Hewlett Packard Enterprise
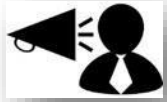
Network Management Competitive

Competitive TME Team

August, 2024

Before we begin...

- Listen by computer audio or dial-in

- All lines are muted during the webinar

- Ask *questions by selecting "Q&A"* and to report any webinar difficulties

- Webinar is being recorded & will be emailed to all attendees

Partner Technical Webinar Series
HPE Aruba Networking Competitive Overview

Session 1: Data Center Switching Competitive Overview
Monday, July 15, 2024 at 9 AM PT / 12 PM ET

Session 2: Network Management Competitive Overview
Monday, August 26, 2024 at 9 AM PT / 12 PM ET

Session 3: Security SSE Competitive Overview
Monday, September 23, 2024 at 9 AM PT / 12 PM ET

(Click here) to register and view session recordings for the webinar series

Disciaimer

★ All competitor information is from public sources, analyst reports, Aruba sellers, and the Internet.

★ Technical & Commercial Competitive data presented in this deck are current as of this date.

★ All slides are strictly HPE internal and Authorized Partners only, and not meant to be shared outside.

Today's Agenda

Competitive Landscape Introduction – 5 minutes

Cisco Catalyst Center (On-prem) – 12 minutes

Cisco Meraki (Cloud)– 12 minutes

Juniper Mist Dashboard – 12 minutes

ExtremeCloud IQ – 12 minutes

Wrap up and Q&A – 5 minutes

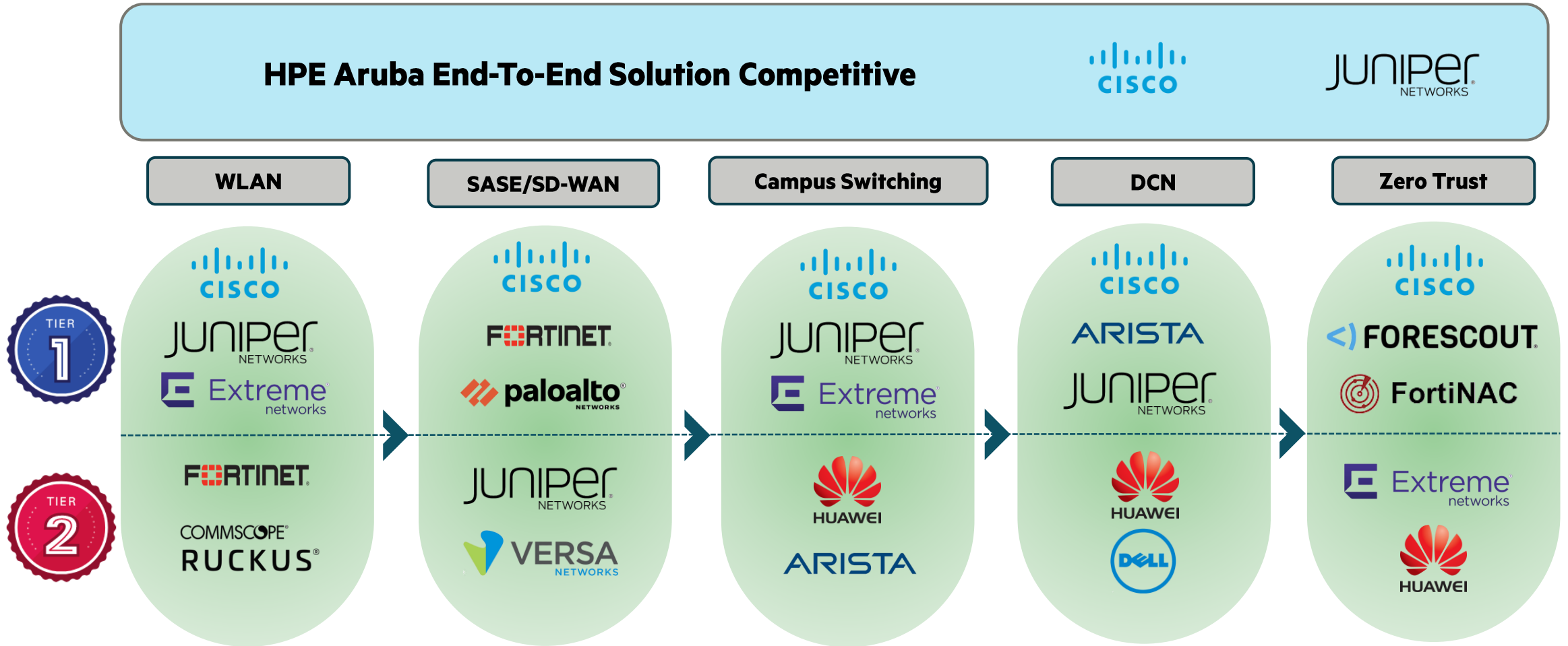# Competitive Landscape

An Introduction

Gartner® Magic Quadrant™ - Enterprise Wired & Wireless LAN

2023

2024

HPE Aruba Networking a Leader for the 18th consecutive time!

