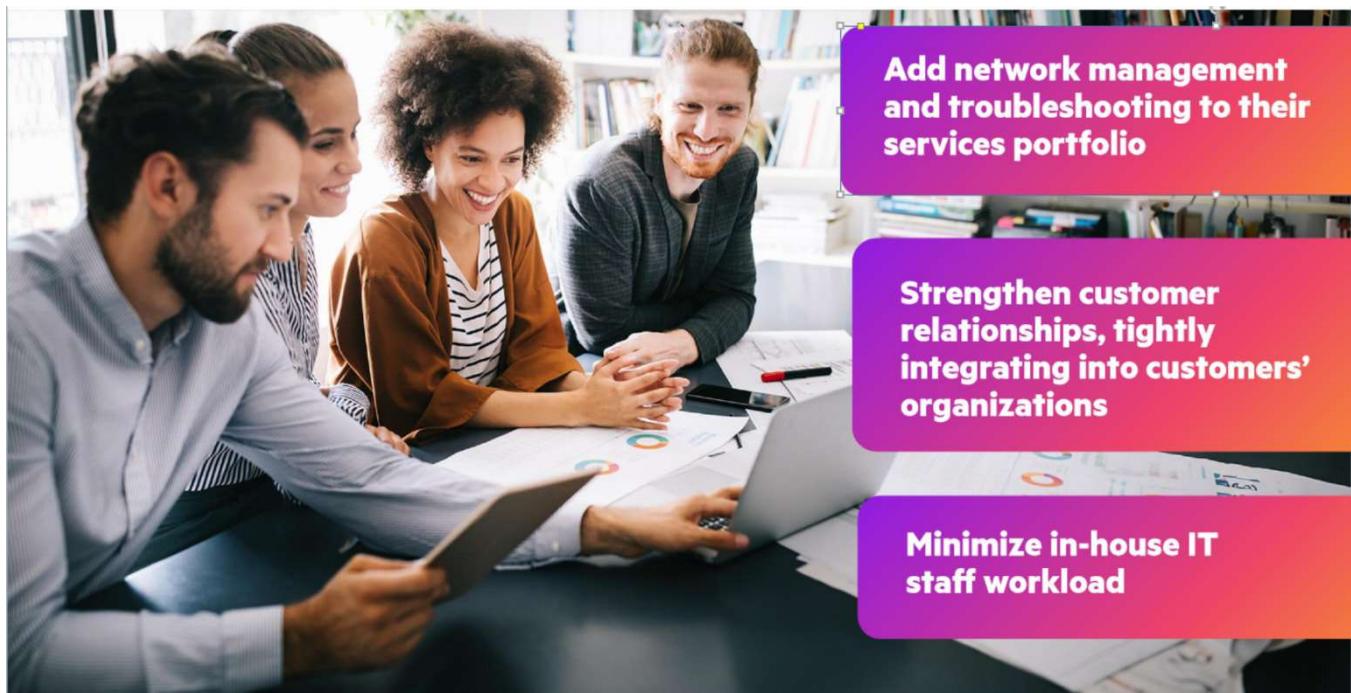
- Equipped with natural language processing (NLP) and natural language understanding (NLU)
- Trained and tuned on multiple proprietary large language models (LLMs)
- Pre-conditioned with three million network questions

HPE Aruba Networking Central delivers proven outcomes



HPE Aruba Networking Central delivers proven outcomes. According to an analysis from Enterprise Strategy Group, with HPE Aruba Networking Central, IT teams can automate 95% of tasks related to identifying, categorizing, and securing new devices on the network. They spend 69% less time on daily administration. And they spend 62% less time managing, maintaining, and upgrading controllers, appliances, and APs.

HPE Aruba Networking benefits partner organizations



Add network management and troubleshooting to their services portfolio

Strengthen customer relationships, tightly integrating into customers' organizations

Minimize in-house IT staff workload

Up until this point, you have been focusing on how HPE Aruba Networking benefits customers. But HPE Aruba Networking can also benefit your partner organization.

With the cloud-native HPE Aruba Networking Central, your organization can add network management and troubleshooting services to your services portfolio. Delivering excellent management services and resolving customers' network issues in record time will help differentiate your network offerings. Adding management and troubleshooting services, many of which are automated, will also increase your profit margin.

Offering network management services also helps strengthen your customer relationships because it requires tight integration between your partner organization and your customers' organizations.

And thanks to HPE Aruba Networking's AI-driven automation, the management services you offer also help minimize your IT staff's workload.

Learning check

What is one distinguishing value of AI for networking from HPE Aruba Networking?

- a. It works for heterogeneous networks with HPE Aruba Networking and third-party APs and switches.
- b. It provides insights for servers and storage as well as for networks.
- c. It provides better insights and outcomes because it leverages a larger volume and variety of data.
- d. It is based solely on data collected from enterprise customers, ensuring it addresses complex issues.

The answer to the learning check is provided on the next page.

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Additional resources

You can find more information about the topics discussed in this module using the links listed below.

[HPE Aruba Networking Central WinBook](#)

[Introduction to AI for Networking course](#)

[Security-first, AI-powered Networking WinBook](#)

Summary



In this module, you learned how customers surmount their challenges with AI-powered HPE Aruba Networking. Built on the industry's largest and most diverse consolidated data lake, our AI for networking is built in, not tacked on. Through the AI and automation that HPE Aruba Networking Central delivers, IT staff can reclaim time to focus on key initiatives. Its insights and recommendations fill skills gaps, eliminating the common concern about hiring or training to fill those gaps.

You explored key capabilities, such as Network Insights, AI Search, and our time-travel feature, which collectively simplify and accelerate troubleshooting, reducing help desk tickets and on-site visits. And you looked at AI-driven capabilities such as Client Insights. With Client Insights and our portfolio of APs, switches, and gateways, HPE Aruba Networking Central enhances security, delivering the industry's most granular visibility and profiling.

Module 3: HPE Aruba Networking Unified Infrastructure



Course map



You have learned how HPE Aruba Networking leads the industry with AI for networking, helping customers manage and troubleshoot their networks more effectively. In this module, you will learn how to sell the value of the HPE Aruba Networking Unified Infrastructure.

Module overview



The image shows two people in wetsuits surfing on a wave. One surfer is performing a maneuver, creating a large spray of water. The background shows the ocean and sky.

Topics

- 1** Uncovering Opportunities
- 2** Starting the Conversation
- 3** Selling the Value of the HPE Aruba Networking Unified Infrastructure

This module includes three topics. In Topic 1, you will take a closer look at the challenges customers are facing in accommodating new applications and devices—and consider how those challenges create opportunities for you.

Topic 2 will guide you through starting the conversation about HPE Aruba Networking Unified Infrastructure. You will explore discovery questions, potential customer responses, and signs that the customer's business goals align with an HPE Aruba Networking solution.

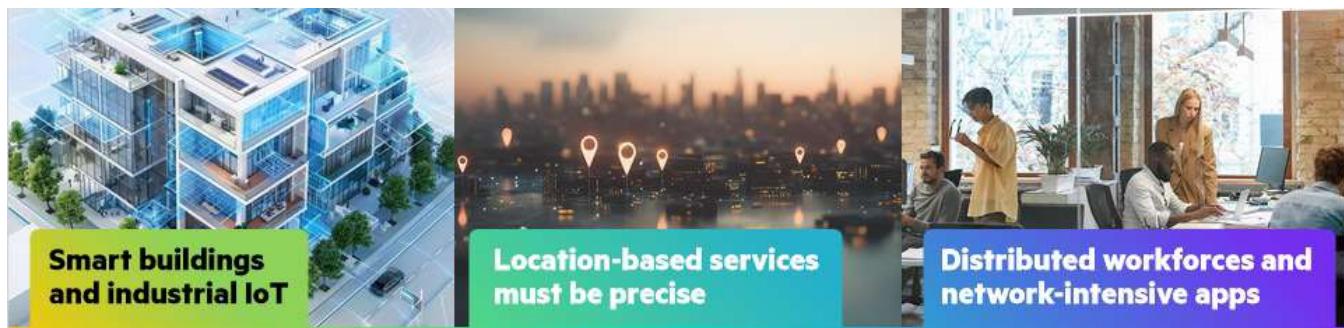
This will set the stage for Topic 3 where you will learn how to articulate and sell the value of the HPE Aruba Networking Unified Infrastructure to prospective customers.

Topic 1: Uncovering Opportunities



Topic 1:
**Uncovering
Opportunities**

The network must handle growing demands



Smart buildings and industrial IoT

IoT devices such as sensors, smart thermostats, smart security cameras, appliances, and so on
Wireless primary access for devices, users, and things

Location-based services must be precise

More accuracy for locating high-value assets
Move from 2-meter to sub-1 meter accuracy

Distributed workforces and network-intensive apps

2 out of 3 U.S. companies have implemented a formal hybrid policy¹
Accommodate apps with unique requirements

¹"US companies push for greater in-office presence to drive engagement, opposing a leading benefit of remote work," WTW, Dec 5, 2024

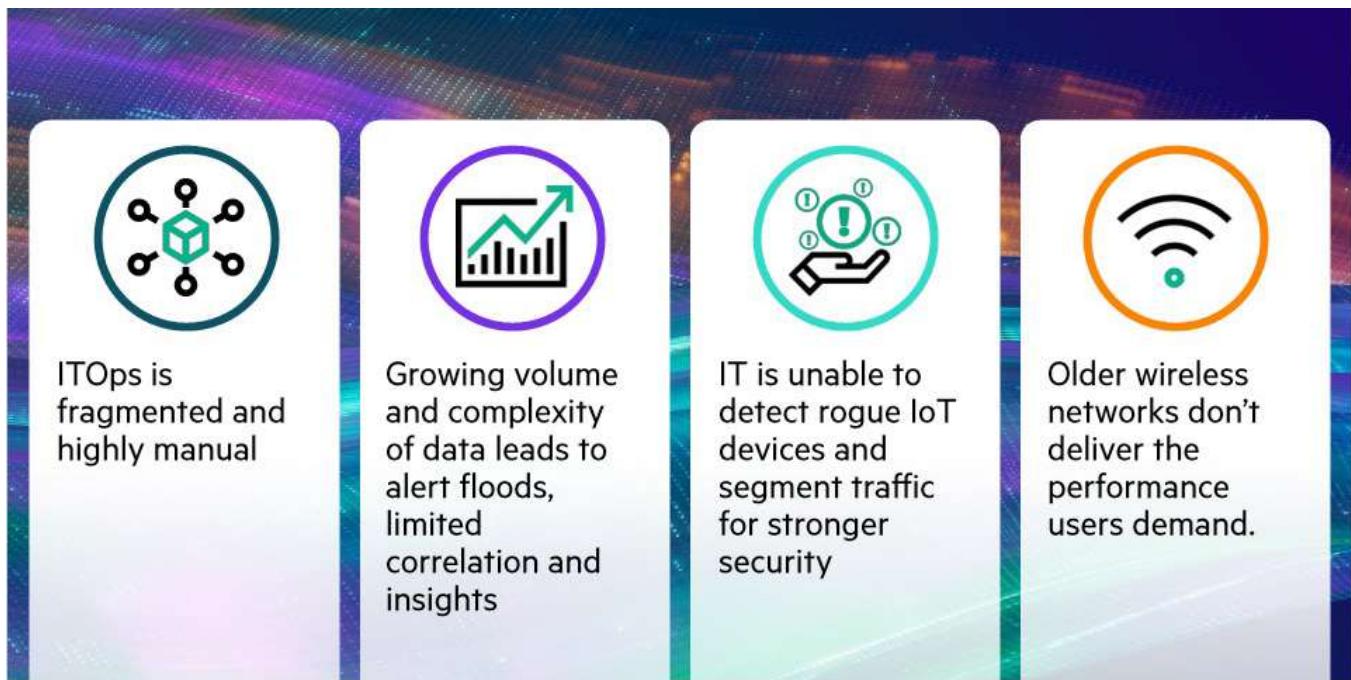
Your customers have more demands on their network than ever before.

Many companies have smart buildings and industrial Internet of Things (IoT), which require flexible access for a variety of devices and applications. For example, manufacturers are deploying industrial IoT devices to proactively detect equipment issues. Hospitals are deploying “smart” patient monitoring systems. Enterprises are adopting network-connected building automation systems. With users needing the flexibility to work seamlessly anywhere and everywhere, wireless has become the primary access for devices, users, and things.

It comes as no surprise that location-based services must be more precise. As companies connect valuable assets to the network, location-based services must be more accurate, allowing companies to hone in on each one.

IT must also support a distributed workforce. Two out of three U.S. companies have implemented a formal hybrid policy, reflecting the fact that most employees are expected to work remotely part or all of the time. (“US companies push for greater in-office presence to drive engagement, opposing a leading benefit of remote work,” WTW, Dec 5, 2024.) Further, employees are using network-intensive apps, such as video conferencing, so the network must accommodate their unique requirements.

Legacy networks cannot keep up



While the demands placed on networks are increasing, many companies have legacy networks that just cannot keep up. ITOps is fragmented, requiring IT to use multiple tools with different interfaces for campus, branch, and remote work. Manual processes add to IT's burden, consuming valuable time.

Legacy networks also struggle to handle a growing volume of data that is increasingly more complex. As a result, IT is flooded with alerts and receives limited correlation between events and insights, impeding their ability to manage and troubleshoot the network.

Further, IT is unable to detect rogue IoT devices, exposing their organizations to unknown risks. Likewise, IT cannot segment traffic and enforce security policies—weakening security.

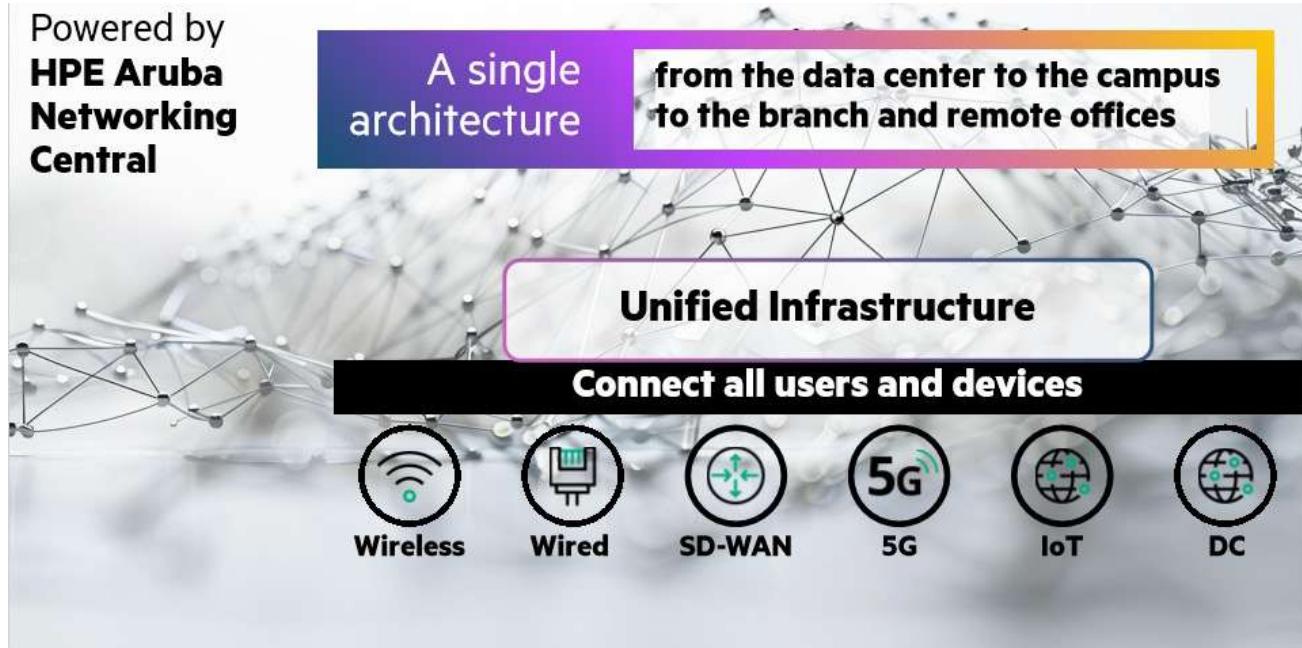
And with companies using wireless as their primary access method, legacy wireless networks do not deliver the performance users demand. Older Wi-Fi standards are less efficient and less reliable than Wi-Fi 7 and 6E.

Customers need a reliable, fast network



The problems organizations face become even more glaring when you consider how critical the network is. The majority of data is created and processed outside data centers, so the network must be designed to accommodate and secure that data. Providing reliable, secure, fast connectivity—everywhere—is absolutely essential, enabling organizations to deliver the services and products that make them thrive. With the network providing vital services for the organization, the network must be available 24 X 7.

HPE Aruba Networking Unified Infrastructure



HPE Aruba Networking gives customers the simple, resilient, and intelligent platform they need to meet today's demanding environments. All HPE Aruba Networking solutions are based on a single architecture—from the data center to the campus to the branch and remote offices. Customers receive a unified infrastructure that allows them to connect all their users and devices, no matter how and where they connect. Our unified infrastructure is powered by HPE Aruba Networking Central, giving customers a single point of control and visibility for monitoring and managing the entire network.

This module focuses on your opportunities in the campus, including selling wireless, wired, and 5G solutions; you will learn more about data center opportunities in Module 4.

Learning check

How do legacy networks put companies at risk?

- a. They cannot detect rogue devices and segment the network to enforce stronger security.
- b. They do not support location-services so companies cannot locate any IoT devices.
- c. They do not support cloud-based management, which is inherently more secure.
- d. They use tunnels, rather than virtual private networks (VPNs), to provide remote access.

The answer to the learning check is provided on the next page.

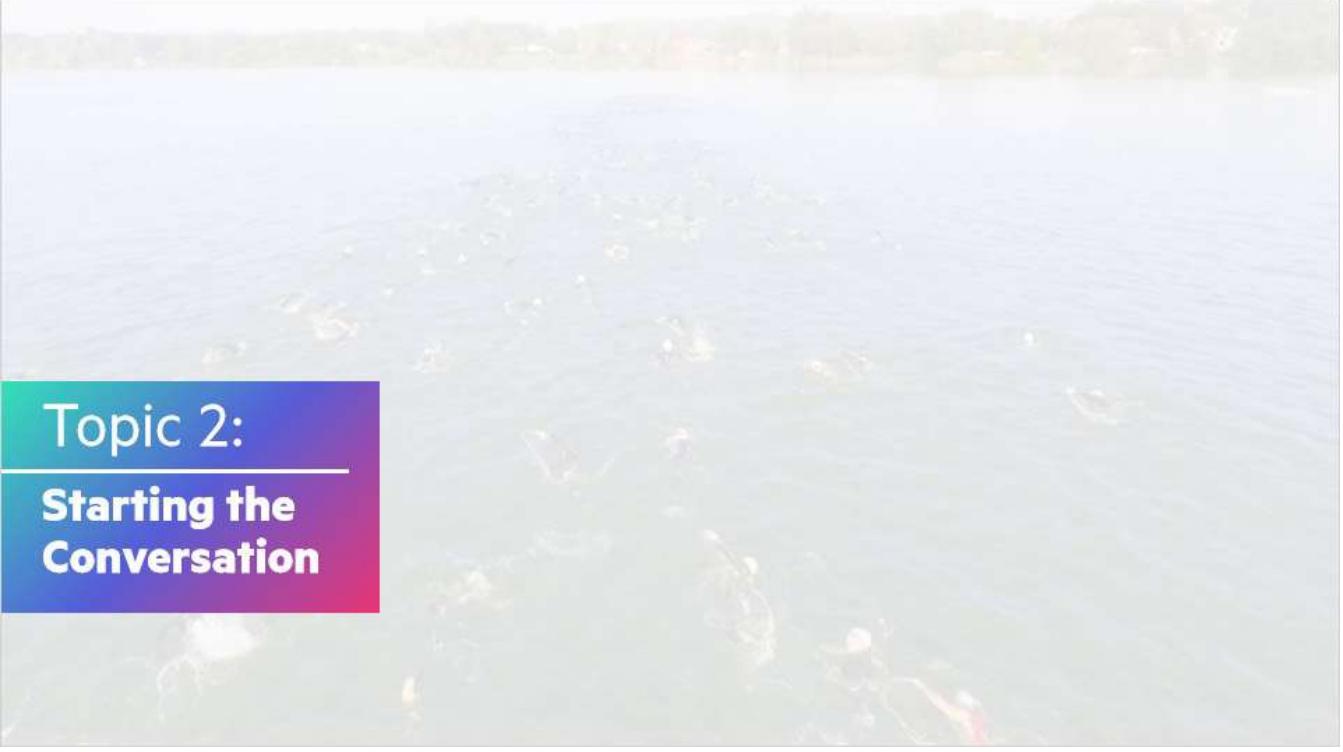
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Topic 2: Starting the Conversation

A photograph of a body of water, likely a lake or pond, with several ducks swimming on the surface. The water has a light greenish tint.

Topic 2:
Starting the Conversation

Example Scenario



In this topic you will learn how to qualify customers for an HPE Aruba Networking Unified Infrastructure solution by examining an example scenario with a potential customer. In this scenario, a sales professional is responding to a university's request for proposal (RFP) to upgrade their wireless network.

The sales professional has conducted some preliminary research into the university to prepare for an initial conversation. He has found that the university has approximately 4,000 students and 1,500 employees. The university has a US \$800 million budget for all operations; the network budget will naturally form just a fraction of that.

Initial discovery questions

The image shows two cards side-by-side. The left card features a photo of a man with glasses and a smile, resting his chin on his hand. A dark blue speech bubble contains the text: "What were your most challenging initiatives and projects the network had to support this year? What made them challenging?" Below the photo, the title "IT director" and subtitle "(Network director/ Network architect)" are displayed. The right card features a photo of a woman with glasses and a smile. A dark blue speech bubble contains the text: "How are you scaling the network to support growing demands?" Below the photo, the title "Network admin" and subtitle "(Network influencer)" are displayed.

The sales professional in this scenario was able to set up a meeting with two key personas. He is planning some initial discovery questions, which are designed to prompt the customer to reveal issues—issues an HPE Aruba Networking solution could solve.

First, consider the IT director. This persona might have a different title such as network director or network architect. No matter the exact title, this persona plays a strategic role over the network. The sales professional might ask, “What were your most challenging initiatives and projects the network had to support this year? What made them challenging?” Questions such as these will allow you to dig deeper into what is currently restricting the customer’s network and even reveal the customer’s future goals and desired outcomes.

The sales professional is also meeting with a technical influencer—the network admin. A good initial question for this persona might be, “How are you scaling the network to support growing demands?” This question will give you insight into how adaptable the current network is and what issues the customer faces in accommodating new devices and applications.

These questions offer great starting points for a discussion about what the customer wants from the network and what stands in the way of achieving the desired outcomes. The ongoing conversation should reveal additional opportunities for cross-selling or for future upgrades.

Below are some examples of other questions you can ask.

Examples of other questions for the IT director

- “I’d love to hear about your vision for the network. What are your key priorities to ensure the network supports your organization’s goals? What challenges do you face?”
- “What are some of the biggest pain points you’re currently facing with your network infrastructure, and how are they impacting your organization’s objectives?”
- “What are you missing from your current network that is important to you?”
- “How is your network currently equipped to meet user experiences?”

Examples of other questions for the technical influencer

- “What applications are you running today? What applications are you launching in the next quarter?”
- “What visibility do you currently have into the health of all the layers of your network?”

Example: Listening to the customer

Sales professional

“What were your most challenging initiatives and projects the network had to support this year? What made them challenging?”

IT director

“We've shifted to a hybrid delivery model for many classes; students can take the class in person or remotely in a virtual environment. But we've found that the dorm infrastructure just can't handle the new demands. We get a lot of complaints about dropped virtual calls.”

In this scenario, you will listen in on an example sales conversation with the IT director. The sales professional begins with one of the discovery questions that you just reviewed. He asks, “What were your most challenging initiatives and projects the network had to support this year? What made them challenging?”

The IT director responds, “We've shifted to a hybrid delivery model for many classes; students can take the class in person or remotely in a virtual environment. But we've found that the dorm infrastructure just can't handle the new demands. We get a lot of complaints about dropped virtual calls.” He adds, “That's added to the complaints about ‘my smart phone won't connect; my Xbox won't connect’—you get the idea. Our IT team should be focused on achieving our priority initiatives like our organizational software refresh, but more and more frequently they get redirected into resolving urgent, unexpected issues.”

Example: Listening to the customer



Sales professional

IT director

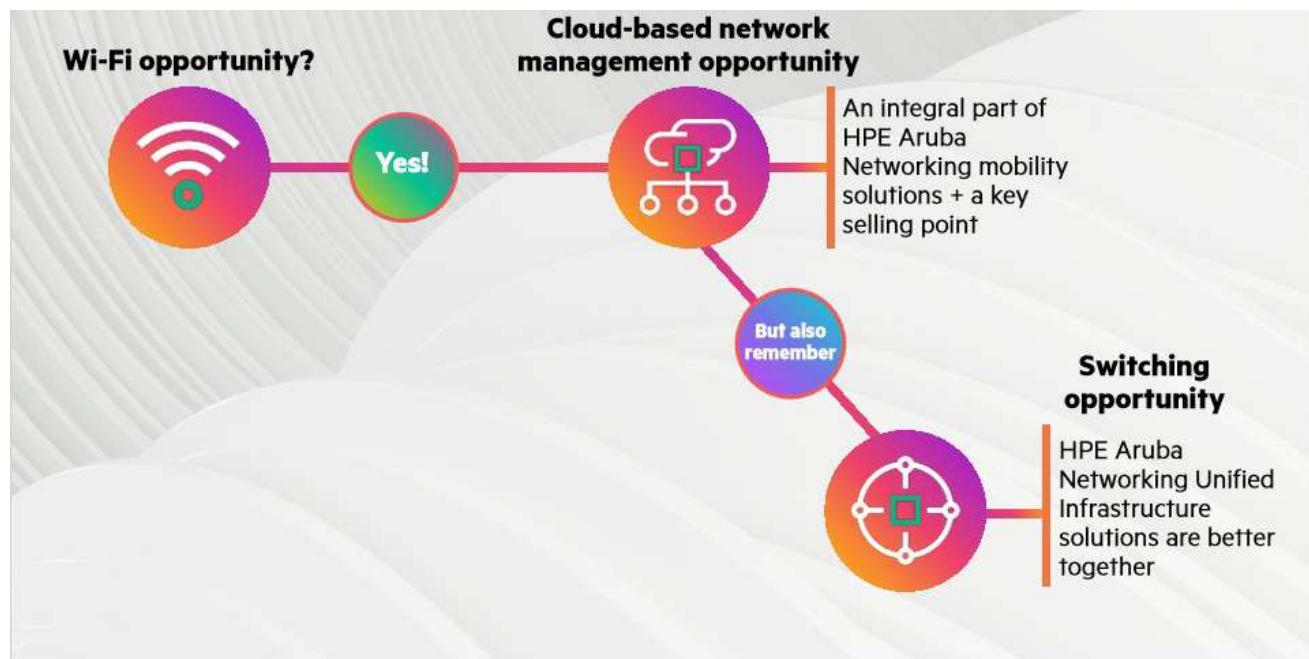
“We also have a directive from the university president to embed ‘smart’ technologies in a new building under construction. We’re all about sustainability; smart light bulbs, smart heating, and smart cooling could save a lot of energy. But I’m anticipating a few challenges.”

“First, I’d rather leverage Wi-Fi than layer on another network. But we also don’t want to limit our choices, and one of the top contenders uses Zigbee. Of course, the smart light bulbs will need Ethernet connections for PoE. Second, the security team has many concerns around locking down IoT devices; security is complex enough without another 1000+ devices.”

The IT director goes on to say, “We also have a directive from the university president to embed ‘smart’ technologies in a new building under construction. We’re all about sustainability; smart light bulbs, smart heating, and smart cooling could save a lot of energy. But I’m anticipating a few challenges.”

He elaborates on this point, saying, “First, I’d rather leverage Wi-Fi than layer on another network. But we also don’t want to limit our choices, and one of the top contenders uses Zigbee. Of course, the smart light bulbs will need Ethernet connections for PoE. Second, the security team has many concerns around locking down IoT devices; security is complex enough without another 1000+ devices.”

Identifying the opportunities and conversations to have



Based on the answers from the IT director, you can see that the university would be a great candidate for a Wi-Fi solution. Always remember that HPE Aruba Networking Central is an integral part of the solution because it manages the APs. However, avoid thinking of HPE Aruba Networking Central as just an extra component of the mobility solution. Instead leverage HPE Aruba Networking Central and the cloud-based management, real-time visibility, and actionable insights it provides as key selling points. Expand the conversation to the customer's network management challenges, laying the groundwork for you to explain the complete HPE Aruba Networking Unified Infrastructure story.

Also keep in mind that you might have a switching opportunity because HPE Aruba Networking Unified Infrastructure solutions are always better together. You should start qualifying the customer for a switching opportunity and prepare to explain how HPE Aruba Networking Unified Infrastructure delivers a consistent management and user experience everywhere.

Expanding the conversation with additional questions



As you uncover a potential Wi-Fi, network management, or switching opportunity, you should ask additional questions to further qualify the customer.

The following are additional questions you can use to expand the conversation with these personas. Remember that you might have two or even all three of these conversations with the same customer.

Additional questions for the IT director

Wi-Fi 7

- “How do you envision connecting IoT devices and collecting IoT data securely?”

Network management

- “Do you have 100% visibility into your network?”
- “Where could your IT department better drive innovation for the business if resources were less constrained?”
- “How are you prepared to manage a network of connected devices that scales rapidly?”

Switching

- “How many resources do you have dedicated to deploy, configure, and maintain the wired network?”

Additional questions for the technical influencer

Wi-Fi 7

- “How often do users complain about poor performance?”
- “How will you ensure secure connectivity to support the growth in IoT and client devices?”

Network management

- “I know that managing a network can present a number of challenges. What are some of the most pressing issues you’re currently dealing with in your network? How are these issues affecting your day-to-day operations?”

- “How do you provision and configure your network?”
- “What is the current process to troubleshoot problems?”
- “Are you targeting a move to hybrid IT/cloud?”

Switching

- “How do you maximize network uptime?”

Example: Expanding the conversation



Now you will listen to an example of how the sales professional expands the conversation with the university's network admin.

The sales professional says, “I understand that your aging infrastructure is causing some headaches. What is the current process to troubleshoot problems now?”

The network admin responds by saying, “It’s a challenge to get to the root cause. We have different tools for managing the wireless network and the campus LAN, so we’re often hopping between them. Not to mention the tools that we use for monitoring overall network and application health.” She goes on to say, “We definitely need a wireless upgrade, and I hope that will solve many of our problems. But I’ve been down this road before. I know that tuning network performance is an art, particularly for wireless. And honestly, we don’t have enough staff members experienced in that. We barely have time to keep up with day-to-day operations. I’d love to automate more processes—but I don’t have time to work on making that happen either!”

Example: Discussing future needs



It is not enough to just discuss what is happening now on the customer's network; you also need to talk about what the customer plans for the future. The more information you can gather, the better your solution architects will be able to design the proper solution. Learning about future needs is also a starting point for upcoming opportunities.

Here, the sales professional continues the conversation with the IT director by saying, "I want to deliver a network that works for you now and in the future. Can we chat a bit about your future plans?"

The IT director responds with, "The university is increasing the number of students we accept. Several more classroom and dorm buildings are scheduled for construction in the next 3 years.

"Assuming all goes well with our smart building initiative, we're going to continue that in the new buildings. I've been talking with colleagues at other companies about how they make buildings more 'friendly.' I'd love to be able to introduce things like interactive maps that help students find their classroom." He clarifies, "But I'm not planning a major upgrade in 3 years. I can justify the costs of adding more APs and switches to the financial department. I can't justify starting over again."

Qualifying customers for HPE Aruba Networking Unified Infrastructure solutions



Now you will take a closer look at some of the characteristics of a customer who qualifies for an HPE Aruba Networking Unified Infrastructure solution. The characteristics are grouped by opportunity type. However, remember that a customer may qualify for more than one opportunity.

The following sections provide more information about customers who qualify for a HPE Aruba Networking Unified Infrastructure solution.

Characteristics of a Wi-Fi 7 opportunity

- Need to increase performance
- Demanding applications
- More users and/or devices and more types of users/devices
- Need to support hybrid workspaces and collaboration
- Need for location-based services
- Scarce IT resources; need to reduce helpdesk tickets
- Need to increase availability
- Need to converge IoT

What to sell:

- HPE Aruba Networking 700 Series APs
- HPE Aruba Networking Central licenses
- Possibly HPE Aruba Networking gateways

Characteristics of a network management opportunity

- Lack of visibility across network
- Need for automation
- Cloud-first approach
- Scarce IT resources and lack of expertise
- Need to reduce number of management tools and reduce complexity
- Need to spend less time troubleshooting
- Need to adapt to constant change

- More devices
- Reducing costs and gaining predictability in consumption

What to sell:

- HPE Aruba Networking Central licenses
- HPE Aruba Networking infrastructure (APs, CX switches, and possibly gateways)

Characteristics of a campus switching opportunity

- Manual process and higher likelihood of human errors
- Risk of downtime
- Need to shift from maintenance to adding value to the business
- Need to adapt and support LOB initiatives
- Need to unify wired and wireless to simplify operations
- Need to enable IoT (particularly power-hungry devices)

What to sell:

- HPE Aruba Networking CX Switches (Options available for access layer to aggregation to core)

Summary of the example customer's needs

“I understand you need to:

- Help IT automate network management, troubleshooting, and optimization
- Improve users' network experience
- Introduce IoT without a lot of extra complexity
- Introduce location-based services in the future
- Easily expand in the future without starting over.”

After listening careful through these conversations, the sales professional can echo the customers' needs back to them. In this way, he demonstrates that he understands what the customer has told him; he also lays the groundwork for explaining how HPE Aruba Networking Unified Infrastructure meets each need.

The sales professional might say that he understands that the customer needs to help IT automate network management, troubleshooting, and optimization to take some pressure off their exhausted IT team. The customer needs to improve users' network experience and wants to introduce IoT without extra complexity. They want to be innovative and add location-based services in the future. And, when they are ready, they need be able to easily expand without having to rip-and-replace the existing solution.

Summary of the example customer's needs

Sales professional

“I’m ready to show how HPE Aruba Networking solves your challenges.”

I can tell this customer is:

Qualified for:
HPE Aruba Networking APs and HPE Aruba Networking Central

Possibly qualified for:
HPE Aruba Networking CX switches (sell the unified story)
HPE Aruba Networking gateways (work with architects to assess needs + can offer later)

IT director

Based on the conversations with both the IT director and network administrator, the sales professional recognizes that the customer is qualified for HPE Aruba Networking APs and HPE Aruba Networking Central. He also knows that he could potentially bring the customer additional value by introducing HPE Aruba Networking CX switches as part of a Unified Infrastructure. There is also the possibility that the customer may be interested in HPE Aruba Networking gateways. The sales professional can work with solution architects on this and offer it at a later date.

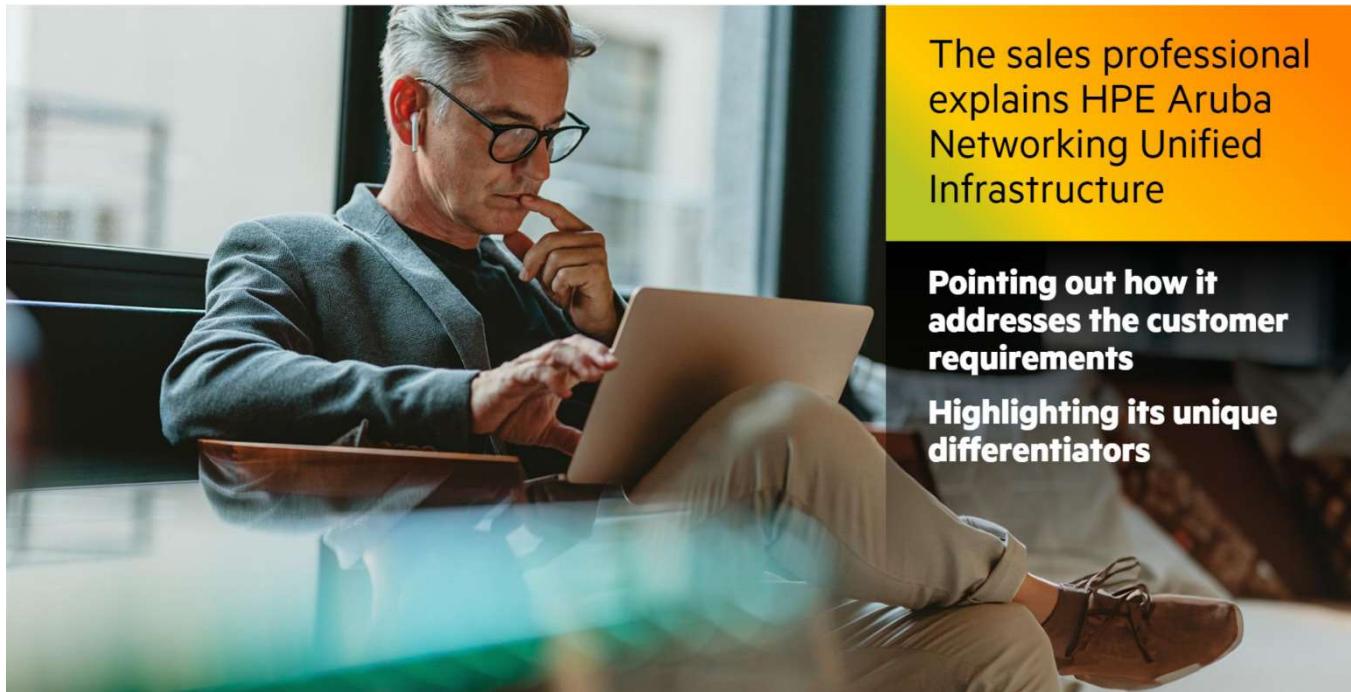
Now the customer is ready to hear how HPE Aruba Networking will solve their challenges, which is covered in Topic 3.

Topic 3: Selling the Value of HPE Aruba Networking Unified Infrastructure

Topic 3:

**Selling the Value of
HPE Aruba Networking
Unified Infrastructure**

HPE Aruba Networking Unified Infrastructure meets customers' requirements



The sales professional explains HPE Aruba Networking Unified Infrastructure

Pointing out how it addresses the customer requirements

Highlighting its unique differentiators

In this topic, you will see how the sales professional explains HPE Aruba Networking Unified Infrastructure, pointing out how it addresses the customer requirements outlined in the example scenario. The sales professional will explain how HPE Aruba Networking Unified Infrastructure, more than any other competitor, can help the customer overcome each challenge and meet each goal. This example will help you use the value of HPE Aruba Networking Unified Infrastructure to meet your customers' unique requirements.

Streamlined management with HPE Aruba Networking Central

The customer's network admins were consumed with manual tasks, just keeping the network running

IT saves time while increasing operational efficiency.

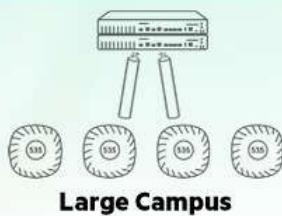
HPE Aruba Networking Central

Automated management of APs, switches, and gateways from a single console

Broad and deep visibility

Enhanced troubleshooting and optimization

Extensive security



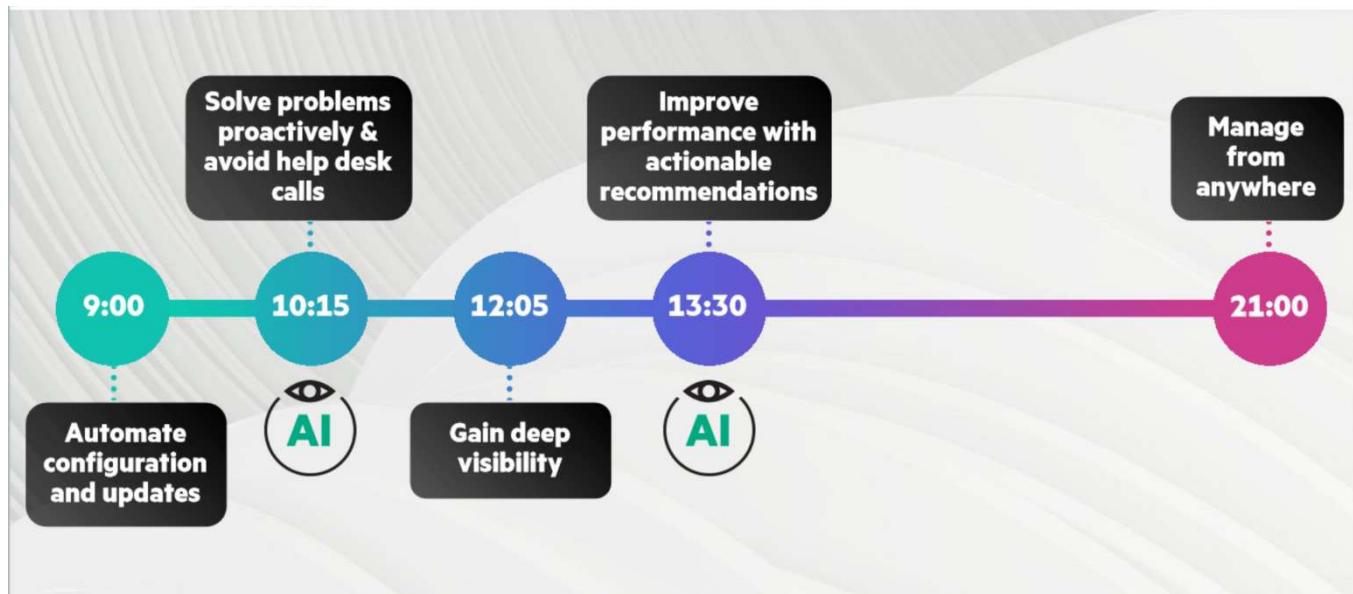
Small & Medium Campus



As you learned in Topic 2, the university customer's network admins are consumed with manual tasks, just keeping the network running. The sales professional begins by explaining how HPE Aruba Networking Central automates network management, allowing the customer to control APs, switches, and gateways from a single console. Further, HPE Aruba Networking Central gives IT staff broad and deep visibility into the network, end-to-end, while using AI for networking to enhance troubleshooting and optimization. In addition, customers can easily protect their users and devices, applying and enforcing consistent security policies.

Campus size doesn't matter. HPE Aruba Networking Central works just as effectively for large campuses, small and medium campuses, branches, and even hybrid workplaces such as home offices. Users get a consistent connection while network admins can log in from anywhere and easily control the entire network everywhere. IT saves time while increasing operational efficiency.

Network admins' day with HPE Aruba Networking Unified Infrastructure



HPE Aruba Networking Central is a single pane-of-glass for the entire network. HPE Aruba Networking Central offers global and site-based views and simple AI search tools, helping network admins get as high or as low-level a view as they need at the moment. Admins can easily group devices together and quickly push configs at a group level. HPE Aruba Networking Central further demonstrates its superiority by giving admins proactive recommendations about potential issues before those issues cause complaints.

You will now explore what a network admin's day looks like with HPE Aruba Networking Unified Infrastructure. In this example, the network has been automated to apply a batch of security updates at 9:00. At 10:15, HPE Aruba Networking Central provides insights and recommends remedies that proactively help network admins solve problems that could provoke help desk calls. At 12:05, HPE Aruba Networking Central gives network admins the deep visibility into devices they need to respond to a request. At 13:30, HPE Aruba Networking Central helps network admins improve performance by conducting analyses and recommending action. And at the end of the day a network admin is able to easily access HPE Aruba Networking Central from home and quickly resolve an issue that had occurred on campus.

The following section illustrate the power HPE Aruba Networking Central brings to network admins.

