



**Hewlett Packard
Enterprise**

Selling and Delivering Outcomes in Manufacturing

**Mapping Intent
Creating Differentiation
Delivering Value**

January 2024

HPE aruba
networking

Before we begin...



- Listen by computer audio or dial-in



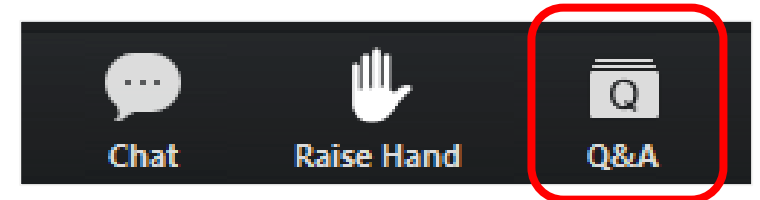
- All lines are muted during the webinar



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



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



Series of “Selling and Delivering Outcomes” industry sessions

Selling and Delivering Outcomes with TSIA – October 5, 2023

Financial Services and Smart Building Environments – October 31, 2023

Healthcare – November 14, 2023

Hospitality and Retail – December 12, 2024

Manufacturing – January 16, 2024

Education – February 13, 2024

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Today's Presenters



Vinnie Strey

Sr Manager, Vertical Marketing
Industrial & Manufacturing Vertical

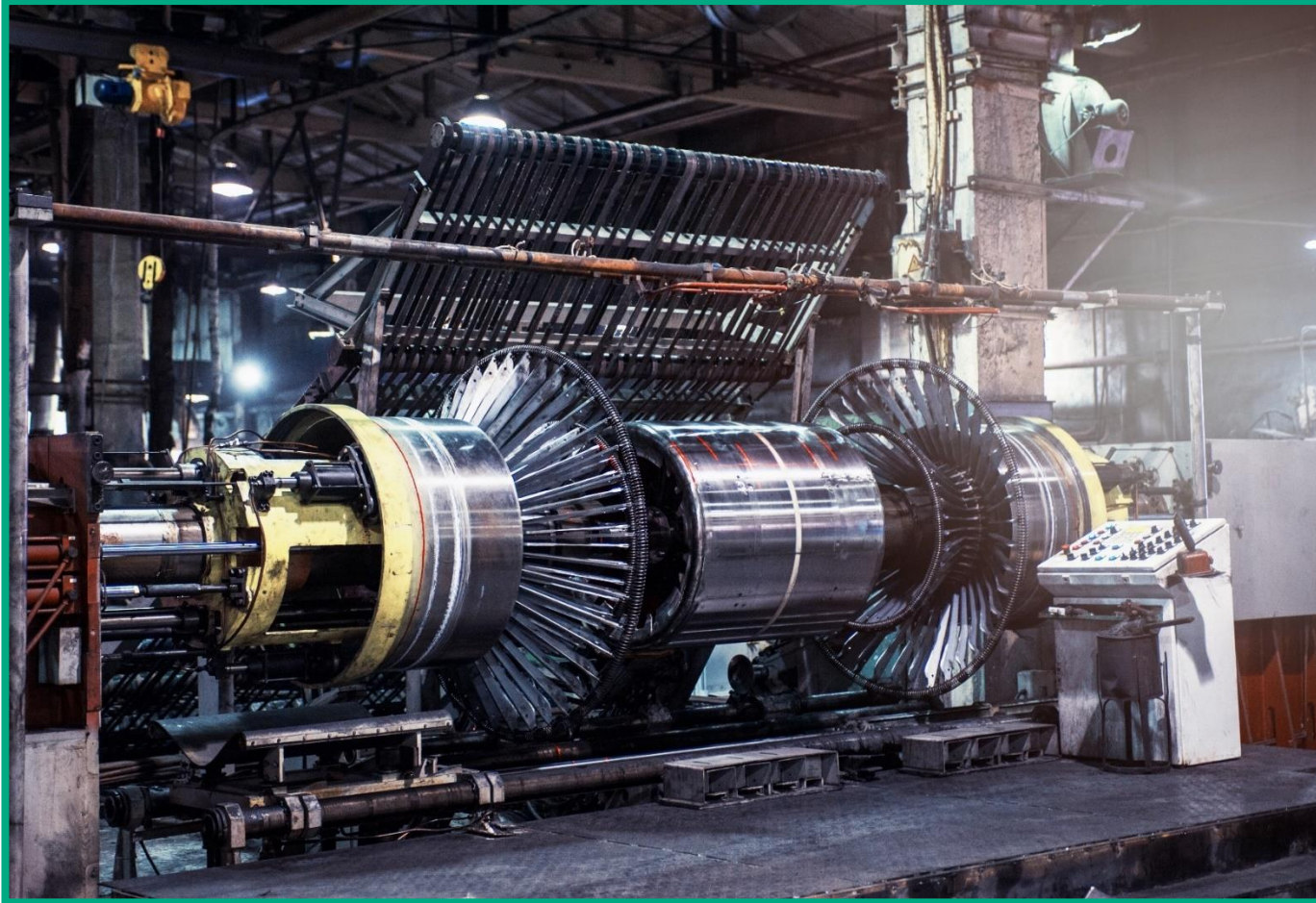