Competitive Landscape

HPE Aruba End-To-End Solution Competitive — CISCO — JUNIPER NETWORKS

WLAN	SASE/SD-WAN	Campus Switching	DCN	Zero Trust
CISCO	CISCO	CISCO	CISCO	CISCO
JUNIPER NETWORKS	FORTINET	JUNIPER NETWORKS	ARISTA	FORESCOUT
Extreme networks	paloalto NETWORKS	Extreme networks	JUNIPER NETWORKS	FortiNAC
FORTINET	JUNIPER NETWORKS	HUAWEI	HUAWEI	Extreme networks
COMMSCOPE RUCKUS	VERSA NETWORKS	ARISTA	DELL	HUAWEI

TIER 1
TIER 2

Competitive Vendors Snapshot

CISCO
- Enterprise Portfolio consolidation – OnPrem and Cloud
- Cisco Networking Cloud is the new focus - IBN & DNA gone
- Deep Discounts and Bundle and Win

JUNIPER NETWORKS
- AI driven Enterprise powerful marketing message
- Leverages leadership in Gartner MQ
- Aggressive Sales team with a solid portfolio

Extreme networks
- Full stack vendor through many acquisitions
- Large Portfolio and Competitive price strategy
- Credible threat with product consolidation & Cloud focus

ARISTA
- Single OS and competitively priced portfolio
- Security expansion - Cloud NAC (AGNI) and NDR
- Aggressive to gain share in Enterprise Wired & Wireless

FORTINET
- Expand the existing security footprint
- Aggressive pricing and full stack portfolio
- Direction is move to Cloud – Management, SASE/SD-WAN

Cisco

Cisco Catalyst Center (On-prem)

Introduction

👉 **Formally known as DNA Center**

👉 **It was Cisco's solution to Intent Based Networking**

👉 **Initial adoption by customers was limited**

👉 **Can support a large number of customer use cases**

👉 **Rebranded to Cisco Catalyst Center in 2023**

Day -1
Devices Supported, Scale, Architecture

Devices Supported

- All Cisco Switches and AP's
- No Meraki Switches
- No legacy Meraki APs, GWs, etc (MRxx, MXxx)

Deployment Option

- Catalyst Center is on-prem
- Used for Campus only
- Limited deployment flexibility

Scale

- Requires high end server for VM
- AI reaches out to the cloud (Need internet connectivity to utilize AI capabilities)

Architecture

- Tight coupling with ISE
- SD Access uses LISP & IS-IS
- Complicated workflows

Day -1
Feature Sets Mapping and License Comparison

Feature	HPE Aruba Central		Cisco Catalyst Center	
	Feature	License Tier	Feature	License Tier
Feature	NetConductor	Advanced	SD-Access	Advantage
Policy and network automation	AI Insights	Foundation/Advanced	End Point analytics, AI network analytics	Advantage
User Based Tunnel	User Based Tunneling	Foundation	No similar feature available	XXXX
Network Analytics	UCC, AirMatch	Advanced	Spaces	Advantage
Wireless services (advanced)	CloudGuest, Location Services	Foundation	Multiple	Advantage
Wireless services	IDS/IPS, RAPIDS, Client Insights,	Foundation	Threat grid	Advantage
Security services	Client Insights, NetConductor	Foundation	Multiple	Advantage
Wired services	Client Insights	Foundation	Endpoint Analytics	Advantage
Profiling Advanced	Client Insights	Foundation	Endpoint Analytics	Essentials
Profiling Basic	ClearPass	Clear Pass	ISE	ISE Premier
NAC (advanced)	Cloud Auth	Foundation	ISE	ISE Advantage / ISE Premier
NAC (basic)	Base	Foundation	Base	Essentials

Day 0
Onboarding, Bulk Configuration (Ease of Configuration)

Onboarding

Bulk Configuration

Ease of Configuration

- Catalyst switches uses PnP to onboard Catalyst switches.

- Central has superior stacking functionality through Central

- Lacks UI based templates

- Templates are versatile but complicated

- Complex workflows

- Many features requires Cisco trained engineers
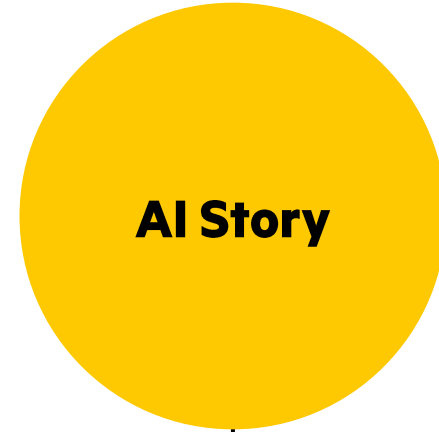
Day 1
Monitoring, Logging, AI story

