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Introducing the new Wi-Fi 6 access points for SMBs

March 6, 2024

Welcome

Listen by computer audio or dial in

All lines muted during the webinar

Ask questions in “Q&A” and report any webinar difficulties

Webinar is being recording and will be emailed to all attendees

Agenda

- Introduction
- General updates
- New Product Introductions
- Promotions
- ACTION Partner Club
- Marketing assets and updates

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Poll

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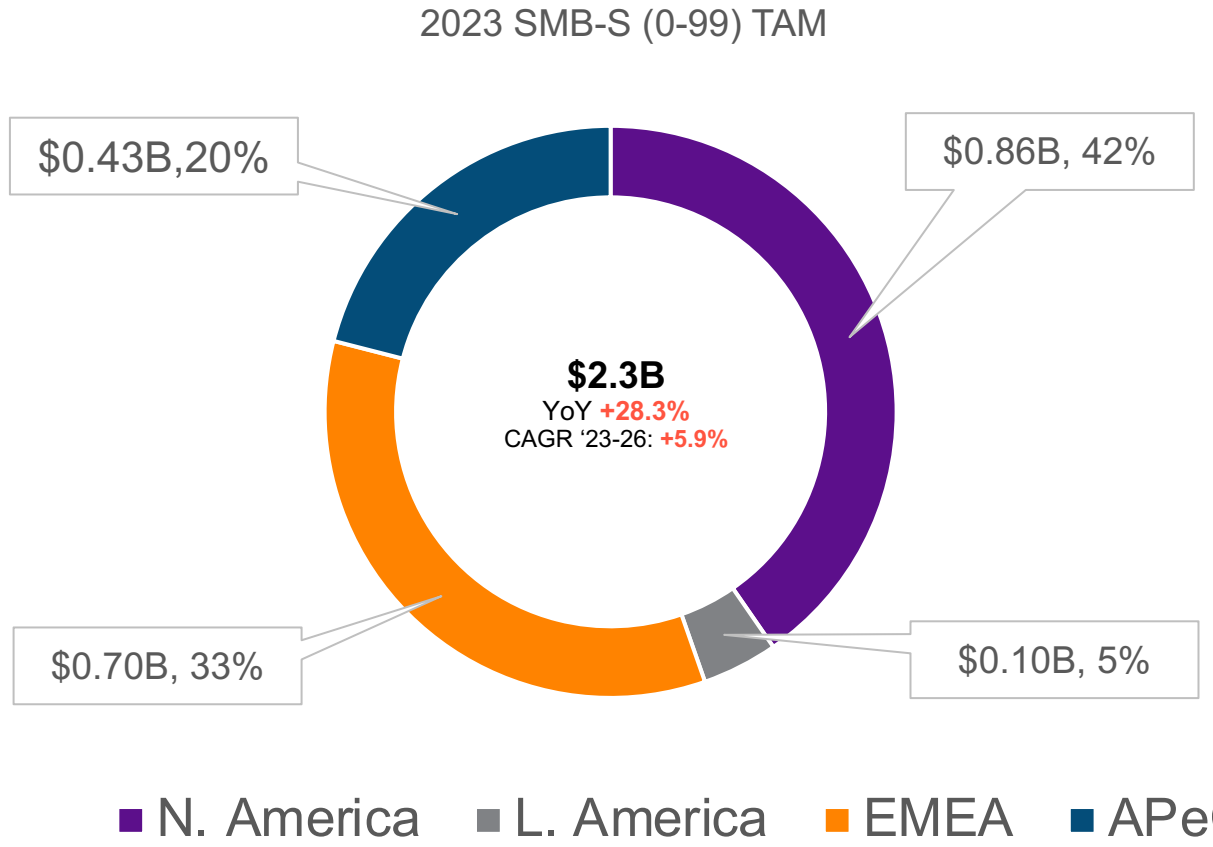
Small business opportunity is growing fast

Market growth expected +28.2% YoY for 2023

APR '23 HPE Market Model



Wired (49%)
$1.1B
YoY +23.4%
CAGR '23-'26: +3.6%

Wireless (51%)
$1.2B
YoY +33.1%
CAGR '23-'26: +8.1%

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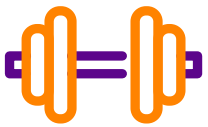
Source: HPE Market Model APR'23 WW ex China & Russia, LTP, w/o Data Center Switching or SD-WAN, $B