Michael Tennefoss

VP of IoT & Strategic Partnerships
Industrial & Manufacturing Vertical



Topics



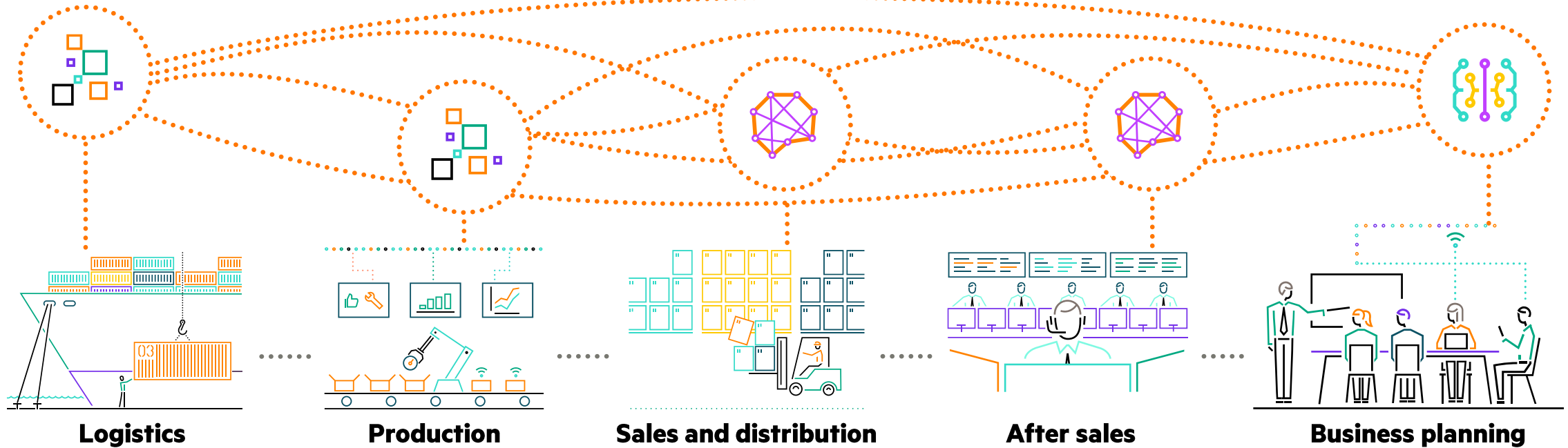
- Outcomes drive business value
- Market dynamics
- Customer and stakeholder profile and associated focus areas
- Aruba IIoT/OT and use case approach
- Sustainable IIoT/OT
- Solutions and examples
- Hunt and develop
- Resources to help you succeed and next steps

Outcomes drive business value



Focusing on outcomes maximizes business value, collaboration, and stickiness

Business transformation is the pursuit of situational awareness based on a platform vs. product sales



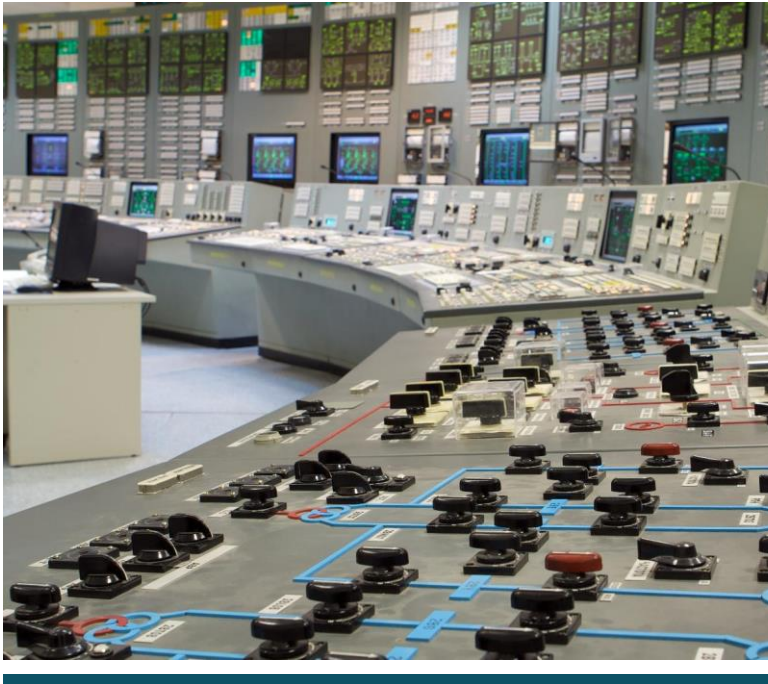
Edge

Moving data seamlessly from edge-to-cloud

Cloud

with **Zero Trust Security** everywhere

Industrial & Manufacturing



- Mobile worker productivity enhancement via private cellular and Wi-Fi
- Asset tracking for to enhance shift productivity
- Secure convergence of IT and OT infrastructure for cost reduction