Monitoring

Logging/ Reporting

AI Story

- Has good monitoring dashboards

- Detects AAA, DHCP and DNS failure but not latency

- Can recognize fewer applications than Central

- No Central like smart phone app

- AI support requires Advantage license

- Needs to send data to the cloud for AI processing

Day 2
Troubleshooting, Visibility, API capabilities and Firmware Upgrades

T-shooting
- SD-Access debugging is difficult
- Complicated workflows

Visibility
- No visibility of Meraki switches
- No visibility for legacy Meraki APs, Gateways, etc

High Availability
- No active-active controller
- Complicated stack member replacement workflow

Firmware Upgrade
- No similar feature like ISSU
- Complicated AP upgrade

Key Takeaways
Aruba Central vs Cisco Catalyst center

Cisco Catalyst Center

Aruba Central

Cisco Catalyst Center	Aruba Central
Cloud solution lacks capabilities of Catalyst Center	Supports both cloud and on prem solution.
Flexible but complicated workflows	Simpler workflows
Tight coupling with ISE	No tight coupling with Clearpass
Tunneling requires premium licensing	User based tunneling in base license
1500+ applications supported with NBAR	3700 applications supported
Complicated trouble shooting	Simpler troubleshooting

Cisco

Cisco Meraki (Cloud)

Introduction

👉 **Meraki acquisition enabled simplified Cloud Management.**

👉 **Customers have flexible choices.**

👉 **SSE platform unification is underway.**

👉 **Pivoting to a dual management portfolio.**

👉 **"Meeting the Customer where they are"**

Best practice: Pick a platform!

Meraki dashboard — Extend ← Full Catalyst device support / Rich use-case support — Catalyst Center

Simple user experience / Minimal training required → Simplify — Catalyst Center

Intuitive and efficient — Powerful and customizable

CISCO Meraki + CISCO Catalyst

One unified web interface | Open APIs | Unified policy | Rich telemetry

CISCO Live!

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Day -1
Devices Supported, Scale, Architecture

Devices Supported
- All Meraki devices
- Limited Cisco Devices
- Low Feature Parity

Deployment Option
- Meraki is Cloud Only
- Catalyst Center for on-prem
- Limited deployment Flexibility

Scale
- Meraki server and Data Center limits
- 25k devices per Organization.
- Central Offers better Scalability

Cloud Architecture
- Multi-tenant Solution
- Migration Journey to Micro-services
- Central built on Micro-services

Day -1
Licensing

Tiers
- 2 tiers for Switching
- 3 tiers for SD-WAN and Routing
- 2 tiers for WLAN

TCO
- Individually Licensed per Series
- Enterprise License includes NBD delivery & 24*7

Discounts
- Heavy Discounts on Hardware
- Better pricing when bundled with Other Cisco Products Ex. TE, ISE
- Lifetime Warranty Included

Flexibility
- Delayed activation for 60 days only!
- 30 Days Grace period

Day 0
Onboarding, Bulk Configuration, Admin Access Control

Onboarding

- Zero Touch Provisioning
- Onboarding with Order ID
- *Mobile App only for Monitoring

Bulk Configuration

- Bulk Network Creation Tool
- Network Templates
- No Local override supported

Admin Access Control

- Read only or Full access
- Access granted per Network
- Lacks Granular Control

Day 1
Monitoring, Logging, AI story

Monitoring

- Uplink health, Memory, CPU data for Switches
- Cloud Monitoring for Catalyst
- Low Visibility into System Health

Logging/ Reporting

- Wireless Health for WLAN
- Org-level Summary report
- Vital info can be missing

AI Story

- AI enhanced Auto RF
- Solves ~15 usecases with AI
- No AI/ML for endpoint classification

Day 2
Troubleshooting, Visibility, API capabilities and Firmware Upgrades

Troubleshoot
- Cloud Packet Capture
- Ping, Traceroute, MTR,ARP Table
- No CLI Access

Visibility
- CPU, Memory data for MS
- Limited System health data with MX & MR
- Traffic Analytics with MX

Enterprise Grade Features
- MS supports L7 Fingerprinting
- Cisco Ecosystem Integrations
- BGP only supported with MX

Firmware Upgrades
- Staged Upgrade with Switches
- Smart Upgrade for MR
- Network Level Upgrades only

Key Takeaways
Aruba Central vs Meraki Dashboard Cloud

Cisco Meraki		Aruba Central
Meraki is not fully Microservices based	→	Aruba Central's Modern Cloud Architecture
Low Visibility into System Health Info	→	Threshold Alerts with Aruba Central
Low Serviceability	→	Central provides rich troubleshooting tools with CLI
Low Feature Parity with Flexible management	→	No such Trade-off with Aruba Central
Weak AI Story	→	Central AI Insights ~40 use cases
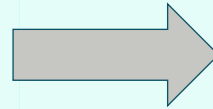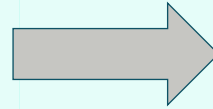
Juniper Mist