SMB Market Trends



79%

of SMBs agree the **right tech solutions can help improve business** in uncertain times

69%

are likely to purchase a **cloud solution** when they purchase new software

50%

believe in making **workplace collaboration and meeting efficiency** a priority

30%

of SMBs are prioritizing **financial management of subscriptions**

42%

are **purchasing laptops and desktops** outside of the traditional refresh cycle

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Trends and opportunities
Growth in Wi-Fi 6 infrastructure

Growth in devices

- **Wi-Fi 6 shipments** to surpass 5.2 billion by 2025[1]
- **Wi-Fi 6 market** worth $105.4 billion by 2028[2]
- **Smartphones supporting Wi-Fi 6 & 6E** to account for more than 90% of total smartphone market in 2026[3]

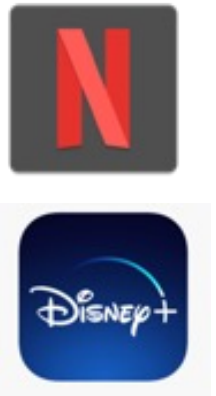
Apple/Dell/Microsoft Surface/HP Spectre/Asus Chromebook

Samsung Galaxy S23/Note 20 and latest

iPhone 14 and latest

Diversity of applications

- **Growth in the diversity of high bandwidth applications** like high-resolution video streaming, gaming, AR/VR, and large media file transfers has resulted in demand for an efficient Wi-Fi network



Higher user expectations

- **Networking connectivity** identified as a key complaint in small businesses with limited IT staff
- **Low tolerance** for poor network performance
- **Wi-Fi 6 reached 50% market adoption** more quickly than previous Wi-Fi generations

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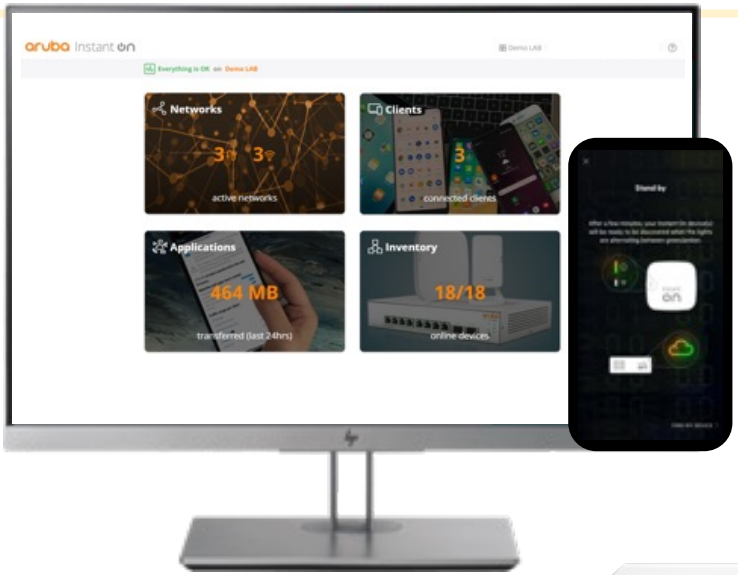
[1] https://www.wi-fi.org/beacon/the-beacon/wi-fi-6-shipments-to-surpass-52-billion-by-2025

[2] Wi-Fi 6 Market by Devices (Mesh Routers, Access Points, Home Gateways, Repeaters), Commercial Use (Enterprises, Consumers), Application (Consumer Electronics, Healthcare, Manufacturing, Smart Cities, AR/VR, Others), and Geography

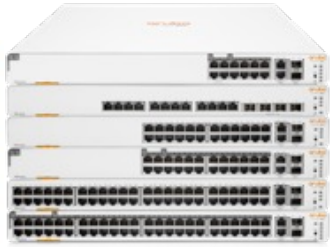
Aruba Instant On End-to-End Networking Solution



Wi-Fi 5 access points

Wi-Fi 6 access points

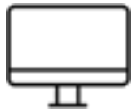
1830



1960

Transceivers and DACs

1930



Single Pane of Glass

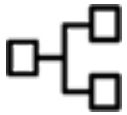
Common user experience for Instant On switches and Access Points

Common Workflows

Automatic configuration of VLANs across APs and switches

Managed Firmware Updates

Automatic distribution/ installation of maintenance software for bug fixes / security enhancements



Topology View

Intuitive map of all Instant On devices deployed in a network

Remote Management

Remote monitoring and management of your network

Unmanaged Switches

No configuration or management required for the smallest networks

1430

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Aruba Instant On access points

Key features

Smart Mesh? It's Wi-Fi pure genius

Mesh Wi-Fi allows you to connect and build out a network of access points without the need for added cabling. Easily set up in just minutes, a single network can support up to 25 access points. Say goodbye to dead zones and hello to getting in the zone.