- Time and motion optimization
- Tool tracking
- AGV and robot optimization
- Voice picking



- Worker safety and collision detection systems
- Rotating equipment predictive failure monitoring
- Hazardous area AIDC, voice, and barcode

Overcoming the IT/OT Divide



Enterprise Networks



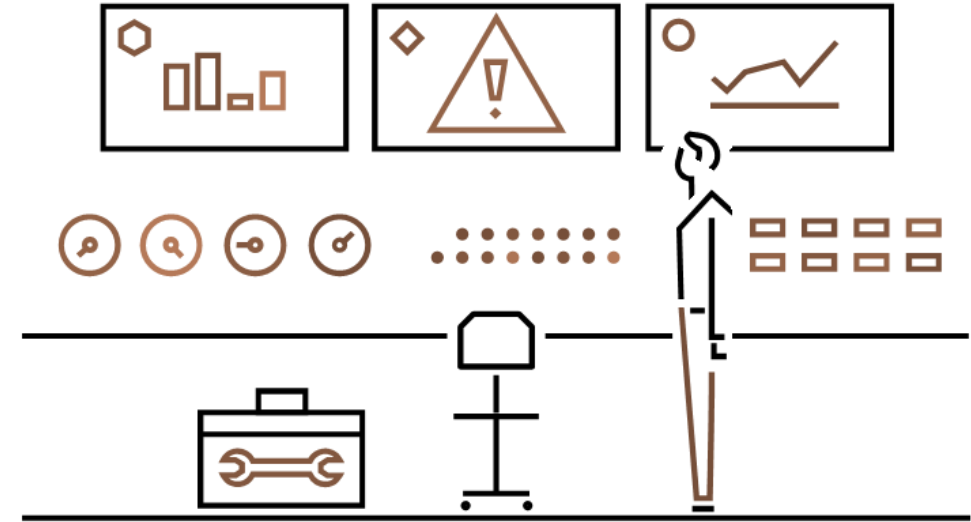
IT (CIO and CISO)



LAN
WLAN
Server
Storage



Billing
Order Management
Sourcing
Financial Planning



Control Networks



OT (COO)