Automate configuration and updates

The accounting department is adding a new application, and the admin needs to update security policies. With a few simple clicks, the update is pushed across the desired group of network devices.

Solve problems proactively and avoid help desk calls

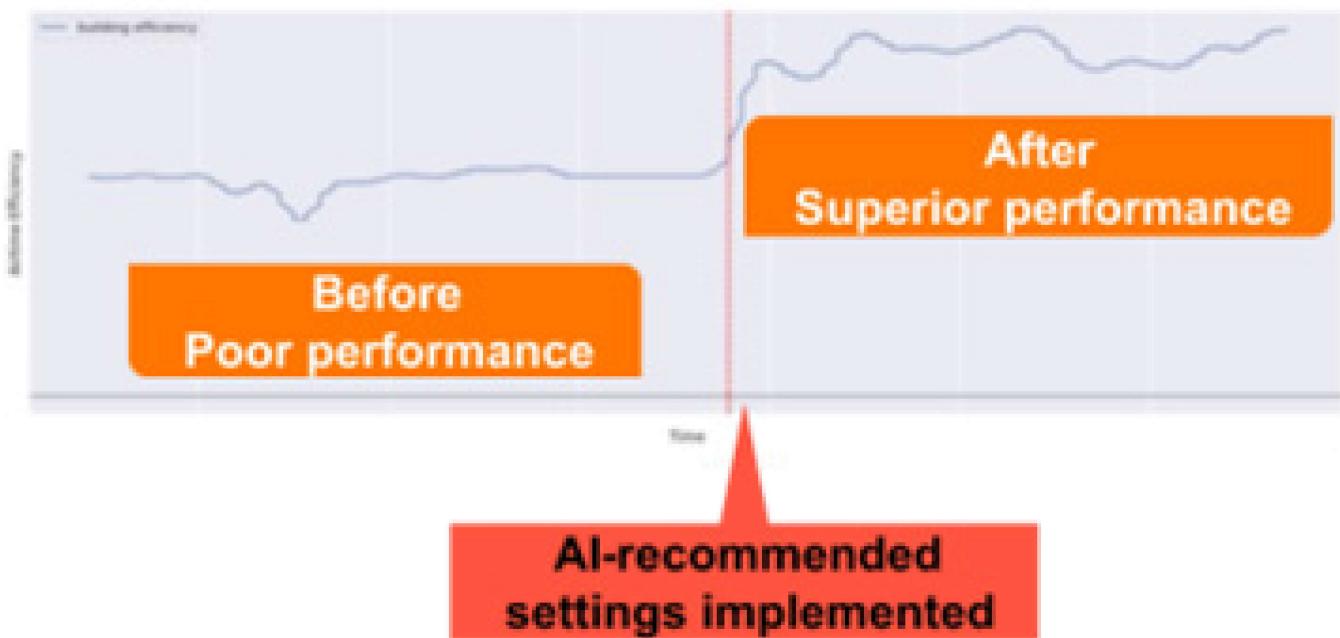
HPE Aruba Networking Central shows the admin an "AI Insight." Outdoor clients near a building on a busy street are impacting performance. Central also recommends a fix. The admin accepts the recommendation, Central pushes new settings to APs, and the performance issue is solved.

Gain increased visibility

The contractors installing the smart lights did not carefully track their work. The IoT admins are now asking for help tracking down all the devices. Using Client Insights in HPE Aruba Networking Central, the admin creates a report that includes all smart lights and their locations. With Client Insights, creating the report takes just a few minutes.

Improve performance with actionable recommendations

Users are complaining of poor performance. Using HPE Aruba Networking's vast data lake, HPE Aruba Networking Central compares this customer's site to similar ones in our installed base and discovers some AP settings that could improve performance. The admin clicks a button to accept the recommendations, and an instant improvement occurs.



Why HPE Aruba Networking's actionable recommendations are superior



HPE Aruba Networking Central

Collects a vast amount of telemetry data

Uses AI for networking to mine that data for useful insights

Significantly more real-world data than other vendors

HPE Aruba Networking

4.7 devices

250K global customers

1.6B clients

30+ industry verticals

As you learned in Module 2, HPE Aruba Networking Central uses AI for networking to provide these invaluable insights into network health, user status, and application usage. HPE Aruba Networking Central collects a vast amount of telemetry data from our switches, APs, gateways, and SD-WAN solutions and then uses AI for networking to mine that data for useful insights. HPE Aruba Networking Central not only analyzes each customer's data but also compares that data across other HPE Aruba Networking customers. That makes the insights each customer sees fast, accurate, thorough, and tested, making it much easier to pinpoint an issue and identify the root cause.

How does our data lake measure up to the competition? We have significantly more real-world data than other vendors. More data leads to more realistic models, deeper insights, and ultimately better recommendations. HPE Aruba Networking Central is collecting data from 250,000 customers and from more than 30 industry verticals. We have approximately 1.6 billion contributing clients and 4.7 million devices—with more being added each day. Compared to other industry solutions, there is no doubt: HPE Aruba Networking has the industry's largest data lake.

A better network experience



With HPE Aruba Networking, network performance and user experience remains high

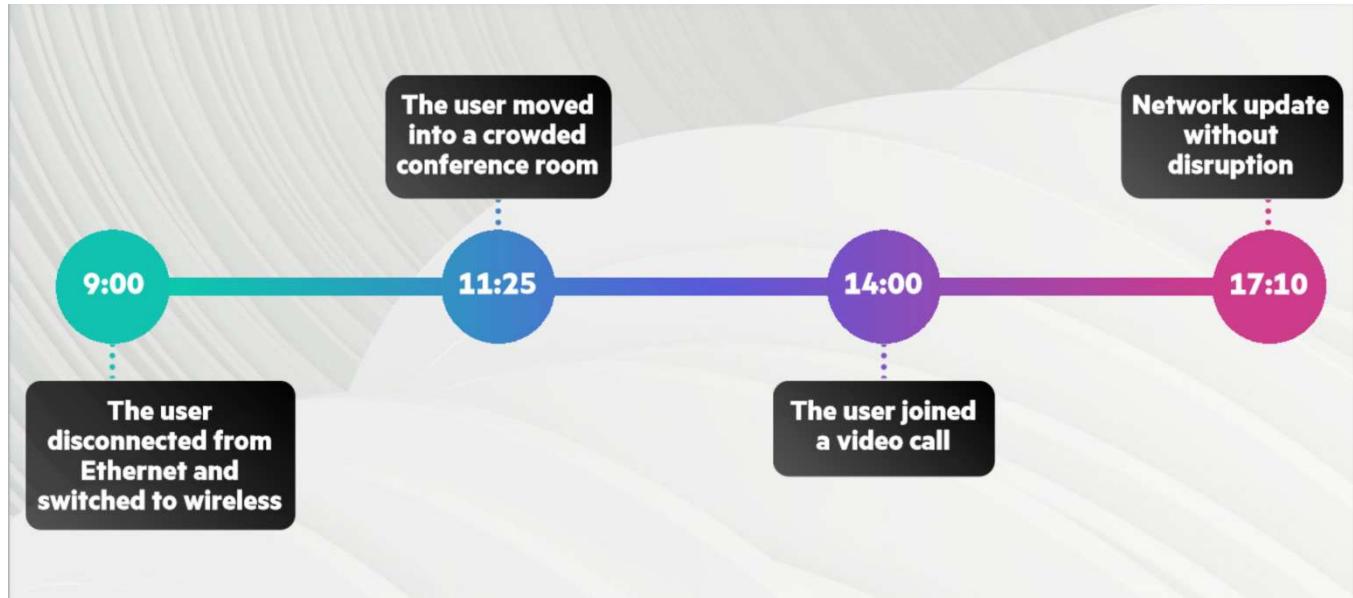
Whenever users connect, they can run every application they need

IT no longer need to spend all their time fixing issues or tuning performance

The sales professional could next guide the conversation to how HPE Aruba Networking will improve users' network experience. The university is struggling with a growing number of devices and increasing demands on the network. But with HPE Aruba Networking, network performance and user experience remains high. Whenever users connect, whether in a classroom or a dorm, they can run every application they need. Even high-resolution videos will run with minimal latency and jitter.

IT teams will no longer need to spend all their time fixing issues or tuning performance. HPE Aruba Networking Unified Infrastructure solutions include a broad range of technologies designed to optimize performance with little manual effort.

A deeper look at the network experience with HPE Aruba Networking Unified Infrastructure



Now you will take a closer look into the network experience users receive with HPE Aruba Networking Unified Infrastructure. While users move around campus, working on projects and joining video calls, they enjoy high-quality, reliable, consistent access. They don't know what's happening behind the scenes to keep them working without a glitch.

Read the following sections to learn how HPE Aruba Networking solutions save the day behind the scenes.

The user disconnected from Ethernet and switched to wireless

Users can connect from anywhere (Ethernet, Wi-Fi, the main campus, a branch site, or even a home office). No matter how users connect, they won't notice any difference in their network experience. They receive the same access rights; with HPE Aruba Networking, rights follow the user or client, not the connection.

The user moved into a crowded conference room

Optimizing Wi-Fi for dense environments can be challenging. APs might interfere with each other. Clients can get "stuck" to a weak signal on a far away AP. AP limitations can create dead zones.

But HPE Aruba Networking uses advanced AI technologies such as Client Match and Air Match to optimize performance automatically. Users have a consistently superior experience, even if they move or connect in a dense environment.

The user joined a video call

HPE Aruba Networking APs can detect when clients are running applications that need special handling (like high-res video). They automatically optimize the experience using technologies such as application performance analytics.

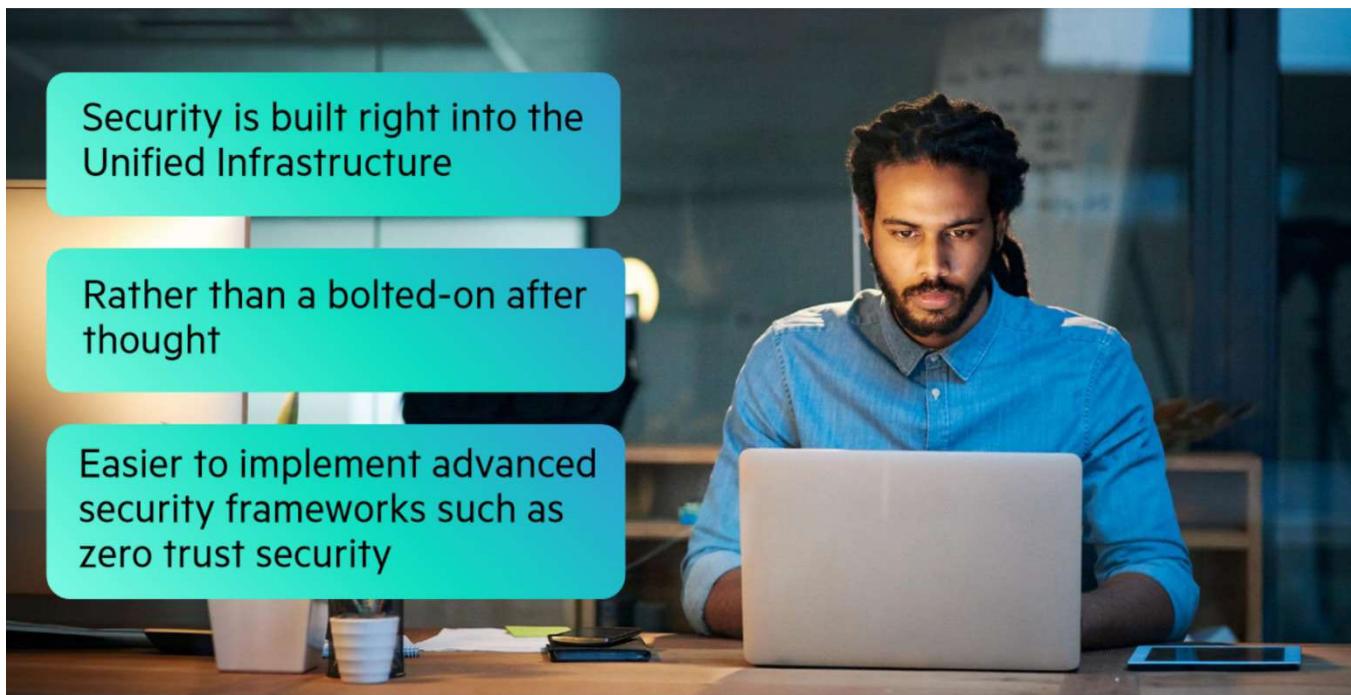
Wi-Fi 7 is ideal for such use cases, but not just any Wi-Fi 7 AP. HPE Aruba Networking goes beyond the Wi-Fi 7 standard. For example, our APs are better at filtering interference so clients can take full advantage of the extra bandwidth.

Network update without disruption

HPE Aruba Networking wired and wireless solutions both support clustering/stacking and live upgrades. Mission-critical apps continue running without a pause, so users can continue their applications without interruption.

Unlike many other vendors' switches, HPE Aruba Networking CX switches also offer Always-on PoE during upgrades. Switches often provide PoE to critical devices such as APs and smart lighting. In the event of a switch reboot, HPE Aruba Networking Always-on PoE keeps the wireless network up and the lights, literally, on.

A foundation of security



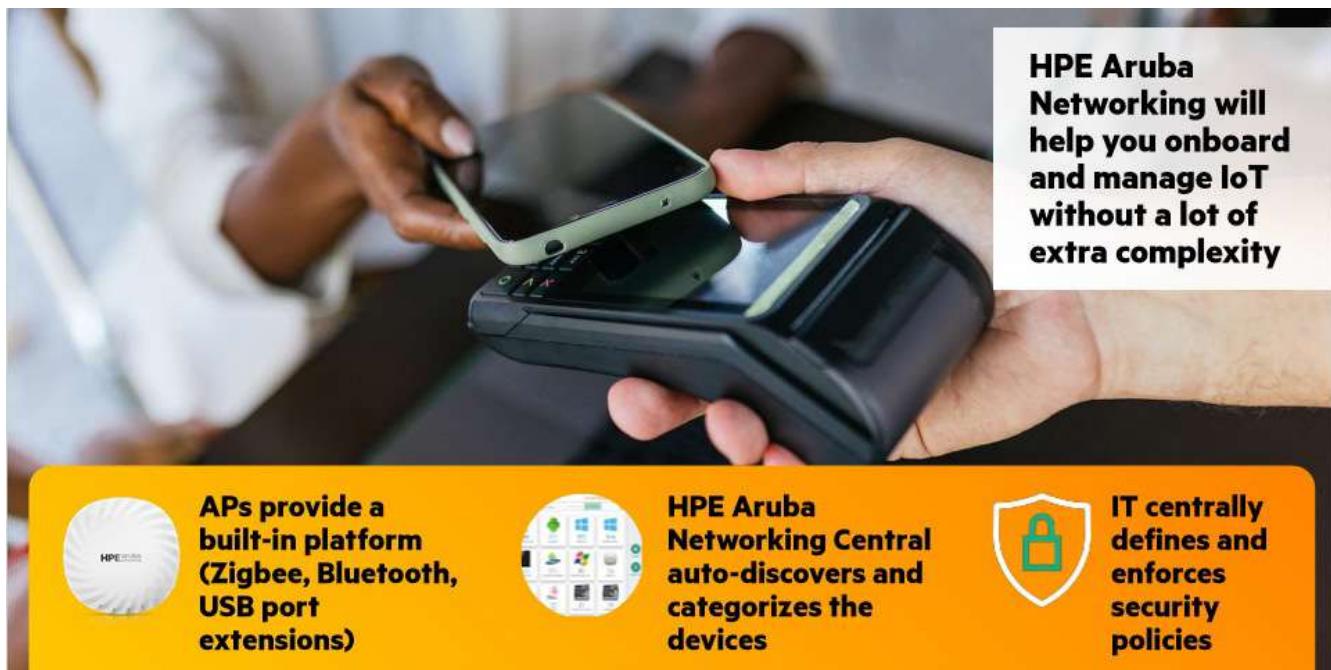
With users connecting from literally anywhere and network clients expanding to include more IoT devices, securing the network has become even more challenging. With HPE Aruba Networking, security is built right into the Unified Infrastructure, rather than a bolted-on after thought. HPE Aruba Networking makes it easier for customers to implement advanced security frameworks such as zero trust security. You will learn more about these advanced security frameworks later in this course. For now, however, you should understand that zero trust security is designed to reduce a company's vulnerability surface. Based on the assumption that no device, user, or network segment is trusted, zero trust security requires all users and devices to authenticate and prove their identity.

Security features that HPE Aruba Networking APs and switches support

APs and switches support:

- **Role-based policies**—determine privileges granted to authenticated users, based on their role
- **Dynamic segmentation**—establishes least privilege access to IT resources by segmenting traffic based on roles and associated access permissions.
- **Deep packet inspection**—provides greater visibility into traffic and enables security features (such as steering traffic or blocking suspicious traffic)
- **Traffic filtering**—allows customers to filter and block traffic
- **Trusted Platform Module (TPM) certificates**—enable devices to prove their identity

A simpler, more secure on-ramp for IoT



HPE Aruba
Networking will help you onboard and manage IoT without a lot of extra complexity

APs provide a built-in platform (Zigbee, Bluetooth, USB port extensions)

HPE Aruba Networking Central auto-discovers and categorizes the devices

IT centrally defines and enforces security policies

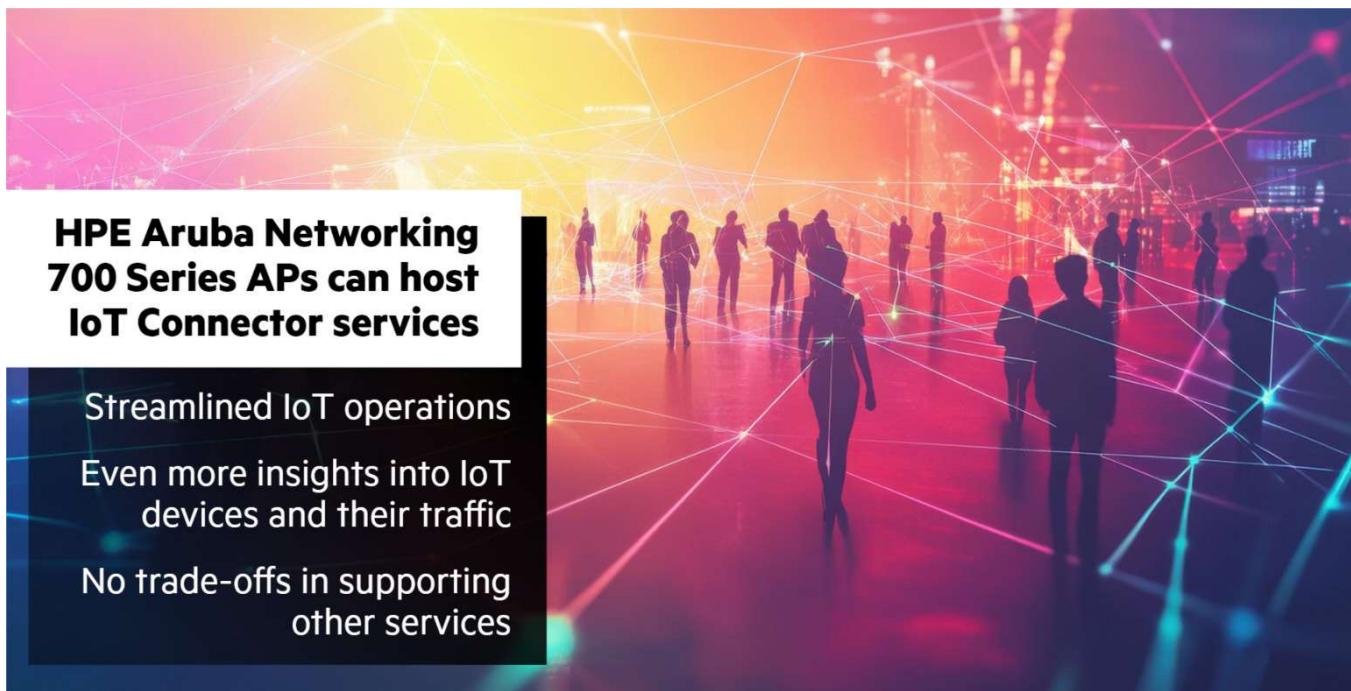
Many customers, like the university in the scenario, need to deploy IoT devices, but fear the complexity of doing so. Luckily HPE Aruba Networking provides a simpler, more secure on-ramp for IoT.

IoT devices have many different requirements for connecting; some use Wi-Fi, but others use Zigbee or Bluetooth. Deploying multiple sets of equipment to accommodate all the devices can be a nightmare. But when customers deploy HPE Aruba Networking 700 Series APs, they can rest secure that their investment will yield ongoing benefits. These APs provide a built-in platform for supporting Zigbee and Bluetooth as well as traditional Wi-Fi. As customers deploy new types of IoT devices, the APs are already in place and ready to support them. Customers do not need the added complexity of implementing an IoT overlay network. HPE Aruba Networking 700 Series APs come with double the IoT radios and USB slots as compared to previous generations of APs, allowing them to support a high density of both IoT clients and other clients.

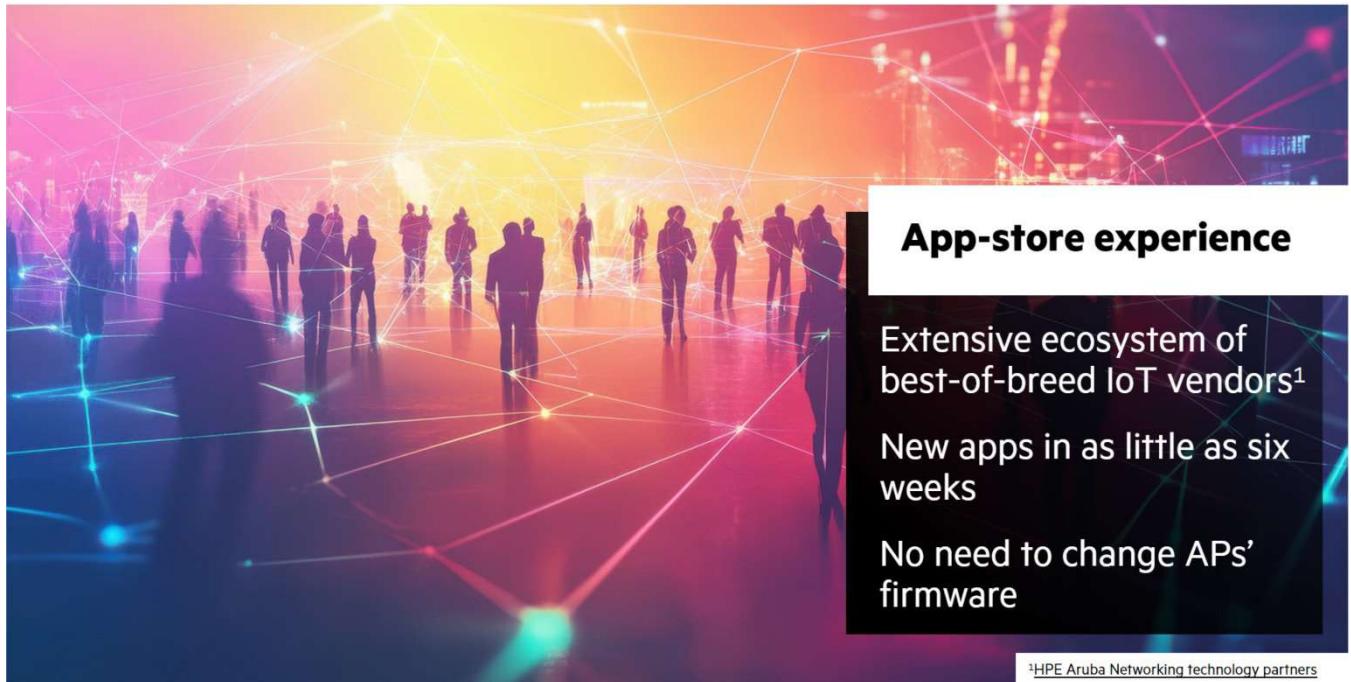
Many customers also struggle to track and manage their IoT devices. Few customers actually know all the smart devices that are connected to their network. But HPE Aruba Networking Central auto-discovers and categorizes the IoT devices.

In addition, HPE Aruba Networking Central helps IT to easily define security policies to control the IoT devices. IT can quickly define policies for assigning roles to IoT devices, based on their category and other context. They can then use role-based policies to lock down the IoT devices to the appropriate access level, helping to mitigate vulnerabilities from compromised devices.

A complete platform for IoT connections



HPE Aruba Networking 700 Series APs can also host IoT Connector services, which process IoT data and send it to the IoT backend. In addition to streamlining IoT operations, this capability provides even more insights into the IoT devices and their traffic to HPE Aruba Networking Central's IoT Operations dashboard. And because the HPE Aruba Networking 700 Series APs have double the memory and compute power of the previous generation of APs, they can host these IoT services with no trade-offs in supporting other services.



¹HPE Aruba Networking technology partners

HPE Aruba Networking also offers an app-store experience for installing these services on APs. We have developed an extensive ecosystem of best-of-breed IoT vendors, who provide the software. Network admins simply choose the desired software from the IoT Operations page in HPE Aruba Networking Central, and the software installs on selected APs in a dedicated location, separate from the firmware. This approach gives

customers the greatest flexibility and agility. New apps from our partners can appear in the IoT Operations page in as little as six weeks. With no need to change APs' firmware, customers can immediately install and start benefiting from the apps that they want.

In short, HPE Aruba Networking helps customers collapse siloed IoT and wireless networks into a single high-value network, as well as simplify and enhance their IoT operations.

Why HPE Aruba Networking location-based services are superior



Latest APs support the services with embedded GPS

Services are highly accurate

And they easily integrate with familiar map apps

With HPE Aruba Networking 700 Series sub 1m precision

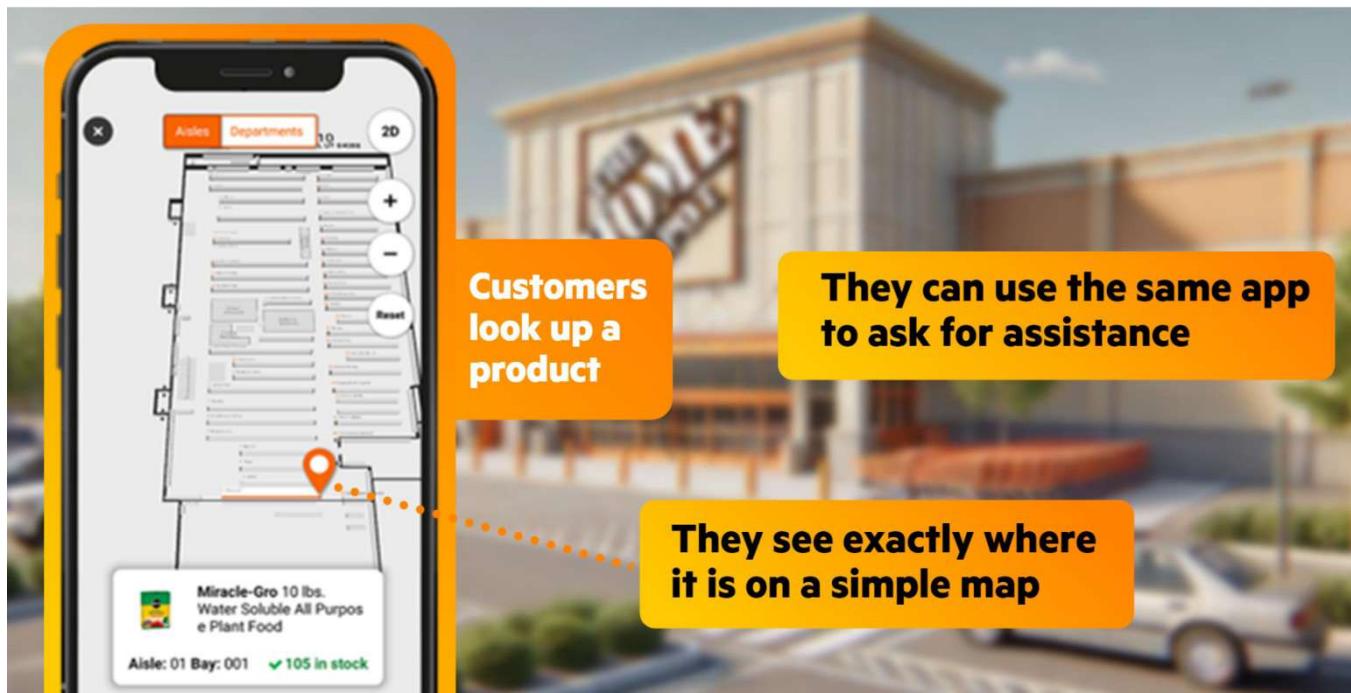
By moving from 2m accuracy to <1m, location services enable better:

- Small asset tracking
- Proximity marketing
- Wayfinding
- And more

Many organizations are interested in using location-based services to help their customers. For example, customers might need help finding an item in a grocery store, or students might need help finding a classroom on a large university campus. Every HPE Aruba Networking 700 Series AP has an embedded GPS chip; the functionality is there when organizations need it—no need to deploy a complex overlay. These GPS-enabled APs offer accuracy within less than 1 meter. By moving from 2-meter accuracy to less than 1 meter, location-based services enable more accurate small asset tracking, proximity marketing, wayfinding, and more.

The GPS functions integrate with popular map applications that customers and clients already use. HPE Aruba Networking APs auto-locate and auto-place themselves on these maps. This functionality is also provided on HPE Aruba Networking 600 Series APs.

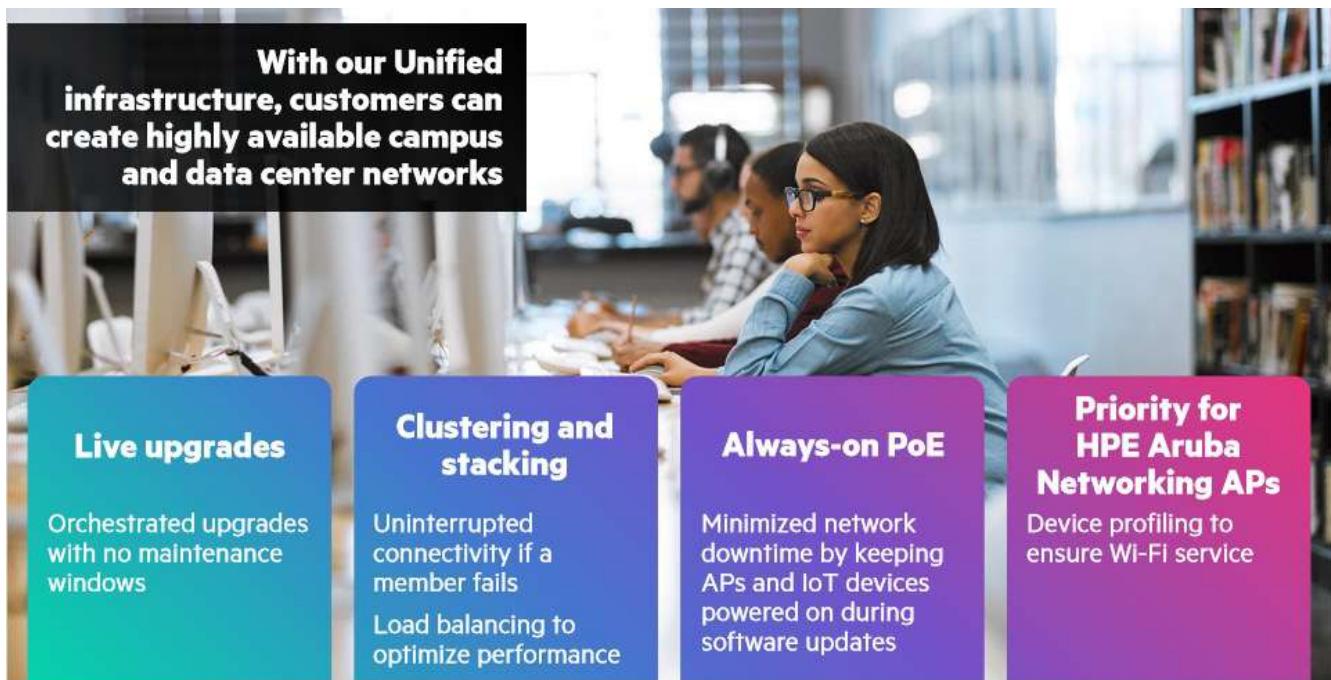
Home Depot customers enjoy HPE Aruba Networking location-based services



But don't just take our word for it. The Home Depot is currently using HPE Aruba Networking location-based services to provide their customers with a better shopping experience. By downloading The Home Depot application to their smart phones, customers can look up the product they want and see exactly where it is on a simple map. No need to wander the aisles or even ask for help to locate what they need. If customers have questions about a product, however, they can use the same app to ask for assistance. The Home Depot employee with the expertise to answer that question is guided to the customer.

The Home Depot customers reduce the time they spend in the store and spend more time on the projects they are working on.

Always-on networking



With our Unified infrastructure, customers can create highly available campus and data center networks

Live upgrades
Orchestrated upgrades with no maintenance windows

Clustering and stacking
Uninterrupted connectivity if a member fails
Load balancing to optimize performance

Always-on PoE
Minimized network downtime by keeping APs and IoT devices powered on during software updates

Priority for HPE Aruba Networking APs
Device profiling to ensure Wi-Fi service

You can reassure customers like the university in the example scenario that HPE Aruba Networking understands the importance of business resiliency. With our Unified Infrastructure, customers can create highly available campus and data center networks.

For example, HPE Aruba Networking switches support live upgrades with no downtime. IT can orchestrate upgrades without worrying about imposing a maintenance window. Clustering and stacking features also provide continuous uptime, ensuring uninterrupted connectivity if a member fails. Customers also benefit from load balancing to optimize performance.

HPE Aruba Networking switches also provide always-on Power over Ethernet (PoE). APs and IoT devices remain powered on during software updates, further minimizing network downtime. Customers can also protect HPE Aruba Networking APs with device profiling. Setting a priority for these APs ensures Wi-Fi service is prioritized.

Of course, HPE Aruba Networking Central gives customers a single management platform to deploy, configure and operate the Unified Infrastructure—from AP to switches to the data center.

Explain why quality hardware and software pay off



What does that mean for customers?

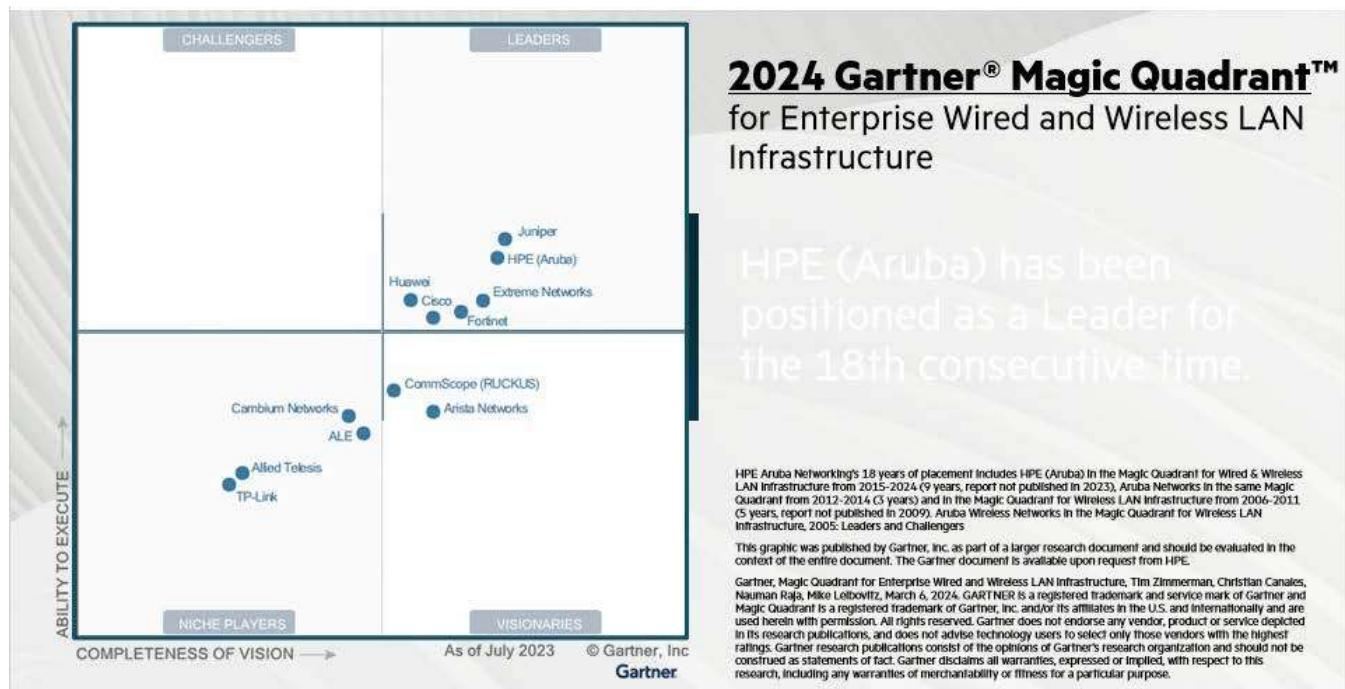
- More reliable, reducing risk of downtime
- Better performance, improving the user experience
- Solutions, such as HPE Aruba Networking AP 700, that exceed the industry standard
- Industry's largest and most diverse data lake

As you talk to customers, you can also point out the benefits of high-quality hardware and software. At HPE Aruba Networking, we are committed to quality from development to deployment. For example, our extensive network test lab performs exhaustive scale testing—testing approximately 50,000 test cases per day. We also have 85% test case automation, focusing on component, feature, and solution validation with engineering development and test teams collaborating in a unified virtualized environment.

This sounds impressive, but what does it actually mean for your customers? HPE Aruba Networking solutions are simply more reliable, reducing the risk of downtime. Our solutions also provide better performance, improving the user experience. In fact, HPE Aruba Networking is so concerned about the user experience that some of our solutions, such as HPE Aruba Networking 700 Series APs, exceed the requirements for the industry standard (in this case, Wi-Fi 7).

You can also remind customers of the very real advantages our data lake provides. HPE Aruba Networking has the industry's largest and most diverse data lake—allowing our AI for networking to deliver precise, actionable insights for network management and optimization.

Proof point: HPE Aruba Networking has a legacy of quality



HPE Aruba Networking has a legacy of quality. Gartner has recognized HPE Aruba Networking as a leader for enterprise wired and wireless LAN infrastructure for 18 years.

For more information, click this [link](#).

HPE Aruba Networking Unified Infrastructure is better together

Look for opportunities to cross-sell mobility and switching solutions together

Consistent, anywhere access

Automation and visibility under one management platform

Unified security, availability, and QoS features

All the benefits of HPE Aruba Networking CX switches

HPE Aruba Networking Unified Infrastructure is at its best when both wireless and wired networks are operating under the same architecture. Look for opportunities to cross-sell mobility and switching solutions. For example, for a customer with aging switches, you could say, “I understand your switches are approaching end of life. Can I explain what you gain when you deploy HPE Aruba Networking mobility and switching solutions together?”

Some of these benefits include consistent, anywhere access, automation and visibility under one management platform, and all the benefits of HPE Aruba Networking CX switches.

Below are some targeted conversation points to help you upsell the solution.

Consistent, anywhere access

HPE Aruba Networking Unified Infrastructure provides consistent, anywhere access. Users have the flexibility to connect via a wired or wireless connection, and have the same experience. Network admins can manage the entire network (APs, gateways, switches, and branches) from HPE Aruba Networking Central.

Automation and visibility under one management platform

When you add HPE Aruba Networking switches, you can monitor, manage, and troubleshoot the entire network with HPE Aruba Networking Central. Without our switches, you'll have to hop between tools. But with them, you'll find it much easier to troubleshoot and optimize, gaining end-to-end visibility and insights.

Unified security, availability, and quality of service features

HPE Aruba Networking APs and CX switches support a common group of features that unify security, increase availability, and ensure quality of service (QoS). These features include:

- **Live upgrades**—update devices and APs in a cluster with no downtime
- **MACsec ports**—encrypts communications between two devices
- **Deep Packet Inspection engine**—analyzes network packets to secure and control traffic
- **SmartRate Ports**—automatically negotiates speed on ports to improve performance
- **Always On network**—provides continuous, reliable connectivity
- **Trusted Platform Module (TPM) chip**—supports industry standard for securing device

All the benefits of CX switches

CX switches were designed for automation and visibility with features such as a RESTful API and Network Analytics Engine (NAE). They offer superior availability with Always-on PoE. And all this comes without any extra costs from software licensing.

Continued benefits when it's time to expand



Expanding an HPE Aruba Networking solution is simple. When the customer needs to add a site, non-experts can simply plug in and connect the equipment. The devices will automatically implement the right configurations which will be consistent with the rest of the network. Customers can even scale the solution's architecture to tens of thousands of APs. The solution will always be capable of growing with the customer's needs.

This is all accomplished through Zero Touch Provisioning where secure, certificate-based communications contact HPE Aruba Networking Central to onboard the new APs. Admins just need to indicate the site and group to which the devices belong, and HPE Aruba Networking Central takes care of the rest.

No ripping and replacing with HPE Aruba Networking



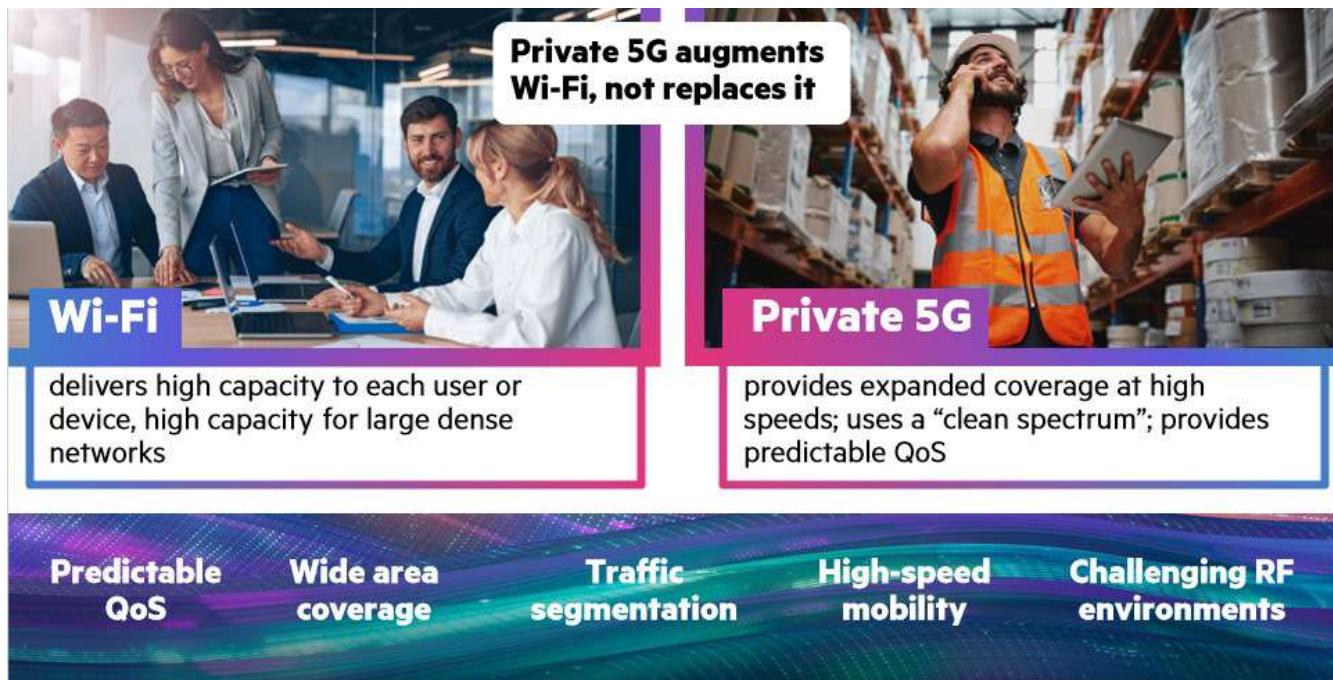
**With HPE Aruba
Networking**

Keep the current hardware
Maintain the familiar platform
Grow seamlessly under one architecture

HPE Aruba Networking solutions are ready for expansion without the need to rip and replace the existing hardware. As customers begin to outgrow their existing solutions, they are going to be looking to add more APs and may even need to add enterprise features to make sure the network is growing alongside the company at an appropriate rate. Customers may be looking to add gateways, enhance their security or are looking for seamless roaming across an expansive network.