Introduction

👉 **Full stack vendor**

👉 **Microservices based cloud**

👉 **Heavily marketed Marvis AI**

👉 **Almost a single pane of glass**

👉 **Multiple subscriptions**
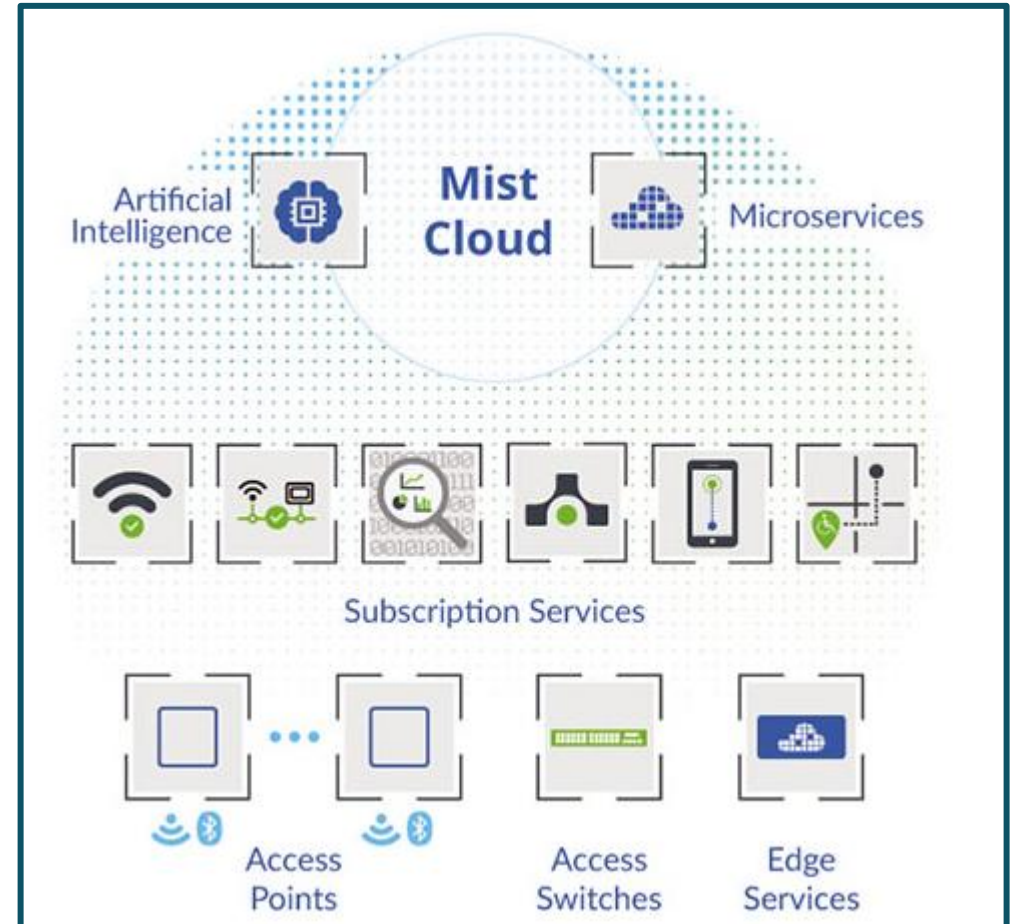
Day -1
Devices Supported, Scale, Architecture

Devices Supported
- No comparable product to UXI
- No 3rd party device observability

Deployment Option
- No On-Prem
- No Wi-Fi 7

Scale
- Max 256 APs in Distributed WLAN
- APs are not enterprise ready

Architecture Support
- No MS Azure & private cloud
- No Dynamic Segmentation

Day -1
Licensing

Tiers
- Complex license enchilada
- No license upgrades

TCO
- Advanced license mandatory
- On all devices in a site

Discounts
- vBLE for free
- Hardware & software bundles

Flexibility
- No delayed activation
- No co-termination

Day 0
Onboarding, Bulk Configuration, Services

WLAN

- Hierarchical configuration
- No GPS chips in AP

Switching

- Support for ESI LAG. No need for VSX
- No support for CLI syntax checking in switch Template similar to MultiEdit

Services

- Cisco to Juniper config convertor
- No policy optimization

Day 1
Monitoring, Logging, AI story

Monitoring

- Weak application recognition
- Amiss client fingerprinting

Reporting

- Only 7 days of statistics
- Premium reporting costs extra

AI Story

- Only 20 use-cases solved
- Requires advanced licensing

Day 2
Troubleshooting, Visibility, Failure Scenarios and Firmware Upgrades

Troubleshoot
- No CLI Access for AP's
- No AI Assist

Visibility
- No firewall session visibility
- No real network sensors

Failure Scenarios
- Large downtime in Edge Clusters
- No 1800 TAC hotline but chatbot