Manage and monitor your network on the go

Deploy and manage your network on the go from the mobile app or cloud-based web portal at no extra cost. Run your business remotely, add devices, and manage your site anywhere, anytime, and from any device.

Latest wireless security that's easy to count on

Simply use secure WPA3/WPA2 or secure open Wi-Fi network access with OWE authentication on your Wi-Fi networks, and we do the rest. Or, in a single click, you can block application categories and unauthorized devices that could compromise your network.

IT support to keep your business up and running

With a 2-year warranty, 24/7 phone support for 90 days, and chat and community support for the life of the product, Aruba's got you covered.

Indoor Access Points - Outdoor Access Point - In-room Access Point

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Instant On Access Point Updates

AP21, AP22D, AP27, & AP32

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Instant On AP21

Small and mighty connectivity for everyone

Client Match
Balances clients across access points to optimize hardware and bandwidth utilization

MIMO
Allows the access point to serve multiple clients (Wi-Fi 5 and Wi-Fi 6) at the same time

Target Wake Time (TWT)
Establish a schedule for clients to communicate with an AP, reducing power consumption

Reliable Wi-Fi 6 connectivity shouldn't come at great expense, and extending your network shouldn't either

Enterprise-class features perfect for your home, studio, or small workspace with connectivity for up to 50 devices

Great for Smart Mesh, extend your network without the need for additional cables with any other Instant On access point

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Instant On AP22D

In-Room high performance wired and wireless connectivity

All-in-one connectivity
2.5GbE uplink port, 4x 1GbE downlinks with POE and dual-band Wi-Fi 6 support

Class 6 POE power
Power with Class 6 POE to provide ports E1 and E2 15W of power or 30W of power to E1

Trusted Platform Module
Secure storage of credentials, keys and boot codes

Desk or wall mount options mean you can hang or place the AP22D anywhere in your space to optimize connectivity

Smart Mesh brightens dead zones to give you network extra coverage when Ethernet ports are available in the room

Control power consumption with POE site schedules in the Instant On mobile app or portal to reduce facility overhead costs

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Instant On AP27

Outdoor-ready Wi-Fi 6 access point

Reliable in all seasons
AP27 has an IP67 rating, making it dust- and water-resilient

Functional mounting
Built-in wall mounting plate for any space, optional pole mount for industrial settings

Fast Wi-Fi 6 support
Support up to 75 active devices at once with AP27, with a 1.7Gbps wireless throughput

Reliable outdoor connectivity for restaurant patios from the streets of France to the markets of India and down to the plazas of Colombia.

The ruggedized exterior provides peace of mind that the AP27 will keep broadcasting rain or shine

A custom guest portal makes it easy to grant access to customers, employees, and contractors with an intuitive menu for setup

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The Wi-Fi 6E Difference

6Ghz band reserved for Wi-Fi 6E-enabled devices

- Dedicated band allows for faster data transmission rates
- More channels across a dedicated band reduce congestion in noisy environments
- Result is higher speed and lower latency

Wi-Fi 6E isn’t for all spaces or facilities

- 6GHz band has a sharper drop-off compared to previous versions
- In 2023, more client devices have shipped as Wi-Fi 6E capable but not all of them
- Large coverage or high interference spaces don’t play well with Wi-Fi 6E

Instant On AP32

Extended capacity and dedicated band for Wi-Fi 6E devices

Fast Wi-Fi 6E
Under the hood, enhancements made for the latest wireless devices to increase data transmission and performance

Dedicated 6GHz band
For Wi-Fi 6E-supported wireless devices, it improves latency and decreases loading times.