With HPE Aruba Networking, customers can always expand without starting over. HPE Aruba Networking solutions operate under the same OS, platform and often the same hardware as enterprise solutions. Customers maintain a familiar platform, since HPE Aruba Networking Central is used universally across all HPE Aruba Networking solutions. Customers can keep the same APs and add enterprise features by simply adding gateways. This allows companies to expand from a mid-market to enterprise all under the same management platform, architecture, and operating model. With an HPE Aruba Networking solution, customers are encouraged to grow. They're not punished for it.

Add private 5G to deliver better performance and user experience



Some of your customers may also benefit from private 5G. Whereas Wi-Fi delivers high capacity to each user or device or high capacity for large dense networks, private 5G provides expanded coverage at high speeds. Private 5G uses a “clean spectrum,” meaning it does not have a lot of interference. It also provides predictable quality of service (QoS), making it an attractive option for companies that need more predictable performance.

You can look for a number of private 5G use cases. In addition to companies that need predictable QoS, private 5G is a good option for companies that need wide area coverage. Due to higher power limits, and higher radio receiver sensitivity, private 5G can cover more area.

Other companies may turn to private 5G for traffic segmentation, using it to deploy a separate network for business-critical applications that operates alongside existing Wi-Fi networks. Other use cases include high-speed mobility and challenging radio frequency (RF) environments.

Offer customers private 5G that is optimized for the enterprise



With HPE Aruba Networking, you can offer customers private 5G that is optimized for the enterprise. Our private 5G masks the complexity inherent in private cellular network deployments. To make it easier for enterprises to purchase, deploy, and manage private cellular networks, our solution includes everything needed—from the management dashboard to 5G mobile core to indoor/outdoor small cell radios to SIMs or eSIMs.

With more than 15 years in the market, HPE Aruba Networking has the private 5G solution your customers can rely on. In fact, more than 500 enterprise customers and 25 service providers in 10 countries trust our solution to provide the performance and reliability they need. Our solution also easily scales from 50 to 500,000 devices, providing flexible deployment options to meet a variety of use cases.

Learning check

What are two ways in which an HPE Aruba Networking solution grows with the customer? (Select two.)

- a. Zero Touch Provisioning makes installing additional APs and switches easy.
- b. When a customer needs to add controller features for APs, the HPE Aruba Networking CX switches can act as controllers.
- c. HPE Aruba Networking experts help customers understand when they need to migrate from the mid-market to the enterprise solutions.
- d. HPE Aruba Networking solutions use a single architecture, so customers can maintain hardware and the management platform as they grow.

Answers to the learning check are provided on the next page.

Answers to the Learning check

What are two ways in which an HPE Aruba Networking solution grows with the customer? (Select two.)

- a. Zero Touch Provisioning makes installing additional APs and switches easy.**
- b. When a customer needs to add controller features for APs, the HPE Aruba Networking CX switches can act as controllers.
- c. HPE Aruba Networking experts help customers understand when they need to migrate from the mid-market to the enterprise solutions.
- d. HPE Aruba Networking solutions use a single architecture, so customers can maintain hardware and the management platform as they grow.**

Additional resources

To learn more about HPE Aruba Networking Unified Infrastructure, use the links shown below.

[HPE Aruba Networking Central WinBook](#)

[HPE Aruba Networking Wi-Fi Portfolio WinBook](#)

[HPE Aruba Networking Campus Switching Portfolio WinBook](#)

[HPE Aruba Networking Unified Infrastructure—Better Together Playcard](#)

Summary



In this module you learned how to sell the value of HPE Aruba Networking Unified Infrastructure. You have identified opportunities for selling HPE Aruba Networking Unified Infrastructure solutions by listening carefully to customers as you ask key discovery questions. You have learned how to articulate the value of HPE Aruba Networking for wireless, wired, and data center solutions.

Take a few minutes to review key HPE Aruba Networking differentiators.

Why HPE Aruba Networking Mobility?

- One OS with scalability from small to large (10,000s of APs)
- HPE Aruba Networking Wi-Fi 7 and its superior utilization of extra channels (ultra tri-band filtering)
- More accurate location-based services with HPE Aruba Networking 700 Series APs
- Built-in platform for IoT on every HPE Aruba Networking 600 and 700 Series APs (Bluetooth, Zigbee, and USB-port extensions)
- Reliable, high-performing connectivity with HPE Aruba Networking Network Insights and other long-standing HPE Aruba Networking technologies

Why HPE Aruba Networking CX Switches?

- Simplicity of one OS everywhere
- Enhanced visibility and troubleshooting with HPE Aruba Networking NAE
- High availability with live upgrades and Always-on PoE
- Enhanced IoT and user security with HPE Aruba Networking Dynamic Segmentation
- Security built into the hardware

Why HPE Aruba Networking Unified Infrastructure under Central?

- HPE Aruba Networking Central as the single management platform for wired, wireless, branch, and campus
- End-to-end automation, including Zero Touch Provisioning, automated and centralized workflows, and firmware updates
- Deeper visibility end-to-end
- AI for networking—AI-powered insights and automation

- Consistent, easy-to-manage security with Dynamic Segmentation
- Complete edge-to-cloud solution with HPE integration
- Options for as-a-service delivery

Module 4: HPE Aruba Networking Data Center Solutions



Course map



Now that you understand the benefits HPE Aruba Networking Unified Infrastructure offers your customers, you will consider how you can help customers extend those benefits into the data center.

Module overview



This module is organized into three topics. In the first topic, you will consider the issues pushing organizations to modernize their data center network. In the second topic, you will follow an example customer scenario, as you have in previous modules. In the third topic, you will learn how HPE Aruba Networking data center networking solutions help customers modernize and secure their data center networks.

Topic 1: The Data Center Networking Opportunity



Topic 1:
**The Data Center
Networking Opportunity**

The data center networking market is still growing

2024 global data center networking market: **US \$37.6B¹**

2029 global data center networking market: **US \$64.2B¹**

Most organizations (73%) have a hybrid cloud²

Gives organizations the flexibility to run workloads where it makes the most sense: on-prem or public cloud

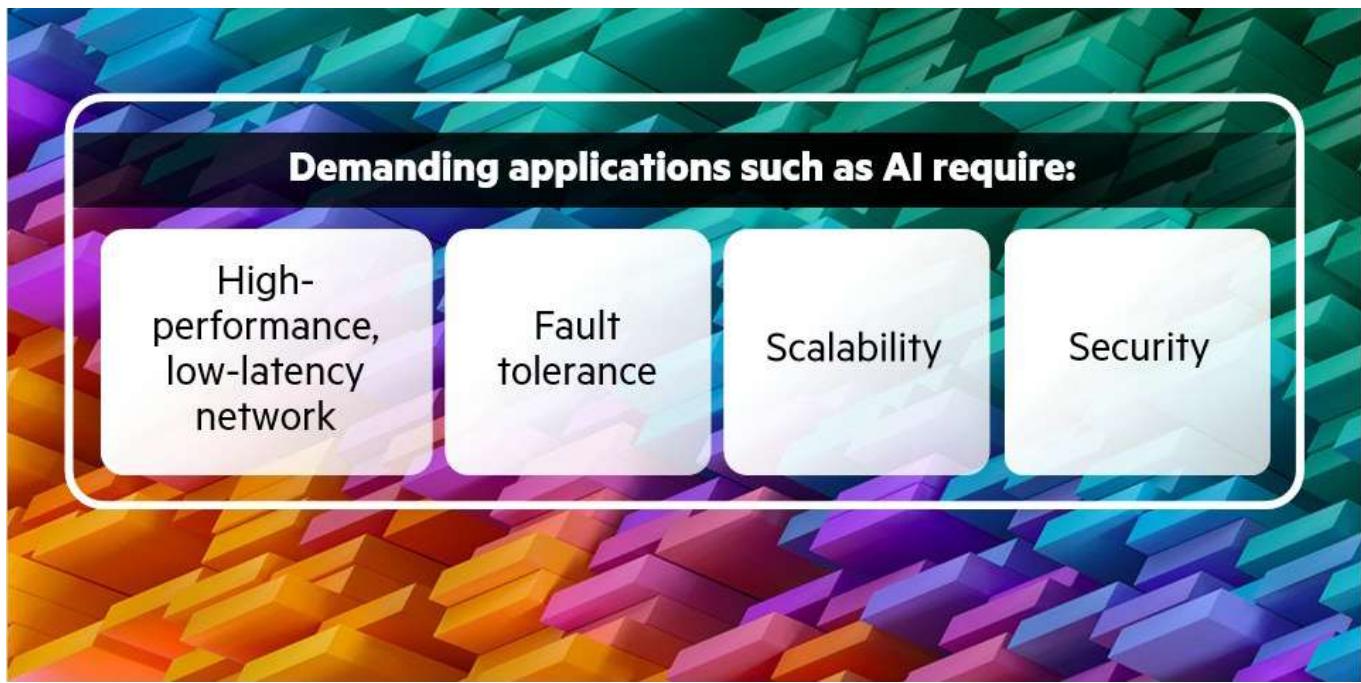
¹"Data Center Networking Market," Markets and Markets, Aug. 2024
²"2024 State of the Cloud Report," Flexera, 2024

A photograph of three IT professionals in a server room. One man in a yellow plaid shirt is pointing at a computer monitor, while two others, a man in a blue shirt and a woman in a brown jacket, look on. The background shows server racks.

The data center networking market is large and getting larger: Industry analysts predict that this market, valued at US \$37.6B in 2024, will nearly double—reaching US \$64.2B—before the next decade.

The demand is not surprising if you consider that most organizations have a hybrid cloud environment. Hybrid cloud is the predominant model for IT because it gives organizations the much-needed flexibility to run workloads where it makes the most sense: on-prem or in the public cloud. For example, organizations may want to run their email and other business apps in the cloud because it offers scalability, flexibility, faster deployment, and global availability. They may choose to run highly demanding apps, such as AI and apps that access confidential data, on-prem where they have more control. They can impose stricter security measures on-prem and prove compliance more easily.

Demanding applications increase requirements

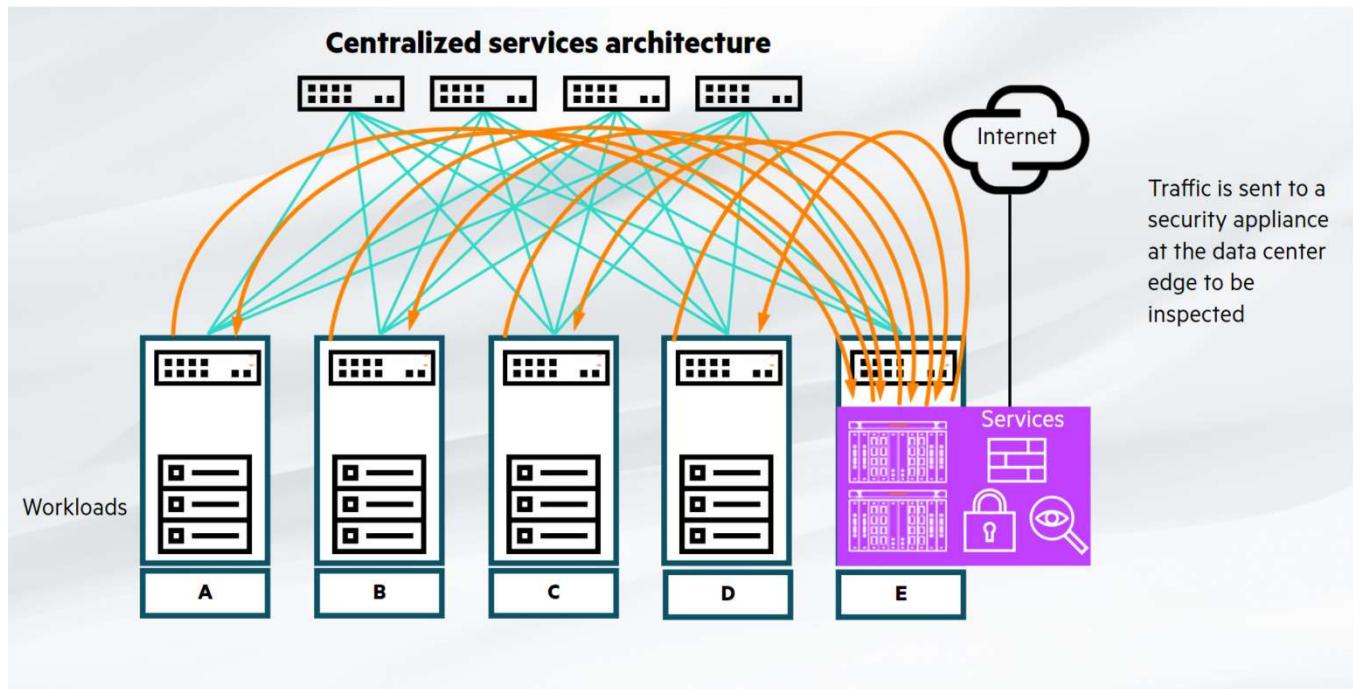


Demanding applications such as AI put an additional burden on the network, increasing requirements. For example, AI training workloads require a high-performance, low-latency network, ensuring fast response times and accelerating results.

Many network applications also provide critical services to the organization's employees or customers. The network infrastructure must be fault tolerant, ensuring applications are always connected. Further, the network infrastructure must be scalable, meeting additional demand as the organization grows.

Finally, organizations also need to be able to secure the network end-to-end, ensuring that their applications and data are protected.

Legacy data center architecture cannot handle demands



Many organizations have an inefficient legacy data center. As shown in this simple network diagram, their data centers use a centralized services architecture. Traffic is sent to a centralized security appliance, which is typically running at the data center edge, to be inspected.



The centralized services architecture creates a number of issues. For starters, sending traffic to the security appliance and back increases complexity. IT teams need to configure the network to ensure the traffic is forwarded to the security appliance and back to its intended recipients.

Forwarding the traffic also creates inefficient traffic patterns and congestion, creating latency and slowing performance across the network. The security appliance becomes a bottleneck, forcing the organization to add security appliances to scale the solution.

Likewise, the security appliance creates a single point of failure, threatening business continuity. Building in redundancy for the security appliance increases cost and adds even more complexity.

Legacy data center architecture compromises security



Only a small fraction of server-to-server (east/west) traffic checked

Limited visibility and protection

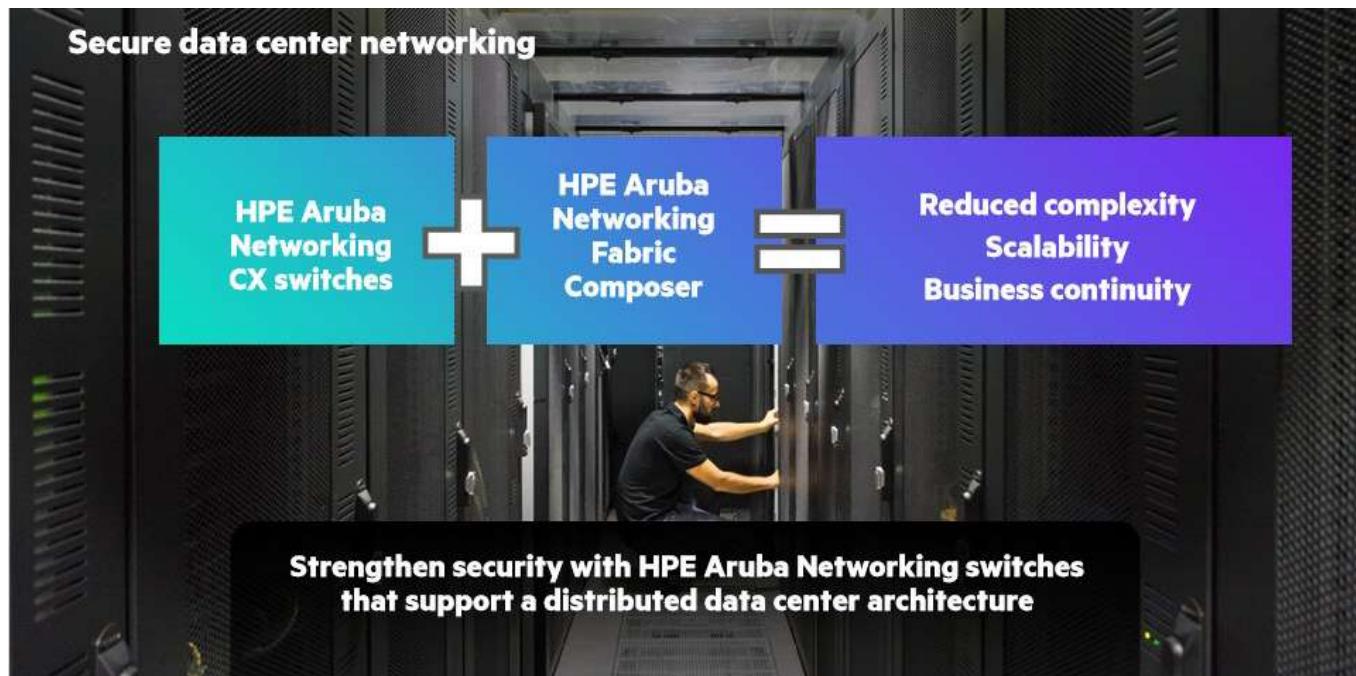
Modern networks require zero trust security

- No implicit trust
- Security policies applied to all traffic

Due to these drawbacks, most organizations choose to check only a small fraction of server-to-server, or east/west, traffic with the centralized firewall. As much as 80% of data center traffic is server-to-server traffic, so this choice leads to limited visibility and protection for the majority of traffic in the data center.

Modern networks require zero trust security—which enforces more stringent security measures. Zero trust security is based on the concept of no implicit trust. That is, no traffic—whether it originates inside or outside the data center—can be trusted. Security measures must, therefore, be applied to all traffic, including server-to-server traffic and even VM-to-VM traffic. You will learn more about zero trust security in the next module.

HPE Aruba Networking modernizes data centers



HPE Aruba Networking provides secure data center networking solutions. Organizations can choose from a range of HPE Aruba Networking CX switches designed specifically for the data center. These high-performance, low-latency switches meet the needs of organizations of all sizes.

To ease the burden of managing data centers, HPE Aruba Networking also offers an intelligent software-defined orchestration solution: HPE Aruba Networking Fabric Composer simplifies network provisioning, operations, and troubleshooting. Together, HPE Aruba Networking CX switches and Fabric Composer reduce complexity, improve scalability, and boost business continuity.

As you will learn in this module, organizations can also strengthen security by selecting HPE Aruba Networking data center switches that support a distributed data center architecture.

Learning check

What is one disadvantage of using a centralized data center architecture?

- a. It ensures that all traffic is checked, overloading data center switches.
- b. It requires switches to encrypt traffic before sending it to the security appliance.
- c. It is designed to meet the needs of large data centers so it is ill-suited for small businesses.
- d. It creates inefficient traffic patterns, slowing performance.

The answer to the learning check is provided on the next page.

Answer to the Learning check

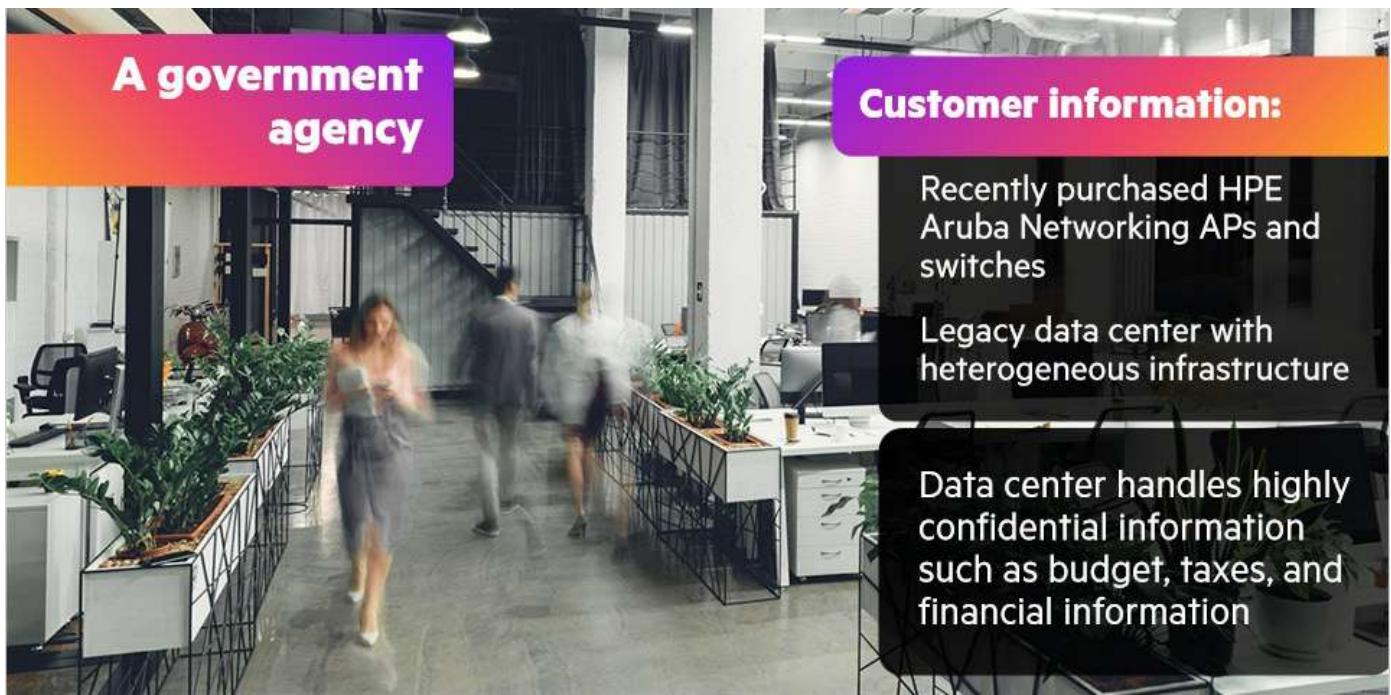
What is one disadvantage of using a centralized data center architecture?

- a. It ensures that all traffic is checked, overloading data center switches.
- b. It requires switches to encrypt traffic before sending it to the security appliance.
- c. It is designed to meet the needs of large data centers so it is ill-suited for small businesses.
- d. It creates inefficient traffic patterns, slowing performance.**

Topic 2: Starting the Conversation



Meet the customer



A government agency

Customer information:

- Recently purchased HPE Aruba Networking APs and switches
- Legacy data center with heterogeneous infrastructure
- Data center handles highly confidential information such as budget, taxes, and financial information

You will now use an example customer scenario to practice qualifying customers for HPE Aruba Networking data center networking solutions.

In this scenario, a sales professional has been working with a government agency and recently closed a deal to provide the agency with HPE Aruba Networking APs and switches, which provide connectivity for the agency's employees. The sales professional has learned that the agency is planning to upgrade their servers and storage. The agency has a legacy data center network, so the sales professional knows that the agency will need to update the data center network as well.

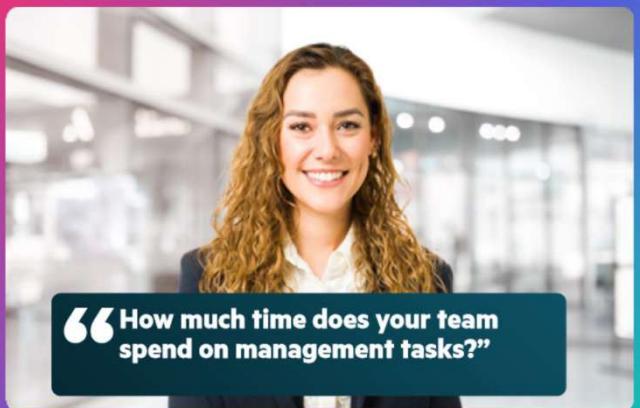
The sales professional also knows that security is important to the agency. As the backbone for the agency's network, the data center network handles highly confidential information such as budgets, taxes, and financial information.

Ask about the customer's data center environment



“What initiatives are you pursuing in your data center network this year? What challenges do you face in completing them successfully?”

CIO



“How much time does your team spend on management tasks?”

Senior network admin

The sales professional plans to meet with the government agency's CIO and senior network admin. When preparing to talk to the CIO, the sales professional prepares some questions to determine the organization's strategic plans for the data center. For example, the sales professional might ask, "What initiatives are you pursuing in your data center network this year? What challenges do you face in completing them successfully?"

When meeting with the senior network admin, the sales professional prepares some questions to determine how the IT staff is spending their time. For example, the sales professional might ask, "How much time does your team spend on management tasks?"

Below are examples of additional discovery questions.

Other questions for the CIO

- “Are you planning to implement AI workloads or other demanding apps? How will your data center support these new apps?”
- “How are you protecting the data center?”
- “How do you protect east-west traffic in the data center?”
- “How do you manage policy configuration and security service provisioning?”

Other questions for the senior network admin

- “How quickly can your team perform tasks like integrating a new rack into the network or deploying new applications?”
- “How long does it take your team to configure more complex technologies such as routing and overlay technologies?”
- “How much time do you spend training IT staff to manage the data center?”

Listening to the CIO

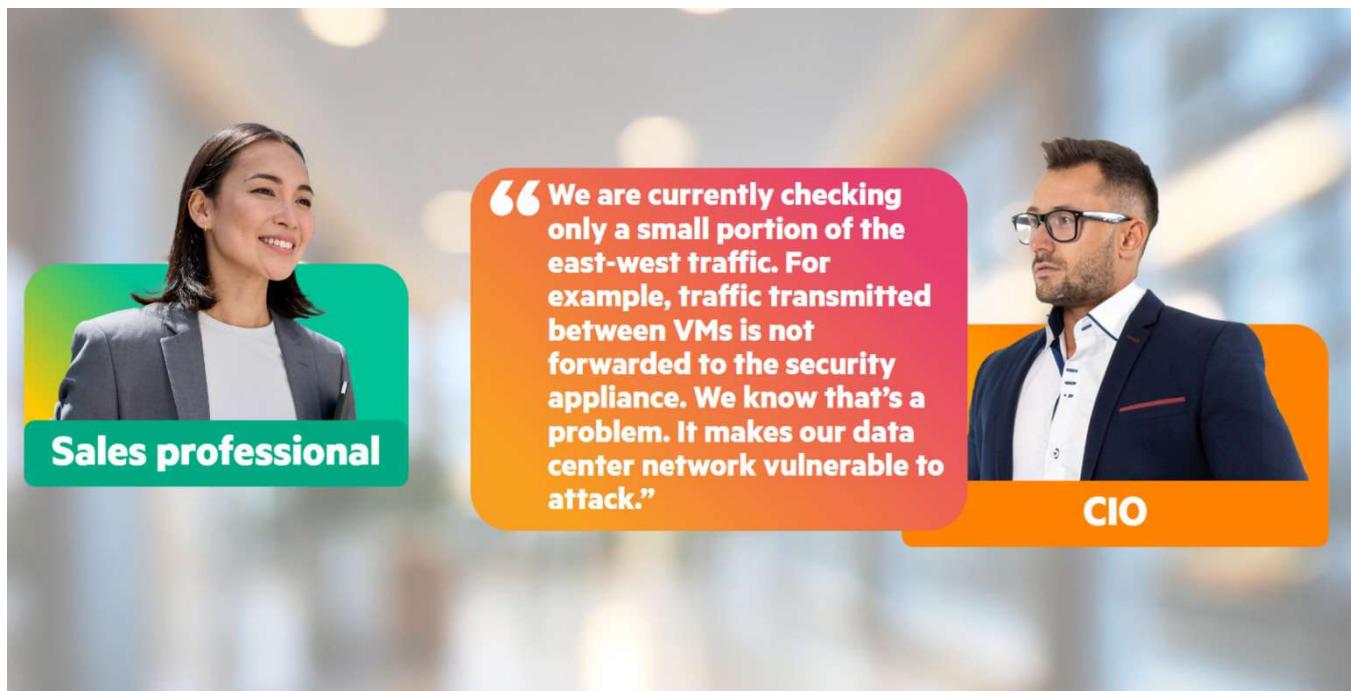


When the sales professional meets with the CIO, she wants to get the CIO talking about strategic initiatives. She asks, “What initiatives are you pursuing in your data center network this year? What challenges do you face in completing them successfully?”

The CIO explains, “We are increasing our use of data analytics, which is one of the reasons we are updating our servers and storage. But we want to be sure we are not compromising our compliance with GDPR and other data privacy regulations.

“The new project will increase the volume of data transmitted on the network. Honestly, we already receive complaints about application performance—and our existing applications are not nearly as demanding as the new ones we will be deploying. We will definitely need to upgrade our data center switches.”

Continue the conversation with the CIO

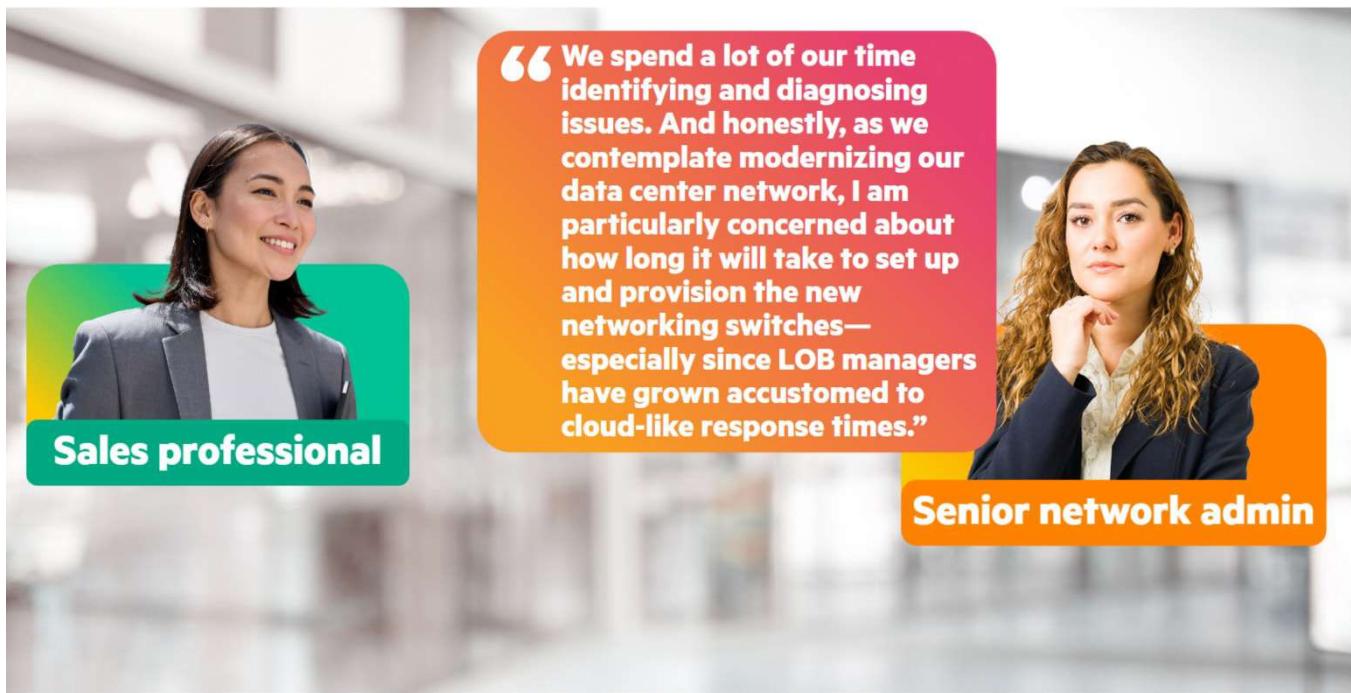


The sales professional replies, “As you consider upgrading your data center switches, I am sure you are evaluating other parts of the data center network. For example, how are you securing the data center network? How is the east-west traffic being checked?”

The CIO explains the data center security: “Our current data center security architecture is centralized, but it's not easy—or cost-effective—to scale. These new workloads will generate a lot of traffic; we already have capacity problems on the security appliances, so we either need to upgrade those or add more.

“We are currently checking only a small portion of the east-west traffic. For example, traffic transmitted between VMs is not forwarded to the security appliance. We know that's a problem. It makes our data center network vulnerable to attack.”

Listening to the senior network admin

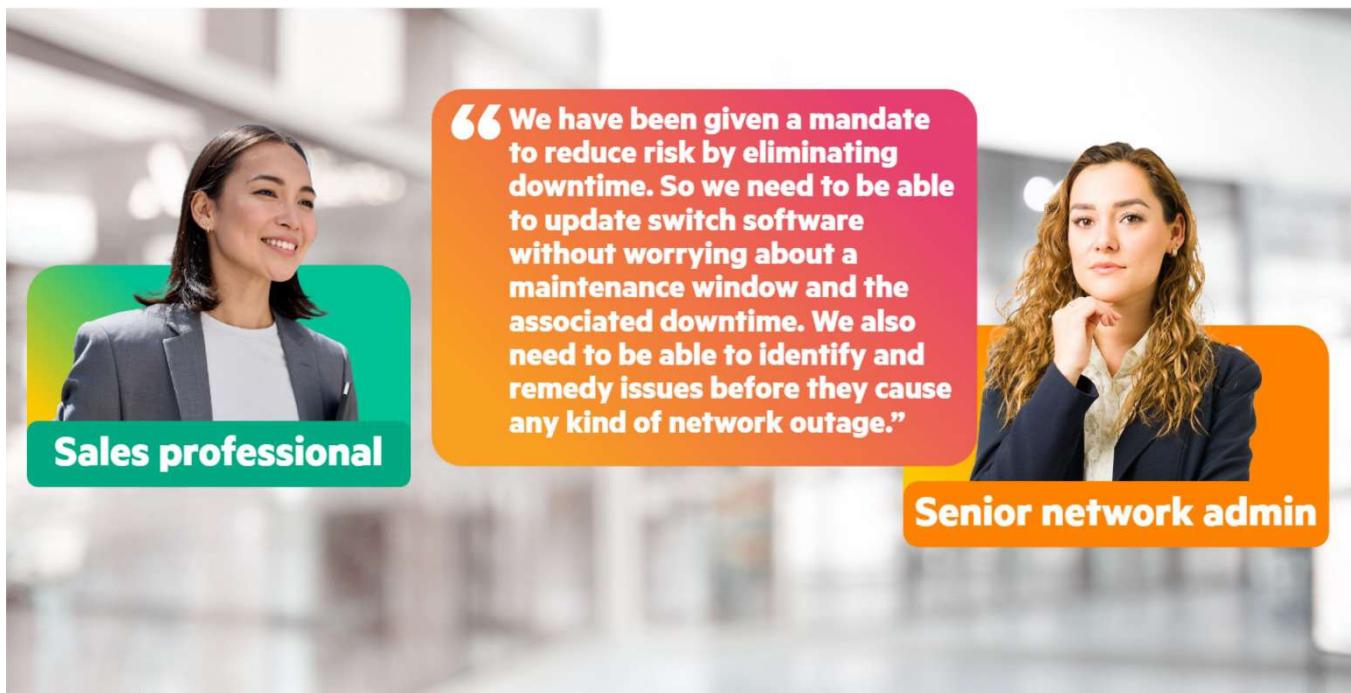


The sales professional next meets with the senior network admin. In this discussion, the sales professional wants to focus on the day-to-day data center operations. She asks, “How much time does your team spend on management tasks?”

The senior network admin answers, “Well, data center network management is difficult and time-consuming. We have multiple switching hardware platforms, operating systems, and licensing plans and as many tools for managing them. Data center networking technologies are also complex, so finding people who know how to manage data center networks can be challenging.

“We spend a lot of our time identifying and diagnosing issues. And honestly, as we contemplate modernizing our data center network, I am particularly concerned about how long it will take to set up and provision the new networking switches—especially since LOB managers have grown accustomed to cloud-like response times.”

Continue the conversation with the senior network admin



Sales professional

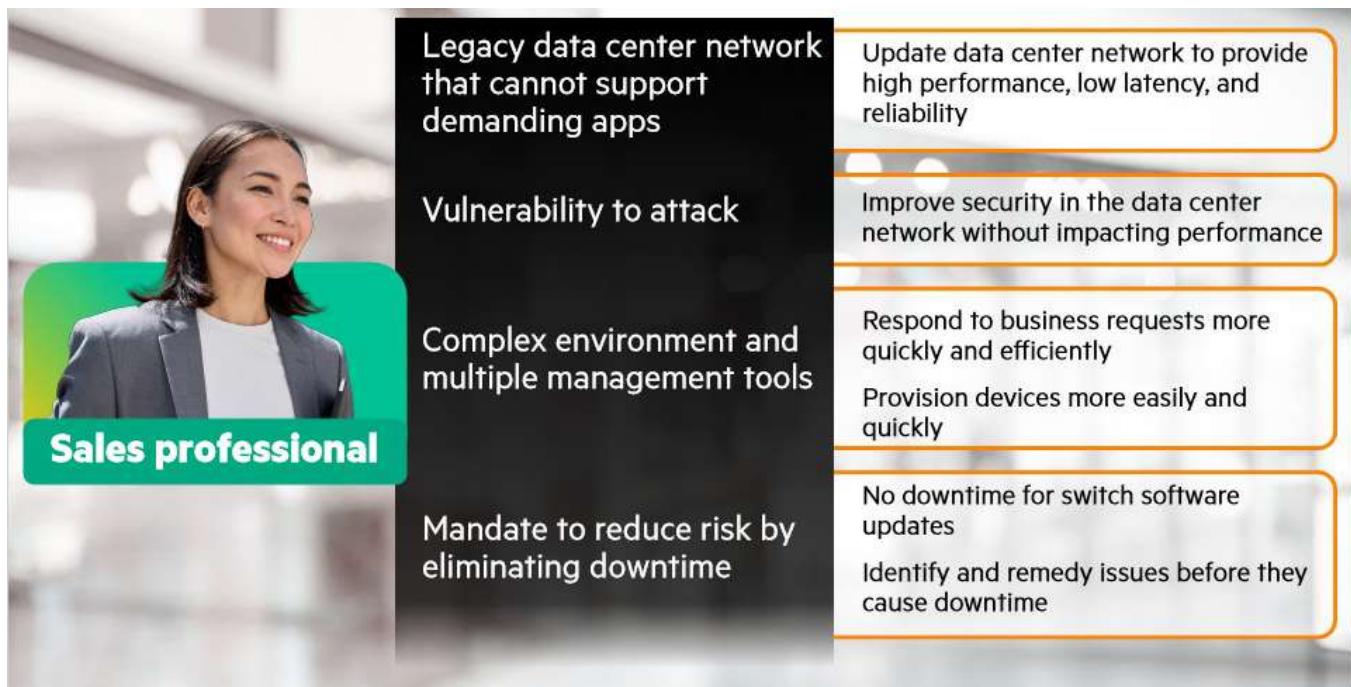
“We have been given a mandate to reduce risk by eliminating downtime. So we need to be able to update switch software without worrying about a maintenance window and the associated downtime. We also need to be able to identify and remedy issues before they cause any kind of network outage.”

Senior network admin

The sales professional continues the conversation by asking, “What other issues concern you?”

The senior network admin replies, “We have been given a mandate to reduce risk by eliminating downtime. So we need to be able to update switch software without worrying about a maintenance window and the associated downtime. We also need to be able to identify and remedy issues before they cause any kind of network outage.”

Summarize the customer's issues



Based on the conversations with both the CIO and the senior network admin, the sales professional has confirmed that the customer is qualified for an HPE Aruba Networking data center networking solution. The sales professional has learned that the government agency has a legacy data center network that cannot support demanding apps. The CIO is interested in updating the data center network to provide high performance, low latency, and reliability.

The CIO is also aware that their data center network is vulnerable to attack. The organization needs to improve data center network security without impacting network performance.

The senior network admin, on the other hand, is struggling with the complexity of the data center network environment. The IT staff is currently using multiple management tools. They need to respond to business requests more quickly and efficiently. And as the organization contemplates a data center network upgrade, the senior network admin would like to be able to provision switches more easily and quickly.

The senior network admin is particularly concerned about fulfilling the mandate to reduce risk by eliminating downtime. She needs to ensure there is no downtime for switch software updates, and she needs help identifying and resolving any issues before they cause downtime.

Topic 3: Selling the Value of HPE Aruba Networking Data Center Networking Solutions



Topic 3:

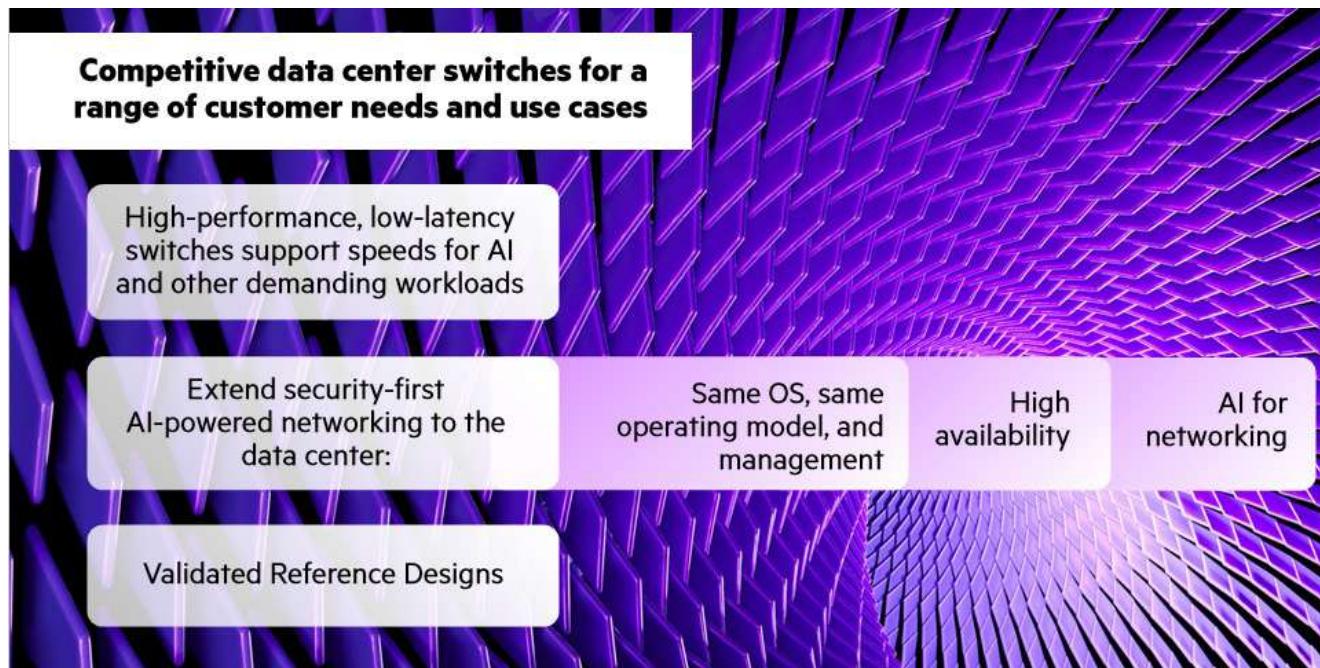
**Selling the Value of HPE
Aruba Networking Data
Center Networking Solutions**

Tailor the value pitch to the customer's situation and goals



In this topic you will see how the sales professional explains HPE Aruba Networking data center networking solutions' unique differentiators. For example, the sales professional might begin the discussion by saying, “With HPE Aruba Networking data center networking solutions, you can evolve your data center architecture to overcome the limitations of your existing environment and meet your goals: improve performance, strengthen security, reduce complexity, and ensure availability.”