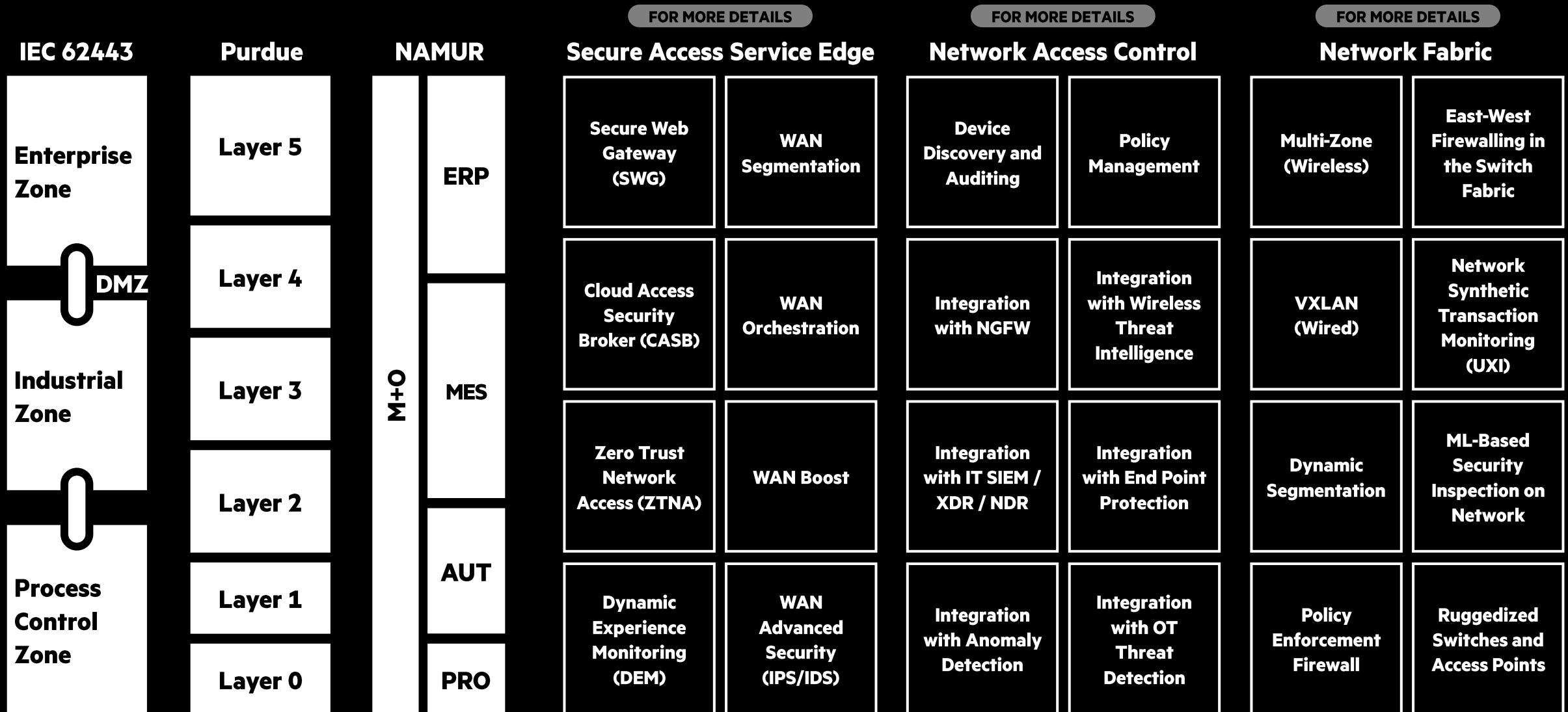


PLC
SCADA
Sensors
Actuators

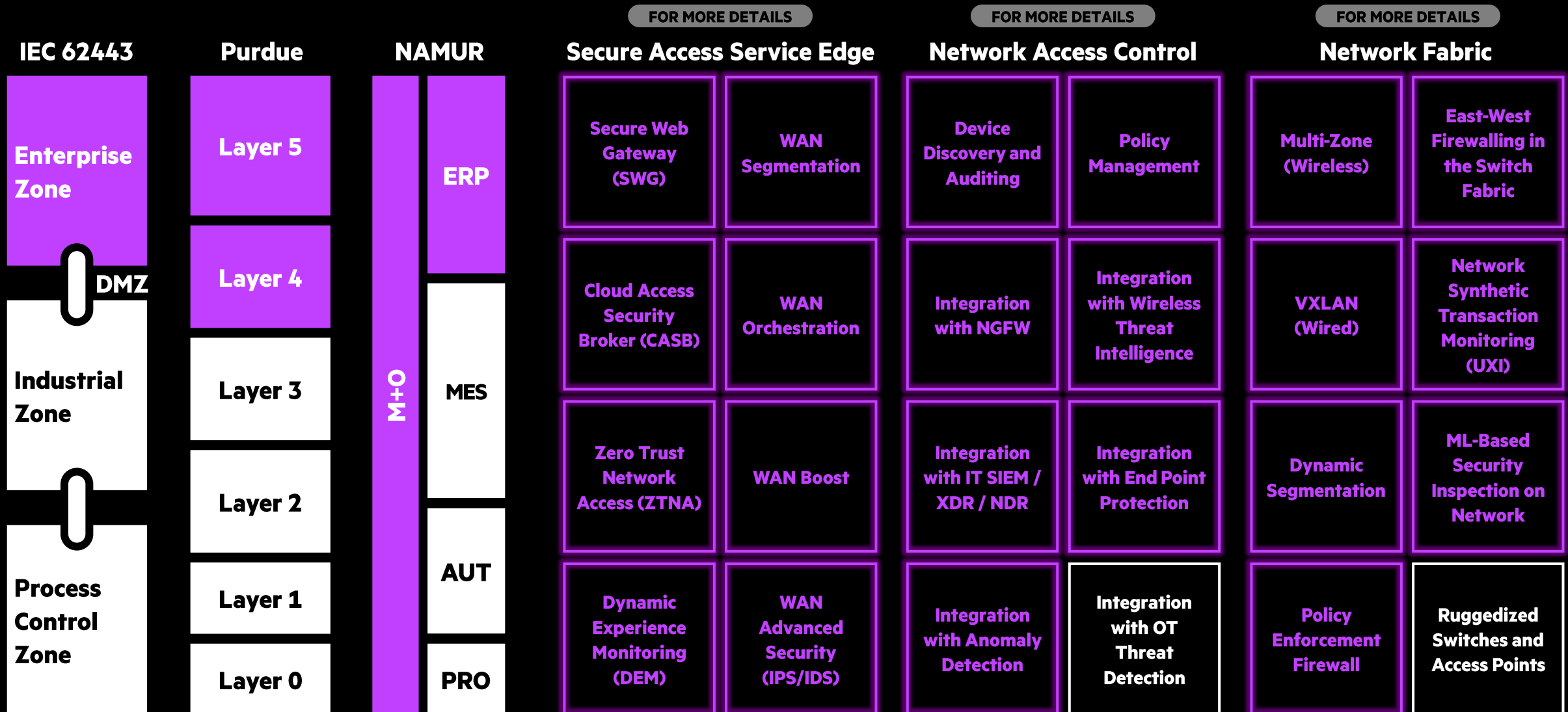


Process Control
Supervisory Control