2.5 gigabit Ethernet Uplink
The upgraded uplink port makes sure that the 2.6Gbps wireless throughput is fully utilized

Update your network with the latest in wireless connectivity to enhance cloud and data-hungry applications

Support future and legacy devices, up to 75 simultaneous connections, with 2.4, 5, and 6GHz radio broadcasting

Smart Mesh with AP 25 over HE160 for a high-performance wireless network to support your most demanding Wi-Fi needs

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The small business Wi-Fi CERTIFIED 6™ portfolio

Instant On AP21
2x2:2 802.11ax

Wi Fi 6 CERTIFIED

Instant On AP22
2x2:2 802.11ax

Wi Fi 6 CERTIFIED

Instant On AP32
2x2:2 802.11ax

Wi Fi 6 CERTIFIED

Instant On AP25
4x4 ax

Wi Fi 6 CERTIFIED

Indoor access points

HPE Networking Instant On AP22D Desk/Wall
2x2:2 802.11ax

Wi Fi 6 CERTIFIED

Desk-mounted access points

HPE Networking Instant On AP27 IP67 Outdoor
2x2:2 802.11ax

Wi Fi 6 CERTIFIED

Outdoor access point

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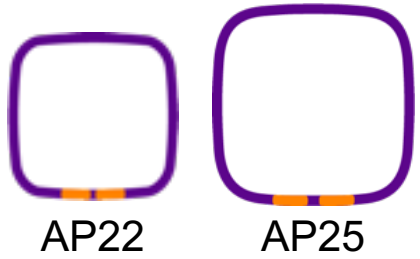
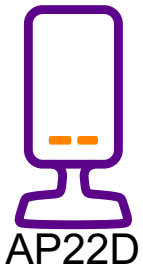
The Instant On Wi-Fi 6 solution

Connectivity for everyone

- **Superior wireless capacity and connectivity**
  - Higher device capacity and faster data processing
  - Enable your environment for cloud-centric apps
  - Utilize improved Smart Mesh capabilities
  - Tackle IOT device sprawl with the increased device connectivity and Wi-Fi 6 features
    - Wi-Fi 6 Target Wake Time (TWT) reduces bandwidth use and energy costs by limiting the connectivity of some IOT devices
- **Pair the Wi-Fi 6 access points with Instant On 1830 Switches**
  - Class 4 POE provides enough power to bring your business Wi-Fi 6 connectivity in 8, 24, or 48 ports
    - The 1830 POE switches have half ports for smaller facilities or spaces
- **Utilize the full port POE power of the 1930**
  - Instant On 1930 POE switches have Class 4 POE running to all ports in 8, 24, or 48 port versions
  - A wide range of POE port options provides the best experience to plug and run any of the Wi-Fi 6 APs
- **Instant On 1960 and Wi-Fi 6 give you the most capacity**
  - Stack the 1960 Switch Series and support the full 2.5GbE uplinks of the AP22D and AP25 for the most throughput
  - Class 6 POE with the 1960 multi-gigabit access switch gives the AP22D its full capabilities





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The Instant On Wi-Fi 6 solution

Better networks, made better together

AP21

Small footprint for small spaces

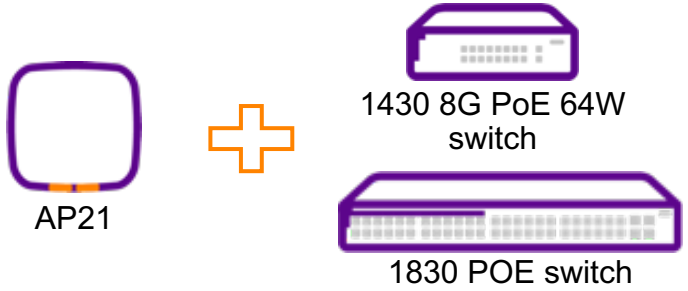
Ideal for small spaces like home installs, meetings rooms or studio apartments

Paired with Instant On 1430 PoE switch

- Provides a plug-and-play solution to power home networks or low-density environments

Paired with 1830 PoE switch

- adds smart management features
- Enables individual room wireless access
- Adds PoE scheduling to better manage energy costs