Security-first, AI-powered networking for the data center



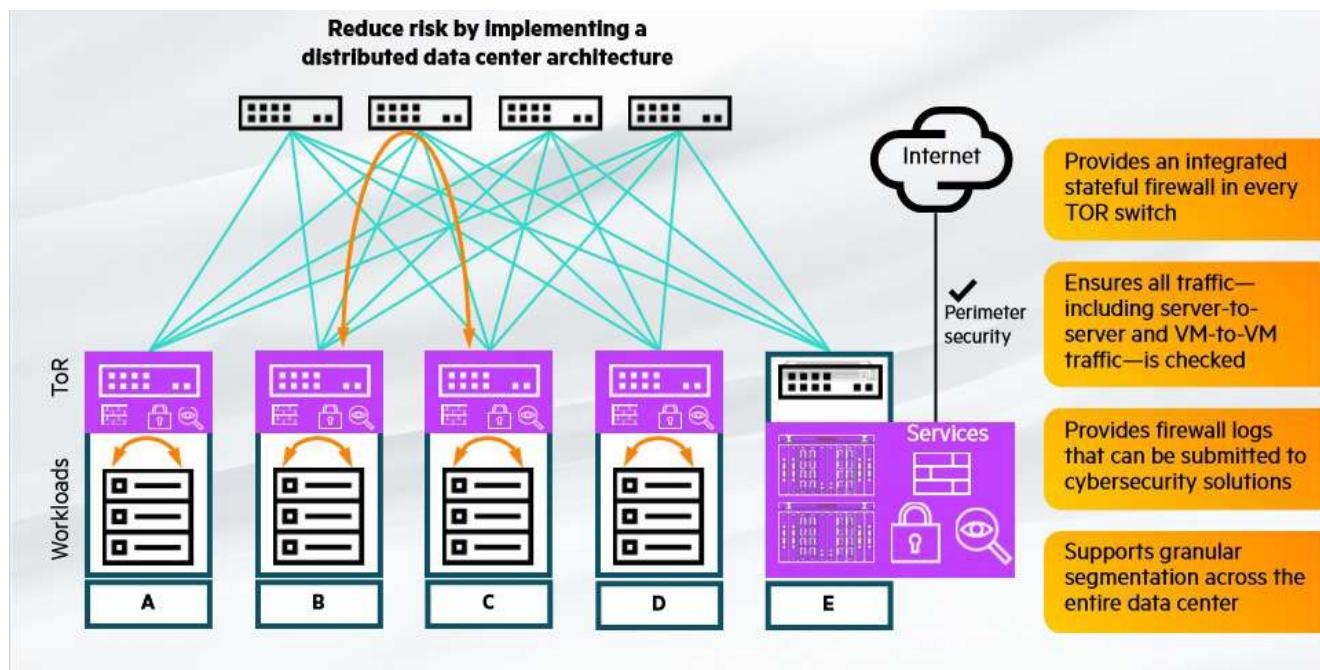
HPE Aruba Networking offers a wide range of data center switches to match customer needs and use cases. Our high-performance, low-latency data center switches support speeds for AI and the most demanding workloads.

HPE Aruba Networking customers can extend their security-first AI-powered network to the data center. HPE Aruba Networking not only provides the same OS from campus to data center, but also the same operating model. Organizations can manage their edge switches and data center switches from HPE Aruba Networking Central, so they don't have to train IT to use multiple management interfaces.

As you learned earlier in this course, HPE Aruba Networking CX switches also support many high-availability and load-balancing features, including live upgrades and stacking features. Organizations can thus reduce business risk in the data center as well as at the edge. Finally, organizations can also take advantage of our superior AI for networking capabilities. For example, they can detect and remediate possible issues before they have a chance to cause any downtime. (You learned about these AI for networking capabilities in Module 2.)

HPE Aruba Networking also offers validated reference designs. These proven, ready-to-deploy blueprints simplify deployment, optimize performance, and ensure compatibility across the data center.

Improve security with a distributed data center architecture



To help the organization in the example scenario reduce risk, the sales professional suggests implementing a distributed data center architecture.

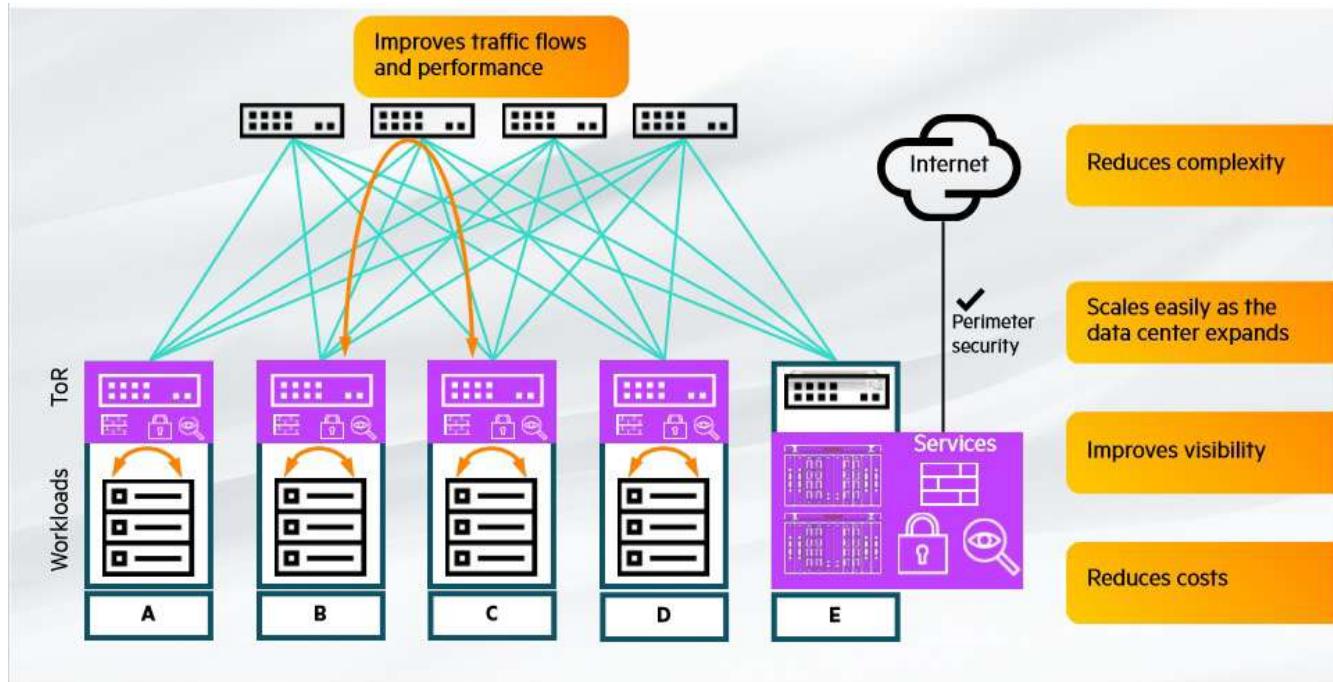
As shown in this simplified diagram, the distributed data center architecture calls for an integrated stateful firewall in every top of rack (ToR) switch. Because all server traffic is sent through a ToR switch, it has visibility into all workload-to-workload communications, ensuring all traffic—including server-to-server and VM-to-VM traffic—is checked.

The sales professional explains that the HPE Aruba Networking CX 10000 Series switch not only offers an integrated stateful firewall but also provides firewall logs, which can be submitted to cybersecurity solutions for further analysis. HPE Aruba Networking CX switch logs integrate with cybersecurity solutions such as Security Information and Event Management (SIEM); Security Orchestration, Automation, and Response (SOAR); and Extended Detection and Response (XDR) solutions, which are used in data centers to detect, analyze, and respond to threats. By submitting HPE Aruba Networking CX 10000 firewall logs to these cybersecurity solutions, organizations can actually “see” what is happening in their data center network.

With its deep visibility into data center traffic, the ToR switch can implement granular segmentation across the entire data center.

The result? The distributed data center architecture provides pervasive security.

Explain the additional advantages of a distributed data center architecture



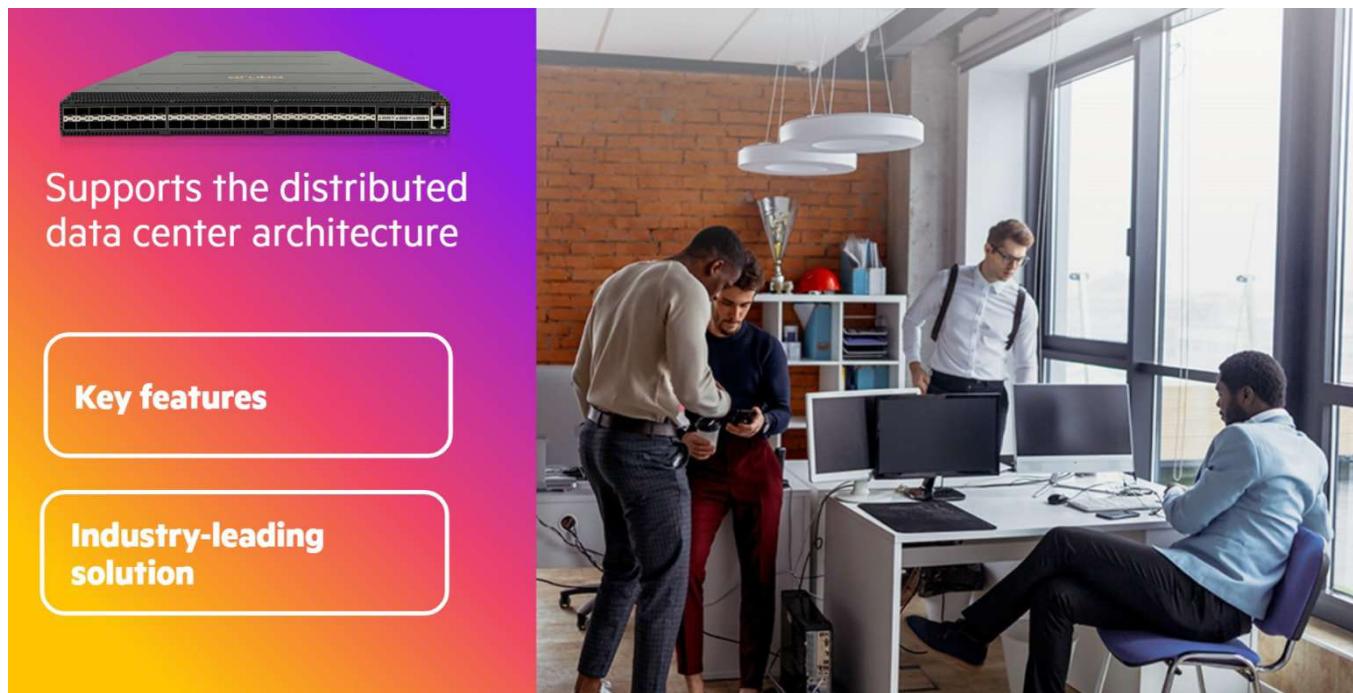
In addition to shoring up security, the distributed data center architecture improves traffic flows and performance. Because traffic no longer needs to be forwarded to a centralized security appliance, the ToR switches can route traffic efficiently, improving performance. The distributed data center architecture also reduces network complexity. IT does not have to implement complicated configurations to ensure the traffic is forwarded to a central security appliance before being routed to its final destination.

Organizations can also easily scale the architecture as the data center expands. When a rack is added, IT simply includes a ToR switch, or a pair of redundant ToR switches, each with an integrated stateful firewall.

The ToR switches with their integrated firewalls perform a deep packet inspection on the traffic, improving visibility into the network. As you will learn later in this module, HPE Aruba Networking provides advanced telemetry services, collecting and analyzing data to identify suspicious activity.

Finally, integrating firewall services into a ToR switch reduces costs. As the data center expands, organizations no longer need to add expensive security appliances. This cost saving could free up funds that could be used to further optimize the data center—which the sales professional in the example scenario could point out to the customer.

Example: HPE Aruba Networking CX 10000 Series switch



The image is a composite of two parts. On the left, there is a graphic featuring a black rectangular networking switch with multiple ports at the bottom. The background is a gradient from purple at the top to yellow at the bottom. Overlaid on the yellow area are two white rounded rectangles. The top one contains the text "Supports the distributed data center architecture". The bottom one contains the text "Key features" and "Industry-leading solution". On the right, there is a photograph of a modern office. In the foreground, a man in a light blue shirt is seated at a desk, working on a computer. Behind him, two other men are standing near another desk; one is holding a smartphone and showing it to the other. The office has large windows, a brick wall, and a white shelving unit.

As mentioned earlier, the HPE Aruba Networking CX 10000 Series switch includes an integrated stateful firewall, allowing organizations such as the one in the customer scenario to implement a distributed data center architecture. By extending zero trust security into the data center, HPE Aruba Networking CX 10000 switches protect every asset in the network with comprehensive security policies. Organizations can not only improve their security posture but also limit appliance sprawl and reduce costs.

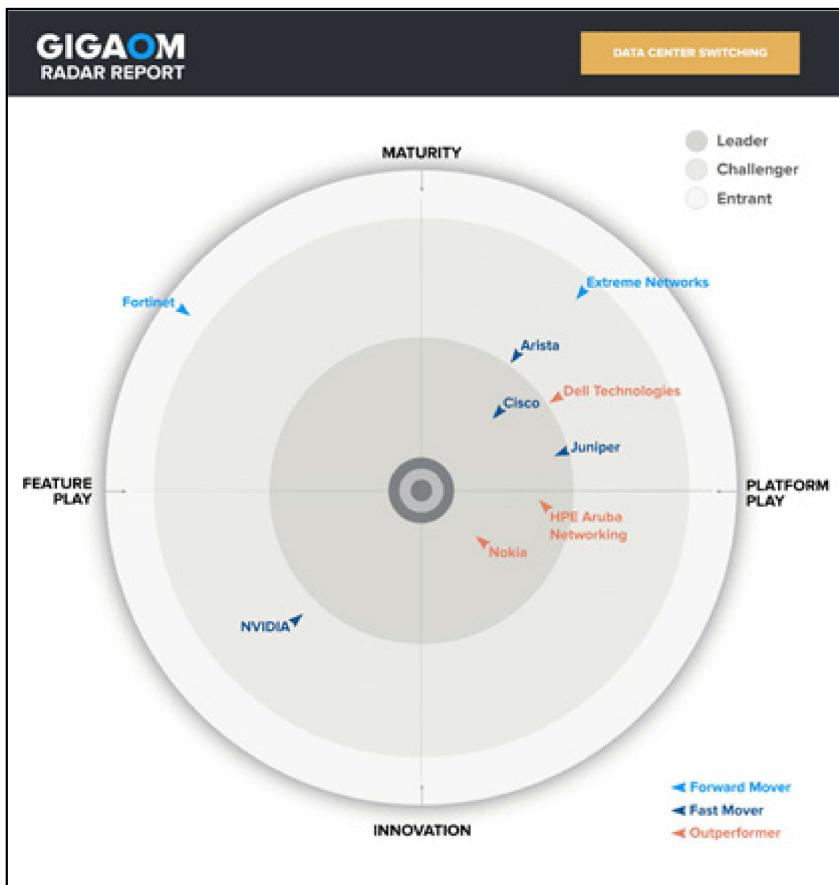
Key features

The HPE Aruba Networking CX 10000 Series Switch combines best-of-breed data center switching with a fully programmable data processing unit (DPU). Key features include:

- East-west firewall integrated directly into the switch
- DDoS protection
- Network Address Translation (NAT)—hiding private IP addresses and blocking certain inbound traffic
- Data encryption—preventing eavesdropping
- Macro- and micro-segmentation—dividing the network into segments and applying security controls to each segment
- Telemetry services—collecting and analyzing data to identify suspicious activity

Industry-leading solution

According to Gigaom, HPE Aruba Networking is both a leader and innovator in the data center. Gigaom also points out that “one of HPE Aruba’s differentiating features is its Distributed Services Switch, which provides stateful firewall services at every top-of-rack configuration.”



Reduce complexity with HPE Aruba Networking Fabric Composer

Intelligent, API-driven, software-defined orchestration solution

Simpler IT operations with:

- Unified network and security management
- Data center ecosystem integration
- Intelligent automation
- Simplified troubleshooting

Accelerated provisioning with event-based workflow automation

Full visibility into both physical and virtual networks

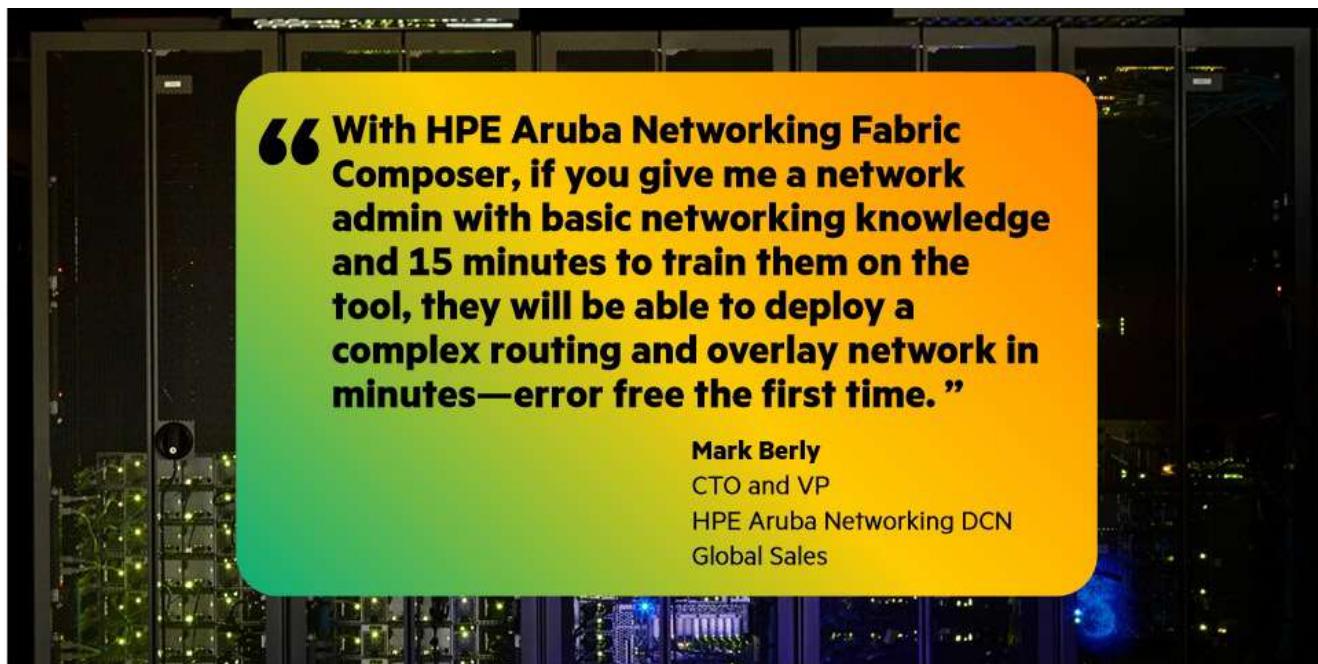
The sales professional also wants to address the customer's concerns about provisioning new devices and reducing their management burden. HPE Aruba Networking Fabric Composer is an intelligent, API-driven, software-defined orchestration solution that simplifies data center operations. HPE Aruba Networking Fabric Composer allows IT teams to coordinate and manage a collection of switches as a single entity.

This orchestration solution delivers a unified toolset that network and security teams share, streamlining operations, improving collaboration, and simplifying troubleshooting. HPE Aruba Networking Fabric Composer further streamlines operations by intelligently automating complex and repetitive tasks.

Customers of HPE Aruba Networking Fabric Composer can eliminate bottlenecks by accelerating provisioning through event-based workflow automation. With this capability, actions like creating a VM can automatically trigger configuration and security management, reducing or eliminating the need for manual intervention.

Additionally, this solution ensures full visibility across an organization's entire network from end to end, including visibility of both physical and virtual networks.

Turn admins into experts with HPE Aruba Networking Fabric Composer

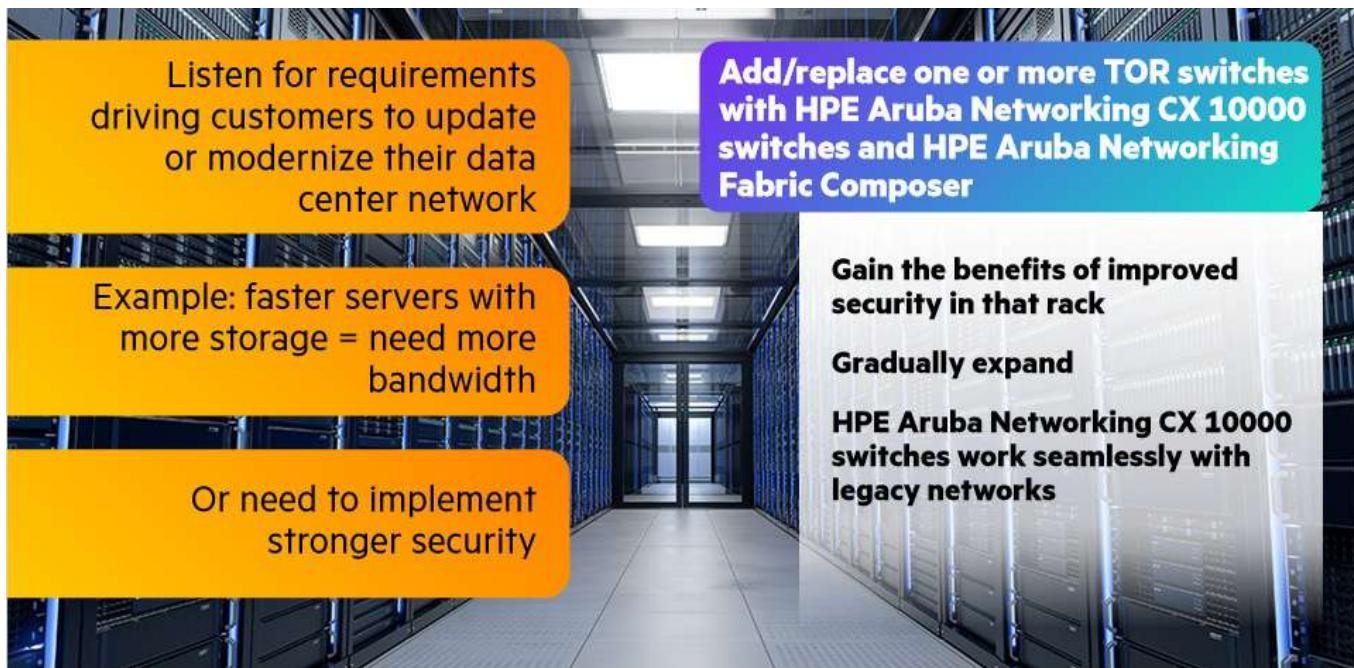


“With HPE Aruba Networking Fabric Composer, if you give me a network admin with basic networking knowledge and 15 minutes to train them on the tool, they will be able to deploy a complex routing and overlay network in minutes—error free the first time.”

Mark Berly
CTO and VP
HPE Aruba Networking DCN
Global Sales

HPE Aruba Networking Fabric Composer also simplifies operations because it is easy to use, reducing if not eliminating, the need for specialized skill sets or training. Mark Berly, CTO and VP of HPE Aruba Networking DCN Global Sales, makes this point plain: “With HPE Aruba Networking Fabric Composer, if you give me a network admin with basic networking knowledge and 15 minutes to train them on the tool, they will be able to deploy a complex routing and overlay network in minutes—error free the first time.”

Gain a foothold in the data center



Expanding your selling opportunities into the data center can be daunting. As with any networking sale, the key is to listen carefully to customers. Understand the requirements driving customers to update or modernize their data center. For example, has the organization recently upgraded to faster servers with more storage? Do they need more bandwidth? Or do they need to implement stronger security?

Whatever is driving the need to modernize the data center, you can offer organizations an HPE Aruba Networking data center networking solution. You can also provide them with an easy migration plan. If an organization cannot upgrade their entire data center at once, you can suggest they add or replace one ToR switch at a time. If an organization cannot upgrade their entire data center at once, you can suggest they replace switches for one rack at a time. (Or, they can try out the HPE Aruba Networking switches for a new rack.) By adding HPE Aruba Networking CX 10000 switches and HPE Aruba Networking Fabric Composer for even one rack, organizations can immediately gain the benefits of improved security and orchestration at that rack. Supporting open standards, HPE Aruba Networking CX 10000 switches work seamlessly with legacy networks.

Learning check

How can organizations use HPE Aruba Networking CX 10000 switches to enhance security in the data center without compromising performance?

- a. Enable their intrusion detection system (IDS) capabilities to detect cyberattacks
- b. Install them as ToR switches so their stateful firewall can check all server-to-server traffic
- c. Install them at the data center perimeter and route all traffic to them for checking
- d. Install them at the data center edge to establish secure WAN connections

The answer to the learning check is provided on the next page.

Answer to the Learning check

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Additional resources

Use the links listed below to learn more about HPE Aruba Networking data center networking solutions.

[HPE Aruba Networking Data Center Networking WinBook](#)

[HPE Aruba Networking Validated Data Center Solution Guide](#)

Summary



HPE Aruba Networking

- Offers data center switches for a range of customers and use cases**
- Extends security-first AI-powered networking to the data center**
- Supports the distributed data center architecture**
 - Provides an integrated stateful firewall at every TOR
 - Ensures all traffic—including server-to-server and VM-to-VM traffic—is checked
- Simplifies and automates IT operations with HPE Aruba Networking Fabric Composer**

In this module, you learned that HPE Aruba Networking offers data center switches for a range of customers and use cases. Because every HPE Aruba Networking CX switch provides the same OS and operating model, organizations can implement security-first, AI-powered networking from the edge to the data center.

Additionally, HPE Aruba Networking supports the distributed data center architecture. For example, the HPE Aruba Networking CX 10000 Series switch provides an integrated stateful firewall. By installing a pair of HPE Aruba Networking CX 10000 Series switches in each ToR, organizations can ensure that all traffic—including server-to-server and VM-to-VM traffic—is protected.

HPE Aruba Networking Fabric Composer further distinguishes us in the data center networking market. HPE Aruba Networking Fabric Composer simplifies and automates IT operations, making the data center network easier to manage.

When selling HPE Aruba Networking data center switches, you also have another advantage: you can combine our switches with HPE servers and storage, providing a complete data center solution.

Module 5: HPE Aruba Networking Zero Trust Security



Course map



Thus far, you have learned about the AI-driven capabilities of HPE Aruba Networking, the value of our Unified Infrastructure, and the benefits of security-first, AI-powered networking in the data center. In this module, you will focus on how HPE Aruba Networking helps establish the foundation for zero trust security.

Module overview



Topics

- 1** The Zero Trust Security Opportunity
- 2** The Zero Trust Security Conversation
- 3** Selling the Value of HPE Aruba Networking Zero Trust Security

This module is divided into three topics. Topic 1 begins by highlighting a few trends that have given rise to the need for zero trust security and by discussing some of the inhibitors to its implementation. Topic 2 presents an example scenario, allowing you to follow a sales professional, who is engaging in a discovery conversation. In Topic 3, you will examine how HPE Aruba Networking helps customers establish zero trust security across their IT environments.

Topic 1: The Zero Trust Security Opportunity



The enterprise network is evolving



The enterprise network is evolving. Users, apps, data, and devices have long since spread beyond the confines of the customers' premises; they can be anywhere.

As you learned earlier, many companies have a hybrid workforce, with employees alternately working at the office and remotely. Two out of every three US companies have implemented a formal hybrid policy.

Meanwhile, the number of edge devices, especially Internet of Things (IoT) devices, continues to increase. As of 2025, more than 75 billion IoT devices are connected.

With cloud computing enabling hybrid workers, IoT devices, and a host of other technologies, companies continue to focus on cloud-first services. In the Flexera 2024 State of the Cloud Report, 71% of respondents identified themselves as "heavy cloud users," up from 65% the previous year.

Relentless attacks



Cybersecurity attacks are relentless, and new threats are continually emerging, so finding and stopping attacks before they cause harm is an ongoing challenge. But failure to do so invites severe consequences: According to Ponemon Institute, the average cost of a data breach in the United States was US \$9.36 million in 2024, with the global average approaching US \$5 million.

Much of this cost stems from the time and work it takes to recover. Ponemon found that more than three-quarters of the organizations that suffered a data breach took longer than 100 days to fully recover.

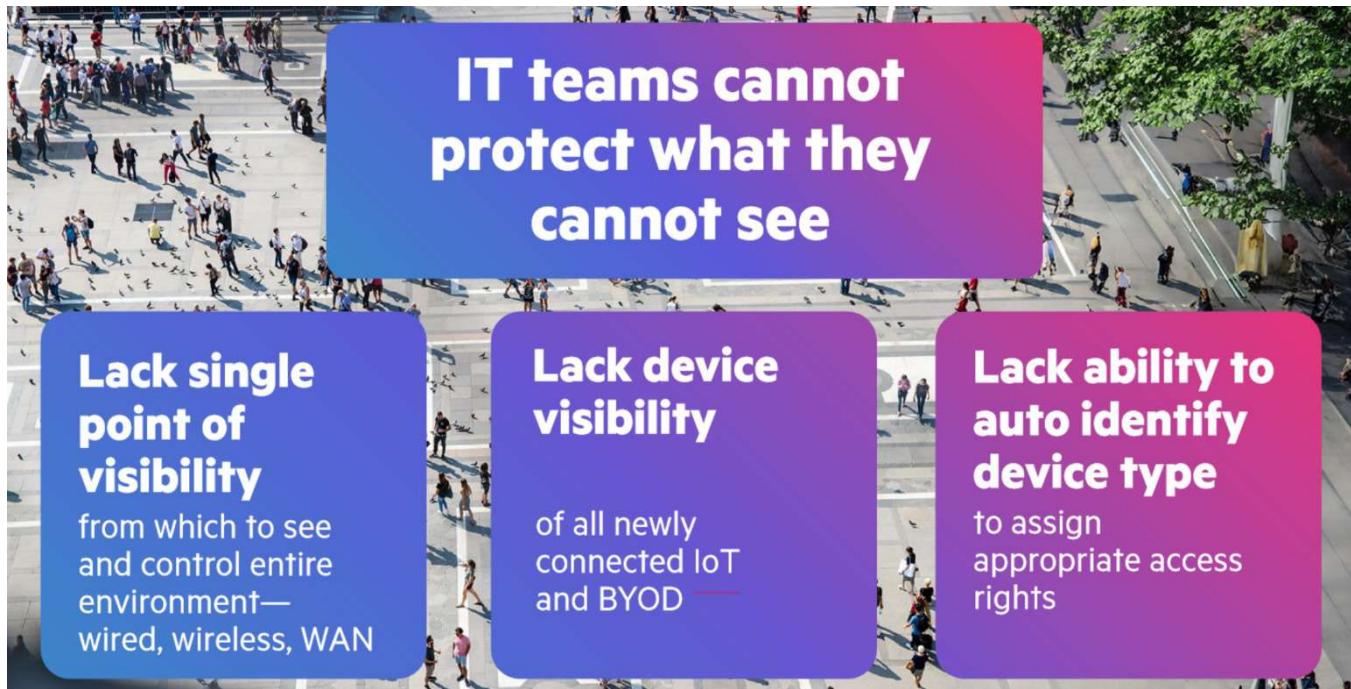
Additionally, as more and more organizations adopt AI, concerns about the ability to secure access to AI datasets are on the rise. In a Sapi Research survey, 94% of global IT leaders indicated that AI adoption has increased their security risks.

A dissolving perimeter



With users, devices, apps, and data now distributed across multiple geographic locations, the once-secure network perimeter is dissolving. For all intents and purposes, IT environments today have no clear “inside” or “outside.” Yet, many organizations continue to rely on a security model based on trusting internal traffic. Consequently, they struggle with gaps in security, which are only compounded by an expanded attack surface driven by the rapid increase of IoT. Security gaps are worsened by inconsistent enforcement of security policies across all domains and locations.

Lack of visibility



Lack of visibility is another common source of organizations' security concerns. In a recent survey of 2,100 IT professionals across Europe and the Americas, nearly half ranked network visibility as their IT department's top challenge.

First, many IT teams lack a single tool where they can see and control everything across their entire wired, wireless, and WAN environment. Second, they are not always aware of newly connected IoT devices and employees' personal devices, such as smartphones, tablets, and laptops. Third, even for devices they know about, IT teams struggle to identify the device type and efficiently assign appropriate access rights. Without appropriate controls applied, devices can fall victim to hackers and then further compromise the rest of the organizations' network and resources.

Without comprehensive visibility from a single tool and automated identification of every newly connected device, security suffers. IT teams cannot protect what they cannot see.

Zero trust security addresses today's security challenges



No implicit trust

Regardless of location, continuously authenticate and authorize

Consistent enforcement

Improve visibility and thwart attacks

Continuous monitoring

Adapt access rights to mitigate threats

Least-privilege access

Reduce the attack surface

Zero trust security addresses today's security challenges. It operates under the assumptions that nothing can be trusted, that everything must be verified, that a breach could have already occurred, and that bad actors could already be operating in the environment.

As a result, organizations must not confer implicit trust to any users and devices, regardless of their location. Instead, they must continuously authenticate and authorize everyone and everything.

A zero trust approach also calls for organizations to enforce least-privilege access, permitting users and devices to access only the resources necessary to do their jobs. This practice reduces organizations' attack surface, limiting the impact of any attack.

Organizations must also continuously monitor for signs of an attack. The network infrastructure should then adapt access rights to mitigate threats, for example, quarantining devices that are behaving atypically.

Finally, zero trust security requires consistent enforcement from end-to-end. Only in this way can organizations improve visibility and thwart attacks.

HPE Chief Technology and Security Officer Jon Green sums up the goal of zero trust security: "Ideally, you should be able to answer a few questions of every user or device on your network: Who are you? What should you be allowed to do on this network? And how can I enforce that through policy control?"

Inhibitors to the adoption of zero trust security



Despite interest in implementing zero trust security, organizations are grappling with inhibitors to its adoption.

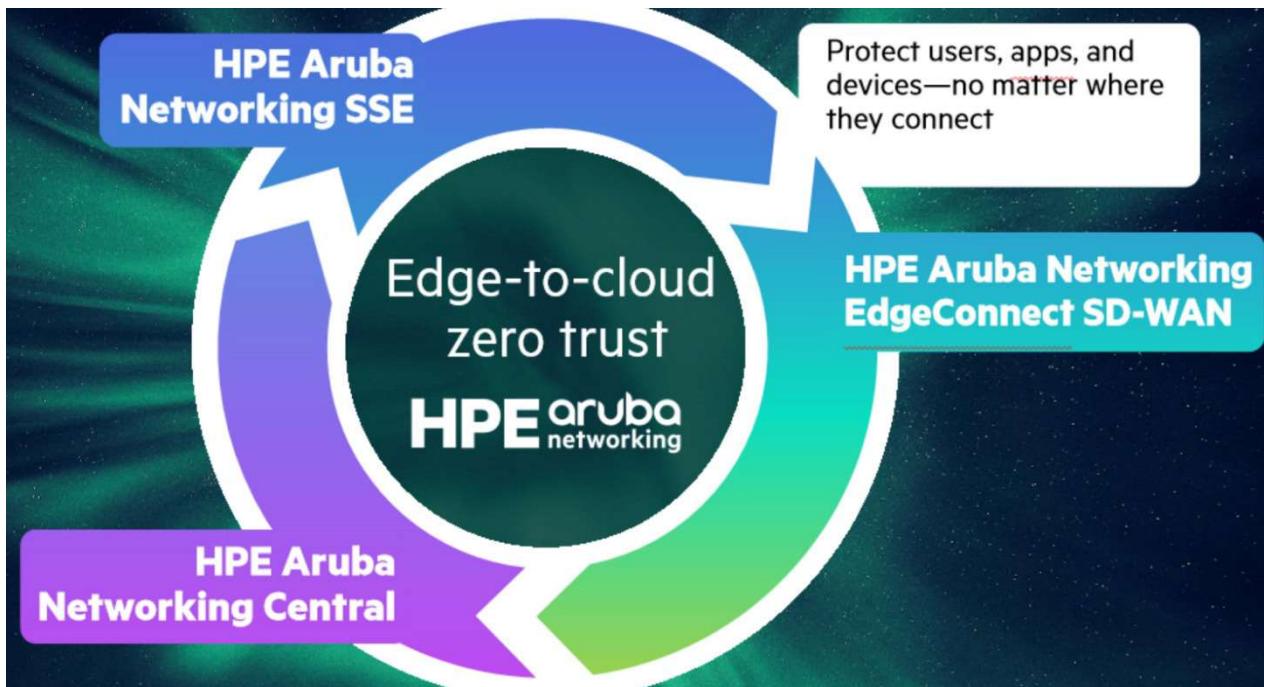
Zero trust security is not a single solution that organizations simply purchase and deploy. It is a paradigm, a set of architectural principles that must be consistently implemented across every corner of the IT environment. Not surprisingly, a lack of integration and consistency across diverse domains slows implementation of zero trust security.

Implementing zero trust security is further challenged by a fragmented approach to access control. Access control capabilities tend to be executed by a diverse collection of technology solutions, which makes it difficult to ensure end-to-end, least-privilege access.

Zero trust security also requires the combined efforts of the network and security teams. Unfortunately, these teams often lack shared tools and controls.

A final inhibitor to implementing zero trust security is the long-standing challenge of securing network assets without impacting network performance.

HPE Aruba Networking's approach to zero trust and SASE



Helping organizations to overcome fragmented approaches to security, HPE Aruba Networking offers edge-to-cloud zero trust security to protect users, apps, and devices—no matter where they connect.

In this module you will focus on the zero trust capabilities built into all networks managed by HPE Aruba Networking Central. In the next module, you will explore in more depth how HPE Aruba Networking establishes a unified secure access service edge (SASE), combining network and security functions to protect all forms of access from the edge to the cloud. Our single-vendor, unified SASE combines industry-leading HPE Aruba Networking EdgeConnect SD-WAN and award-winning HPE Aruba Networking SSE.

HPE Aruba Networking SSE

Simple, cloud-based security:

- Zero trust network access for users anywhere
- Threat protection with a secure web gateway
- Control over cloud app usage
- Prevention of unauthorized data sharing

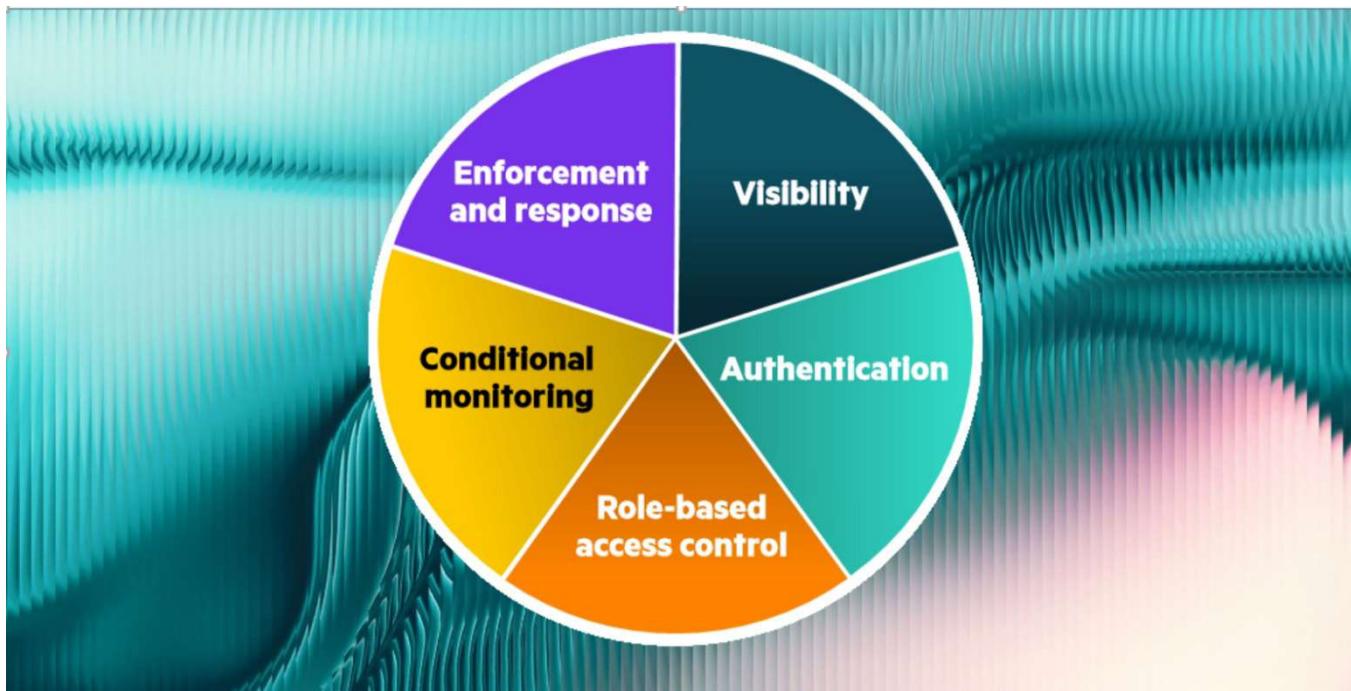
HPE Aruba Networking EdgeConnect SD-WAN

- Secure SD-WAN
- Better performance for cloud and private apps
- Improved Quality of Experience (QoE)

HPE Aruba Networking Central

- Network access control
- AI-powered client visibility & profiling
- Automated security policies enforced across wired, wireless, and WAN
- Threat detection and response

HPE Aruba Networking zero trust security capabilities



HPE Aruba Networking gives customers all the capabilities they need for zero trust security.

Organizations get visibility into their network, with device discovery and profiling revealing who and what is connected to the network. They also obtain better observability into how users and devices are behaving.

Authentication allows organizations to verify each entity's identity. Together with advanced profiling, which gives organizations a high level of confidence that they know what is on the network, authentication and authorization empower organizations to assign appropriate access privileges to each user and device. Role-based access controls grant each user or device the least amount of access to corporate resources to do their job or fulfill their function.

With conditional monitoring, HPE Aruba Networking solutions observe all users and devices on the network to determine whether they are behaving consistently with their role and their attested identity. These observations are based on network telemetry and other information, such as contextual data from throughout the security ecosystem.

Enforcement and response capabilities ensure that when an anomaly is detected or contextual data indicates there is a threat, the network can act to remediate the threat. With HPE Aruba Networking, the network itself becomes the security solution. Orchestrated by HPE Aruba Networking Central, network infrastructure devices enforce security from the point of connection using features built into their hardware.

Visibility

- Device discovery and profiling
- AI-powered observability and behavior baselines

Authentication

- One role, one network
- Authentication, Authorization and Accounting (AAA)¹ and non-AAA options

AAA is a framework for controlling users' and devices' access to network resources by verifying identity (authentication), granting appropriate access (authorization), and tracking activity (accounting).

Role-based access control

- Precision access privileges
- Identity and context-based rules

Conditional monitoring

- Real-time threat telemetry from:
- HPE Aruba Networking solutions
- 150+ integrations

Enforcement and response

- Attack response
- Event-triggered actions

Learning check

Which statement correctly describes zero trust security?

- a. It is designed to bolster perimeter security, protecting “inside” traffic against attack.
- b. It is a single solution that strengthens security by monitoring traffic and detecting attacks.
- c. It is a security framework that is based on the assumption that no device or user can be trusted implicitly.
- d. It is a security framework that relies primarily on centralized firewalls.