Firmware Upgrades
- No Live Upgrades
- No Firmware Compliance

Key Takeaways
Aruba Central vs Juniper Mist

Juniper Mist		Aruba Central
Restricted deployment options	→	Excellent On-premise offerings
Incomplete WLAN portfolio lacking innovation	→	Rich Wi-Fi 7 portfolio with GPS & UXI sensors
Mandates advanced tier, not economical	→	Feature rich foundation subscriptions
No Wired Tunnels from JunOS switches to Mist Edge	→	Role based Dynamic Segmentation
Weak Application & Client visibility	→	ML powered Application & Client Visibility
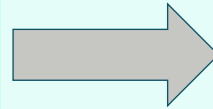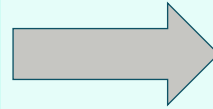
Extreme

ExtremeCloud IQ

Extreme Cloud IQ

👉 **Cloud-based network management platform**

👉 **Capable of managing third-party networks**

👉 **Multiple deployment options:** public, private, and ExtremeCloud Edge

👉 **Promoting ExtremeCloud IQ as their management platform**

👉 **Aggressive marketing strategies to gain customer mind share**

Day -1
Devices Supported, Scale, Architecture

Devices Supported

- Universal h/w APs & Switches
- 'Monitor-only' for legacy Extreme Wireless and WiNG APs
- No VDX, MLX, SLXe

Deployment Options

- Public and Private Cloud with ExtremeCloud IQ
- On-prem with ExtremeCloud IQ – Site Engine
- ExtremeCloud Edge

Scale

- APs fail in High Density setups
- Lacks UNII-4 channel support

Architecture

- Distributed with ExtremeCloud IQ
- On-Premises Distributed: WiNG OS
- Centralized with ExtremeCloud controller

Day -1
Licensing

Tiers
- 4 tiers for SaaS and On-Prem
- Additional licenses for features
- No Co-pilot license (AI features) for centralized deployments

TCO
- No AI in Base licenses
- Additional license for 'Site Engine'
- Additional Premier and MACsec Switch license

Discounts
- Deep discounts for E-Rate
- Free installations

Flexibility
- No delayed activation
- No co-termination

Day 1
Monitoring, Logging, AI story

Onboarding

- Many switches lack TPM chips
- APs lack GPS chipsets

Configuration

- Migrating between OSs requires complete reconfiguration
- Switch OS's have non identical CLIs

Day 1
Monitoring, Logging, AI story

Monitoring

- Monitoring data scattered across multiple screens
- Lacks purpose-built h/w sensors

AI Insights

- No sustainability insights
- CoPilot anomaly insights and Connectivity experience data are available for 7 days only

AI Story

- Smaller dataset to train AI
- Lacks local and peer comparison
- Lacks natural language queries

Day 2
Troubleshooting, Visibility, Failure Scenarios and Firmware Upgrades

Troubleshoot
- Limited CLI Access for APs and S/Ws
- No AI-ML based management tools
- No NAE like feature

Visibility
- CoPilot provides insights in only 6 categories
- Lacks Application Recognition

Failure Scenarios
- PoE always on feature lacking on switch
- Dual and Failover PoE for APs

Firmware Upgrades
- Stacking support in cloud
- No In Service Software Upgrade

Key Takeaways
Aruba Central vs ExtremeCloud IQ

| ExtremeCloud IQ	Aruba Central
No AI in the base license	Feature rich foundation license
CoPilot provides insights in only 6 categories	Central AI Insights ~40 use cases
No AI-ML based management tools	Offers full spectrum of AI-powered management tools
Boasts about having 1.4+million connected endpoints to use as a dataset	Central has over 1.5 billion connected endpoints to use as a dataset
Confusing licensing and subscription model	Simple, consistent licensing framework across the board