AP32

Support for the latest devices

Enhances performance of Wi-Fi 6 / 6e enabled phones, laptops, and IoT devices

Paired with Instant On 1960 multi-gig switch

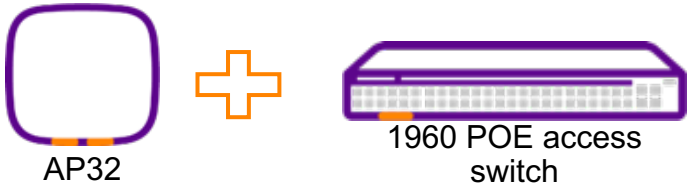
- Ensures full support for these devices, maximizing capacity and performance

For maximum range

- Activate the 2.4GHz and 6GHz bands

For maximum throughput

- Activate 5GHz and 6GHz bands



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The Instant On Wi-Fi 6 solution

Connectivity for any space

AP27 and Instant On 1930

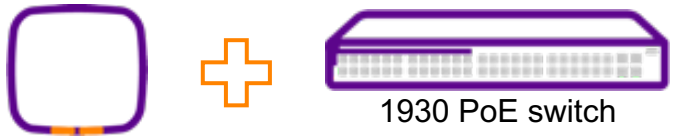
Outdoor connections for everyone

Flexible working areas are now a must for employers who are participating in hybrid work

Employees like to have the option to take work calls outside or when walking around to get fresh air

Give them the connectivity they need to keep calls and conferences online with an AP27 and the Instant On 1930 PoE switch series

Instant On 1930 and AP27 are a great pair managed in the Instant On mobile app with simple deployment made easy with Class 4 PoE



AP27 and Instant On 1430 or 1830

Fanless and compact solution

Have a restaurant with outdoor seating or want to offer guests Wi-Fi at your boutique hotel or short-term rental outside?

The Instant On AP27 can be deployed with the Instant On 1430 or 1830 fanless compact switches

These take up less space, and the fanless operation makes them great to use in customer-accessible spaces

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FY24 Q2 Promotions

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1930 PoE Switch Promotion

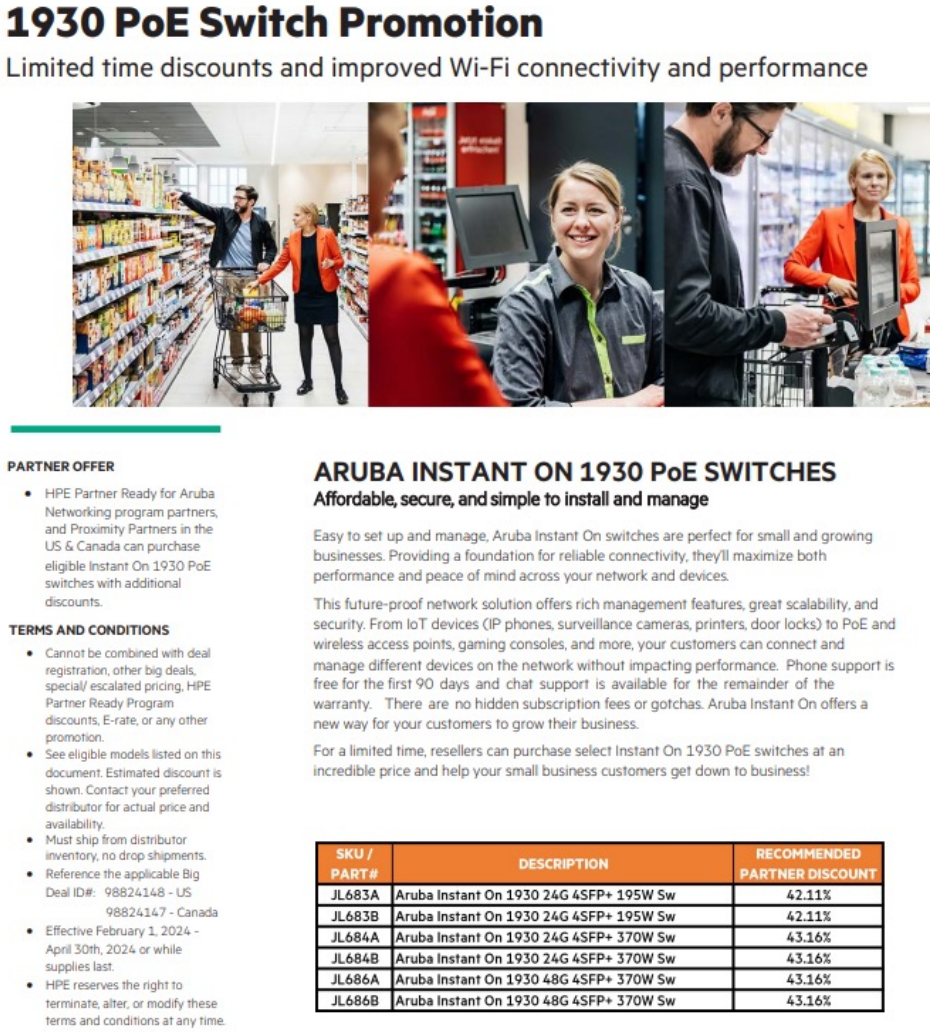
Receive an additional 12-13% off our top-selling Instant On 24 & 48 port PoE 1930 switches