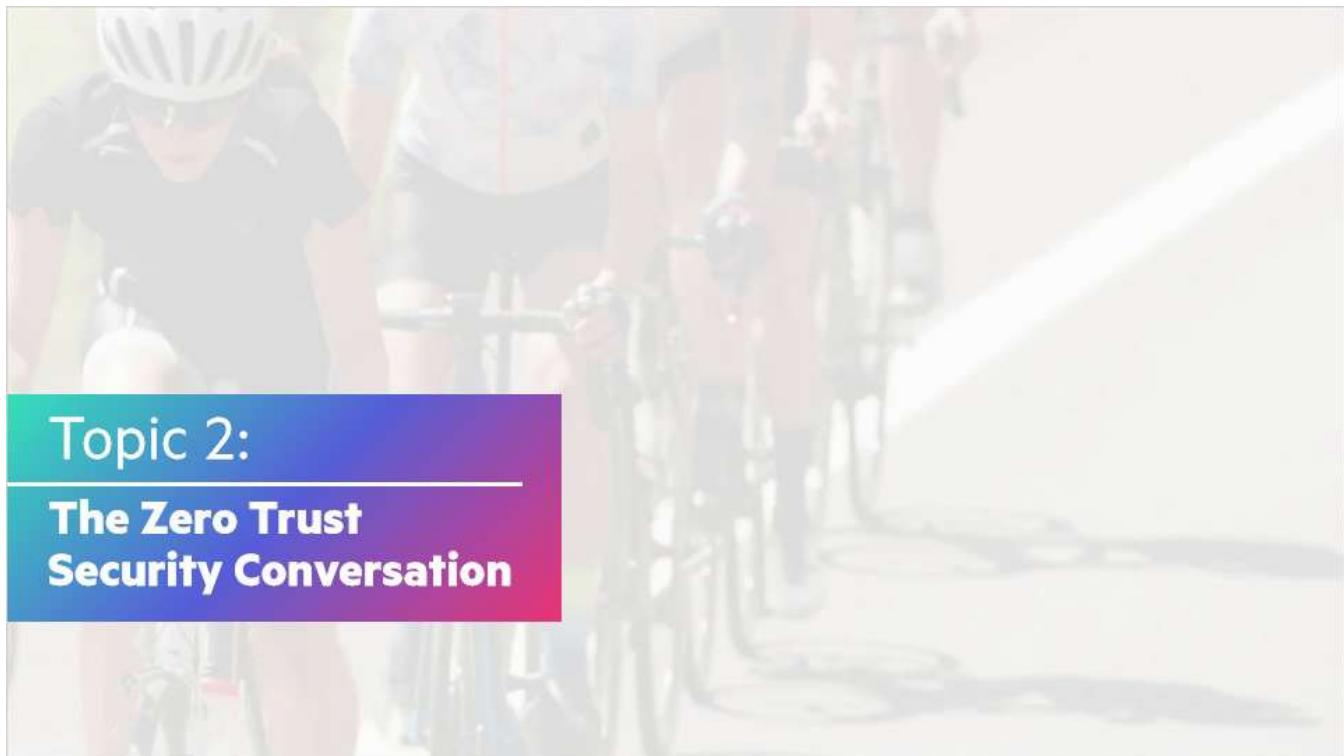
The answer to the learning check is on the next page.

Answer to the Learning check

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Topic 2: The Zero Trust Security Conversation



Meet the customer



As you did in previous modules, you will use an example scenario with a potential customer to practice using discovery questions to qualify customers for HPE Aruba Networking zero trust security solutions. In this scenario with the regional hospital, the sales professional has gained a meeting with two key stakeholders: the Chief Information Security Officer (CISO) and the network admin.

Before meeting with these key stakeholders, the sales professional does some preliminary research about the hospital. The sales professional learns that the hospital is 80,000 square meters and has 1,000 beds and 50 intensive care unit (ICU) beds. He also finds a news article dated six months ago, announcing that the hospital had hired a new CISO to evaluate and reinforce the hospital's responses to the increasing quantity and sophistication of cyber threats.

Initial discovery questions

Chief Information Security Officer (CISO)

Network Admin

“What strategy are you taking to add smart medical devices while minimizing security risks and ensuring compliance with regulations?”

“Do you have visibility into every network device and user?”

When planning to talk to the CISO, the sales professional prepares some questions to uncover the customer's pain points around reducing risk and protecting the hospital from costly cyber threats. For example, the sales professional might say, "What strategy are you taking to add smart medical devices while minimizing security risks and ensuring compliance with regulations?"

For the meeting with the network admin, the sales professional prepares some questions to understand more about the admin's challenges in gaining more visibility into the network and preventing unauthorized access. The sales professional might ask, "Do you have visibility into every network device and user?"

Additional discovery questions are listed below.

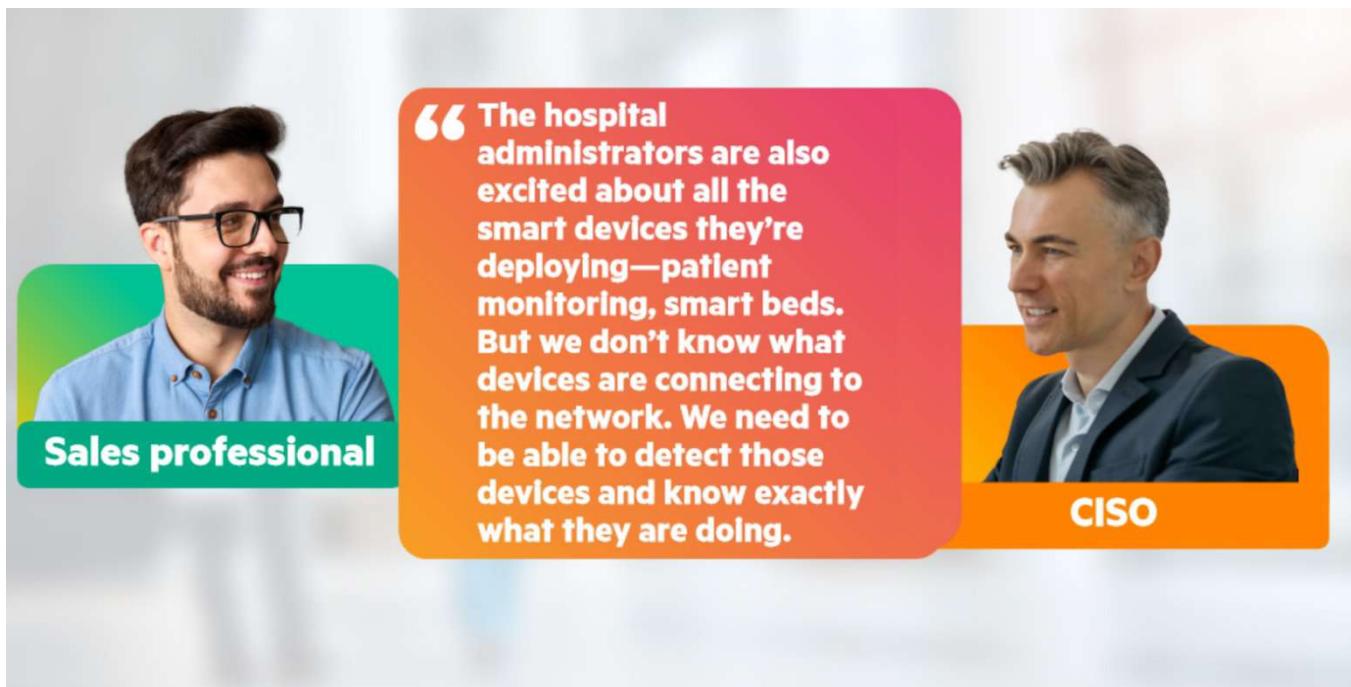
Example questions for the CISO

- "What are your biggest security risks?"
- "What is your strategy for lowering your security risks to attacks and data breaches?"
- "What are your top priorities in the next six months?"
- "How do you ensure secure operations and operational continuity for critical hospital systems?"
- "How confident are you about your regulatory compliance systems and processes?"
- "Many customers struggle with fragmented security solutions. How are you working to reduce fragmentation and improve efficiency?"

Example questions for the Network Admin

- "What are the most vulnerable assets and why? What network security strategies do you use to protect these assets from unauthorized access?"
- "What are your plans for adopting zero trust security or SASE security architecture?"
- "Have you had any security events that could have been thwarted by better network segmentation?"

Listening to the customer—CISO

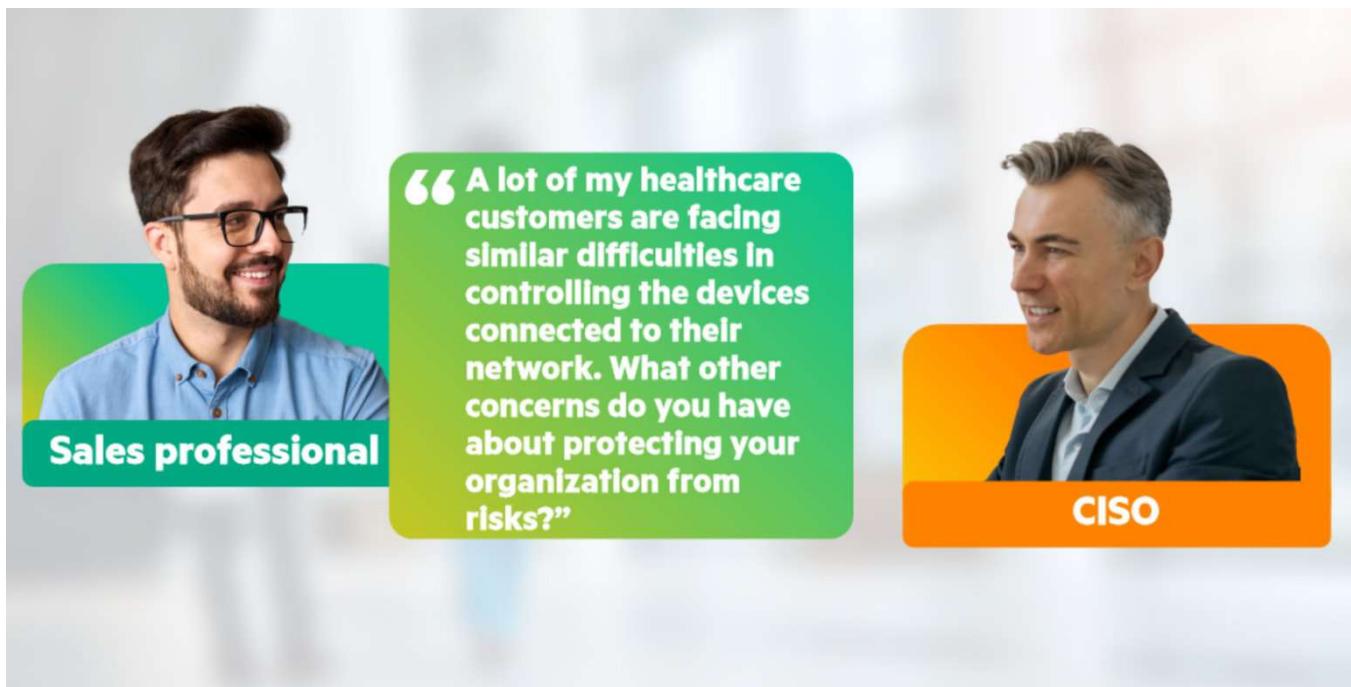


You will now listen in on an example conversation between the sales professional and the CISO. Beginning with one of the initial discovery questions that you just examined, the sales professional says, “Many of my healthcare customers struggle to add smart medical devices while minimizing security risks and also ensuring compliance with privacy regulations. What strategy are you taking?”

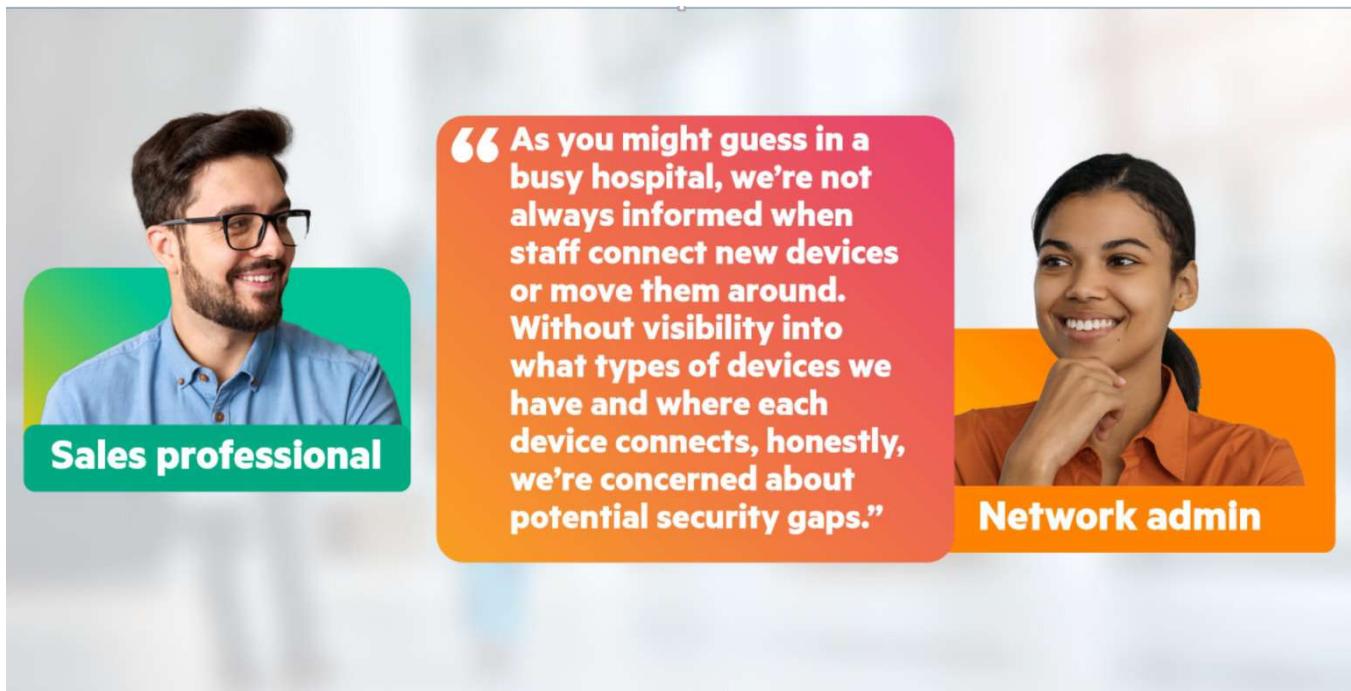
The CISO responds, “The hospital administrators are excited about all the smart devices they’re deploying—patient monitoring, smart beds. But from a security standpoint, each of those devices is a point of vulnerability. If a single device is compromised, the attack could spread and have a devastating impact.

“So, I’m exploring strategies to reduce that risk. Unfortunately, our data security capabilities are centered in our data center. But with all of these new devices proliferating in the hospital, we need to implement tighter access controls closer to the point of device connection.”

Example: Expanding the conversation



Listening to the customer—Network admin



The sales professional also meets with the network admin, saying, “When I met with the CISO, he explained that he’s working to minimize the risks of adding smart medical devices to the network and ensuring you meet privacy regulations. What strategies are you taking here?”

The network admin explains some of the challenges IT faces in addressing these risks. “As you might guess in a busy hospital, we’re not always informed when staff connect new devices or move them around. Without visibility into what types of devices we have and where each device connects, honestly, we’re concerned about potential security gaps.”

“You are far from alone,” the sales professional replies. “Are you able to leverage any of the methods that you use to control user access?”

“To tell the truth, our mindset for the network has been that we authenticate users and devices and get them connected. Then our data center security appliances handle the heavy lifting to protect us from breaches and threats. The new CISO wants to change that mindset and do more to control access within the network itself. I’m open to that. But currently our network isn’t equipped to do that—not without a lot of added complexity and potential for error.”

Summarize the customer's security situation

The sales professional learned:

- Struggles to apply a consistent security policy
- Cannot enforce least-privilege access for different types of users at point of connection
- Lacks visibility into the IoT devices on their network
- Cannot enforce controls and monitor devices
- Need to make sure they are compliant with regulations
- Protect against cyberattacks such as ransomware



After listening carefully to the CISO and the network admin, the sales professional takes a few minutes to summarize the issues the customer has identified. He knows the hospital struggles to apply a consistent security policy across the entire network. This is especially difficult because the hospital lacks visibility into the IoT devices on their network. In addition, the customer cannot enforce least-privilege access for different types of users at the point of connection. The customer also lacks the ability to enforce adequate controls and monitor devices. The customer must overcome these challenges to ensure compliance with regulations and to protect against cyberattacks such as ransomware.

The sales professional knows that HPE Aruba Networking zero trust security and unified SASE solutions can help the customer achieve all these objectives. The next topic will align the customer's issues to specific security benefits that HPE Aruba Networking provides.

Topic 3: Selling the Value of HPE Aruba Networking Zero Trust Security



Topic 3:
**Selling the Value
of HPE Aruba
Networking Zero
Trust Security**

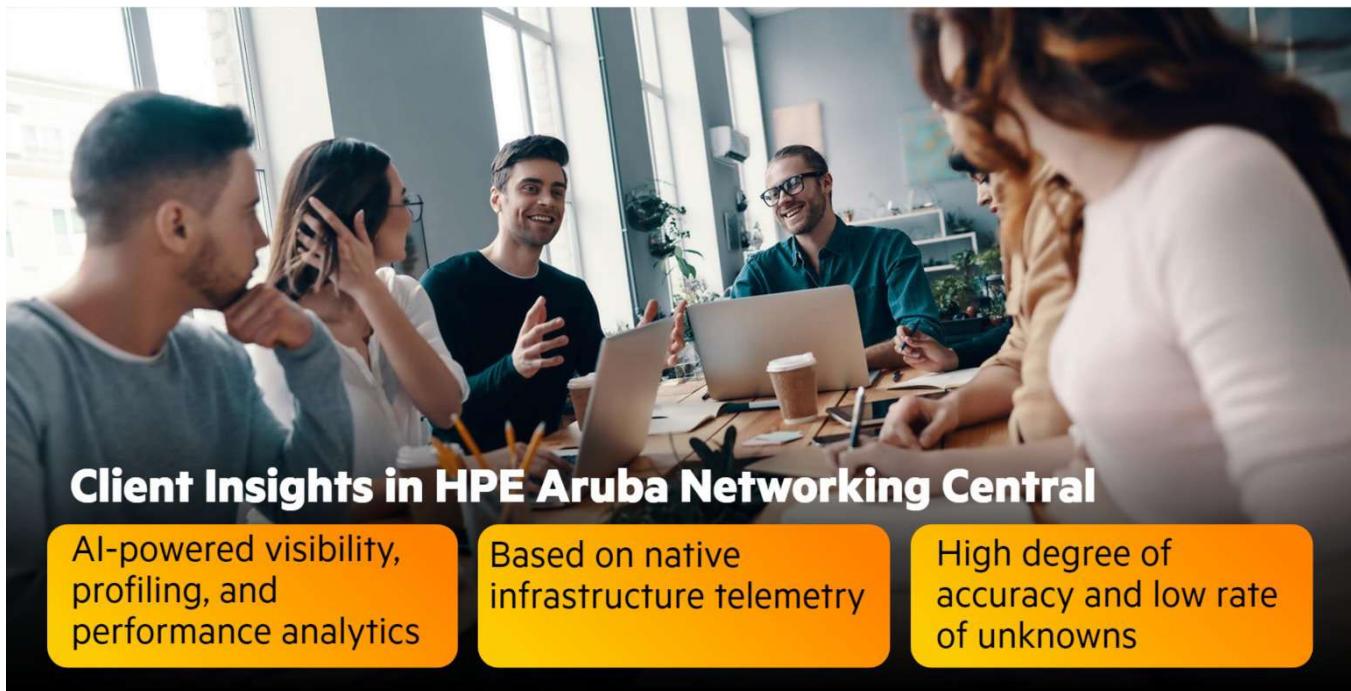
Zero trust security in HPE Aruba Networking



Security-first, AI-powered networking from HPE Aruba Networking is built on zero trust principles, providing a common foundation for networking and security teams. With HPE Aruba Networking, customers can achieve their business goals without sacrificing cybersecurity protection. The network can now provide critical security capabilities—including advanced visibility, insights, centralized policy management, data protection, threat defense, and access control—in a single platform. Our AI-powered networking approach benefits network and security teams. Intelligent automation reduces manual effort, improves visibility and anomaly detection, and enhances monitoring and diagnostics. In short, our approach ensures that the organization is not exposed to unnecessary risk.

In this topic you will explore four key differentiators of security-first, AI-powered networking from HPE Aruba Networking: shared visibility, global policy management, edge-to-cloud enforcement, and AI-automated operations. You will see how these differentiators help organizations advance their zero trust security goals.

Shared visibility through HPE Aruba Networking



Client Insights in HPE Aruba Networking Central

AI-powered visibility, profiling, and performance analytics

Based on native infrastructure telemetry

High degree of accuracy and low rate of unknowns

To implement a zero trust security model, organizations must clear the first hurdle: they need end-to-end visibility of connected users and devices. Security-first, AI-powered networking from HPE Aruba Networking delivers the tools networking and security teams need to share visibility and control.

HPE Aruba Networking Central delivers AI-powered visibility, profiling, and performance analytics through its Client Insights capability. As you learned in Module 2, Client Insights leverages native network infrastructure telemetry directly from access points (APs), switches, and gateways, eliminating the need for data collectors or agents. Using this telemetry and AI/ML classification, Client Insights profiles devices, including IoT devices, across wired and wireless infrastructure with a high degree of accuracy and low rate of unknowns. Client Insights also helps IT teams understand user and device behavior, performance trends, and potential connectivity issues.



HPE Aruba Networking ClearPass Device Insight

ML-based identification and client profiling

Visibility into all clients, including ones connected to:

HPE Aruba Networking devices NOT managed by HPE Aruba Networking Central

Third-party infrastructure

HPE Aruba Networking ClearPass Device Insight can bring AI-fueled identification and client profiling to any network. It is the ideal solution for networks with HPE Aruba Networking devices that are not managed by HPE Aruba Networking Central, as well as heterogeneous networks with third-party infrastructure.

Benefits of shared visibility via HPE Aruba Networking



Know with certainty

Who and what is on their network to:

- Prevent unauthorized access
- Detect threats
- Fulfill compliance requirements
- Optimize network performance

Shared visibility through HPE Aruba Networking yields several benefits.

First, with shared visibility through HPE Aruba Networking, organizations know with certainty who and what is on their network. Why does that matter? This knowledge helps customers prevent unauthorized access, detect threats, fulfill compliance requirements, and optimize network performance. Organizations also gain the ability to continuously monitor client behavior and status, which bolsters security.

Second, HPE Aruba Networking delivers alerts and insights across the organization's infrastructure. It does so by sharing telemetry from HPE Aruba Networking devices with other systems in the security ecosystem. For example, our devices share telemetry with Security Information and Event Management systems (SIEMs) and with data protection software from Zerto, a Hewlett Packard Enterprise company.

Third, with HPE Aruba Networking Central, IT operating teams can analyze network traffic and behavioral baselines to detect threats early and prevent spread of attacks.

Global policy management with HPE Aruba Networking



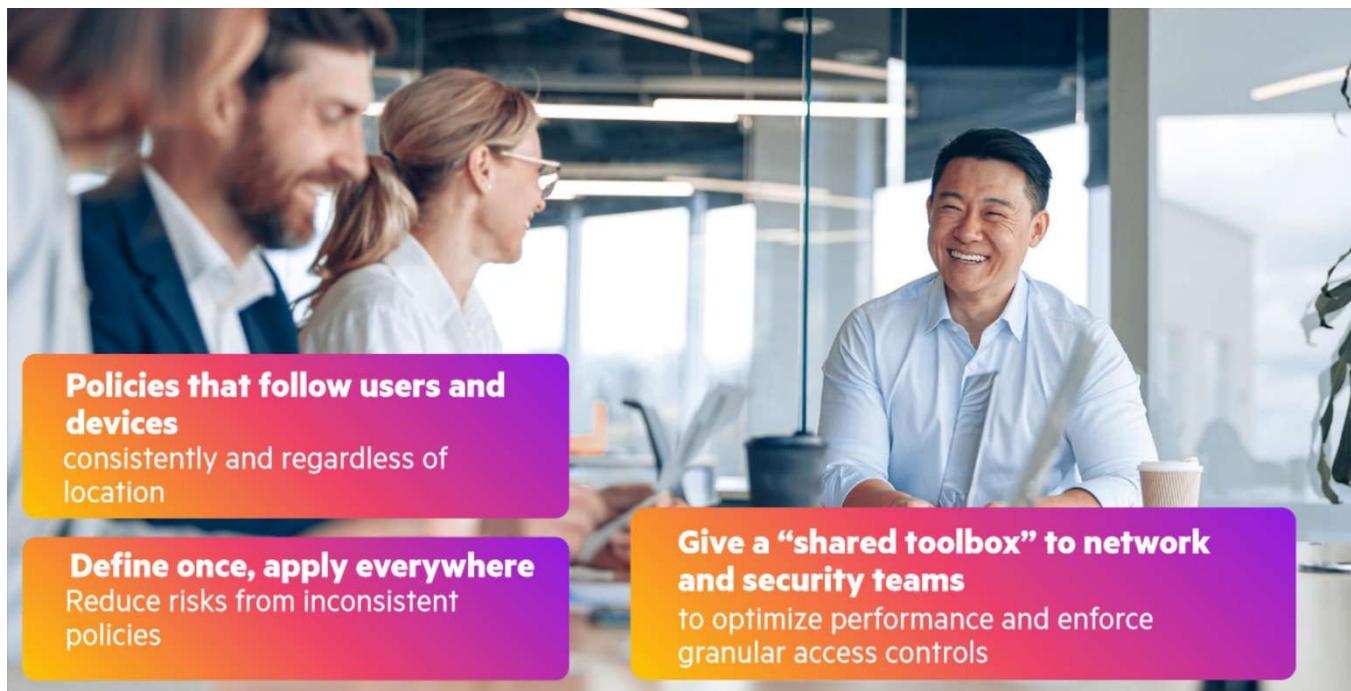
Once organizations know precisely who and what is connected to the network, they must define and assign precise and appropriate access control policies.

Traditionally, organizations have had to use clumsy approximations, such as network location or IP address, to define access controls. But HPE Aruba Networking helps customers express policies in terms of business intent. A powerful policy engine assigns granular privileges to each user and device based on identity, a high-confidence assessment of the device type, and other rich context.

HPE Aruba Networking Central NAC, delivered by Cloud Auth, provides these capabilities for networks managed by HPE Aruba Networking Central.

HPE Aruba Networking ClearPass Policy Manager (which is an on-prem solution) delivers global policy management capabilities for a broad range of environments, including multi-vendor and legacy networks not managed by HPE Aruba Networking Central.

Benefits of global policy management via HPE Aruba Networking



Policies that follow users and devices

consistently and regardless of location

Define once, apply everywhere

Reduce risks from inconsistent policies

Give a “shared toolbox” to network and security teams

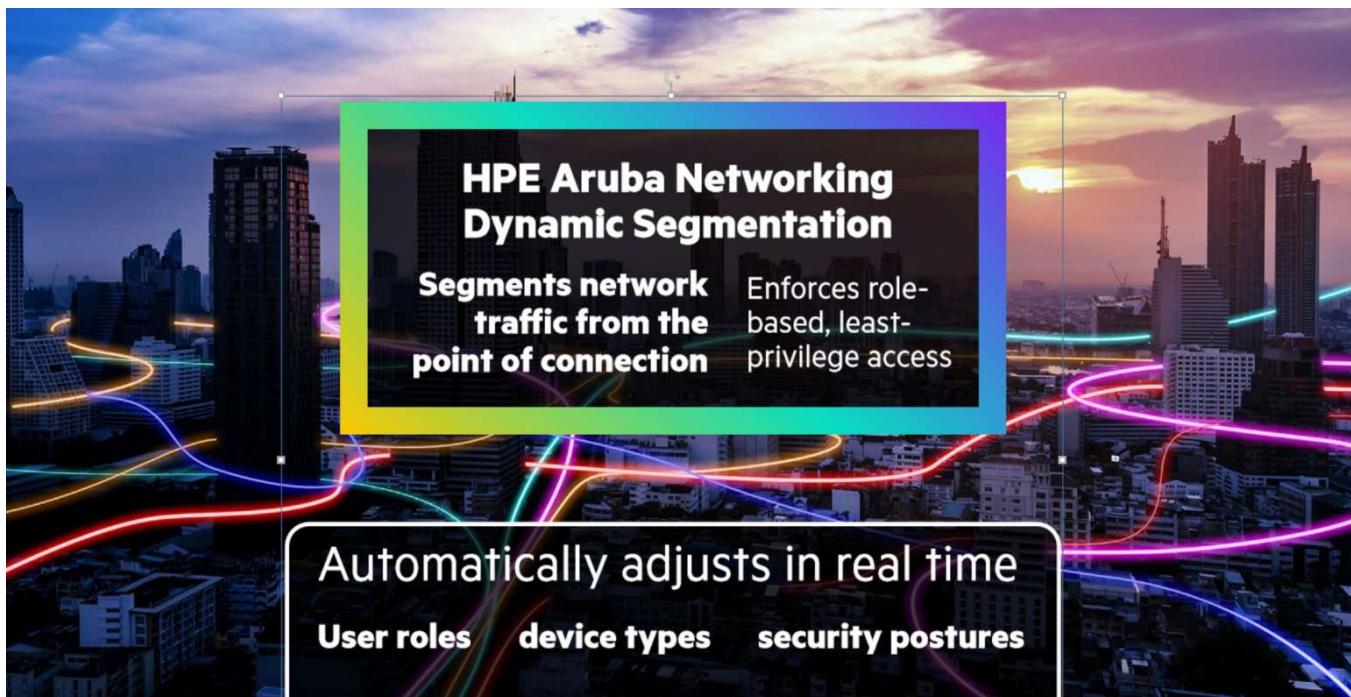
to optimize performance and enforce granular access controls

Global policy management via HPE Aruba Networking affords several benefits.

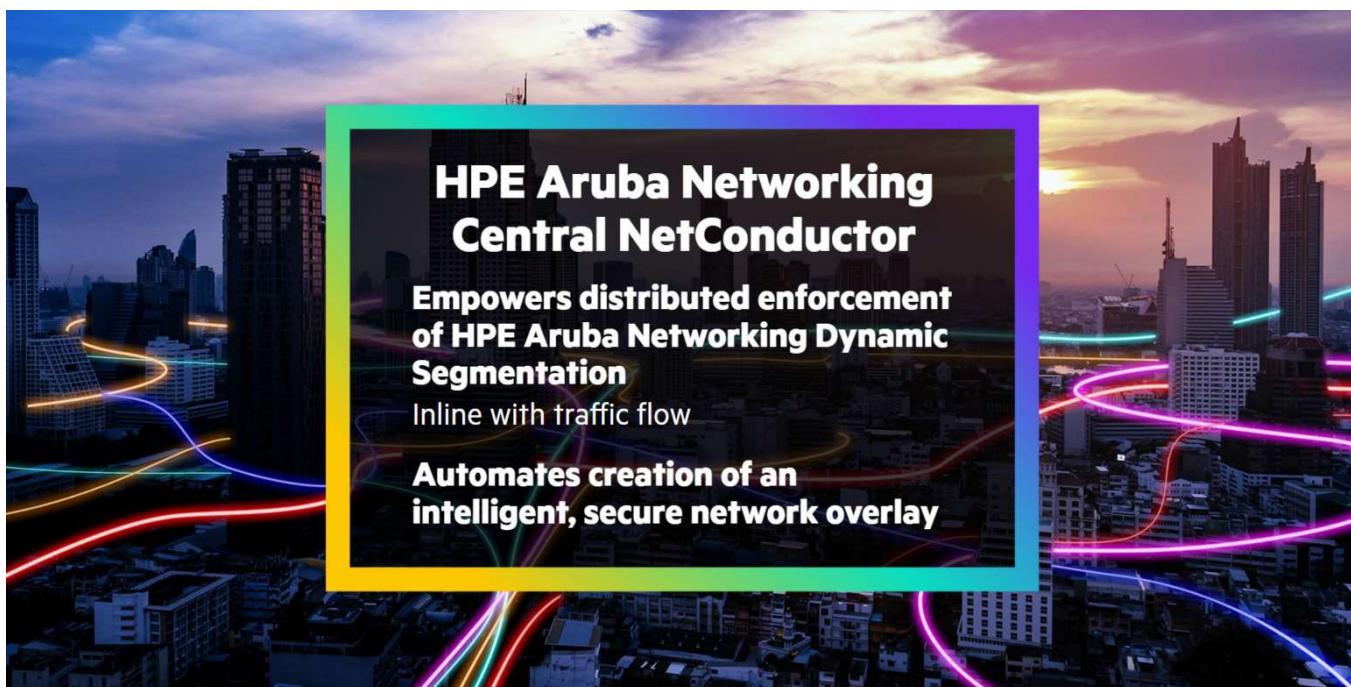
For example, HPE Aruba Networking enables organizations to define a policy once and apply it everywhere, reducing the risks that inconsistent policies introduce. Appropriate policies automatically follow users and devices consistently. Regardless of location, the same policies apply across the wired network, wireless network, and WAN.

Global policy management through HPE Aruba Networking gives network and security teams a “shared toolbox.” With this shared toolbox, these teams can define policies that both optimize performance and enforce granular access controls.

Edge-to-cloud enforcement with HPE Aruba Networking



HPE Aruba Networking Dynamic Segmentation automatically separates different types of devices and users into secure, isolated segments. Thus, it protects sensitive data and systems, as well as prevents interference between devices with different security needs. Unlike traditional, static segmentation, which requires complex, manual configuration, Dynamic Segmentation automatically adjusts in real-time based on changing factors such as user roles, device types, or security postures. Dynamic Segmentation adapts as the network environment changes, making it more flexible to changes, more responsive to new threats, and easier to manage.



HPE Aruba Networking Central NetConductor empowers distributed enforcement of Dynamic Segmentation. IT teams centrally orchestrate roles and policies via the cloud. HPE Aruba Networking devices—including

gateways, APs, access switches, and data center top-of-rack (ToR) switches—implement NetConductor policies, thereby enforcing them inline with traffic flow.

NetConductor also automates the creation of an intelligent, secure network overlay. In this way, it simplifies scalable policy enforcement across distributed environments.

Benefits of edge-to-cloud enforcement via HPE Aruba Networking



Provides end-to-end protection everywhere

Across the entire wired, wireless, and WAN infrastructure

High security and optimal network performance without tradeoffs

No “hair-pinning”
Efficient, inline enforcement

Eases adoption of zero trust

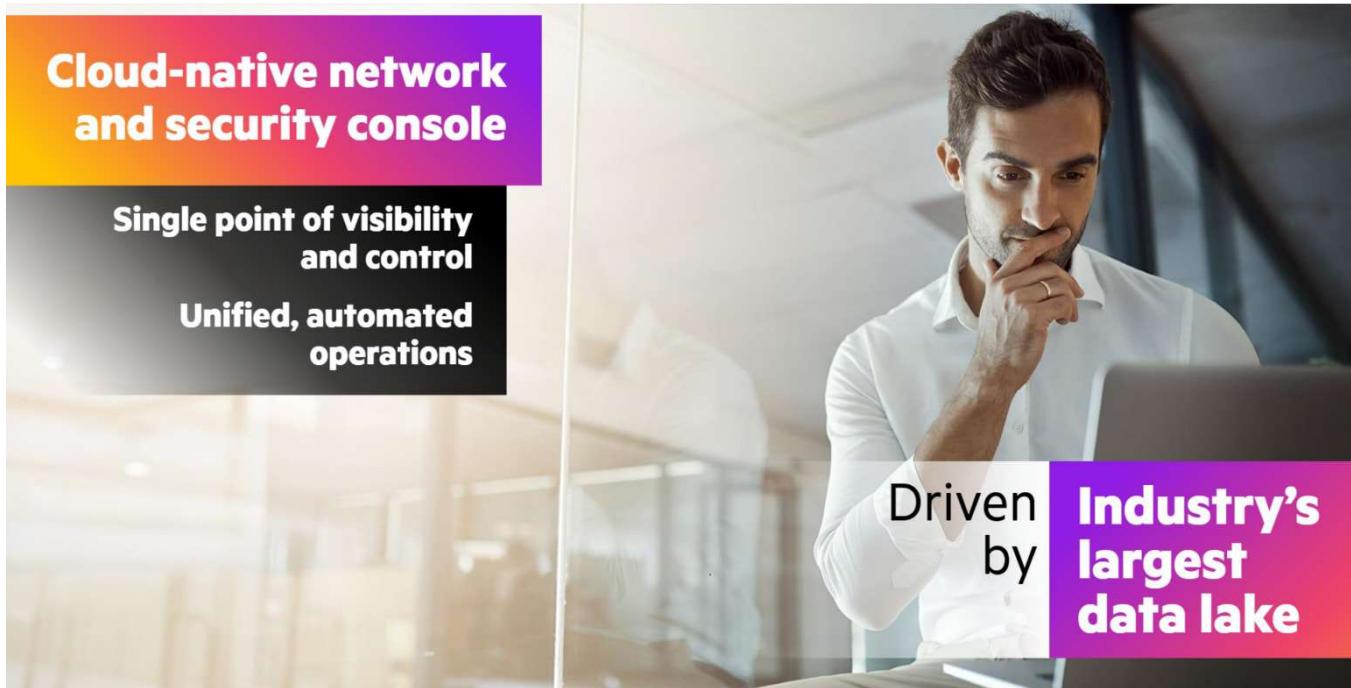
Reduces number of controls and external security solutions
Minimizes complexity

Enforcing security policies from edge to cloud with HPE Aruba Networking offers several benefits.

HPE Aruba Networking security policies provide end-to-end protection everywhere across the entire wired, wireless, and WAN infrastructure. Protections extend to users, IoT devices, APs, switches, gateways, and data center ToR switches.

With HPE Aruba Networking, organizations achieve high security and optimal network performance without tradeoffs. Organizations avoid “hair-pinning” traffic, or in other words sending traffic out of its way through a security appliance. Instead, the network applies granular security policies with efficient, inline enforcement.

HPE Aruba Networking eases the adoption of zero trust security. It reduces the number of controls and external security solutions required to enforce least-privilege access. In this way, HPE Aruba Networking minimizes the associated complexity.



Cloud-native network and security console

Single point of visibility and control

Unified, automated operations

Driven by

Industry's largest data lake

HPE Aruba Networking Central provides a single point of visibility and control, enabling unified, automated operations from edge to cloud. This cloud-native network and security console includes several AI-powered capabilities, which are driven by our data lake. (You learned about this data lake—the industry's largest and most diverse—and our AI for networking capabilities in Module 2.)



AI-powered security capabilities

Accurate client profiling across wired and wireless

Behavioral baselining and anomaly detection

Network detection and response (NDR)

Policy recommendations and previews

Security recommendations for firmware upgrades

Driven by

Industry's largest data lake

HPE Aruba Networking Central's AI-powered security capabilities set us apart from the competition. HPE Aruba Networking Central accurately identifies and profiles clients across wired and wireless networks without requiring physical collectors or agents. It establishes behavioral baselines and compares these baselines to information gathered about other customers' networks in our data lake, detecting and identifying any anomalies. Often IoT devices act as blind spots for security solutions, but HPE Aruba Networking

Central's behavioral analytics-based network detection and response (NDR) pinpoints unusual or suspicious activity on these devices. It then recommends actions, helping IT teams rapidly respond to potential security threats.

Further protecting the network, HPE Aruba Networking Central provides policy recommendations and previews so IT teams can see how proposed security and other policy changes will affect the network before actually applying them. HPE Aruba Networking Central also offers security recommendations for firmware upgrades, eliminating the overhead of manually tracking upgrades and reducing the risk of non-compliance.

Benefits of AI-automated operations via HPE Aruba Networking Central



Protect without compromise

Gain relevant, actionable insights

Enhance security without unnecessary disruption

Improve visibility and control

Reduce network blind spots

Detect behavioral anomalies to aid in threat detection

Automate network and security operations

Reduce manual tasks

Accelerate response time to potential threats

As you learned in Module 2, customers benefit from HPE Aruba Networking Central's AI-powered operations.

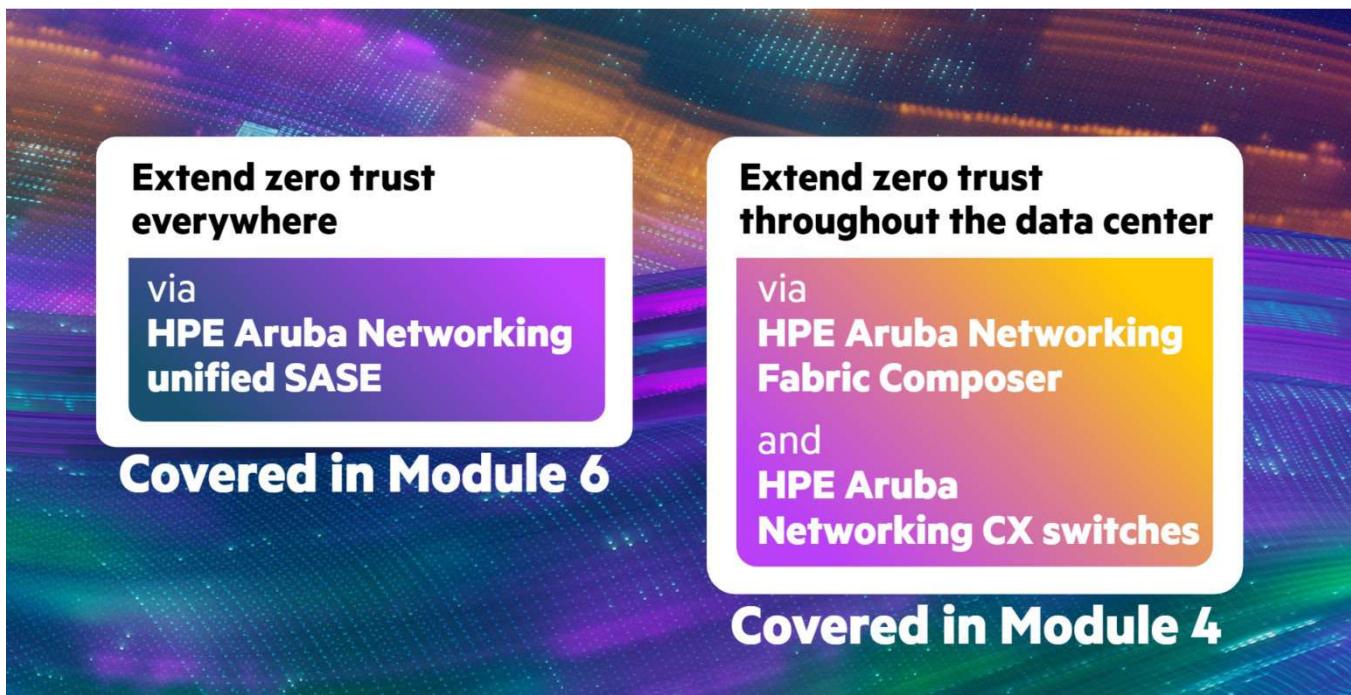
HPE Aruba Networking Central improves organization's visibility into and control over their network assets from edge to cloud, reducing network blind spots. With end-to-end visibility, IT teams always know who and what is on their network. Through continuous monitoring, HPE Aruba Networking Central detects behavioral anomalies to aid in threat detection.

HPE Aruba Networking Central automates network and security operations, reducing time-consuming, manual tasks. It also provides AI-powered network detection and response, significantly accelerating response time to potential threats.