Fortinet

Fortinet Product Portfolio
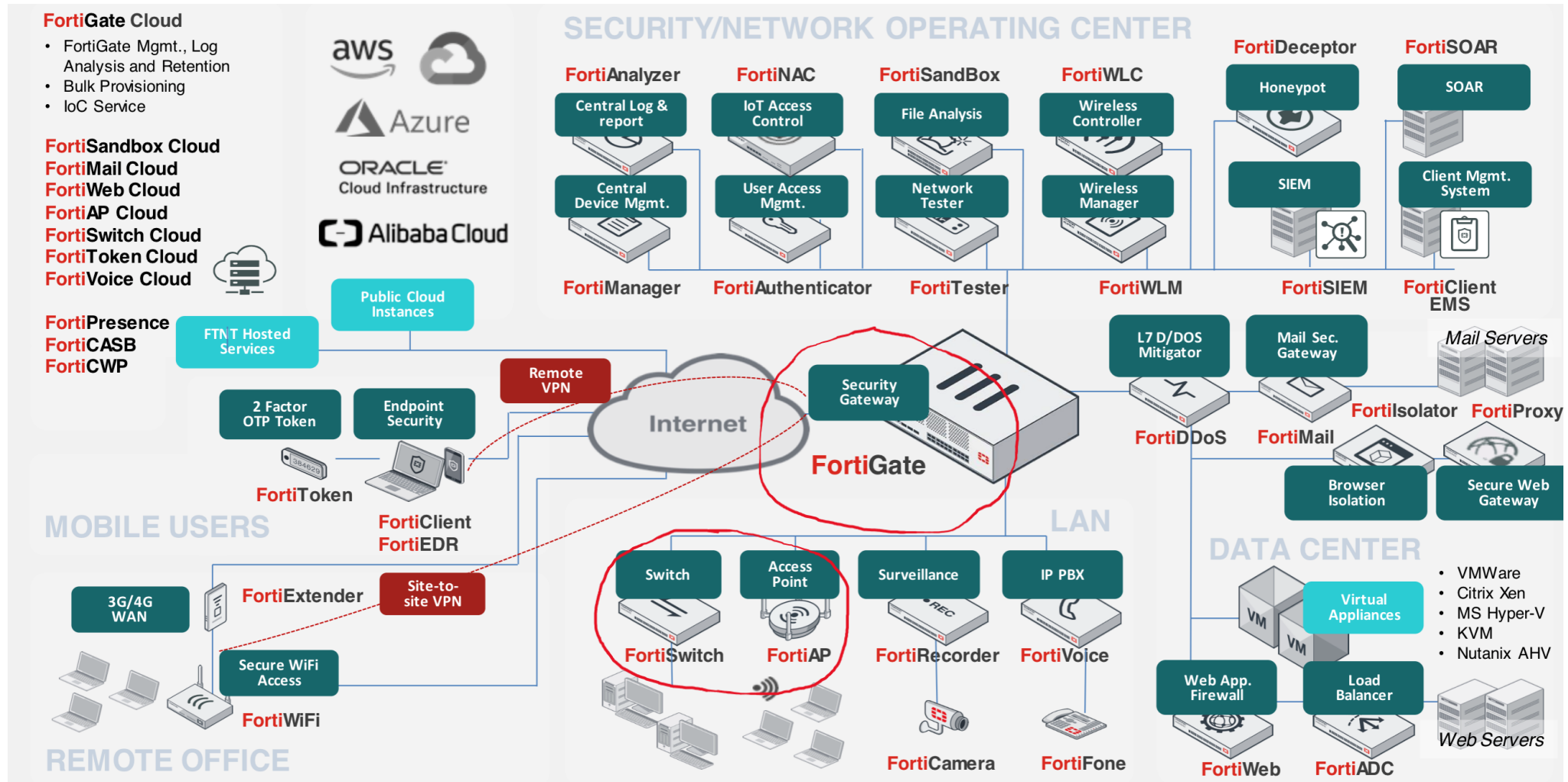
Fortinet Product Matrix   Fortinet Product Pricing

Fortinet Network Management Options
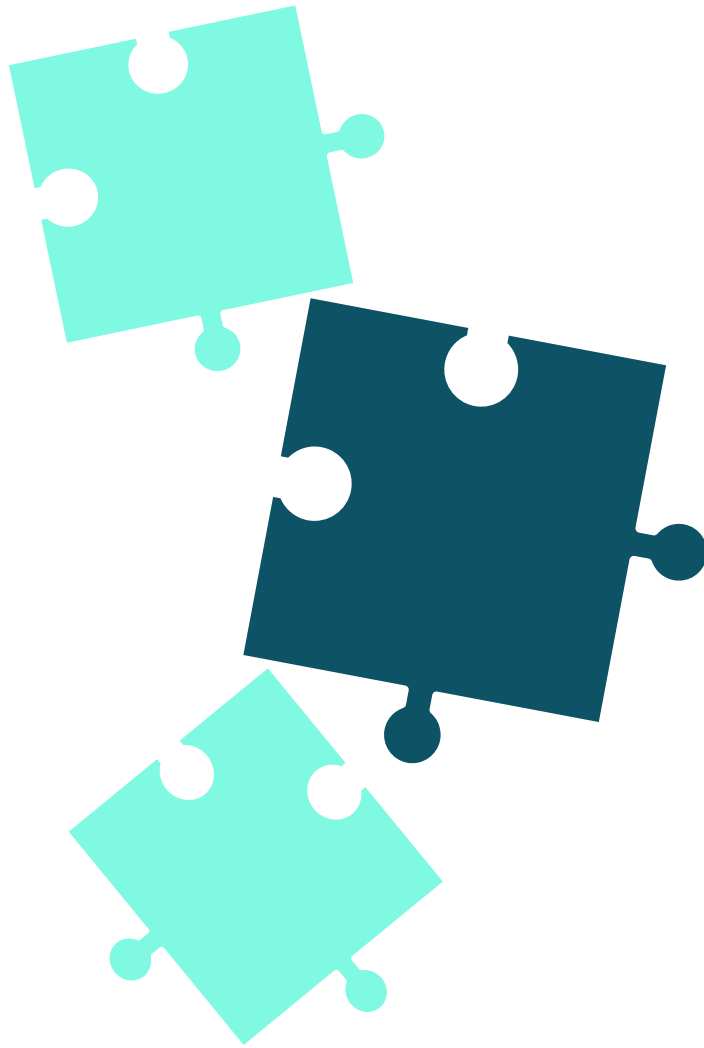
Platform	On-Prem Management	Cloud Management
FortiAP	FortiGate (via built-in controller) FortiWLM (legacy)	FortiLAN Cloud ((Standalone) FortiManager Cloud (when managed via FortiGate)
FortiSwitch	FortiGate (via built-in controller) FortiSwitch Manager (for standalone use cases)	FortiLAN Cloud (Standalone) FortiManager Cloud (when managed via FortiGate)
FortiGate	FortiManager FortiManager VM	FortiGate Cloud FortiManager Cloud