Promo Details

- Affordable & easy to deploy
- Purpose-built & priced for SMBs
- Monitor & manage with no subscriptions or licenses required
- Promo pricing applies to the following models only:
  - **JL683A/B – Aruba Instant On 1930 24G 4SFP+ 195W**
  - **JL684A/B – Aruba Instant On 1930 24G 4SFP+ 370W**
  - **JL686A/B – Aruba Instant On 1930 48G 4SFP+ 370W**

**promo pricing valid through 4/30/2024*

**promo big deal 98824148*



1930 PoE Switch Promotion

Limited time discounts and improved Wi-Fi connectivity and performance

PARTNER OFFER

- HPE Partner Ready for Aruba Networking program partners, and Proximity Partners in the US & Canada can purchase eligible Instant On 1930 PoE switches with additional discounts.

TERMS AND CONDITIONS

- Cannot be combined with deal registration, other big deals, special/ escalated pricing, HPE Partner Ready Program discounts, E-rate, or any other promotion.
- See eligible models listed on this document. Estimated discount is shown. Contact your preferred distributor for actual price and availability.
- Must ship from distributor inventory, no drop shipments.
- Reference the applicable Big Deal ID#: 98824148 - US
  98824147 - Canada
- Effective February 1, 2024 - April 30th, 2024 or while supplies last.
- HPE reserves the right to terminate, alter, or modify these terms and conditions at any time.

ARUBA INSTANT ON 1930 PoE SWITCHES

Affordable, secure, and simple to install and manage

Easy to set up and manage, Aruba Instant On switches are perfect for small and growing businesses. Providing a foundation for reliable connectivity, they'll maximize both performance and peace of mind across your network and devices.

This future-proof network solution offers rich management features, great scalability, and security. From IoT devices (IP phones, surveillance cameras, printers, door locks) to PoE and wireless access points, gaming consoles, and more, your customers can connect and manage different devices on the network without impacting performance. Phone support is free for the first 90 days and chat support is available for the remainder of the warranty. There are no hidden subscription fees or gotchas. Aruba Instant On offers a new way for your customers to grow their business.

For a limited time, resellers can purchase select Instant On 1930 PoE switches at an incredible price and help your small business customers get down to business!

SKU / PART #	DESCRIPTION	RECOMMENDED PARTNER DISCOUNT
JL683A	Aruba Instant On 1930 24G 4SFP+ 195W Sw	42.11%
JL683B	Aruba Instant On 1930 24G 4SFP+ 195W Sw	42.11%
JL684A	Aruba Instant On 1930 24G 4SFP+ 370W Sw	43.16%
JL684B	Aruba Instant On 1930 24G 4SFP+ 370W Sw	43.16%
JL686A	Aruba Instant On 1930 48G 4SFP+ 370W Sw	43.16%
JL686B	Aruba Instant On 1930 48G 4SFP+ 370W Sw	43.16%

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Ignition 5 Pack Promotion

Deliver reliable, simple, & secure Wi-Fi to your customers

Receive an additional discount when you purchase 5 APs on a single order

- Mixing of models not allowed
- ***New for Q2!*** Promo enhanced with flush mounts and power accessories so you can order everything you need with ease

- Promo pricing valid through 4/30/2024
- Promo big deal 98798700

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ACTION Q2 updates

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Join the ACTION Partner Club and EARN!