Reliability Management
Quality Control

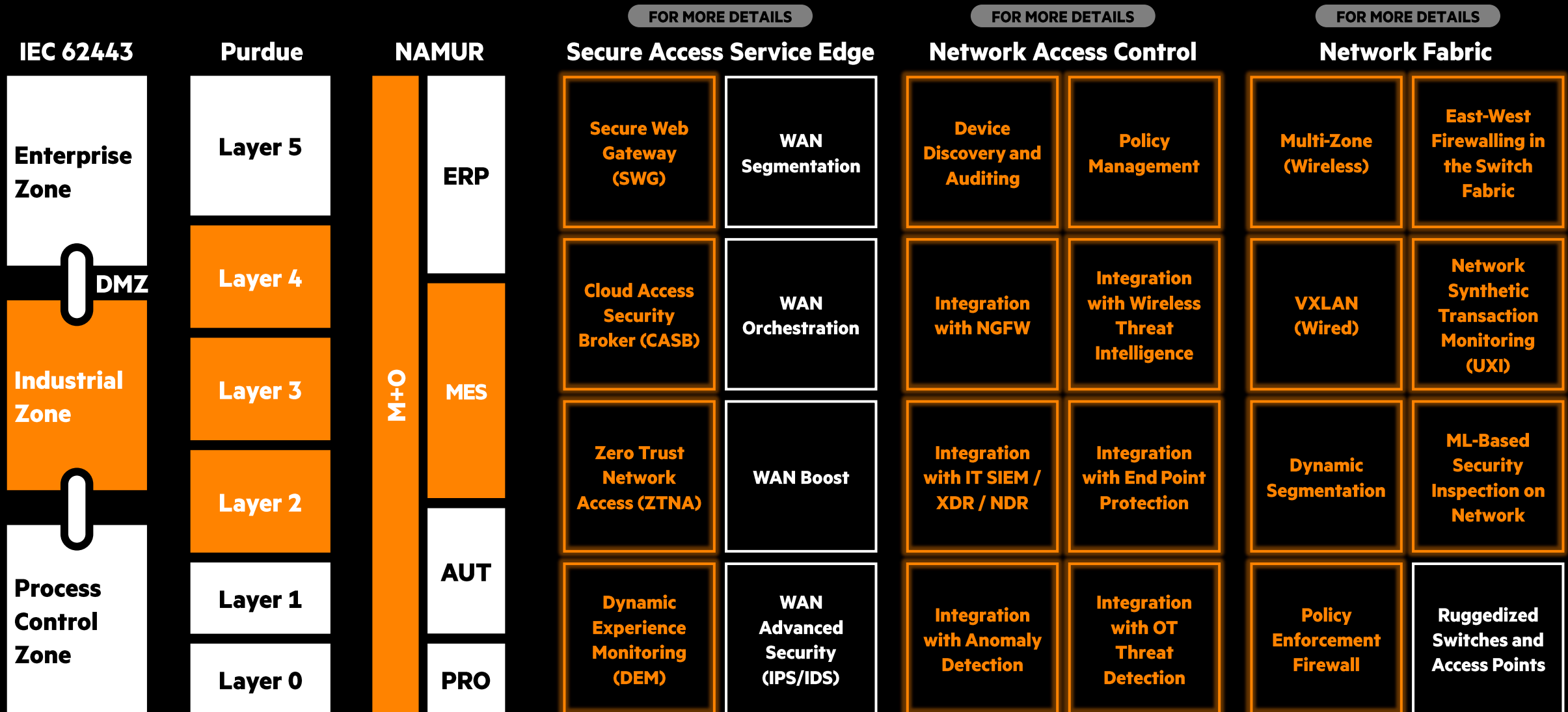
OT Security Standards/Frameworks and HPE Aruba Capabilities