Fortinet Cloud Management

FortiManager Cloud
- Centralized management for Switches, AP, FortiGate
- Integrated with Fortinet Security Fabric
- Cloud adaption of on-prem version

FortiLAN Cloud
- Only for Switches & APs
- MSP portal supported
- Devices do not run FortiOS
- No ties to FortiGate & FortiPlatform

FortiGate Cloud
- FortiGate provisioning, SD-WAN config
- 1-touch with FortiDeploy
- Supports configuration & management for Forti-AP
- MSP portal

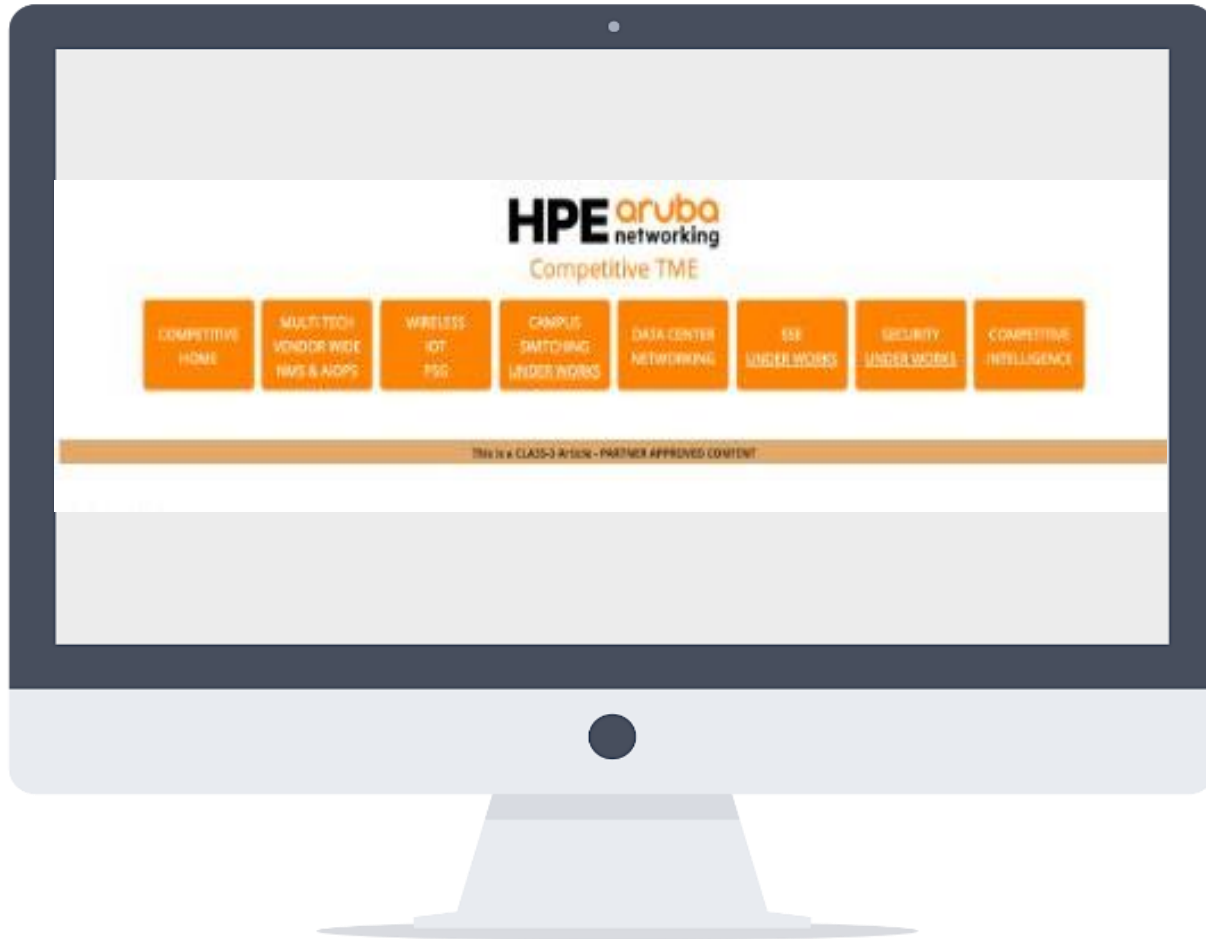# Wrap Up & Call to Action

Help Us To Help You