A platform for partners delivering networking solutions to SMB customers

Training - Access to training and sales resources

Rewards - Get rewarded for eligible SMB sales

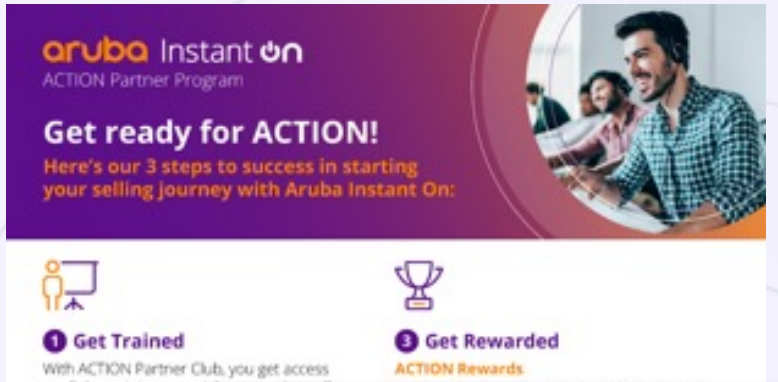
- Partner company earns 3.5% cash rebate from $1
- Ability to earn individual rewards for engagement
- **Get rewarded for attending this webinar (1 Badge)**

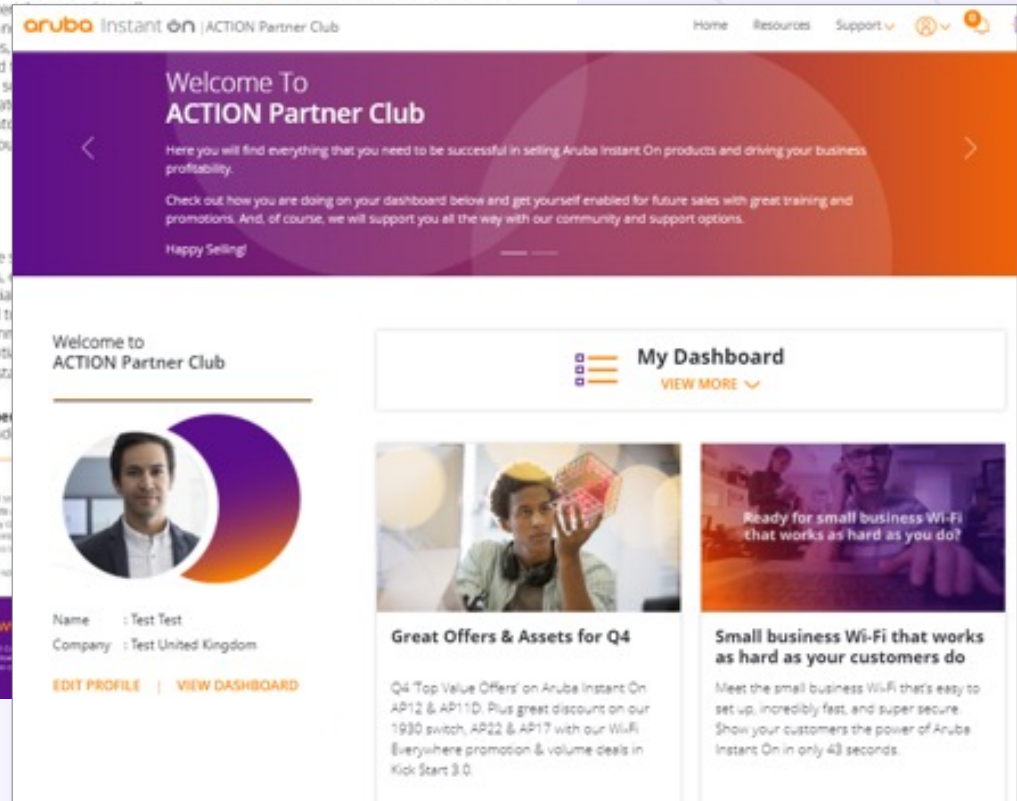
– Register now to redeem a $100 credit toward the purchase of an Instant On demo unit

***NEW* for Q2**

- Direct access to Technical Specialist for pre-sales and product feature questions

Click Here to Register





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Marketing updates

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Marketing collateral

Product specific campaigns

- Campaign implementation guide:
  - Awareness
    - Display ads, email, etc., landing page content
  - Demand generation
    - Webinar materials
  - Resources
    - Photography, data sheets, video