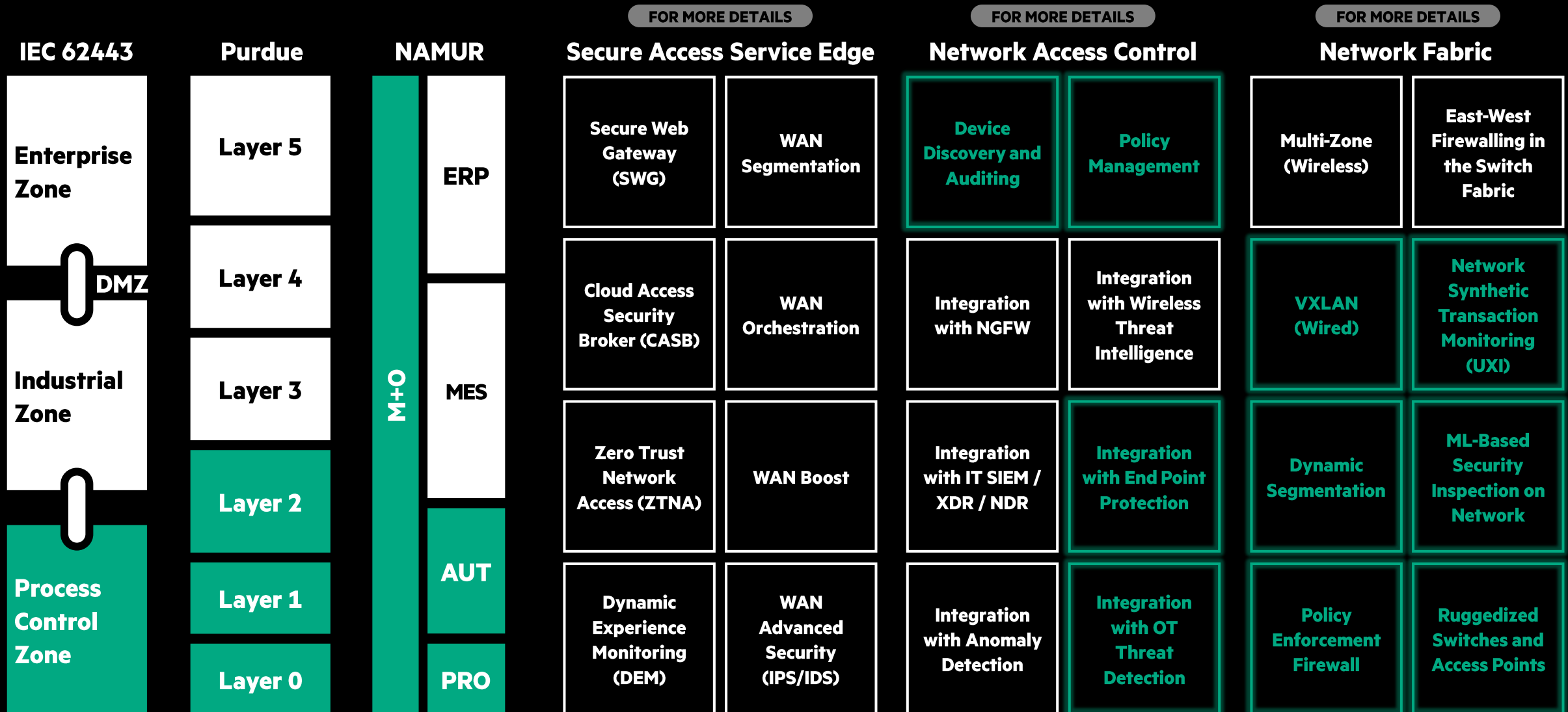
Enterprise Layer



Industrial / Plant / Factory Layer



Process Control Layer



POLL QUESTION



Market Dynamics



Growth Forecast

5.7%

Manufacturing IT
expected to grow at
this rate thru 2026

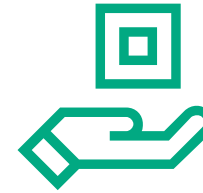
10.2%

Energy and utilities IT
expected to grow at this
rate in the same period

ALL

Global regions will
experience growth in those
industries with nuances

Driven by:



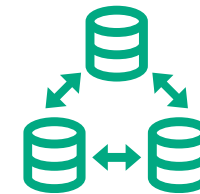
As a service
transition



Cyber security
concerns



Demand for efficiencies
from existing plant and
equipment



IT/OT convergence



Economic challenges

Pandemic “PTSD”

Geopolitics, such as trade wars and actual wars

Lack of skilled workers in most countries

Strong Dollar and exchange rates

Constrained supply chains and reshoring/offshoring

Inflation and rising costs of material and labor



Technical challenges

OT device discovery and classification

Threat monitoring and remediation

Lack of internal device telemetry

Unsecured legacy devices and aging infrastructure with long obsolescence cycles

Very heterogeneous installed base

Outdated OS / security patches



Execution challenges

Training field sales on the industry's vocabulary and architecture

Recruiting/training qualified channel partners

Teaming with the world's largest automation vendors

Pulling HPE Aruba Networking's vertical experts into sales opportunities early

Supporting HPE sales teams in the wake of layoffs of vertical experts

Product enhancements tailored to this market



Customer and Stakeholder Profile



Key stakeholders determine the speed and scope of digital transformation

MEETING BUSINESS NEEDS CAN LEAD TO ADDITIONAL BUDGET FROM IMPROVED ROI VS COST

COO

- Uninterrupted uptime
- Quality and productivity
- Real-time analytics and metrics
- Optimal client service

CISO

- Data Integrity / protection
- Attack prevention and resilience
- Vulnerability remediation
- Controls and monitoring
- Compliance

CRE

- Real estate footprint
- Lower OpEx, optimized CapEx
- Manage facility risks
- Workplace experience
- Adhere to requirements

CFO

- Profitability and ROI
- Overall portfolio
- Avoid vendor lock-in
- Minimize and manage financial risks

CHRO

- Worker satisfaction
- Hiring and retention
- Personal safety / security
- Culture
- Rules and regulations

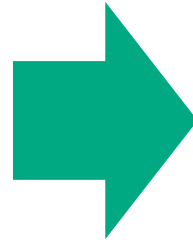
CIO

- Technology roadmap
- Operational excellence
- Scalability and architecture
- ROI and cost management