Security-first, AI-powered networking means increasing security without compromising performance. HPE Aruba Networking Central does more than simply identify performance issues: it offers relevant, actionable insights and recommendations that are easy to apply.

Security-first, AI-powered networking also enhances security without unnecessary disruption to business operations.

Extending zero trust via HPE Aruba Networking



Throughout this module, you have seen how HPE Aruba Networking solutions protect customers' data and operations with strong network access controls, device profiling, continuous monitoring, and anomaly detection. But neither the zero trust paradigm nor HPE Aruba Networking stop there.

Extending zero trust everywhere, HPE Aruba Networking offers a unified SASE solution that integrates other essential zero trust components. Our unified SASE solution includes cloud-delivered security services such as web filtering, malware protection, and Zero Trust Network Access (ZTNA), which helps to close security gaps for organizations with a remote or hybrid workforce. You will learn about the HPE Aruba Networking unified SASE solution in Module 6.

HPE Aruba Networking also extends zero trust principles throughout the data center via HPE Aruba Networking Fabric Composer and HPE Aruba Networking CX switches, particularly the models that support a distributed stateful firewall. You learned about these HPE Aruba Networking data center solutions in Module 4.

Learning check

What is one way HPE Aruba Networking helps IT adopt zero trust security?

- a. With HPE Aruba Networking Central, IT can create a global policy and enforce it everywhere.
- b. With HPE Aruba Networking Fabric Composer, IT has a high level of confidence in what devices are on the network and can apply the right policies.
- c. HPE Aruba Networking embeds all security features into network infrastructure devices so that admins do not need to manage anything centrally.
- d. HPE Aruba Networking NetConductor uses machine learning to profile IoT devices connected to third-party infrastructure.

The answer to the learning check is provided on the next page.

Answer to the Learning check

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Additional Resources

To learn more about HPE Aruba Networking's zero trust solutions, visit the [Security-First, AI-powered Networking WinBook](#). You can also review the [HPE Aruba Networking Central WinBook](#) and the [HPE Aruba Networking ClearPass WinBook](#). The "[Visibility and Insight for Today's IoT-driven Networks](#)" solution overview provides more insights into unique HPE Aruba Networking features discussed throughout this module.

Summary



After completing this module, you can explain to your customers how HPE Aruba Networking zero trust security protects their operations.

HPE Aruba Networking Central provides visibility and control from a single platform across wired, wireless, and WAN networks. It also enables automated and highly accurate device profiling. HPE Aruba Networking solutions integrate with common identity sources to authenticate every user and every device. They make it easy to define and enforce precise, role-based access controls, based on confident assessments of who and what is on the network. Conditional monitoring ensures that users and devices continue to behave in a manner consistent with their role and attested identity. And, if they do not, HPE Aruba Networking Central detects the anomalous behavior and accelerates the response, protecting valuable data and systems from harm.

Module 6: HPE Aruba Networking Unified SASE



Course map



In the last module, you learned how customers can use HPE Aruba Networking to build a foundation for zero trust security. In this module, you will learn about the HPE Aruba Networking solutions that customers can use to create a unified secure access service edge (SASE).

Module overview



Topics

- 1** The Unified SASE Opportunity
- 2** The Unified SASE Conversation
- 3** Selling the Value of HPE Aruba Networking Unified SASE

This module is divided into three topics. In Topic 1, you will review the security challenges that have given rise to the need for SASE. You will also learn more about the two technology sets that SASE combines: software-defined wide area network (SD-WAN) and security service edge (SSE). In Topic 2, you will explore discovery questions that help qualify customers for HPE Aruba Networking SD-WAN and HPE Aruba Networking SSE. Topic 3 then outlines the benefits of HPE Aruba Networking SD-WAN and HPE Aruba Networking SSE. Topic 3 also highlights opportunities for you to increase sales by guiding your customers along a journey to unified SASE.

Topic 1: The Unified SASE Opportunity

Topic 1:
**The Unified SASE
Opportunity**

Security vulnerabilities

Shift to cloud-first services



Rise of hybrid workforce



Rapid uptake of IoT

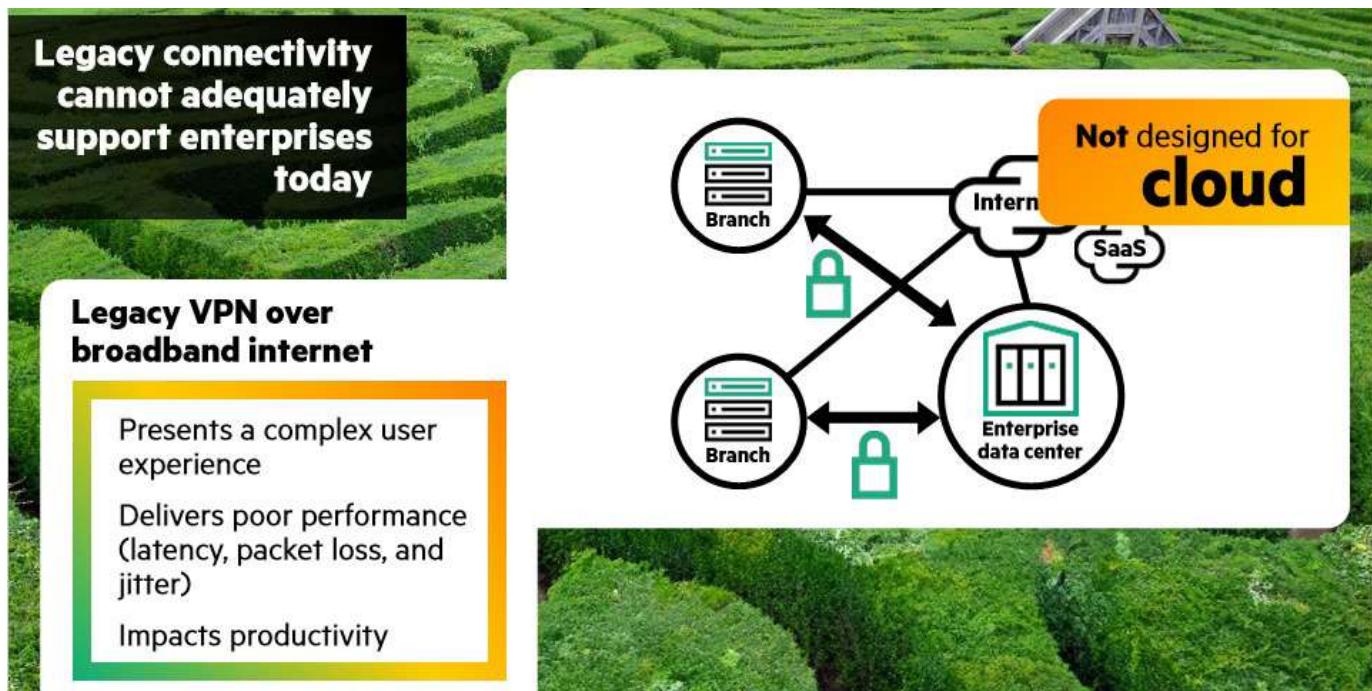


The security perimeter is going, going . . . gone

Organizations are vulnerable to costly attacks

The shift to cloud-first services, the rise of the hybrid workforce, and the rapid uptake of the Internet of Things (IoT) have reshaped enterprise networks. Today, networks are highly distributed by default. With resources everywhere, the castle-and-moat security model (wherein everything inside the network is trusted and everything outside is considered a potential threat) no longer serves. The security perimeter once used to protect centrally located users, apps, data, and devices is going, going, . . . gone. Organizations are vulnerable to costly attacks.

Poor performance from inefficient traffic flows



Legacy connectivity, which was designed to support a perimeter-based security architecture, cannot adequately support enterprise networks today. Organizations struggle to secure connectivity for branch-office and remote users to multiple clouds and to the data center. In their attempts to do so, organizations are falling short not only of the security they need but of the scalability, flexibility, and performance that successful businesses demand.

Router-centric WAN connectivity was not designed for the cloud. As a workaround, many enterprises backhaul remote traffic to the data center, where a central security appliance performs deep-packet inspection. Unfortunately, this approach creates gaps in security (as you learned in Module 5) and negatively impacts the availability and performance of cloud applications.

For example, suppose an enterprise uses a 10Mbps multiprotocol label switching (MPLS) circuit between branch offices and its data center. And suppose this data center has a high speed 10Gbps connection to the internet and cloud. When a branch-office user accesses a Software-as-a-Service (SaaS) application, the traffic traverses both connections, adding, in this example, 160ms of latency to the round trip. Latency yields a poor experience for users and impedes organizations' ability to meet service level agreements (SLAs).

Some organizations connect branch-office and remote users to the data center using virtual private networks (VPNs) over broadband internet rather than MPLS. But this approach also introduces issues. Legacy VPNs are seldom user-friendly and can perform poorly for data center apps, which may experience latency, packet loss, and jitter, potentially impacting productivity. And if these organizations cannot break out cloud traffic over local branch-office internet connections, then they must still backhaul that traffic for security purposes.

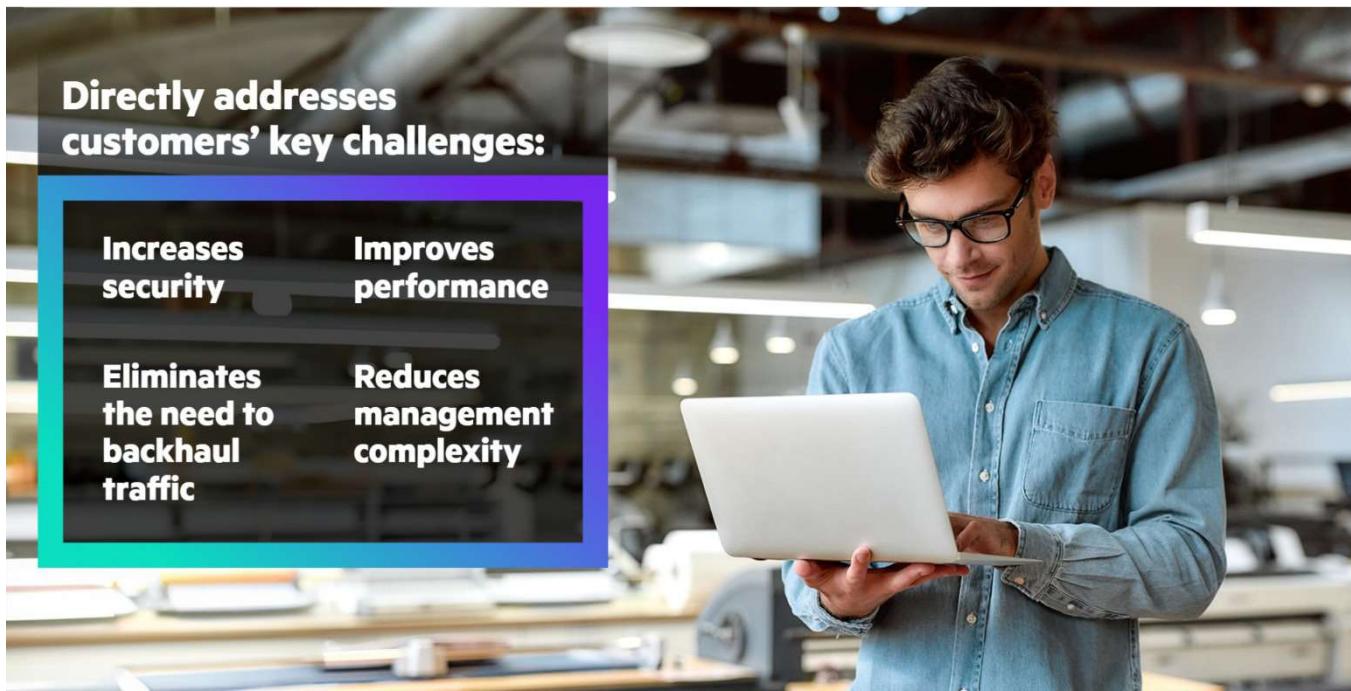
Management complexity

Rapid uptake of IoT Growth of hybrid workforce

Configuration and provisioning challenges	Excessive time on provisioning new branches	Limited visibility into users and devices	Difficulties in troubleshooting	Little to no automation and orchestration
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The rapid uptake of IoT devices and growth of the hybrid workforce complicate the task of managing networks pieced together using outdated connectivity models. This management complexity takes a toll. For example, IT struggles to configure and provision new types of devices and to establish connectivity for remote workers. They likewise struggle to provision new branches, spending excessive time on the setup. Limited visibility into users and devices creates additional issues, leaving security gaps and complicating troubleshooting. Lack of automation and orchestration impedes IT teams' ability to operate as efficiently as they should.

Why customers need SASE



To strengthen security, improve performance, and simplify management, enterprises must adopt a secure access service edge (SASE) in conjunction with implementing zero trust security from edge to cloud. SASE is a framework that combines networking and security functions to securely connect any user or device from anywhere and to protect sensitive data in the cloud.

SASE directly addresses the challenges of today's cloud-first, hybrid-working, perimeter-less world. SASE increases security by delivering security and other network functions via the cloud, casting policies like a net across all users and devices regardless of their location. Because access is secured from the edge to the cloud, SASE eliminates the need to backhaul branch-office cloud traffic to secure it. For this and other reasons, SASE improves the performance of cloud-hosted applications for users everywhere.

Additionally, SASE seamlessly integrates security tools, offers end-to-end visibility, and enables automation and orchestration that reduce management complexity.

SASE components



SASE architecture combines two key technology sets: secure software-defined wide area network (SD-WAN) technology and security service edge (SSE) services.

SD-WAN abstracts the underlying WAN connectivity options, such as MPLS and broadband, intelligently steering traffic across the correct path based on business policies and current circumstances. Through automation and AI, SD-WAN removes the complexity of securing connections between branch offices and the cloud and data center while enabling IT to centrally orchestrate the WAN.

SSE is a collection of security capabilities delivered as cloud services directly to users anywhere. It provides consistent security for users, apps, and data at any location. It simplifies security management with functions consolidated into a cloud-based framework. And it enforces real-time threat protection.

The value of unified SASE



Unified SASE with zero trust security

Is the approach nearly **ALL** customers need

By 2027,
65% of SD-WAN purchases will be part of a single-vendor SASE offering¹

¹"Magic Quadrant for SD-WAN," Gartner, Sept 30, 2024

Unified SASE with zero trust security is the approach to security that nearly all customers need—certainly those with highly distributed networks. Consequently, the market for unified, single-vendor SASE is strong. In fact, Gartner reports that “by 2027, 65% of SD-WAN purchases will be part of a single-vendor SASE offering.”

Unified SASE from HPE Aruba Networking



HPE Aruba Networking delivers unified SASE grounded in our commitment to security-first, AI-powered networking. Unified SASE via HPE Aruba Networking is backed by our renowned extensive experience, global operations, and proven track record of delivering the capabilities and services customers need.

HPE Aruba Networking unified SASE includes the following solutions:

HPE Aruba Networking EdgeConnect SD-WAN

- HPE Aruba Networking EdgeConnect SD-WAN—primary SD-WAN solution that delivers AI-optimized performance and simplicity
- HPE Aruba Networking EdgeConnect SD-Branch—alternative SD-WAN solution that provides the maximum integration of wired, Wi-Fi, and SD-WAN
- HPE Aruba Networking EdgeConnect Microbranch—solution for home office, small office, and pop-up locations

HPE Aruba Networking SSE

- HPE Aruba Networking Zero Trust Network Access (ZTNA) secures access to private apps on-prem and in the cloud.
- HPE Aruba Networking Secure Web Gateway (SWG) secures access to the internet and protects against threats.
- HPE Aruba Networking Cloud Access Security Broker (CASB) secures access to SaaS apps and protects against data exposure.
- HPE Aruba Networking Digital Experience Monitoring (DEM) monitors user performance and helps troubleshoot user access issues for other SSE services.

You will learn more about these solutions in this module.

Learning check

What are two reasons organizations need SASE?

- a. Zero trust security frameworks are too complex for most organizations to implement.
- b. It eliminates the need to backhaul traffic from remote offices to the data center to secure it.
- c. It unifies the management of servers, storage, and networking resources.
- d. Using legacy VPNs to secure remote users' traffic is complex and slows performance.
- e. It is the only solution that enables organizations to secure remote sites in a heterogeneous networks.

Answers to the learning check are provided on the next page.

Answers to the Learning check

What are two reasons organizations need SASE?

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- b. It eliminates the need to backhaul traffic from remote offices to the data center to secure it.**
- c. It unifies the management of servers, storage, and networking resources.
- d. Using legacy VPNs to secure remote users' traffic is complex and slows performance.**
- e. It is the only solution that enables organizations to secure remote sites in a heterogeneous networks.

Topic 2: The Unified SASE Conversation



Topic 2:
**The Unified SASE
Conversation**

Meet with an established customer



This example customer scenario extends the sales conversation you followed in Module 5. In Module 5, the sales professional qualified a mid-sized regional healthcare organization for HPE Aruba Networking zero trust security. In this module, the sales professional has confirmed that the hospital added a new satellite clinic six months ago. After doing a little more research, the sales professional verified that this customer has already announced plans to add two more clinics within the year.

The sales professional recognizes this as a unified SASE opportunity and has arranged to meet with the senior network admin and CISO, separately and in that order.

Initial discovery questions to qualify customer for HPE Aruba Networking unified SASE

Senior network admin

Chief Information Security Officer (CISO)

“What challenges are you facing with network performance and reliability across your hospitals, clinics, and remote workforce?”

“How are you ensuring regulatory compliance and secure data access across your hospitals, clinics, and remote workforce?”

The sales professional prepares to meet first with the senior network admin and plans to qualify the customer for HPE Aruba Networking unified SASE.

For the senior network admin, the sales professional prepares questions to determine whether the clinic's users are experiencing performance issues and how the IT team addresses those issues. For example, the sales professional plans to ask the senior network admin, “What challenges are you facing with network performance and reliability across your hospitals, clinics, and remote workforce?”

For the CISO, the sales professional prepares a list of questions to learn more about the organization's strategy for securing network assets—from edge to cloud. For example, the sales professional plans to ask, “How are you ensuring regulatory compliance and secure data access across your hospitals, clinics, and remote workforce?”

Below are additional examples of discovery questions for these stakeholders.

Examples of discovery questions for CISO

- “What strategies have you implemented to prevent ransomware and cyber threats targeting your remote locations and telehealth services?”
- “How are you managing secure access for remote staff?”

Examples of discovery questions for the network admin

- “Where are your employees facing poor experiences that might be hindering their productivity and ability to provide the personalized care you value?”
- “How are you ensuring secure and compliant remote access for staff across all locations and telehealth services?”
- “How have traffic patterns in your network shifted over the last three years, and where do you see them going in the future?”

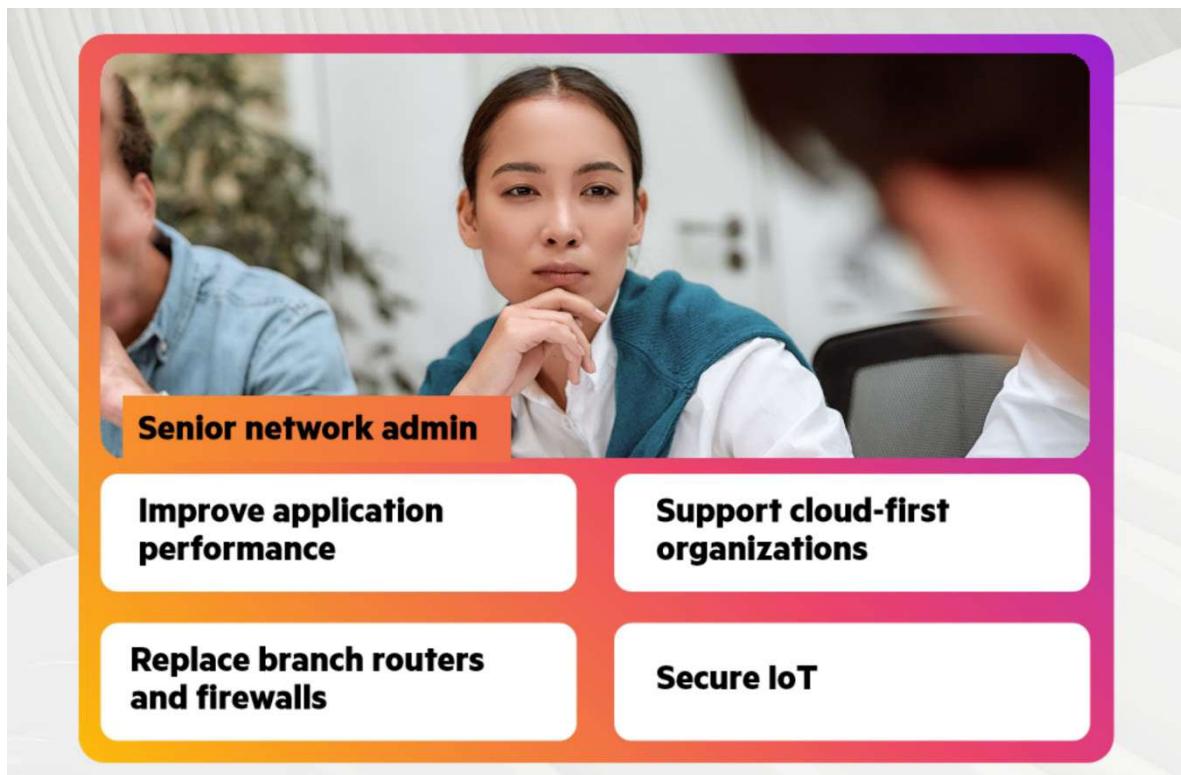
Listen to the customer



As planned, the sales professional begins the conversation with the senior network admin by asking, “What challenges are you facing with network performance and reliability across your hospitals, clinics, and remote workforce?”

The senior network admin responds: “We use a lot of SaaS apps routinely. Our electronic health records, scheduling app, and health analytics software are all SaaS. And our care takers, staff members, and even patients use Microsoft 365 and Zoom. We’ve had complaints from clinic users about the performance of those apps—especially Zoom. The video feed is jerky and sometimes freezes.”

Expanding the conversation with additional questions



The sales professional wants to continue the conversation with the senior network admin by qualifying the customer for HPE Aruba Networking EdgeConnect SD-WAN. To that end, the sales professional wants to ask questions to learn which of four SD-WAN use cases he should pursue: improve application performance, support cloud-first organizations, replace branch routers and firewalls, and secure IoT.

The sections that follow provide a description of each use case and an example discovery question.

Improve application performance

Use case: The customer needs to improve branch-office users' experience, particularly for real-time apps.

Example question: "What concerns do you have about your organization's ability to address issues with app performance?"

Support cloud-first organizations

Use case: Branch users run many cloud-hosted and SaaS apps.

Example question: "What is the traffic flow from the branch to cloud apps? Can we discuss how that flow might be impacting users' experience?"

Replace branch routers and firewalls

Use case: Due for a branch router or firewall refresh, the customer could use a more modern approach.

Example question: "What are you hoping to improve by modernizing your hardware infrastructure?"

Secure IoT

Use case: The customer struggles to obtain visibility and control over their IoT devices.

Example question: "How do you currently track and control IoT devices' traffic?"

Listen to the customer



The sales professional listened closely to the senior network admin's response about the use of SaaS applications and performance complaints from the clinic's users. He follows up by asking how the customer is managing cloud traffic: "What is the traffic flow from the clinic to your cloud apps? Can we discuss how that traffic flow might be impacting users' experience?"

The senior network admin responds: "Our security policies require us to backhaul cloud-bound traffic from the clinic to our main data center. Backhauling increases latency, so the user experience isn't great, and I'm concerned that the latency might impact the care we provide.

"We'd love to have a more efficient traffic flow—but we can't do that at the price of security."

Express understanding and ask follow-up questions



The sales professional responds: “Backhauling is a common workaround to securing branch-office traffic in legacy WAN configurations. There are better, more efficient ways of securing that traffic. I would be pleased to share those with you later as we continue our discussion.

“What other concerns do you have about your organization’s ability to address issues with app performance?”

The senior network admin explains: “We need to be able to guarantee optimal performance of mission-critical apps, wherever they’re located.

“For example, we have patient monitoring systems that transmit data to a secure server in our data center. For that data to be useful, our healthcare providers need reliable, real-time access to that data from wherever they are.”

Qualify the customer for HPE Aruba Networking SSE

Chief Information Security Officer (CISO)

Investigate whether this customer also has SSE use cases:

Protect web access with SWG

Secure cloud data flows with CASB

Improve remote workforce security with ZTNA

When the sales professional meets with the CISO, he adjusts his focus. He believes that learning about the CISO's concerns can help qualify this customer for HPE Aruba Networking SSE. He has prepared questions that focus on three SSE use cases:

- Improve remote workforce security with Zero Trust Network Access (ZTNA)
- Protect web access with Secure Web Gateway (SWG)
- Secure cloud data flows with Cloud Access Security Broker (CASB)

Below are examples of questions you can ask for each use case.

Improve remote workforce security with Zero Trust Network Access (ZTNA)

- “Have you experienced any security breaches or challenges related to remote work?”
- “How are you securing access for your remote workforce across different locations (facilities, patient homes) and across the nation?”

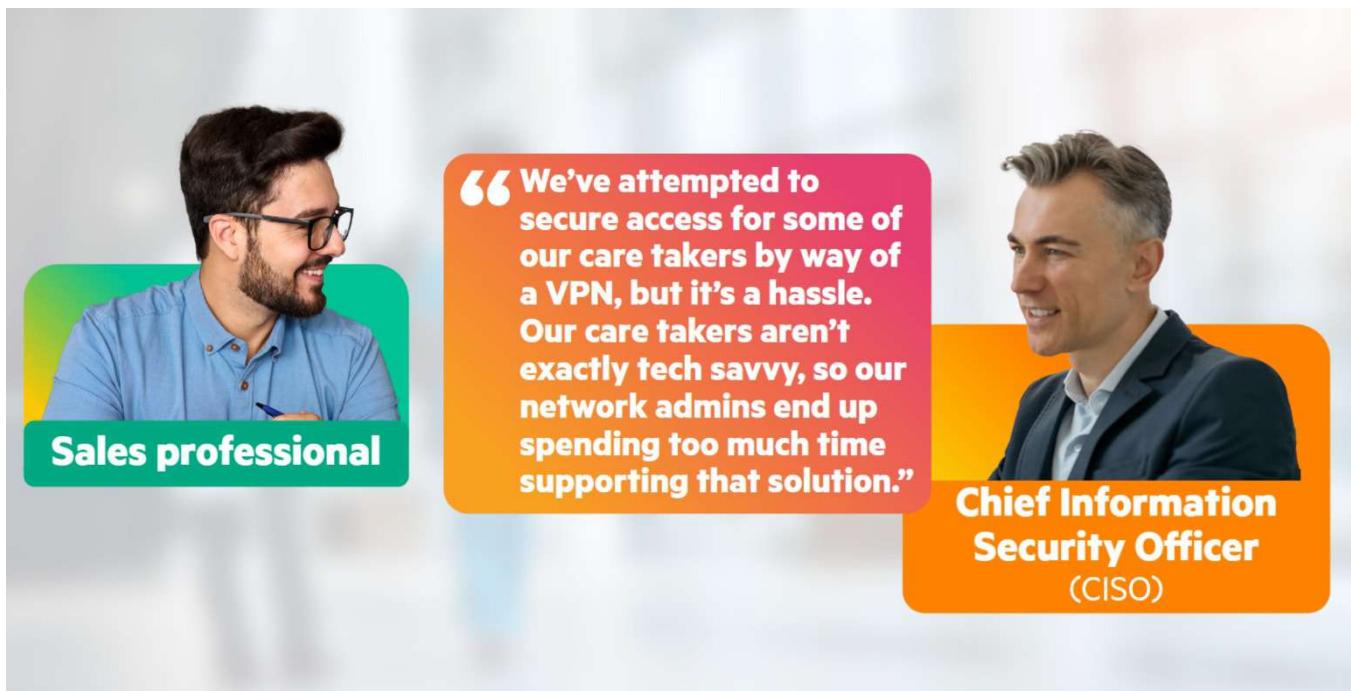
Protect web access with Secure Web Gateway (SWG)

- “What measures do you have in place to prevent data loss through web traffic?”
- “What challenges do you face in enforcing consistent web security policies across all locations and users (e.g., residents, care takers, staff) in your organization?”

Secure cloud data flows with Cloud Access Security Broker (CASB)

- “How are you currently managing data protection across your SaaS applications and cloud environments?”
- “Are there specific SaaS applications where data protection is a major concern for your organization? How does this impact your ability to provide quality care?”

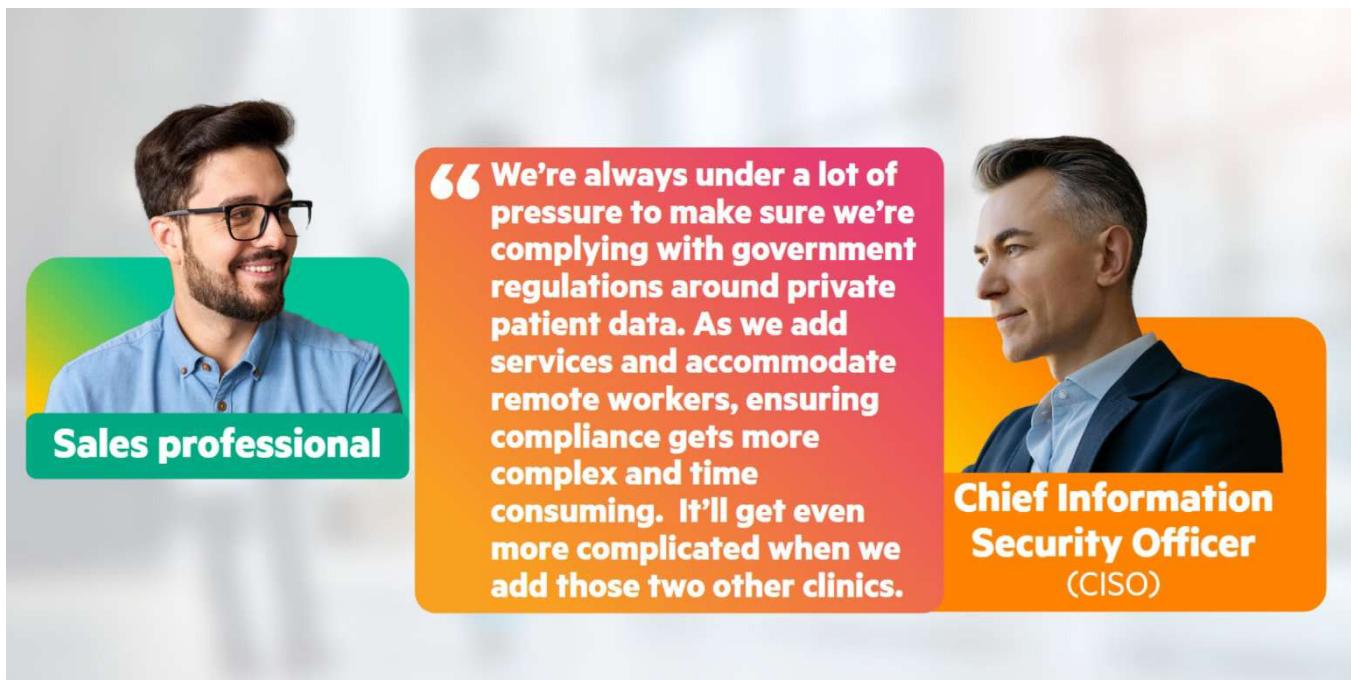
Example of HPE Aruba Networking ZTNA conversation



The sales professional begins the conversation with the CISO by asking a question that will help him determine whether this customer's needs align to the ZTNA use case for SSE: "What types of challenges have you experienced related to remote work?"

The CISO explains: "Many of our care takers visit patients in their own homes and sometimes use their own devices to access our applications. We have to be sure that those connections are secure. We've attempted to secure access for some of our care takers by way of a VPN, but it's a hassle. Our care takers aren't exactly tech savvy, so our network admins end up spending too much time supporting that solution."

Express understanding and ask follow-up questions



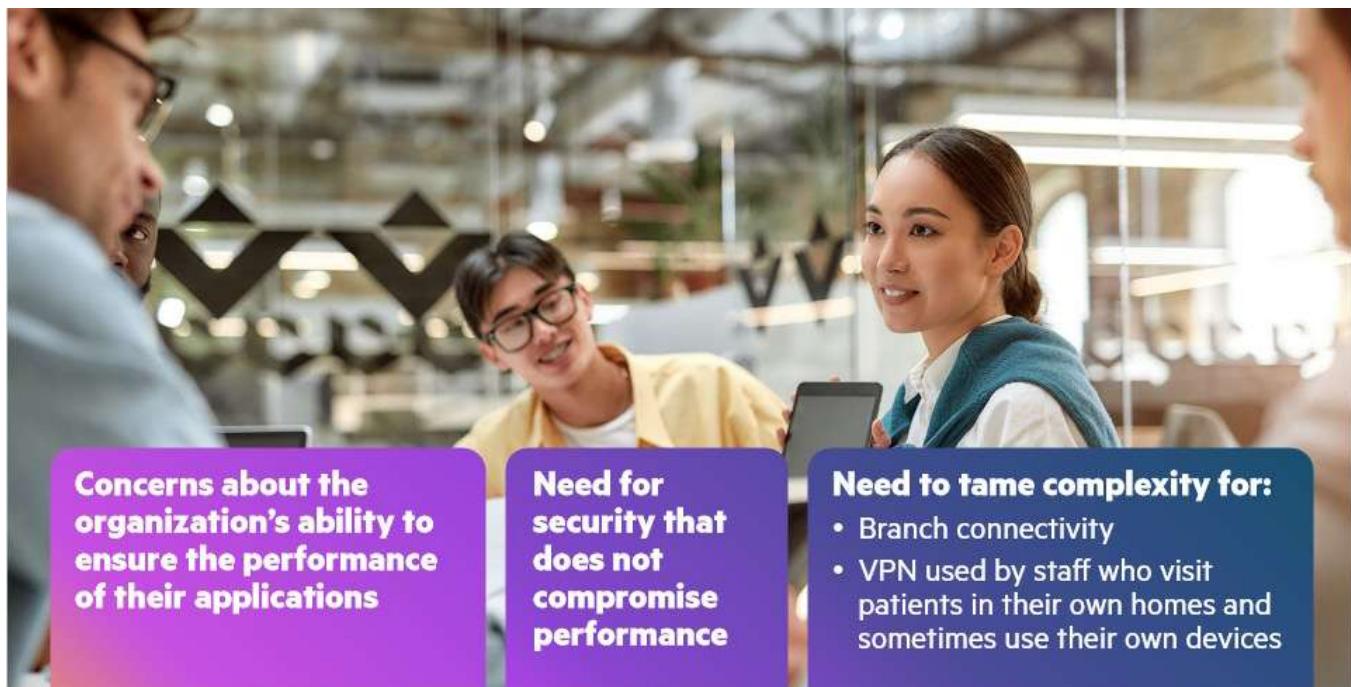
The sales professional responds: "You aren't alone: Other customers struggle with VPNs, which can be the source of too many helpdesk tickets. I believe I have a better alternative, which I would be pleased to share with you later when we have more time."

"Our healthcare customers commonly share concerns about compliance. What concerns do you have on that front?"

The CISO explains: "We are always under a lot of pressure to make sure we're complying with government regulations around private patient data. As we add services and accommodate remote workers, ensuring compliance gets more complex and time consuming. It'll get even more complicated when we add those two other clinics."

"I'm sure you know that hospitals and clinics are common targets of ransomware attacks. We need to make sure we're protected against those and other attacks."

Summary of customer challenges



In speaking with the CISO and senior network admin, the sales professional has discovered that this healthcare customer is experiencing several challenges.

For example, the senior network admin shared concerns about the organization's ability to ensure the performance of their applications, including SaaS applications and mission-critical apps stored on-prem.

After listening carefully to both stakeholders, the sales professional concludes that this customer needs to bolster security without compromising performance. The customer needs to secure connectivity between their applications—from wherever those apps are delivered—and their clinic users and care takers, regardless of the users' location.

The customer also needs help reducing the complexity related to attempts to bolster security. For example, the customer is backhauling cloud-bound traffic from the new clinic and using complex VPNs to secure network access for care takers who conduct in-home patient visits.

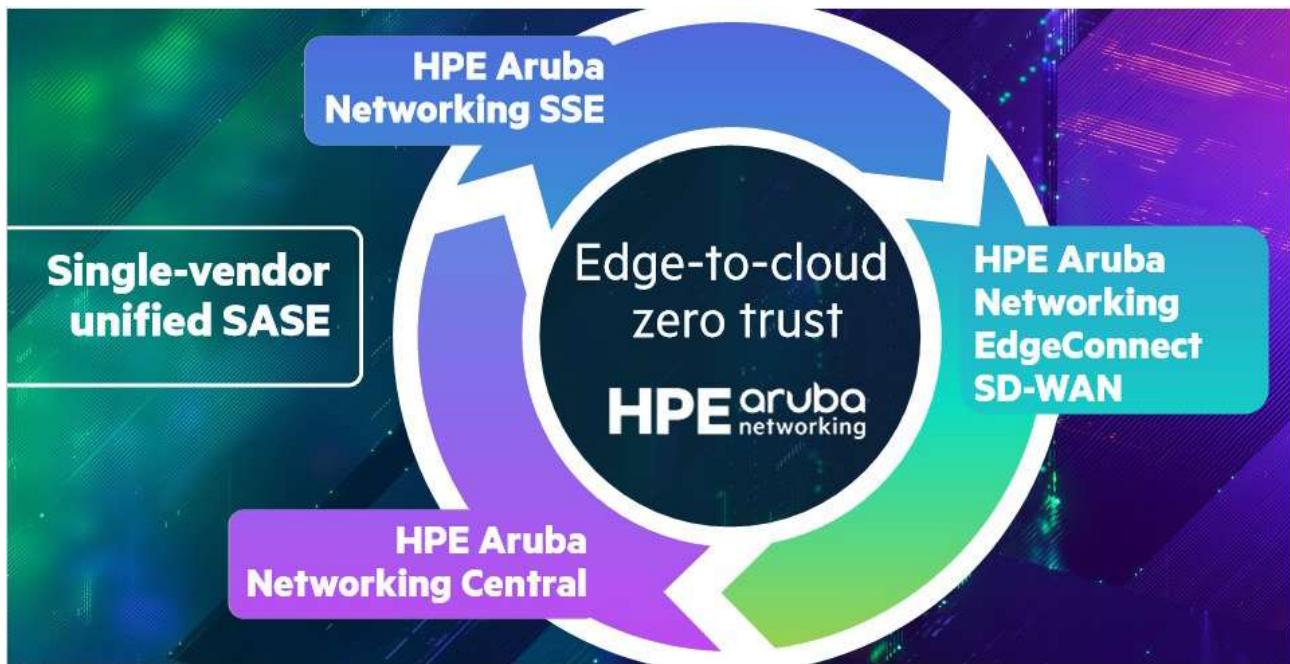
HPE Aruba Networking unified SASE can help this customer overcome these challenges. Topic 3 covers the value of HPE Aruba Networking unified SASE, demonstrating how to align its value with this or any customer's needs.

Topic 3: Selling the Value of HPE Aruba Networking Unified SASE



Topic 3:
**Selling the Value
of HPE Aruba
Networking
Unified SASE**

Why HPE Aruba Networking for security everywhere, edge-to-cloud

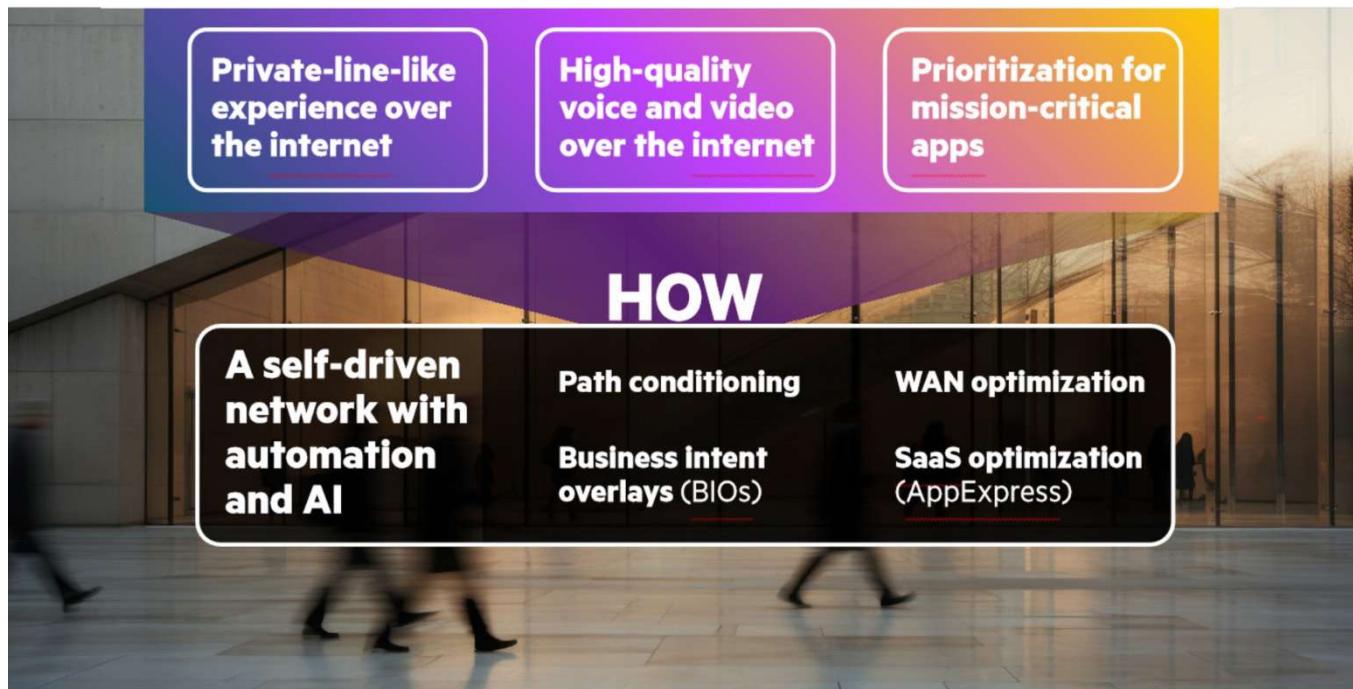


HPE Aruba Networking delivers the edge-to-cloud zero trust technology your customers need to implement a future-proof architecture for enterprise network security.

In the last module, you learned about the zero trust capabilities built into all networks managed by HPE Aruba Networking Central.

In this module, you will explore how HPE Aruba Networking establishes a unified secure access service edge (SASE), combining network and security functions to protect all forms of access from the edge to the cloud. Our single-vendor, unified SASE combines industry-leading HPE Aruba Networking EdgeConnect SD-WAN and award-winning HPE Aruba Networking SSE. You will first focus on HPE Aruba Networking EdgeConnect SD-WAN.