NPI related content locations

- Arubapedia for partners
- ACTION portal
- Ask an Aruba Instant On rep

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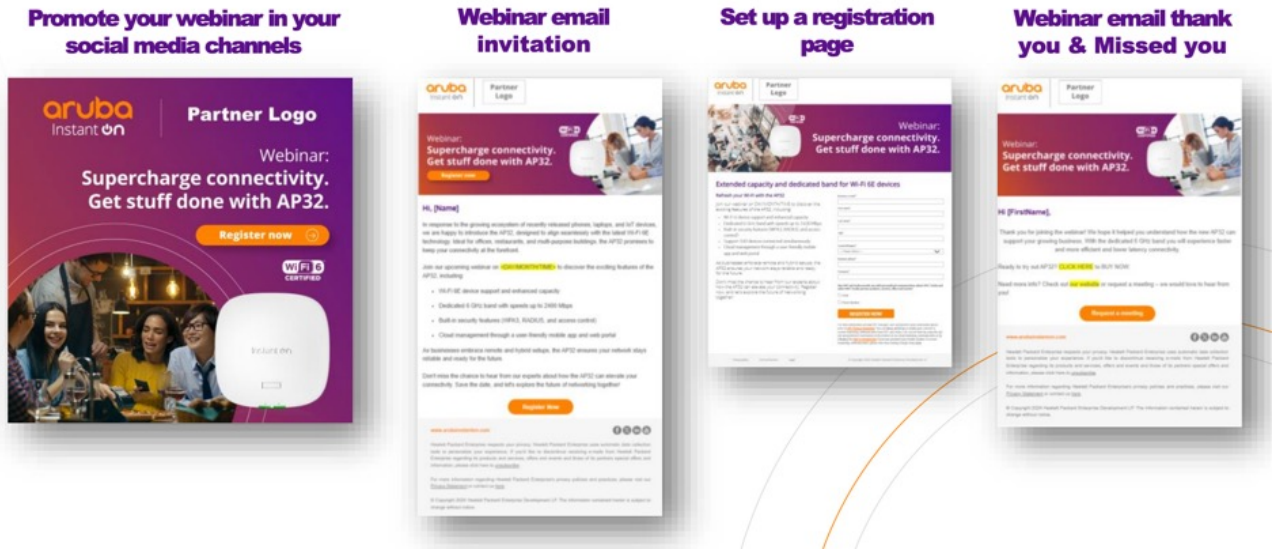
Marketing collateral



In Arubapedia for Partners page, search:

- **Campaign implementation guide** and **model #** for access to new product content

Partner online presence – new brand guidance summary

What is changing with Aruba Instant On?

We are currently in an Instant On brand transition period.

The AP22D, AP21 and AP32 access points are the first products to be rebranded as **HPE Networking Instant On** rather than **Aruba Instant On**. (See example product image and retail packaging – right)

- New product will display the **'Instant On' mark** with the **HPE element.**
- Packaging will display the new full product name: **HPE Networking Instant On Access Point.**

New packaging - retail

Brown box

When is it changing?

- The first HPE Networking Instant On branded products will be available in early February 2024.
- Product literature (data sheets, etc.) available via the Aruba Instant On Evergreen campaign page will continue in the Aruba Instant On brand until further notice.

What partners need to do and when

From first availability of HPE Networking Instant On products (early February 2024)

1) Order the newly branded products via new product naming (see next slide for full example)

2) Add new Instant On products to your website, displaying the new product name e.g. **Instant On AP22D**

3) Apply correct Instant On logos to your website as follows:
   - Continue to use the current Aruba Instant On logo next to the new products until further notice. Do not add the HPE logo or HPE branding yet.
   - Existing Aruba Instant On products on your web pages can continue to be displayed under the Aruba Instant On logo/naming until further notice.

Full product name example:

HPE Networking Instant On Access Point **AP22D**

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Current Aruba Instant On logo

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Confidential | Authorized

Save the date: upcoming webinars – Instant On brand refresh

Topic: **Prepare for the Instant On Brand Transition**
Audience: partners
Date: **April 2nd, 2024 (Tuesday)**
Time: 9am PST, 12pm EST

Topic: **Wi-Fi 6 and the new Instant On Brand look**
Audience: partners
Date: **May 2nd, 2024 (Thursday)**
Time: 9am PST, 12pm EST

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Q&A

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YOU CAN WIN an Instant On AP22!

Complete the survey questions and you will be entered to win an Instant On AP22!

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Thank you

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