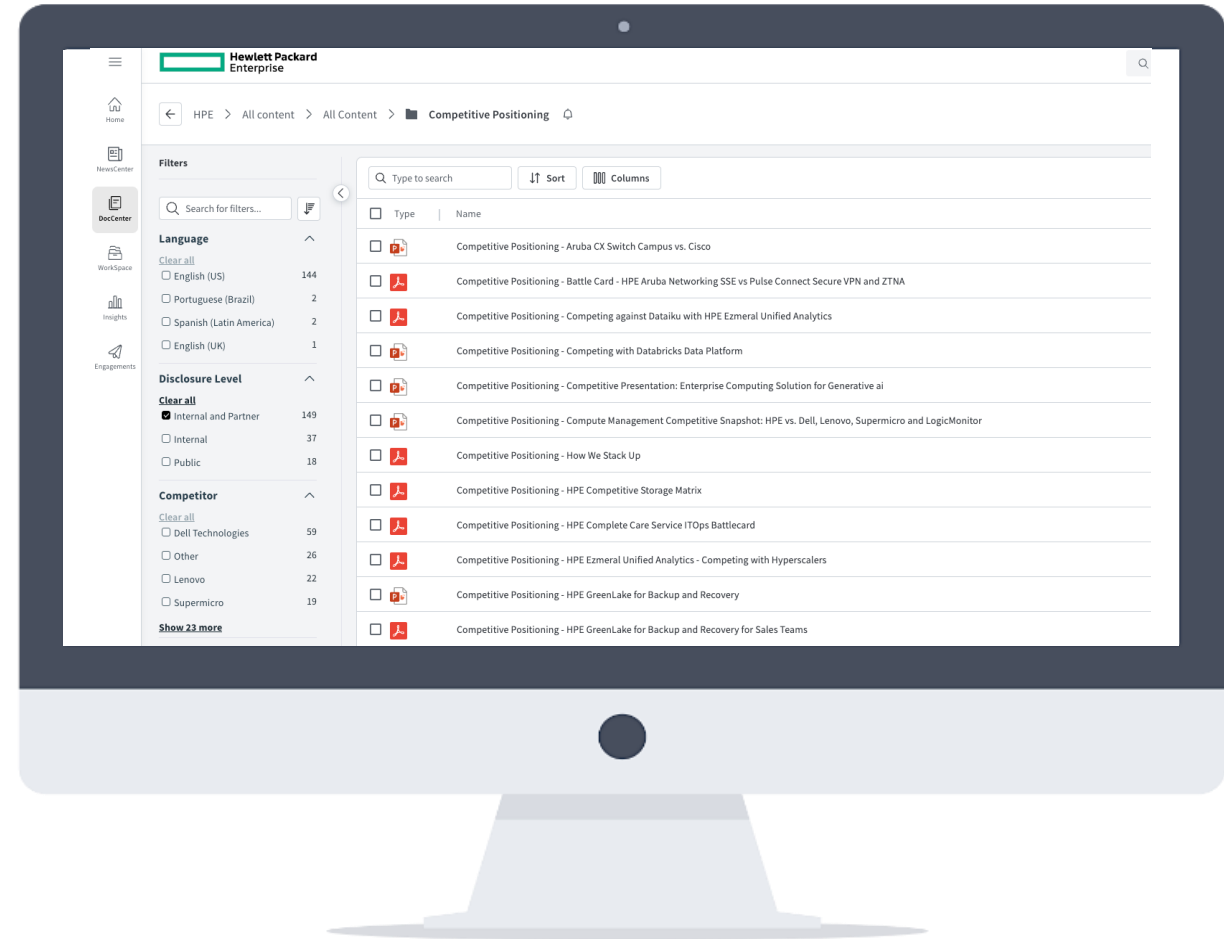**aruba-competitive-tme@hpe.com**

beat_meraki@hpe.com

beat_mist@hpe.com

Important Mailers
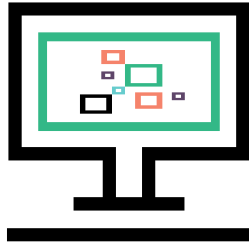
Where To Find Collateral?

Arubapedia For Partners

Seismic

Questions?

Partner Resources

Airheads Community

(Click Here)

Arubapedia for Partners

(Click Here)

Partner Ready for Networking portal
(Click Here)

Ask Questions
Get Answers

Channel SEs (CSEs)

Regional channel support

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Thank You!

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