Highest quality experience with HPE Aruba Networking EdgeConnect SD-WAN



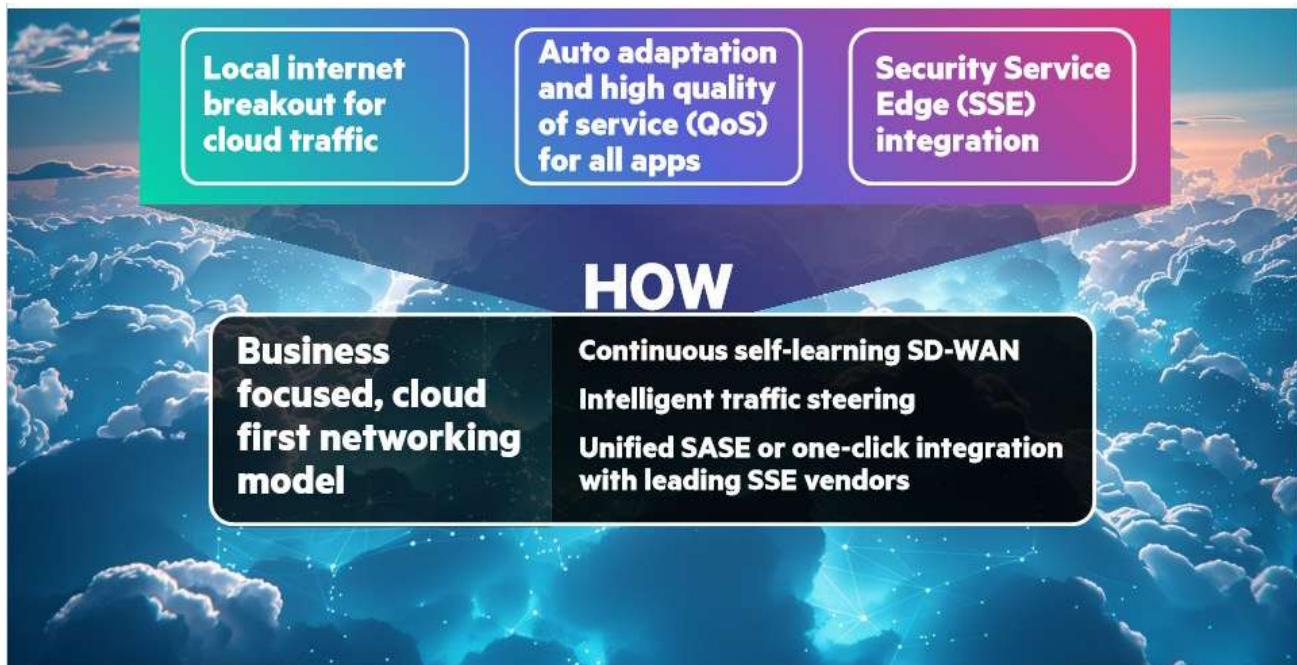
Self-driven through AI and automation, HPE Aruba Networking EdgeConnect SD-WAN delivers the highest quality of experience for applications. Even over broadband internet connections, our SD-WAN provides a private-line-like experience, ensuring uninterrupted delivery of all applications, including voice and video. Additionally, our solution enables IT teams to easily prioritize mission-critical applications to ensure network traffic gets transported over the highest-quality path. These last two points directly address the example customer's concerns about SaaS apps and the need for reliable access to electronic health records and patient imaging and monitoring systems.

With HPE Aruba Networking EdgeConnect SD-WAN, organizations can connect branch offices directly to cloud-hosted applications over broadband without compromising user experience. Stakeholders who express concern about their organization's budget will find this point compelling because broadband is considerably less expensive than MPLS circuits.

When speaking to a senior network admin or stakeholders with a similar focus, consider explaining how our solution improves performance. To do so, our solution employs a collection of intelligent, adaptive technologies: path conditioning, WAN optimization, business intent overlays (or BIOS), and SaaS optimization (sometimes called AppExpress). As explained below, these technologies reduce the effect of packet loss, minimize bandwidth requirements, and dynamically select the right path for each traffic type.

- **Path conditioning** repairs packets that are lost or arrive out of order. It reduces latency as compared to re-transmitting packets as traditional routers do.
- **WAN optimization** accelerates performance for high latency networks. As a unique benefit, we empower organizations to enable WAN optimization on demand for only the applications that require it. This makes this feature more cost-effective and accessible.
- **Business intent overlays (BIOS)** are easy-to-configure, centrally defined, logical networks associated with specific applications or application groups. Hiding the complexity of the underlying infrastructure, a BIO automatically forwards traffic as required to meet the service level objectives (SLOs) and other policies defined on it.
- **SaaS optimization (or AppExpress)** proactively and continuously tests available links between a user and SaaS application to select the best path. As necessary, it automatically adjusts the traffic's course to maintain optimal performance.

Best cloud experience with HPE Aruba Networking EdgeConnect SD-WAN



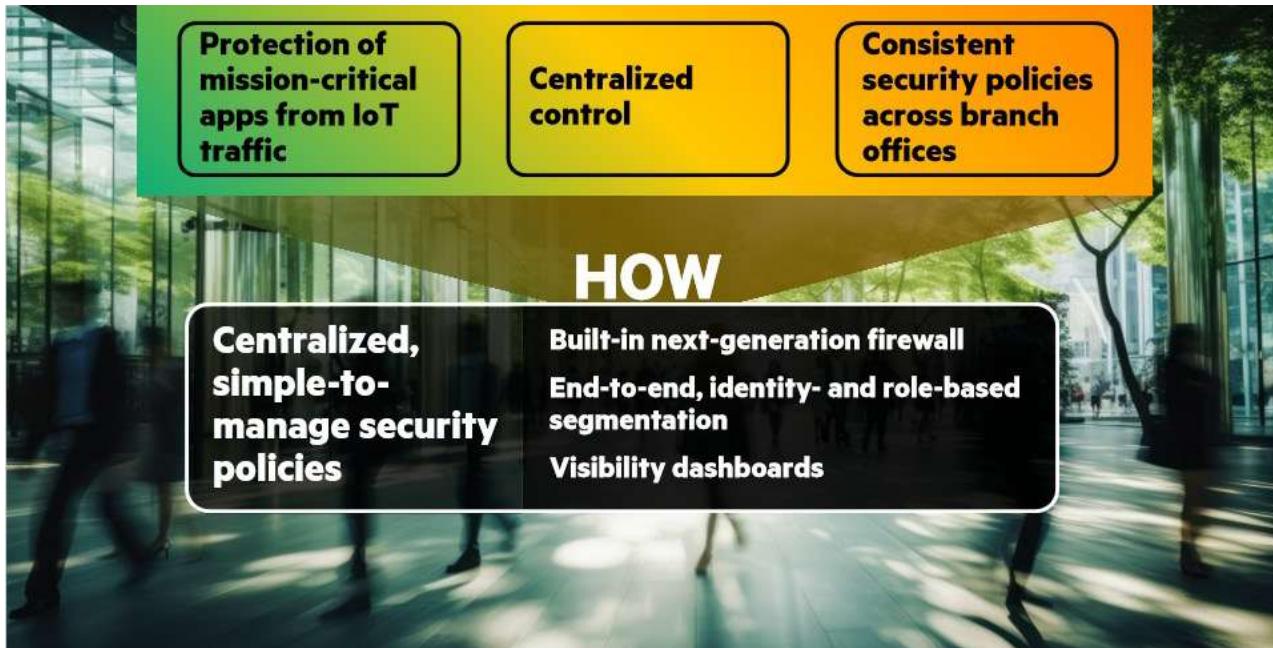
HPE Aruba Networking EdgeConnect SD-WAN releases the full value of a cloud-first, multi-cloud strategy.

Our solution employs local internet breakout for cloud traffic, which streamlines the traffic flow for cloud applications. Our solution reduces costs by allowing organizations to replace or augment MPLS circuits with broadband—without compromising performance. Our SD-WAN automatically adapts to ensure high quality of service (QoS) for all applications. Additionally, because it is continuously self-learning, our solution's QoS assurance and other performance-enhancing capabilities improve with time.

To accelerate and optimize branch-to-cloud connectivity, organizations can deploy our appliances on-prem and in major public clouds, including AWS, Microsoft Azure, and Google Cloud. HPE Aruba Networking EdgeConnect SD-WAN intelligently steers traffic across a multi-cloud environment according to an organization's business-driven policies.

Furthermore, with our solution, customers can break out and protect local internet traffic by leveraging HPE Aruba Networking SSE services. Alternatively, we offer one-click integration with leading SSE providers. (You will learn more about SSE later in this module.)

Enhanced security with HPE Aruba Networking EdgeConnect SD-WAN



HPE Aruba Networking EdgeConnect SD-WAN enhances security while also reducing complexity.

Customers are often concerned that IoT devices increase their network's vulnerability to a breach. The proliferation of these devices compounds this vulnerability. Assure these customers that our solution protects mission-critical applications from IoT traffic. Consider adding that by enabling centralized control, our solution ensures consistent security policies across branch offices and reduces cybersecurity risk.

Also explain that our solution's next-generation firewall provides intrusion detection and intrusion prevention, as well as end-to-end, identity- and role-based segmentation. Also emphasize to customers that our centralized management console allows them to segment traffic across the WAN from a single pane of glass.

With our visibility dashboards, users can also easily monitor and track their ever-growing estate of IoT devices from a central location.

Emphasize this key point: HPE Aruba Networking EdgeConnect SD-WAN strengthens security through centralized, simple-to-manage security policies.

Reduced complexity with HPE Aruba Networking EdgeConnect SD-WAN



HPE Aruba Networking EdgeConnect SD-WAN is an ideal replacement for legacy WAN connectivity hardware, empowering organizations to minimize the complexity of their WAN architecture.

For example, our solution consolidates multiple functions in one device, providing built-in SD-WAN, routing, next-generation firewall, role-based segmentation, and cybersecurity capabilities. For stakeholders with a technical focus, like the senior network admin in the example scenario, explain how our simple consolidated solution eliminates inefficiencies and minimizes the risk of switching between multiple tools to complete management tasks. For stakeholders with a budget focus, point out that they can replace multiple legacy devices with our single appliance, reducing cost (and complexity).

HPE Aruba Networking EdgeConnect SD-WAN enhances functionality, delivering high performance for all applications and secure data transport over any connectivity media. Through business-driven traffic steering and application prioritization, our solution empowers customers to enjoy excellent and consistent application performance without arduous configuration.

With our automated, AI-driven solution, organizations gain a simplified, self-driven network. Centralized management improves operational efficiencies, simplifies configuration and troubleshooting, and eliminates the need for specialized staff onsite at branch locations. And with zero-touch provisioning, organizations can quickly and easily add sites and apps without disrupting productivity.

Why HPE Aruba Networking EdgeConnect SD-WAN over the competition



Leader in Gartner SD-WAN Magic Quadrant for 7 consecutive years¹

Ranked 1st in partner-integrated security¹

Leader in cloud-first WAN¹

Strong performance optimization and operational capabilities¹

Meets core needs of wide range of industries while still addressing specific industry needs¹

¹"Business Report—Gartner SD-WAN Magic Quadrant Positioning – Partner," HPE Oct. 2024

The industry recognizes HPE Aruba Networking's leadership in the SD-WAN market. For example, in its 2024 SD-WAN Magic Quadrant, Gartner positioned HPE as a Leader for the seventh consecutive year.

Gartner notes in its Magic Quadrant that our solution's strengths align to current SD-WAN market needs: strong performance optimization, cloud onramping, partner-integrated security, and operational capabilities. In Gartner's assessment of critical capabilities, HPE Aruba Networking EdgeConnect SD-WAN earned excellent results: Gartner ranked our solution as first in partner-integrated security and second in cloud-first WAN.

For every vendor in a Magic Quadrant assessment, Gartner notes "Strengths" and offers "Cautions." When you meet with your customers to discuss HPE Aruba Networking EdgeConnect SD-WAN, it is best to be prepared to address both strengths and cautions.

For example, regarding Gartner's caution related to customer experience, you should know that HPE Aruba Networking EdgeConnect SD-WAN has earned Customer's Choice for Gartner Peer Insights for SD-WAN. Peer Insights is a good source for reviews from our customers. For example, in a recent review, a network manager from a large construction firm noted that the firm's "overall experience with [HPE Aruba Networking] EdgeConnect SD-WAN has been outstanding." The manager added that our solution is "one of the best fits for enterprise networks."

Learning check

Which statement correctly describes HPE Aruba Networking EdgeConnect SD-WAN?

- a. It takes control over the security functions for the entire network, orchestrating switches as a single networking fabric.
- b. It is designed to secure users' access to critical applications no matter where the users are located.
- c. It unifies WAN and WLAN functionality by managing APs and terminating their traffic.
- d. It unifies networking and security functions and establishes a simple, self-driving network across multiple sites.

The answer to the learning check is provided on the next page.

Answer to the Learning check

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HPE Aruba Networking SSE



HPE Aruba Networking unified SASE combines our SD-WAN and SSE solutions. You will now focus on HPE Aruba Networking SSE, which provides an integrated collection of security components, including ZTNA, SWG, and CASB.

Superior VPN alternative from HPE Aruba Networking ZTNA



**HPE Aruba
Networking ZTNA**

Reduces vulnerability
**Broker zero-trust remote
access to individual apps**

Reduces complexity
**Manage from a single
cloud platform**

Scales seamlessly
**Rely on our cloud with
500+ edge locations**

HPE Aruba Networking ZTNA provides a superior alternative to VPNs, which most companies use despite the risks. VPNs expose enterprise networks, increasing the attack surface by essentially placing remote users directly on the private network. VPNs also increase complexity; they are typically difficult to configure and rarely include user-friendly interfaces. And these problems increase as more remote users need secure access because VPNs simply fail to scale.

For customers using VPNs, like the healthcare organization in the example scenario, underscore the benefits of HPE Aruba Networking ZTNA. Our ZTNA empowers IT departments to secure users' access to applications, irrespective of the users' locations or devices. Our ZTNA reduces vulnerability by brokering zero-trust remote access to individual apps. It also reduces complexity by allowing customers to easily manage secure remote access from a single cloud platform. And our ZTNA seamlessly scales thanks to our multi-cloud backbone with 500+ edge locations.

Comprehensive security from HPE Aruba Networking SSE

The image shows a woman with dark hair and glasses, looking down at a screen. The screen displays the HPE Aruba Networking SSE logo and text, along with two specific components: HPE Aruba Networking SWG for Internet and HPE Aruba Networking CASB for SaaS.

HPE Aruba Networking SSE All from one platform with one set of simple policies

HPE Aruba Networking SWG for Internet

Example: Prevents users from accessing malicious sites

HPE Aruba Networking CASB for SaaS

Example: Prevents users from sharing restricted data when using cloud-based applications

Each component of HPE Aruba Networking SSE plays a unique part in ensuring comprehensive security with standardized access and protection for all users everywhere.

For example, HPE Aruba Networking SWG protects users anywhere as they browse the internet. It performs actions such as preventing users from accessing banned sites and scanning traffic for malware. In this way, it protects users from accessing malicious sites, falling prey to malware, and spreading internet viruses.

HPE Aruba Networking CASB serves as a security mediator between users and SaaS applications. For example, with HPE Aruba Networking CASB, the healthcare customer can prevent users from sharing restricted data when using cloud-based applications (such as Microsoft 365 or telemedicine platforms). Similarly, with CASB, the customer can ensure that only authorized users access sensitive data stored in the cloud. Data loss prevention features can scan sensitive data transfers for malware. In short, the CISO gains greater control over cloud security and reduces the risk of data exposure, unauthorized access, and compliance violations.

HPE Aruba Networking SSE components are delivered from one platform for a single-access solution that supports all applications—legacy and cloud alike. And security and networking teams benefit from our single pane of glass that provides centralized control over all policies and universal visibility of all activity.

Why unified SASE from HPE Aruba Networking



HPE Aruba Networking unified SASE empowers customers to improve their security posture, simplify management, optimize experience, scale and improve flexibility, all while reducing costs.

The benefits of HPE Aruba Networking unified SASE are listed below.

Improve the security posture

- Apply global security policies and centralized access controls across all traffic and locations
- Reduce the attack surface and improve threat detection and response

Simplify management

- Streamline network and security management and deployment
- Reduce the need to support multiple point solutions
- Remove roadblocks between teams and facilitate collaboration

Optimize user and admin experience

- Guarantee security, high performance, and low latency connections for all applications and resources
- Eliminate the need to backhaul traffic to the data center
- Provide admins simple but granular access controls

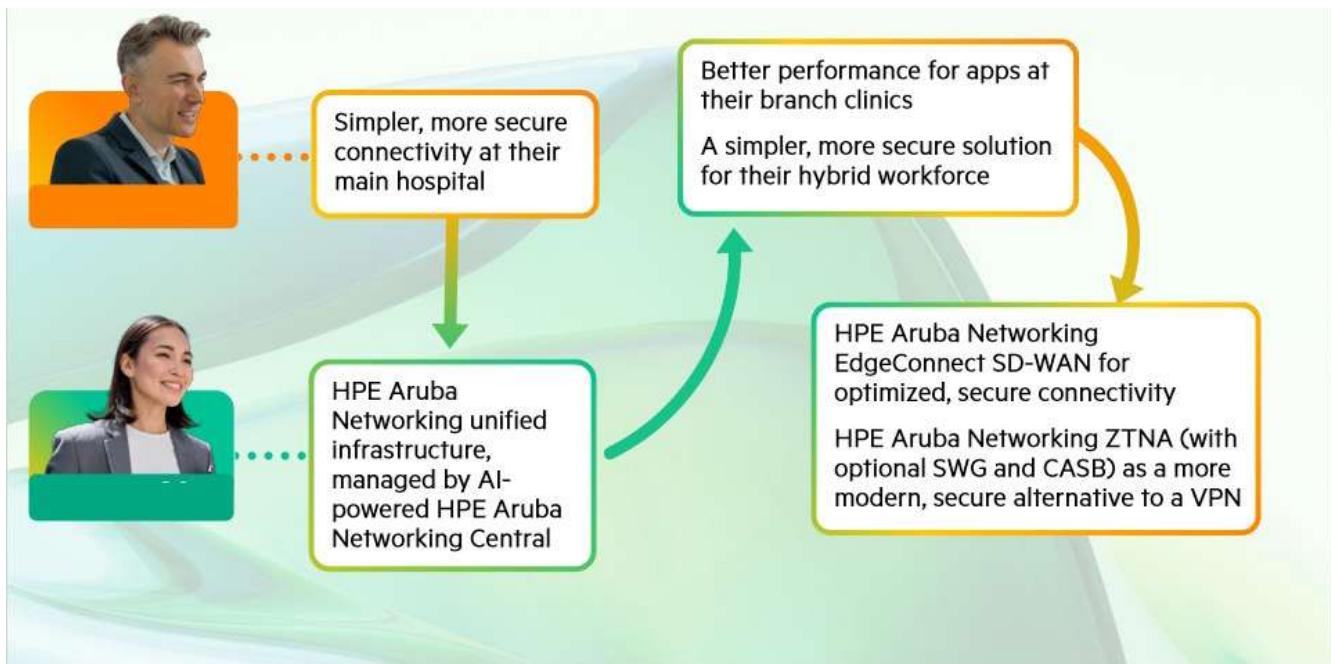
Scale and improve flexibility for changing needs

- Adapt to changing business needs
- Leverage multiple points of presence for geographically distributed organizations
- Support cloud migration, a hybrid workforce, IoT and operational technology (OT) initiatives
- Accelerate digital transformation

Reduce costs

- Lower capital expenditures (CapEx) and operating expenditures (OpEx) by eliminating the need for multiple point solutions and hardware appliances

Healthcare XYZ—One example journey

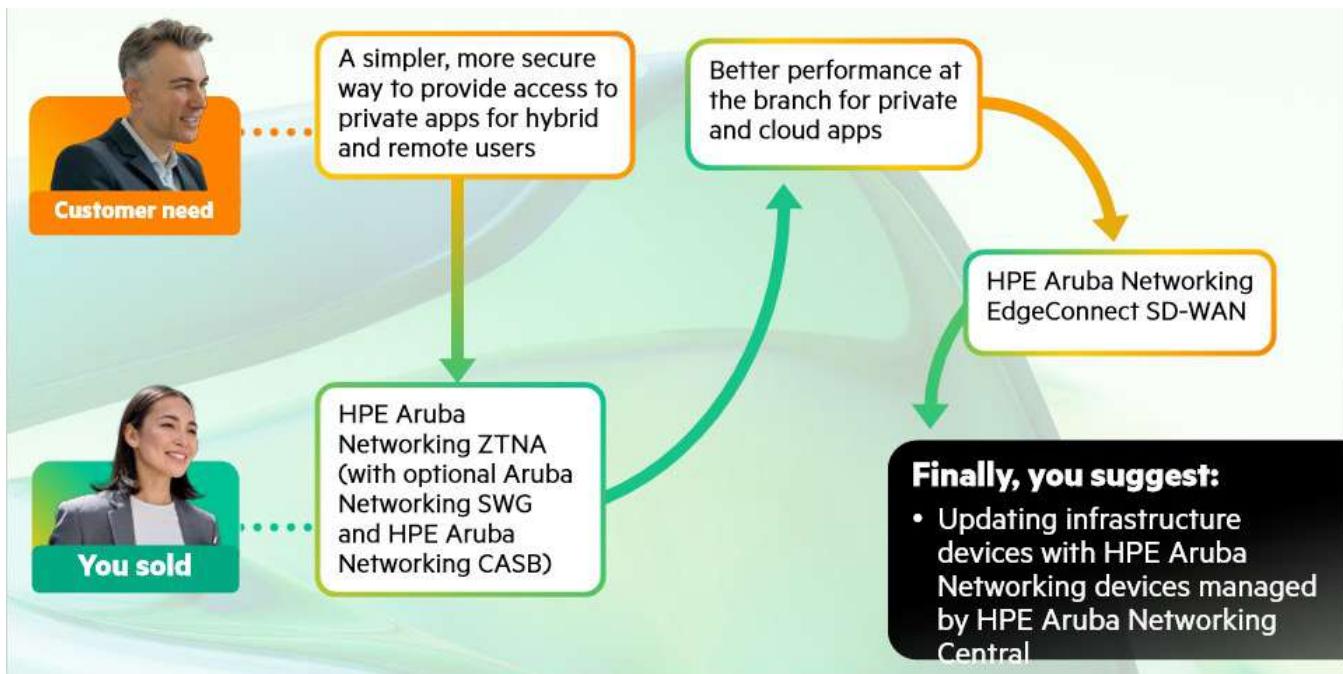


As you talk to customers, it's important to realize that there are several possible customer journeys for unified SASE. Each journey starts with a customer need. And whatever the need, for any customer at any stage of that journey, HPE Aruba Networking has the solution.

For example, in the example scenario from Module 5, the healthcare organization needs simpler, more secure connectivity. You can meet this need with the AI-powered capabilities of HPE Aruba Networking Central that help establish a zero trust security foundation.

In Topic 2 of this module, the same healthcare customer added a new satellite clinic. The clinic's users were experiencing issues with application performance, and the organization's care takers were struggling with using a VPN. In this case, you have an opportunity to pitch HPE Aruba Networking EdgeConnect SD-WAN to provide optimized, secure connectivity, thereby improving app performance. You can also offer HPE Aruba Networking ZTNA as a more modern, secure alternative to a VPN. The customer may implement one or both solutions in any order. Now or later, you can upsell HPE Aruba Networking SWG to enforce company policies for internet traffic and HPE Aruba Networking CASB to solve SaaS concerns.

Another unified SASE journey



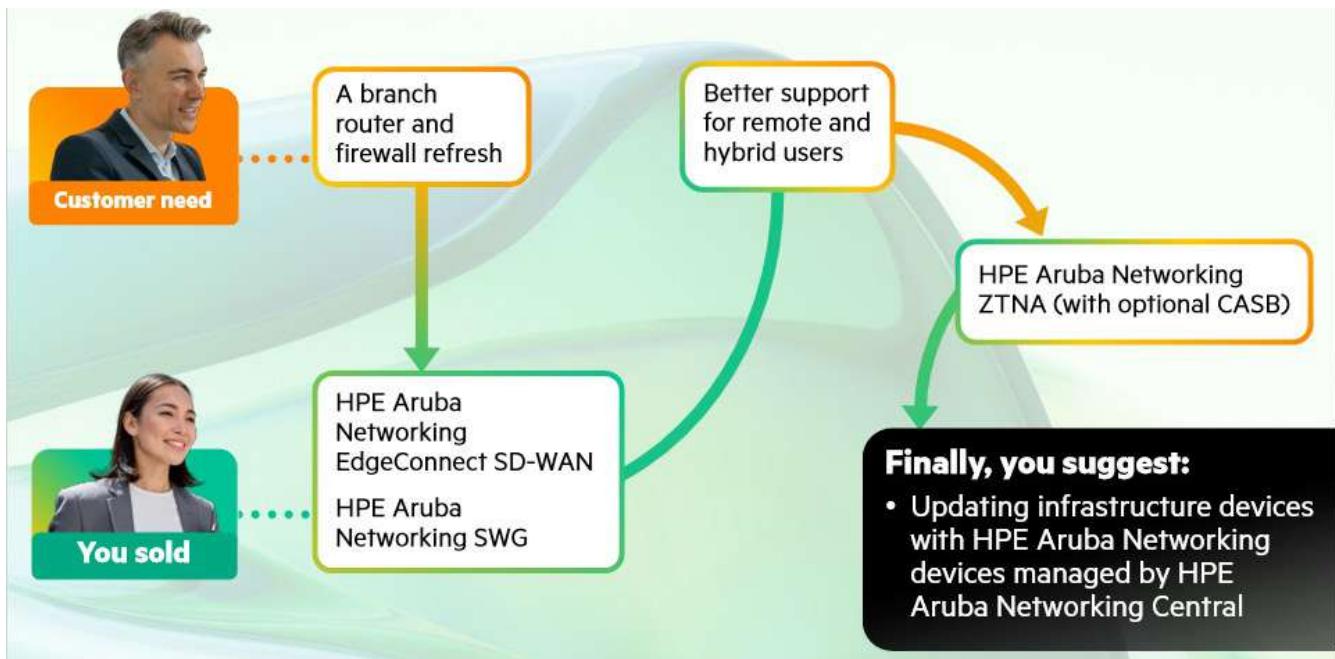
You will almost certainly encounter customers whose journeys start with a need for simpler, more secure access to private applications for hybrid and remote users.

HPE Aruba Networking ZTNA meets this need, delivering secure access to customers' private applications, whether on-prem or in the cloud. In discovery questions with customers who present with this need, ask about their concerns related to SaaS and internet access. Depending on their responses, you might offer HPE Aruba Networking SWG and CASB, which the customer could implement now or later and in any order.

Suppose you later learn the customer needs to improve branch users' experience with private applications. To address this need, you offer HPE Aruba Networking EdgeConnect SD-WAN.

Perhaps initially, the customer only needs to upgrade the branch WAN connectivity. However, you remain in contact, ready to help the customer update their wired and wireless infrastructure with HPE Aruba Networking devices, managed by AI-powered, cloud-native HPE Aruba Networking Central.

Another example of a unified SASE journey



You may also encounter customers who are due for a router and firewall refresh. This presents an opportunity to present a vision of a much simpler approach to managing connectivity by pitching HPE Aruba Networking EdgeConnect SD-WAN. To completely replace the firewalls, you also propose HPE Aruba Networking SWG to protect the organization against internet threats.

Later you follow up and learn that the customer is now expressing concern about the user experience for remote and hybrid workers. The customer also notes that IT spends too much time supporting remote workers who use a VPN for secure access. Now, you can pitch HPE Aruba Networking ZTNA and possibly upsell HPE Aruba Networking CASB.

Over time, you can suggest that the customer update their infrastructure with HPE Aruba Networking devices and HPE Aruba Networking Central, explaining that doing so helps them to achieve the vision of a safer network that's much simpler to manage.

Learning check

A customer uses a VPN to secure remote users' access to applications but wants a better solution. Which solution provides a superior alternative to VPNs?

- a. HPE Aruba Networking EdgeConnect SD-WAN
- b. HPE Aruba Networking CASB
- c. HPE Aruba Networking ZTNA
- d. HPE Aruba Networking SWG

The answer to the learning check is provided on the next page.

Answer to the Learning check

A customer uses a VPN to secure remote users' access to applications but wants a better solution. Which solution provides a superior alternative to VPNs?

- a. HPE Aruba Networking EdgeConnect SD-WAN
- b. HPE Aruba Networking CASB
- c. HPE Aruba Networking ZTNA**
- d. HPE Aruba Networking SWG

Additional resources

To learn more about HPE Aruba Networking unified SASE, check out the resources listed below.

[HPE Aruba Networking EdgeConnect SD-WAN Portfolio WinBook](#)

[HPE Aruba Networking SSE WinBook](#)

Summary



In this module, you learned about the solutions that comprise HPE Aruba Networking unified SASE: HPE Aruba Networking EdgeConnect SD-WAN and HPE Aruba Networking SSE. You learned that our suite of SD-WAN solutions optimizes application performance to improve the user experience while reducing complexity and minimizing costs.

You learned about HPE Aruba Networking SSE, including ZTNA, SWG, and CASB. HPE Aruba Networking ZTNA is a modern and superior alternative to VPNs. It secures access to private applications, whether on-prem or in the cloud. Our SWG and CASB services secure internet access and SaaS applications.

Arguably most important, you learned that you can increase sales and develop a long-term relationship with your customers by instilling a vision of the strategic goal: one platform and one interface to optimize and secure connections for all users to all resources irrespective of location, connectivity media, and device—while reducing complexity and cost. Wherever your customers are in the journey toward this unified SASE vision, HPE Aruba Networking has the right solution to meet their need.

Module 7: HPE Aruba Networking Consumption Models and Services



Course map



In the last module in this certification course, you will consider the benefits of offering your customers flexible consumption models. With HPE Aruba Networking, you can offer networking-as-a-service solutions. You will also review the importance of adding services to each deal.

Module overview



Topics

- 1** The Network-as-a-Service Opportunity
- 2** Selling HPE GreenLake for Networking
- 3** Selling Services

This module is organized into three topics. In Topic 1, you will review the market forces pushing organizations to adopt network-as-a-service (NaaS) solutions. In Topic 2, you will learn about HPE Aruba Networking's NaaS solution: HPE GreenLake for Networking. In Topic 3, you will review the importance of including services in every conversation, starting from the first time you meet with a customer.

Topic 1: The Network-as-a-Service Opportunity



Topic 1:
The Network-as-a-Service Opportunity

Focusing on outcomes



While networks are becoming more complex, weighed down with more devices and traffic, organizations need their networks to help them achieve their business objectives. To ensure that the network is enabling the business, IT must shift its primary focus from technology to being more outcome focused. The business must drive the network, so that it provides the services the organization needs to achieve their objectives. Further, the network must be architected for change and responsiveness, allowing the organization to quickly pivot to meet new challenges and launch new initiatives.

With the network playing such a key role in the business, it is clear that organizations need to find new ways to deal with constrained budgets. To achieve their business outcomes, organizations need predictable economics and flexible payment terms.

Networks must be more flexible and agile



Networks must be more flexible and agile, but customers face challenges that inhibit both.

Customers must adapt to changing financial dynamics. Large upfront purchases can strain organizations' financial resources, and they may benefit from investing money in other business initiatives. Additionally, it is increasingly difficult to predict long-term networking needs in a rapidly changing business environment.

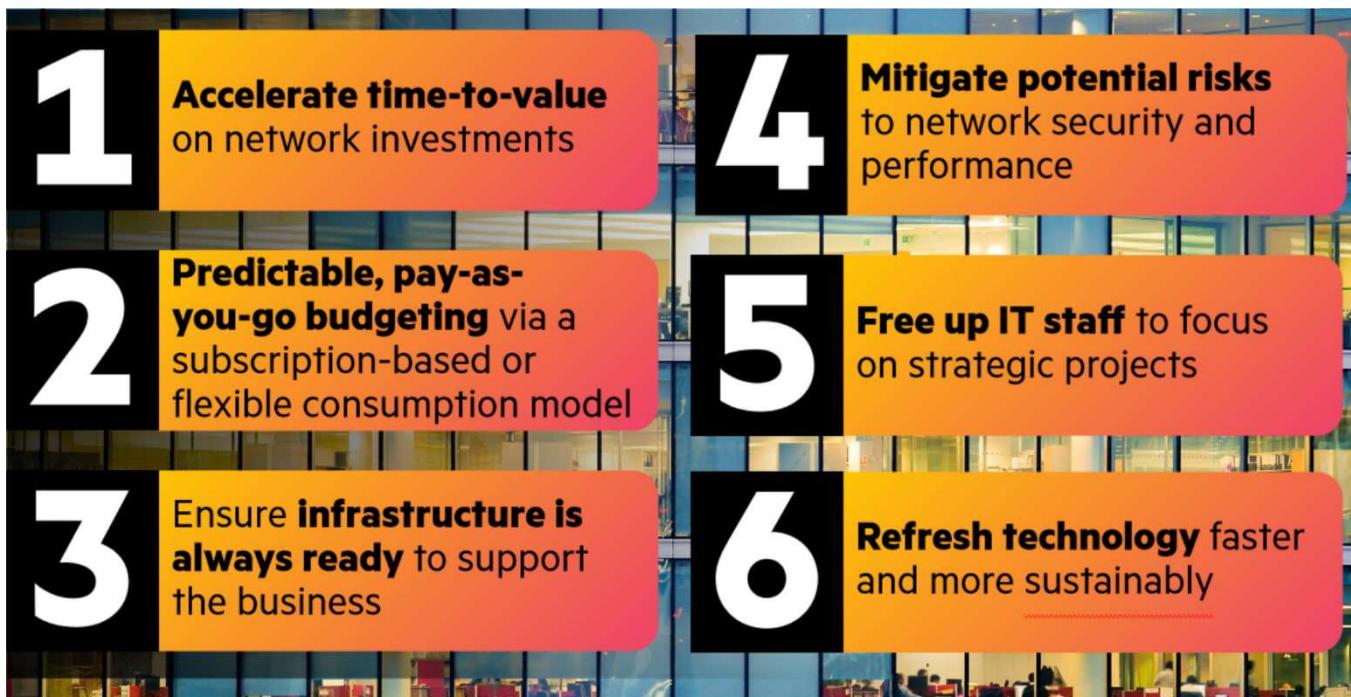
Many organizations are also prioritizing sustainability, but securely and responsibly disposing of unused equipment is expensive and resource intensive.

Reducing operational risk is another daunting challenge. Organizations need to protect their reputation and their customers' personal information; a security breach is a constant concern because it threatens both.

At the same time, organizations are looking for ways to respond more quickly to ever-changing market forces, enabling agile business outcomes.

Finally, technology continues to advance rapidly. To stay relevant in their markets, organizations need to keep pace with technology advances, which can help them offer new and compelling services to their customers.

NaaS unlocks the flexibility and agility networks need



Networking-as-a-Service (NaaS) unlocks the flexibility and agility customers need in a number of ways.

NaaS enables organizations to overcome traditional financial obstacles by offering an alternative to upfront capital investments, empowering customers to deploy the technology they need when they need it. Customers can then accelerate time to value on their network investments.

NaaS gives customers predictable, pay-as-you-go budgeting. Customers can thus address today's dynamic business climate, where change can happen rapidly and capital may not always be available.

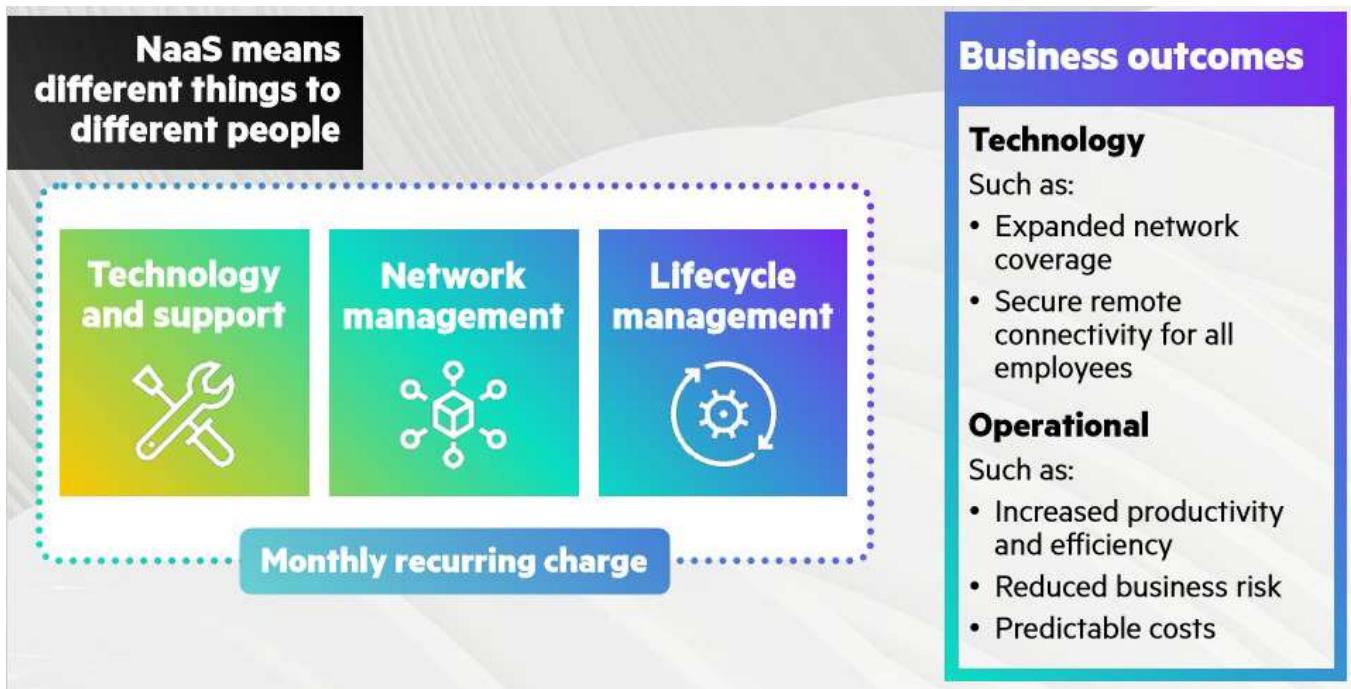
NaaS ensures that the infrastructure is always ready to support the business. For example, organizations can quickly add new services and capabilities, accelerating their go-to-market strategies.

NaaS also mitigates potential risks to network security and performance with proactive advisory and management capabilities. Proactive management is designed to correct any issues before they cause an outage or security breach.

In a NaaS model, the day-to-day management of the network can be offloaded to a third-party provider. No longer forced to focus on routine tasks such as software updates or patches, IT is free to focus on achieving business outcomes through strategic projects.

NaaS enables organizations to keep equipment and resources up to date with quicker tech-refresh cycles for hardware and software updates. When equipment reaches the end of life, NaaS solutions offer sustainable reuse and retirement practices, helping organizations meet their sustainability goals.

Clarifying the definition of NaaS

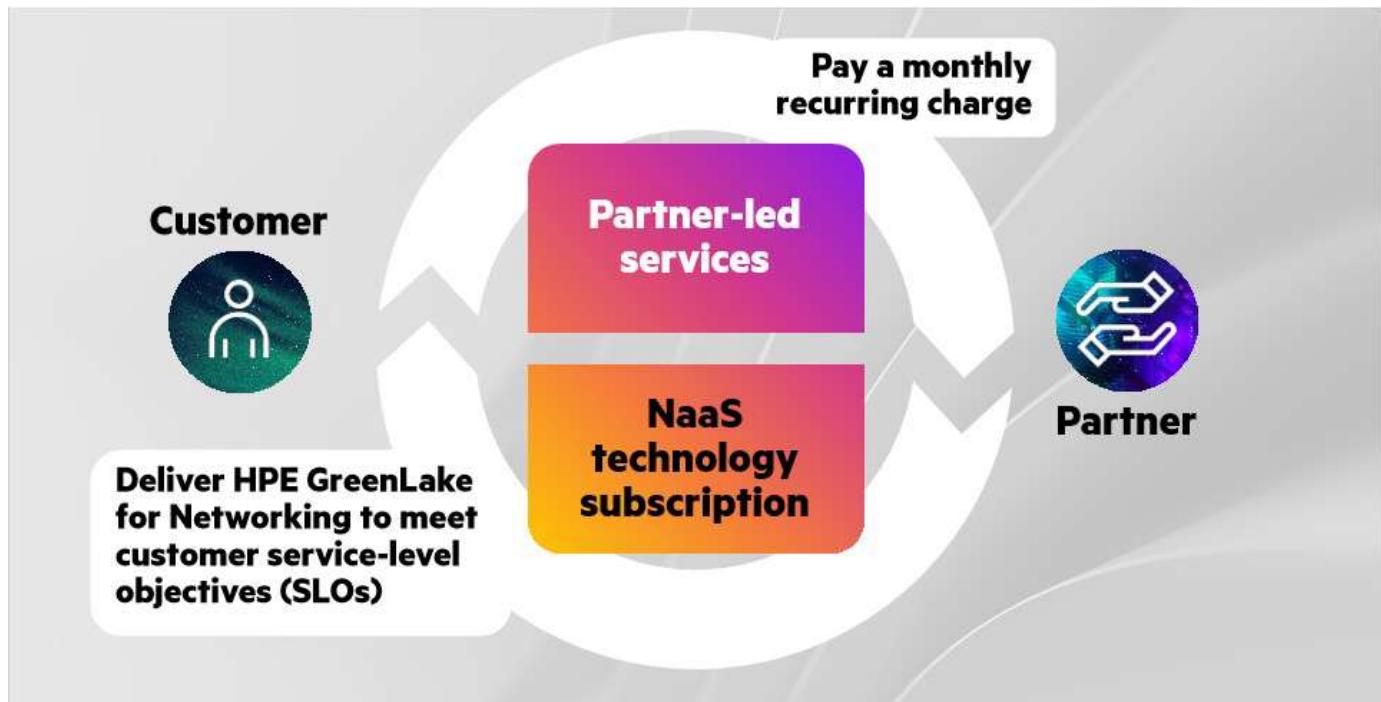


As with many IT-related terms, NaaS means different things to different people. For example, some people may think that managed services constitute NaaS. Before you begin talking to customers, it's important that you and your customers agree on what NaaS actually is.

NaaS starts with the technology—including the hardware, the software, the licensing components, and the technical support for that technology. Going beyond a traditional hardware purchase, NaaS also includes network management and lifecycle management components. The entire solution is then available via a flexible consumption model, such as a monthly recurring charge.

NaaS is designed to help organizations achieve business outcomes. For example, organizations may want to expand the network coverage or secure remote connectivity for all employees. These technology outcomes are typically designed to deliver outcomes such as increasing productivity and efficiency and reducing business risk. Many organizations also turn to NaaS because it provides predictable costs. With the right NaaS solution, you can help customers achieve these outcomes.

NaaS opportunity with HPE Aruba Networking



HPE Aruba Networking offers a complete NaaS solution: HPE GreenLake for Networking. You can deliver HPE GreenLake for Networking to meet specific business outcomes, defined as service-level objectives, or SLOs. Available via a subscription, HPE GreenLake for Networking also allows customers to adapt to changing financial dynamics with predictable budgeting.

As a partner, you can also add services to HPE GreenLake for Networking. For example, you can manage HPE GreenLake for Networking for the customer. (You will learn more about the types of services you can add in the next topic.) Customers then pay a recurring charge for the complete NaaS solution.

Learning check

What is one reason organizations are adopting NaaS solutions?

- a. They want to reduce ROI by keeping their infrastructure as long as possible before upgrading.
- b. They want the lowest cost per unit, which can be obtained more easily through a NaaS solution.
- c. They no longer want to outsource IT management
- d. They need a more predictable model for funding IT budgets.