ADDRESS THE NEEDS OF EACH TO ATTRACT FUNDING FROM THEM ALL

CIO must support COO's, CISO's, and CFO's initiatives...which may be in conflict

**FUNDAMENTAL
EXPECTATIONS**



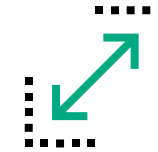
ALWAYS ON



SECURE



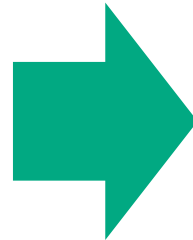
FLEXIBLE



IoT/OT READY



**ACHIEVE MORE,
FASTER**



DATA INSIGHTS



SUSTAINABILITY



INTEGRATION





COO

- **Uninterrupted uptime**
- **Quality and productivity**
- **Real-time analytics and metrics**



CISO

- **Veracity of data**
- **Attack prevention and resilience**
 - **Vulnerability remediation**



- **Profitability and return on investment**
- **Sequencing finance transformation without vendor lock-in**
- **Financial engineering for expansions and contractions**



CFO



COO

CISO

CFO



Use Cases



Business challenges

Target
high-value,
vertically-
focused
business
challenges



- Digital twin
- Asset and tool tracking
- Cleanroom management
- Predictive maintenance
- OT device integration
- OT security
- Crane, AGV, and robot control
- Time and motion optimization
- Voice communications
- Rotating equipment monitoring
- Air quality monitoring
- First responder assistance
- Disaster recovery
- Person-down and muster alerting
- Collision avoidance
- Infection control
- Video surveillance
- Automation systems
- Facility monitoring
- Remote site communications
- Distributed antenna system replacement



AP as an extensible wireless on-ramp... with container-based apps coming



Switch as an extensible wired on-ramp... with container-based apps coming

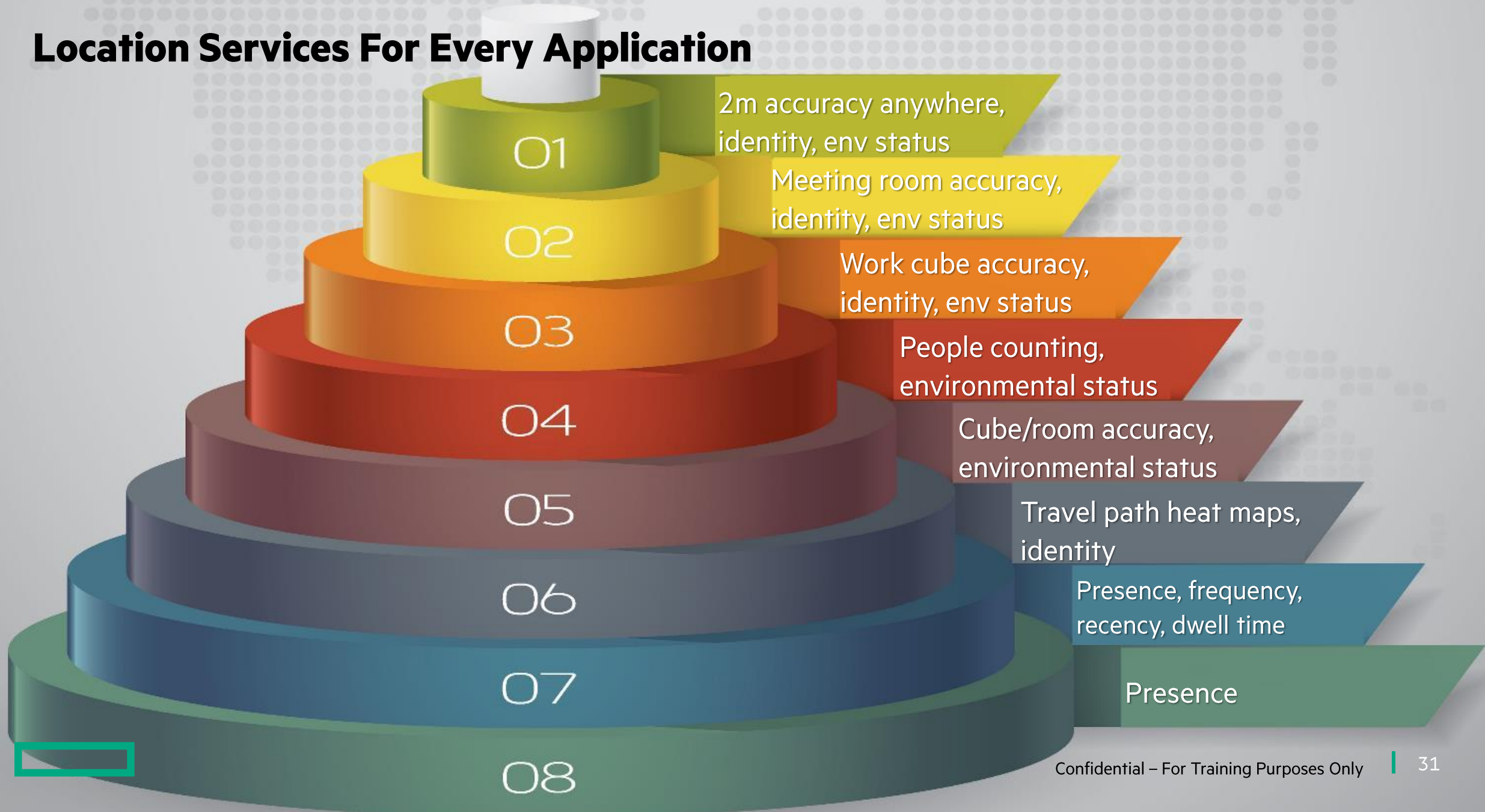


Sensor
Actuator
Task printer
Scanner
Video camera
Motor drive
Controller
PLC
RFID reader
Gateway
RTLS