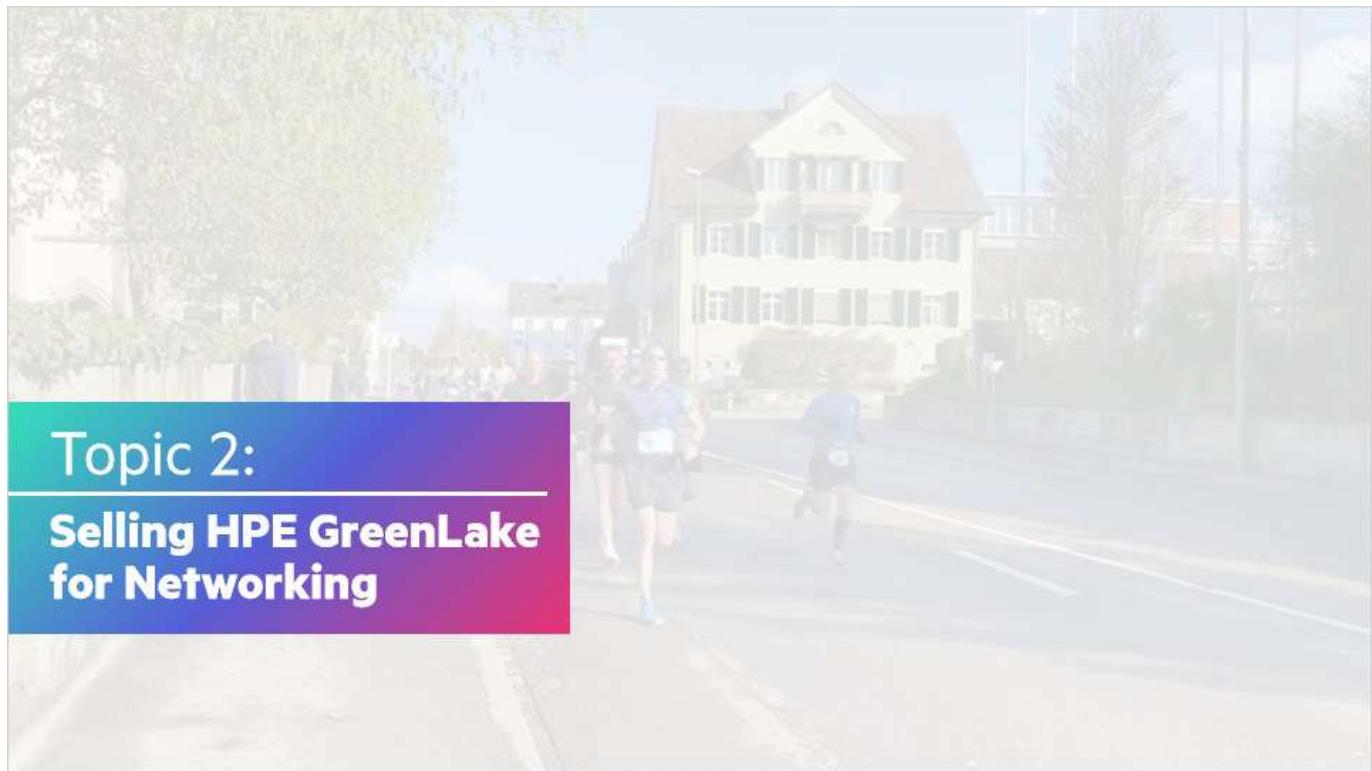
The answer to the learning check is provided on the next page.

Answer to the Learning check

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Topic 2: Selling HPE GreenLake for Networking



**Topic 2:
Selling HPE GreenLake
for Networking**

Understanding how to sell HPE GreenLake for Networking



HPE GreenLake for Networking requires outcome-based selling. As an HPE Aruba Networking partner, you know the importance of listening to customers, focusing on their business outcomes and identifying the challenges preventing customers from achieving those objectives. Two simplified customer examples are provided here: A university might want to provide fast wireless connectivity across the entire campus, and a retailer might need secure, high-performance connectivity at all retail locations.

Once you understand what the customer needs, you can design the HPE Aruba Networking solution that meets the customer's objectives and addresses any associated challenges.

The next steps in selling a NaaS solution differ from a traditional hardware purchase. When selling HPE GreenLake for Networking, you must then negotiate the service-level objectives with the customer. In the simple examples provided here, the service-level objectives could be defined in terms of performance requirements and guaranteed uptime.

Finally, you must determine the monthly payment. For the university example given here, the payment could be assessed per building, and for the retailer, per store. Keep in mind that these are just two examples; specific monthly payments will be determined for each customer.

Extend your reach into the organization



To sell HPE GreenLake for Networking successfully, you may need to build relationships with decision makers or influencers beyond the usual networking team you typically call on. When selling a traditional hardware solution, you probably work with the VP of networking or other senior IT manager. Because HPE GreenLake for Networking requires you to understand the company's goals, negotiate service-level objectives, and set up a monthly payment, you may also need to meet with the CIO, CFO, and line of business (LOB) managers.

As you prepare to talk to these decision makers, you can win them over by helping them solve their problems and drive their business outcomes. Each conversation will, of course, be driven by each decision maker's objectives. The following are some general guidelines to help you prepare for these conversations.

When talking to the VP over networking, you can emphasize how the NaaS solution complements their role. Some of these VPs may be concerned about NaaS eliminating IT jobs, so you may need to address those concerns. Focus on how the solution helps the VP of networking meet objectives such as keeping pace with technology or freeing up IT staff to focus on more strategic initiatives. If you can convince the VP over networking to champion the solution, they may help you set up meetings with other key decision makers.

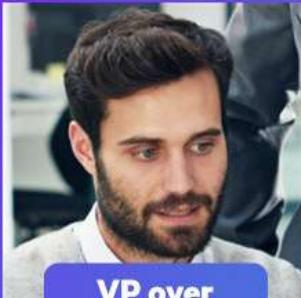
When meeting with the CIO, you can explain how HPE GreenLake for Networking can help them drive innovation, implement new technologies faster, and address staffing shortages.

CFOs typically want to know how HPE GreenLake for Networking gives them the flexibility to move from CapEx to OpEx, while helping them predict and optimize costs.

LOB managers are concerned about developing new services or products. When talking to these decision makers, you can explain how HPE GreenLake for Networking allows them to roll out initiatives more quickly and easily and drive change, always focusing on customer value.

Tailor the conversation to each decision maker

Prepare open-ended questions to uncover objectives and challenges



VP over networking



CIO



CFO



Line of business (LOB) managers

As you plan to meet with these decision makers, you will want to prepare open-ended questions that will help you uncover objectives and challenges.

Conversation starters for the VP over networking

- “How much time does your team spend each day troubleshooting issues? What could your team do if they were relieved of that burden?”
- “What issues do you have in finding skilled IT staff? What issues do you have in balancing workloads?”
- “How long do you retain network assets before you upgrade?”
- “What new technologies are you interested in deploying? What is your timeframe to deploy them?”
- “How is your organization ensuring your network environment is always current, compliant, and secure?”

Conversation starts for the CIO

- “What network constraints are holding back the business?”
- “What issues are you experiencing in funding critical initiatives that rely on network enhancements?”
- “How well can your network scale to meet growing business demands?”
- “Are you interested in an on-premises network that offers similar flexibility and agility as the public cloud?”
- “Would you like to better align your network costs to the business without constraints from your capital budget?”

Conversation starters for the CFO

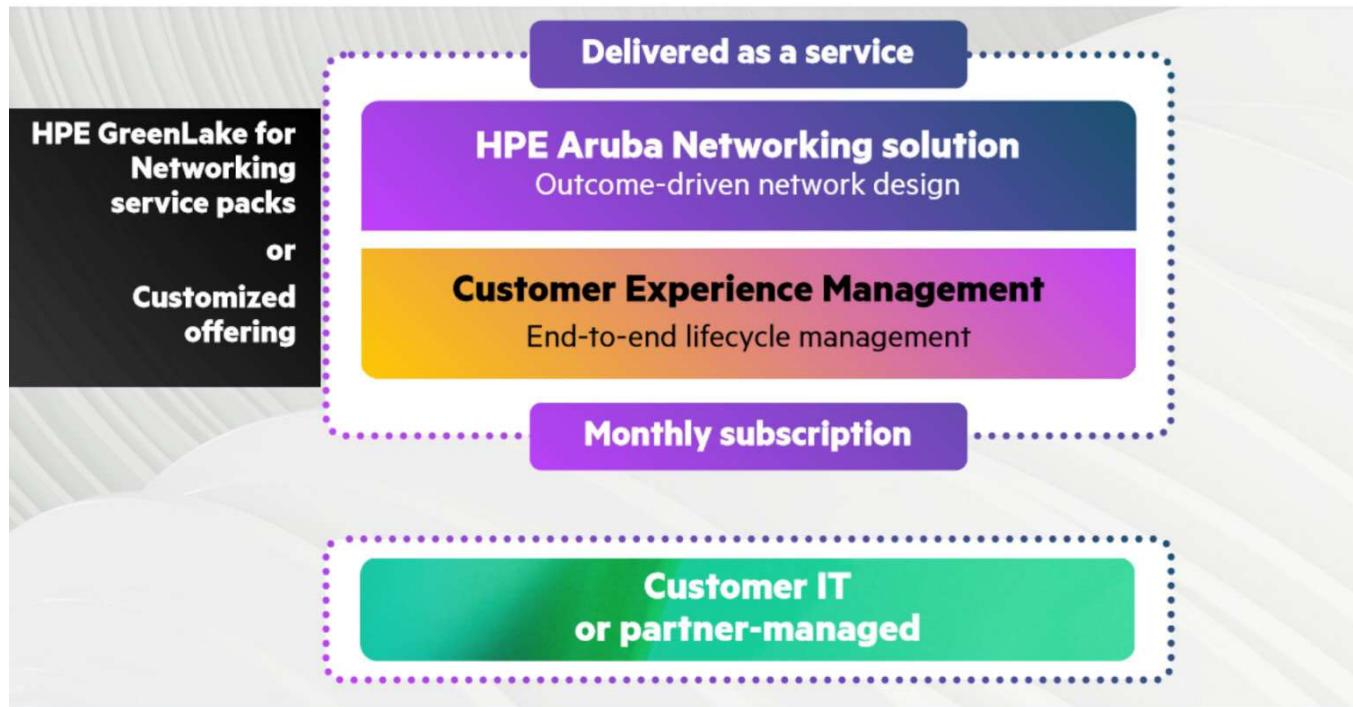
- “Are you struggling with limited budget and CapEx spikes?”
- “How would using OpEx to fund networking investments help your organization?”
- “How would preserving cash or shortening procurement cycles benefit your organization?”
- “How are your current infrastructure funding models holding you back?”
- “How often are you asked for more budget to fund network upgrades or expansion?”
- “Are you interested in knowing what the network will cost you over the next 3 to 5 years?”

Conversation starters for LOB managers

- “How long does it take you to deploy new products, services, or applications? How could speeding up this process change your business?”
- “How well does the network support high-traffic loads on your applications during peak hours?”
- “What concerns do you have about delivering the services your customers need?”
- “What new initiatives are you planning?”

To learn more about selling HPE GreenLake for Networking to these decision makers, take the [HPE GreenLake for Networking eLearning for Partners training](#).

HPE GreenLake for Networking



Because HPE Aruba Networking wants to help you increase your as-a-service sales, we provide several ways for you to sell HPE GreenLake for Networking.

If you are just starting to sell NaaS solutions or want to build a repeatable NaaS business, we recommend that you focus on HPE GreenLake for Networking service packs. In addition to providing a cost-effective option for customers, these Service Packs are the easiest and fastest to quote, so they help you scale your NaaS business quickly. This module focuses on selling the Service Packs.

If the HPE GreenLake for Networking service packs don't meet a customer's specific requirements, you can design a customized HPE GreenLake for Networking offering.

HPE GreenLake for Networking includes two core components: the technology solution of HPE Aruba Networking and Customer Experience Management. In the case of HPE GreenLake for Networking service packs, the required HPE Aruba Networking hardware and software are delivered as configurable bundles. Customer Experience Management provides customers with continuous analysis and assessment of their environment.

Customers have the option of having their own IT or the partner manage the network.

Customer Experience Management ensures positive outcomes

Digital insights and solution expertise

Optimize the performance and security

Lower the customer's risk

Accelerate ROI

Customer success manager services*

End-to-end lifecycle management
for your customer

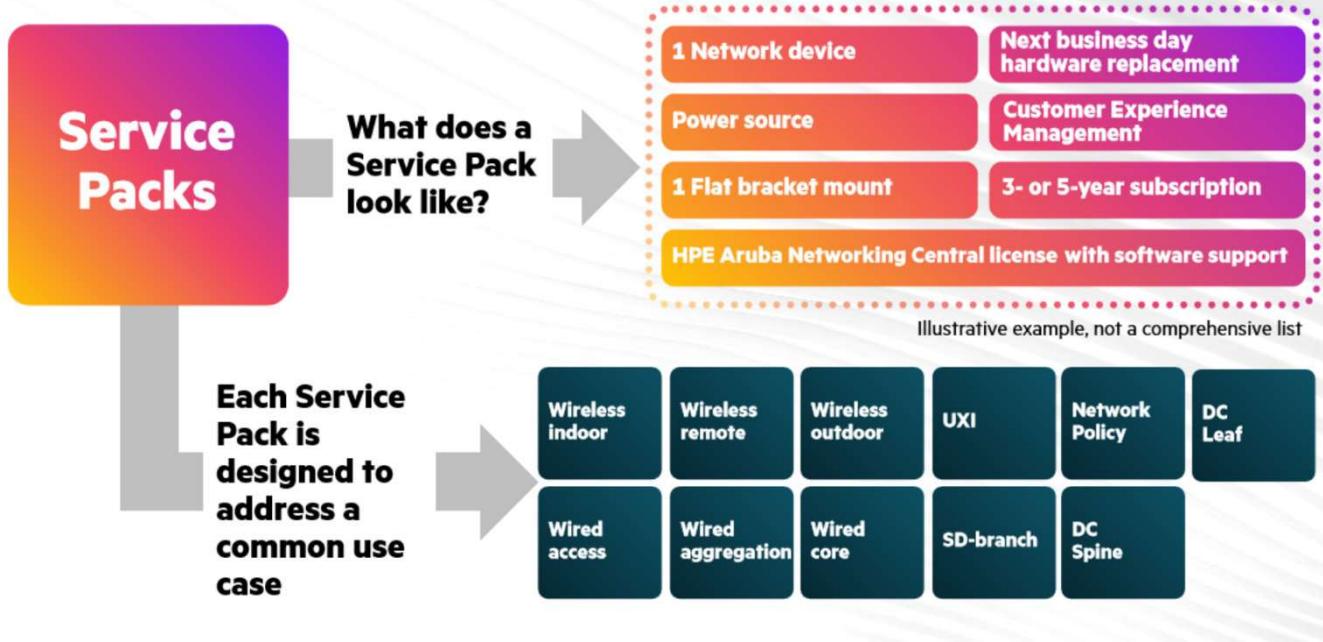
*Can be delivered by HPE Aruba Networking Partners

Customer Experience Management (CEM) provides the digital insights and solution expertise to help you (or the appropriate person in your partner organization) continually analyze and assess the customer's environment. CEM helps you optimize the performance and security of the customer's network, lower the customer's risk, and accelerate ROI. By providing key functions such as service onboarding and on-going capacity and availability management, CEM ensures a successful NaaS deployment.

The specific CEM deliverables may vary, based on the deployment, but can include lifecycle assessment. Lifecycle assessment is a cloud-based, self-service assessment, which provides up-to-date information about the customer's network environment. For example, the assessment could include information such as inventory, product and security advisories, and incidents.

Some HPE GreenLake for Networking deployments may include a customer success manager, who helps manage the lifecycle of the deployment. As the single point of contact for the duration of the subscription, the customer success manager handles all deployment-related questions, support cases, and escalations. The customer success manager also provides reports, which include recommendations for proactive lifecycle management.

HPE GreenLake for Networking service packs



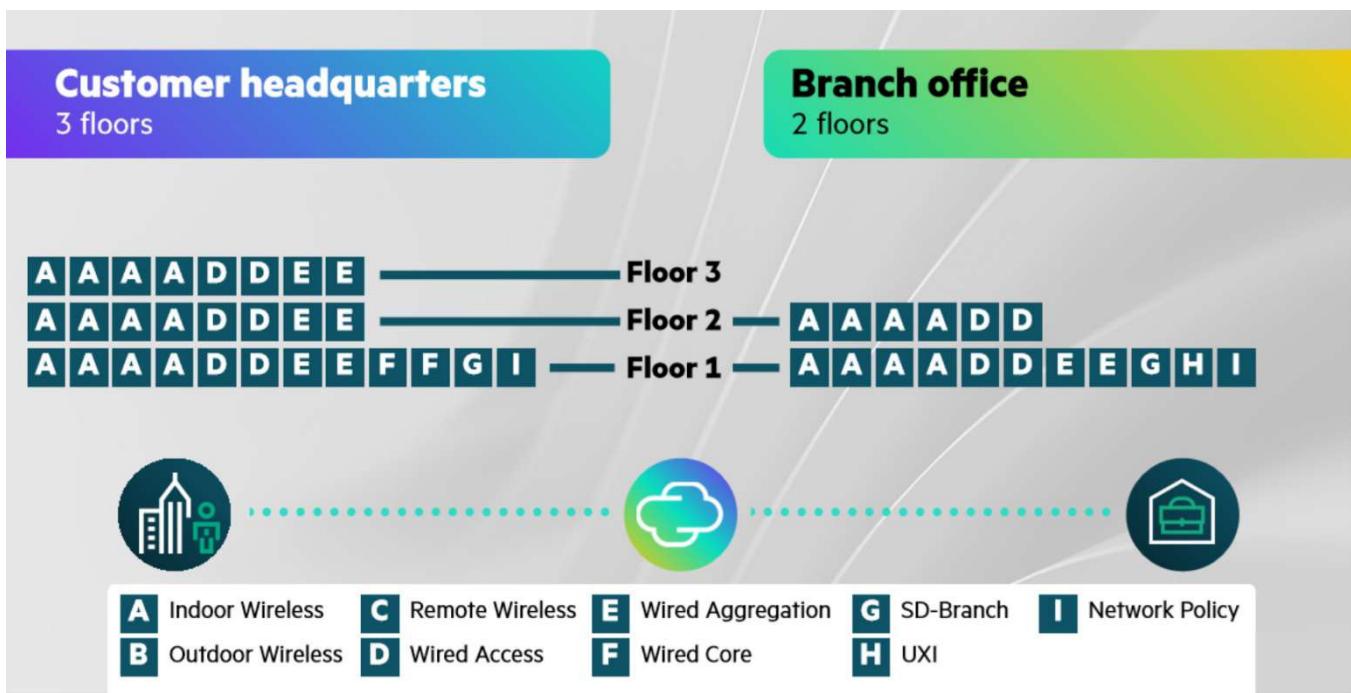
You will now take a closer look at HPE GreenLake for Networking service packs, which simplify the process of selling a NaaS solution.

Each Service Pack is designed to address a common use case. When this course was created, HPE Aruba Networking offered eleven Service Packs, as you can see here. Additional Service Packs may be available in the future.

Each Service Pack includes the HPE Aruba Networking hardware, software, and support components required for that particular use case. When you determine which HPE GreenLake for Networking service packs the customer needs, it will make selling as a service as easy as selling traditional hardware and software.

Service Packs are delivered as 3- or 5-year subscriptions and include options for your customers to “flex” their subscription requirements upward as their needs change. Service Packs also enable you to add value and differentiation with your partner organization’s services, resulting in larger deals, stronger customer relationships, and additional revenue.

Example of using HPE GreenLake for Networking service packs

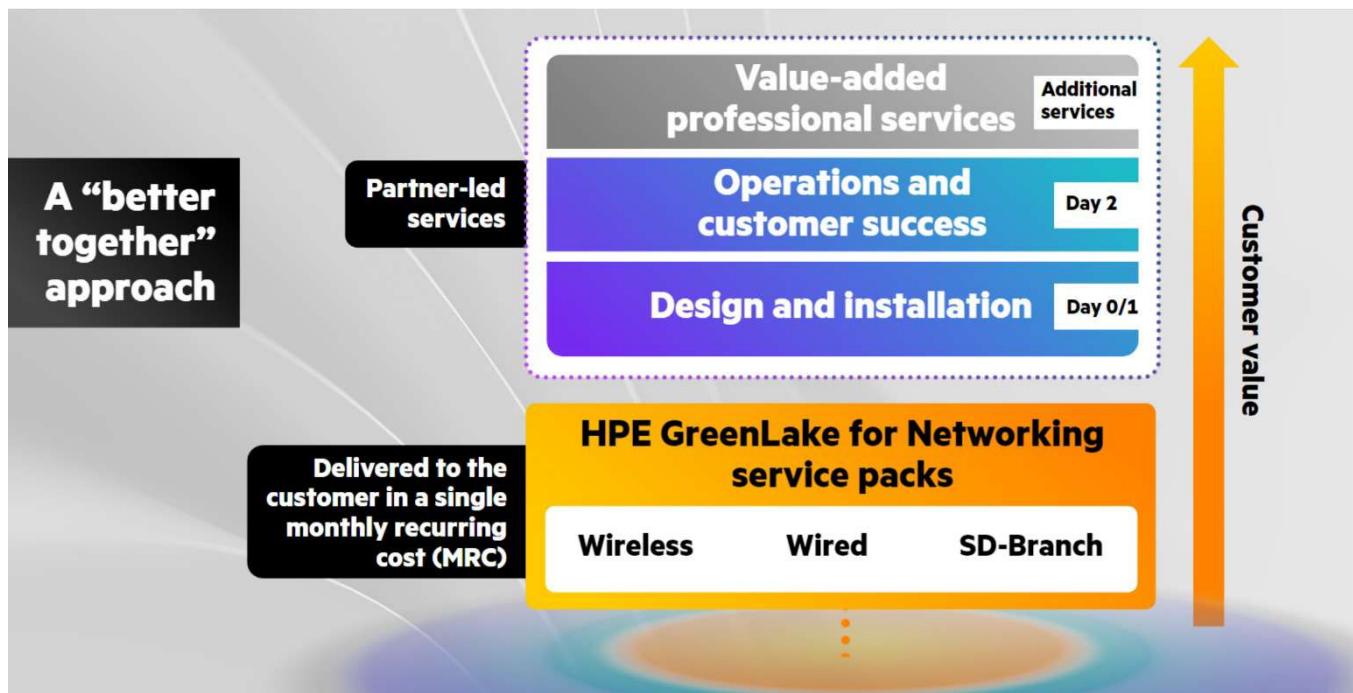


You will now take a closer look at how you could build a customer solution using HPE GreenLake for Networking service packs. To make it easy for you to build solutions, Service Packs are designed to work with each other in different combinations. Each Service Pack contains one hardware unit.

In the example shown here, the customer has a headquarters and a branch office. The first floor of headquarters requires 4 APs, 2 access switches, 2 aggregation switches, 2 core switches, and connectivity to the branch. For this example, you would order the quantity of each Service Pack to meet these requirements. You would then follow the same process for the other floors at headquarters and the branch office.

As this example shows, you can combine the HPE GreenLake for Networking service packs as needed, giving you the flexibility to design the solutions customers need. Each Service Pack has a default configuration, but HPE Aruba Networking offers options if your customer needs different features or functionality.

HPE GreenLake for Networking service packs empower partners



HPE Aruba Networking created HPE GreenLake for Networking service packs with our partners in mind. In addition to simplifying the process of selling NaaS solutions, HPE Aruba Networking has made it easy for partners to add their own high-margin professional services. Partners can include Day 0 and Day 1 services such as designing and installing the NaaS solution, or Day 2 services such as operations and ensuring customer success. Essentially, partners can add any value-added professional services the customer needs. The complete offering is then delivered to the customer for a single monthly recurring cost.

The ability to add partner services not only increases the size of deals but also strengthens partners’ relationships with their customers. HPE GreenLake for Networking service packs demonstrate our core belief about partners: “We are better together.”

Learning check

What is one benefit partners receive from selling HPE GreenLake for Networking?

- a. They can sell HPE Aruba Networking solutions that are not available via traditional purchases.
- b. They can add their partner organization's services, increasing the size of the deal.
- c. They can convert existing customers to a 1- or 2-year lease, increasing customer longevity.
- d. They can work with just the organization's CIO to close the deal.

The answer to the learning check is provided on the next page.

Answers to the Learning check

- a. They can sell HPE Aruba Networking solutions that are not available via traditional purchases.
- b. They can add their partner organization's services, increasing the size of the deal.**
- c. They can convert existing customers to a 1- or 2-year lease, increasing customer longevity.
- d. They can work with just the organization's CIO to close the deal.

We're here to help you sell



You can also contact us directly to get additional help to start or increase your NaaS business. If you have questions or need help in selling HPE GreenLake for Networking solutions, use the appropriate email address to contact one of our experts.

Topic 3: Selling Services



Topic 3:
Selling Services

Services—essential part of every conversation



Services are critical to your customers' success

+ Make services part of the first and every conversation

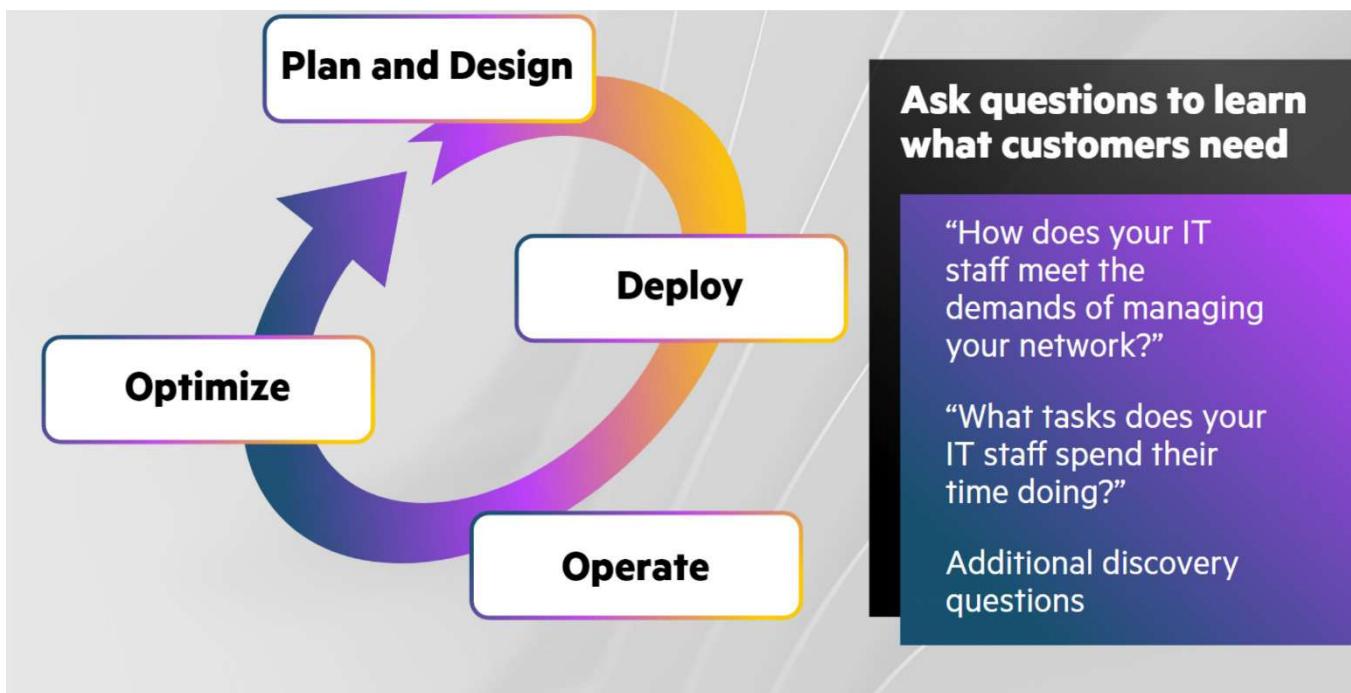
+ Listen to what customers say about their challenges and business objectives

If you don't sell services, you are leaving money on the table

In this last topic, you will focus making on services part of every deal.

Knowing how critical services are to your customers' success, you will want to make services part of every customer conversation—starting with the first conversation. Listen carefully to what customers say about their challenges and business objectives, so you will get a better understanding of their priorities and the help they need to achieve them. Selling services not only helps your customers be successful but also increases the size of each deal. If you don't sell services, you are leaving money on the table.

Determine where customers need help in the network lifecycle



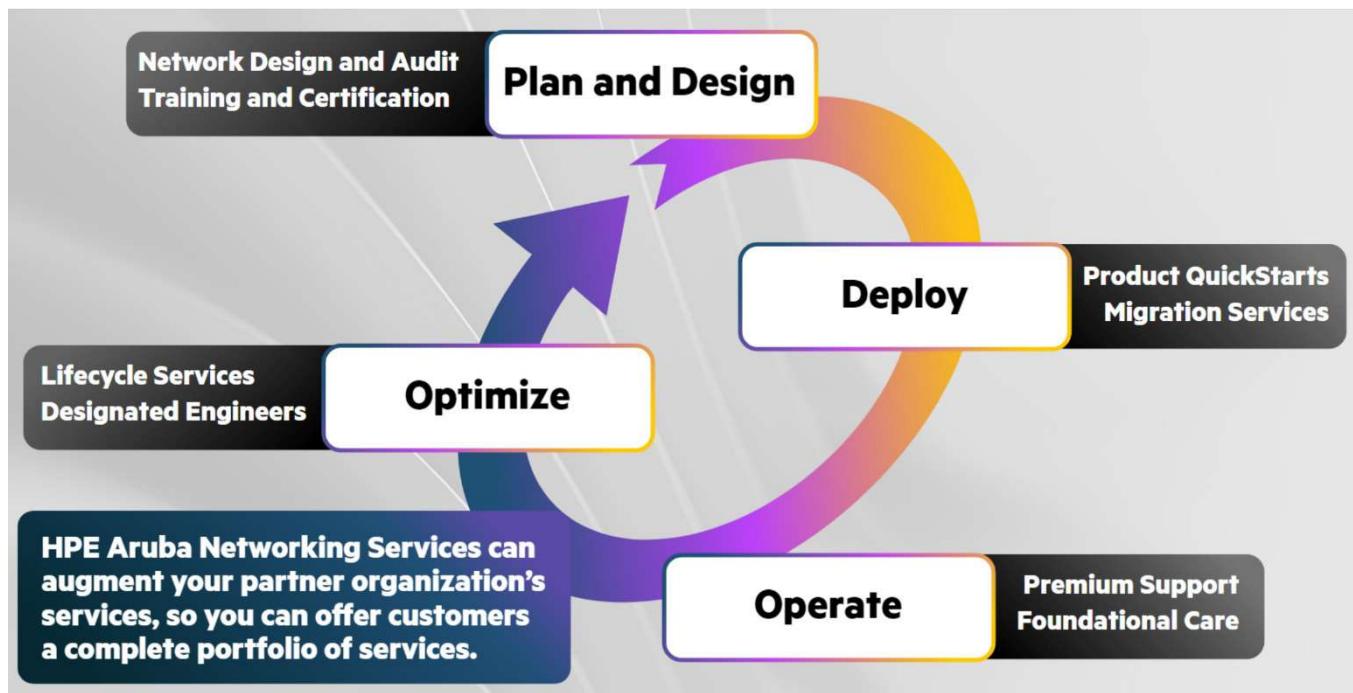
As you talk to your customers, try to determine where they need help in the network lifecycle. Does IT have the expertise needed to design solutions? Is the IT department so understaffed they are overwhelmed by the prospect of deploying new solutions? Is IT struggling to operate or optimize the network?

Prepare open-ended questions to learn what exactly each customer needs. For example, you might ask, “How does your IT staff meet the demands of managing your network?” “What tasks does your IT staff spend their time doing?”

Examples of other discovery questions

- “How would you describe your technology operations?”
- “What is your process if your network goes down?”
- “How would you assess your company’s risk level?”
- “Do you have in-house experts for network design, installation, troubleshooting, and maintenance?”
- “What service level agreement (SLA) requirements do you have with your customers or end users?”
- “Do you have a mixed vendor environment? What are the challenges in managing this environment?”

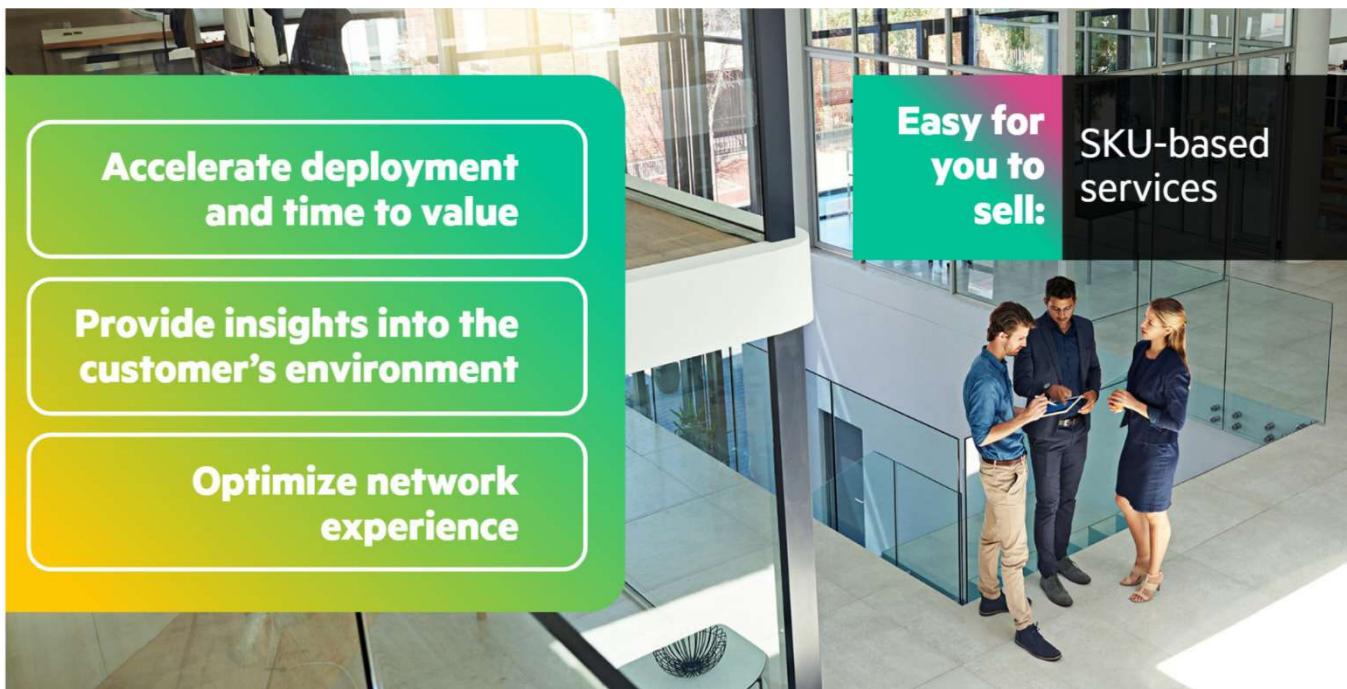
Align services to customers' needs



HPE Aruba Networking knows that your partner organization offers your own services, and when talking to customers, you will lead with these services. But HPE Aruba Networking Services can help augment your partner organization's services, filling in any gaps so you can offer customers a complete portfolio of services.

For example, if a customer needs help planning and designing network solutions, you can offer them Network Design and Audit services. You can also help an organization's IT staff update their skills by offering them HPE Aruba Networking training and certification courses. As you can see here, HPE Aruba Networking offers services at each stage in the network lifecycle. You will now take a closer look at these services.

HPE Aruba Networking Professional Services



Designed to deliver technology outcomes, HPE Aruba Networking Professional Services help customers get the most from their solutions at every phase of the network lifecycle. Our experts accelerate the deployment and time-to-value of HPE Aruba Networking technology, freeing up the customer's IT team to focus on business priorities. Customers gain insights into their environment, which can uncover potential network issues before they impact users. Our experts can also help customers optimize the network experience and identify best practices tailored to the customers' environment.

Best of all, HPE Aruba Networking makes it easy for you to sell our professional services. You can offer customers predefined, or SKU-based services, making it easy to provide customers with a quote. SKUs can be project- and outcome-based, meaning they are designed to provide a specific result, or subscription-based. Below is a list of the type of SKU-based services HPE Aruba Networking offers.

Outcome-based SKUs

- QuickStarts and Migration
- Network Health Check
- Solution Packages

Subscription SKUs

- Edge Lifecycle Services
- Designated Engineers
- ClearPass Synch

Custom engagement (SOW)

Custom engagements are also available, allowing you to tailor professional services to a customer's unique requirements.

HPE Aruba Networking support services

The diagram illustrates the three levels of HPE Aruba Networking support services:

- Foundational Care:** Includes 24 x 7 access to technical assistance care (TAC), hardware replacement, and software support.
- Pro Care:** Offers a "know me, know my network" personalized approach, direct access to premium services engineers, and assigned customer success manager.
- Pro Premier Care:** Adds to Pro Care with a customer success plan, quarterly operational reviews, proactive baseline of the network, and optional open case reviews.

A central "OR" symbol indicates that Foundational Care can be combined with either Pro Care or Pro Premier Care.

Product Warranty: Best effort TAC (business hours) and Hardware RMA

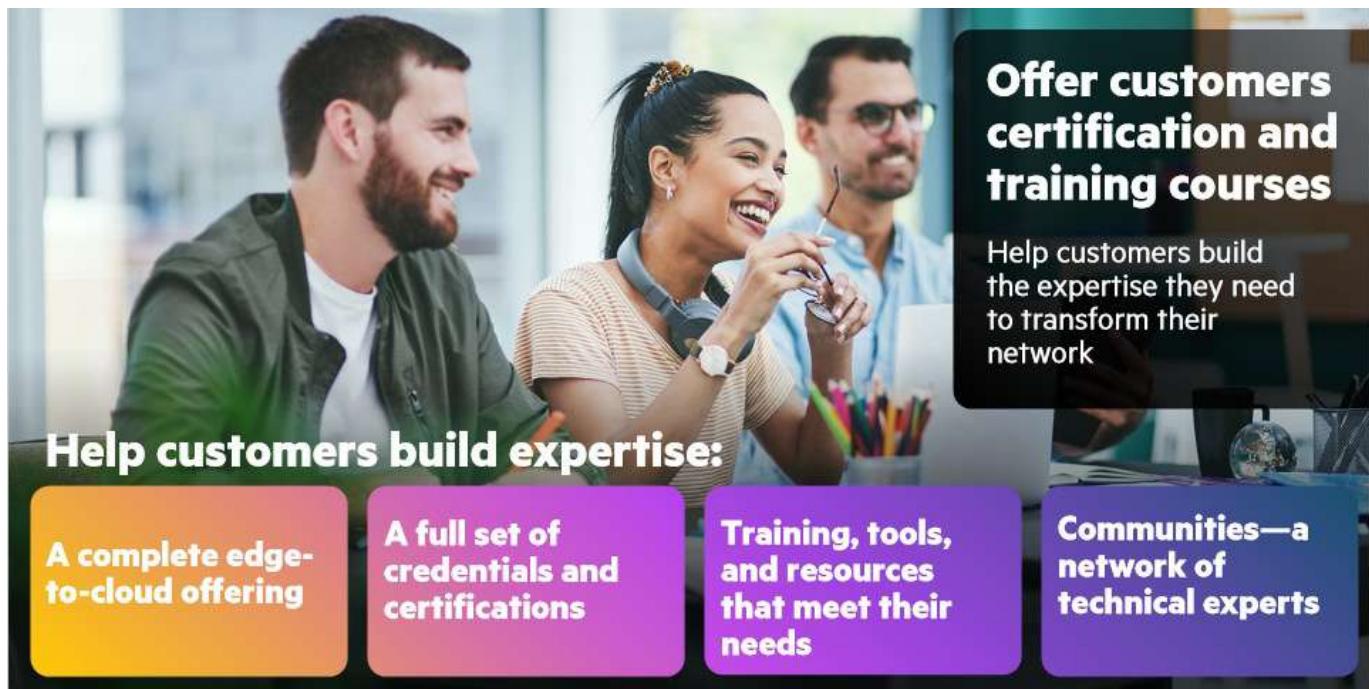
HPE Aruba Networking support services help customers in the operate phase of the network lifecycle.

HPE Aruba Networking Foundational Care provides fundamental support, including 24 x 7 access to our technical assistance care, or TAC. Customers can contact TAC engineers to resolve issues, determining if the cause is a configuration error, interoperability conflict, or abnormal operation. Foundational Care offers several service-level options for hardware replacements, helping customers get back to optimal operations. Customers also receive software updates and upgrades as well as advice on system configurations. Adding Foundational Care typically increases the deal by 15% to 20%.

HPE Aruba Networking Pro Care builds on the benefits of Foundational Care. Based on a “know me, know my network” personalized approach, Pro Care transforms the customer experience. Customers receive direct access to premium services engineers as well as an assigned customer success manager. Pro Care significantly reduces response time, increases network availability, and strengthens security.

HPE Aruba Networking Pro Premier Care goes beyond Pro Care, offering additional services to ensure superior outcomes. With Pro Care Premier, customers receive a customized success plan, quarterly operational reviews, and proactive baselining of the customer’s network. Customers also have the option adding open case reviews.

HPE certification and training



Offer customers certification and training courses

Help customers build the expertise they need to transform their network

Help customers build expertise:

- A complete edge-to-cloud offering
- A full set of credentials and certifications
- Training, tools, and resources that meet their needs
- Communities—a network of technical experts

You can also offer customers certification and training courses to help them build the expertise they need to transform their network, ensuring it meets the needs of the business.

HPE offers a complete portfolio of training courses, helping IT professionals acquire the skills and knowledge they need to deploy and manage HPE solutions. And to demonstrate they have mastered these skills, IT professionals can earn certifications. HPE offers a full set of credentials and certifications, ranging from entry-level to highly experienced.

HPE offers a variety of training, tools, and resources to address different needs and learning styles. For example, virtual instructor-led training with virtual labs eliminates the costs of traveling and reduces the time needed to be away from the office. Self-paced training and labs, demos, and videos give IT staff additional options for updating their skills.

Communities provide access to a network of technical experts. IT professionals can ask experts questions about products or issues and access free training videos.

Additional resources

This module has just scratched the surface on selling HPE GreenLake for Networking. We encourage you to take the [HPE GreenLake for Networking Partner Training](#) to learn more about building or increasing your network-as-a-service business.

You can also take advantage of the other links listed below to learn more about HPE GreenLake for Networking and HPE Aruba Networking Services.

[HPE GreenLake for Networking WinBook](#)

[HPE Aruba Networking Value Advisor](#)

[Partner Ready Portal: HPE GreenLake for Networking](#)

[HPE Aruba Networking Professional Services WinBook](#)

[HPE Aruba Networking Support Services WinBook](#)

[HPE Aruba Networking technical certifications](#)

Summary



In this module, you learned how you can build your NaaS business with HPE Aruba Networking, selling HPE GreenLake for Networking. You have reviewed the importance of focusing on the customer's business outcomes, engaging with key decision makers to identify their service level objectives. You can then demonstrate how HPE GreenLake for Networking helps customers achieve those objectives.

You also learned that HPE Aruba Networking designed HPE GreenLake for Networking service packs with partners in mind. You can quickly quote and transact a deal, quickly establishing and scaling your NaaS business.

Finally, you have reviewed the importance of selling services, trying to understand what help customers need from the first conversation. Adding services to each deal benefits both your customers and you. Services increase your customers' satisfaction with their solution. And by adding services, you increase the size of the deal.

You have completed this course



Congratulations! You have completed this course!

Becoming sales certified



- 1** This training + on-the-job training and industry-standard knowledge
- 2** Exam web page
- 3** Prepare for exam with the Course eBook
- 4** Register for Exam HPE2-W12 by clicking [here](#)

Thank you for taking the time to complete this course!

We encourage you to become sales certified by taking and passing the related exam HPE2-W12. Although this course is recommended for exam preparation, simply completing the course alone does not guarantee that you will pass the exam. In addition to this training course, exam items may sometimes be based on knowledge gained from on-the-job experience. You can learn more about the exam by visiting the exam web page, using the direct link [here](#).

To begin to prepare for the exam, HPE Aruba Networking recommends that you study this Course eBook. This is a keyword searchable document and can be leveraged when taking the sales certification exam.

To register for the Exam HPE2-W12, click this [link](#).

Selling HPE Aruba
Networking
Solutions

STUDENT MANUAL
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