HID
Deuta
Zebra
Honeywell
Axis
ABB
Emerson
Rockwell
Inpixon
CDS
OMLOX



Location Services For Every Application



POLL QUESTION



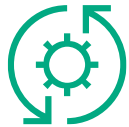
Sustainable OT



SUSTAINABILITY IS AN INTEGRATED PART OF OUR STRATEGY



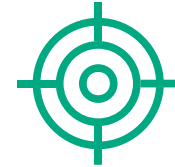
A modern network supports your green initiatives



Committed to helping organizations improve their sustainability posture



Sustainability is a journey of innovation and dedication



Focused on lowering its own Scope 3 emissions by **42% by 2030 and becoming net zero by 2040**

Modern network approach has a positive impact on sustainability in three key areas:

How it's made/lives | How it works | How it's used



Why now?

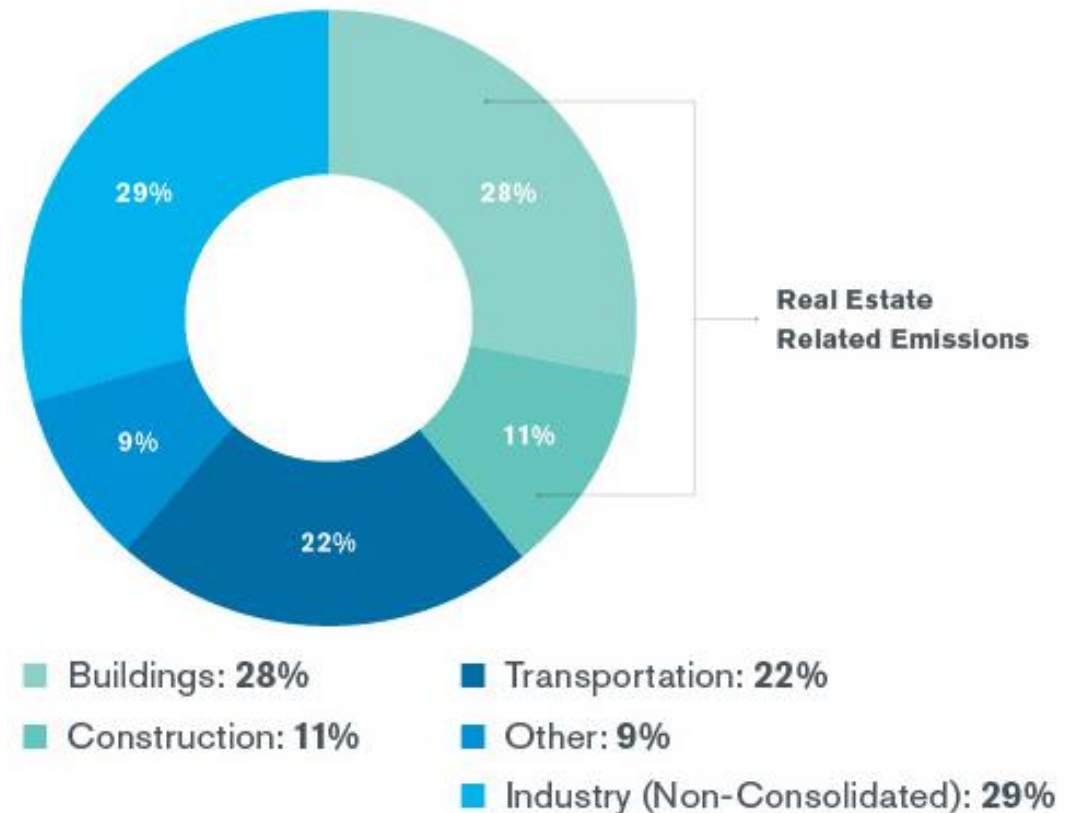
Nearly 40% of global carbon dioxide emissions come from the real estate sector. Of these emissions, approximately 70% are produced by building operations

United States is part of a global initiative to limit global warming to 1.5 degrees Celsius

United States is scaling up action at home and abroad to put the world on a path to reach net-zero emissions economy-wide by 2050

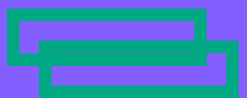
Nearly 3 in 5 (57%) executives report having implemented a cross-functional ESG (environmental, social and governance) working group tasked with driving strategic attention to ESG and another 42% are taking steps to do the same.

FIGURE 2: SHARE OF GLOBAL EMISSIONS BY SECTOR



Source: New Buildings: Embodied Carbon—Architecture 2030.

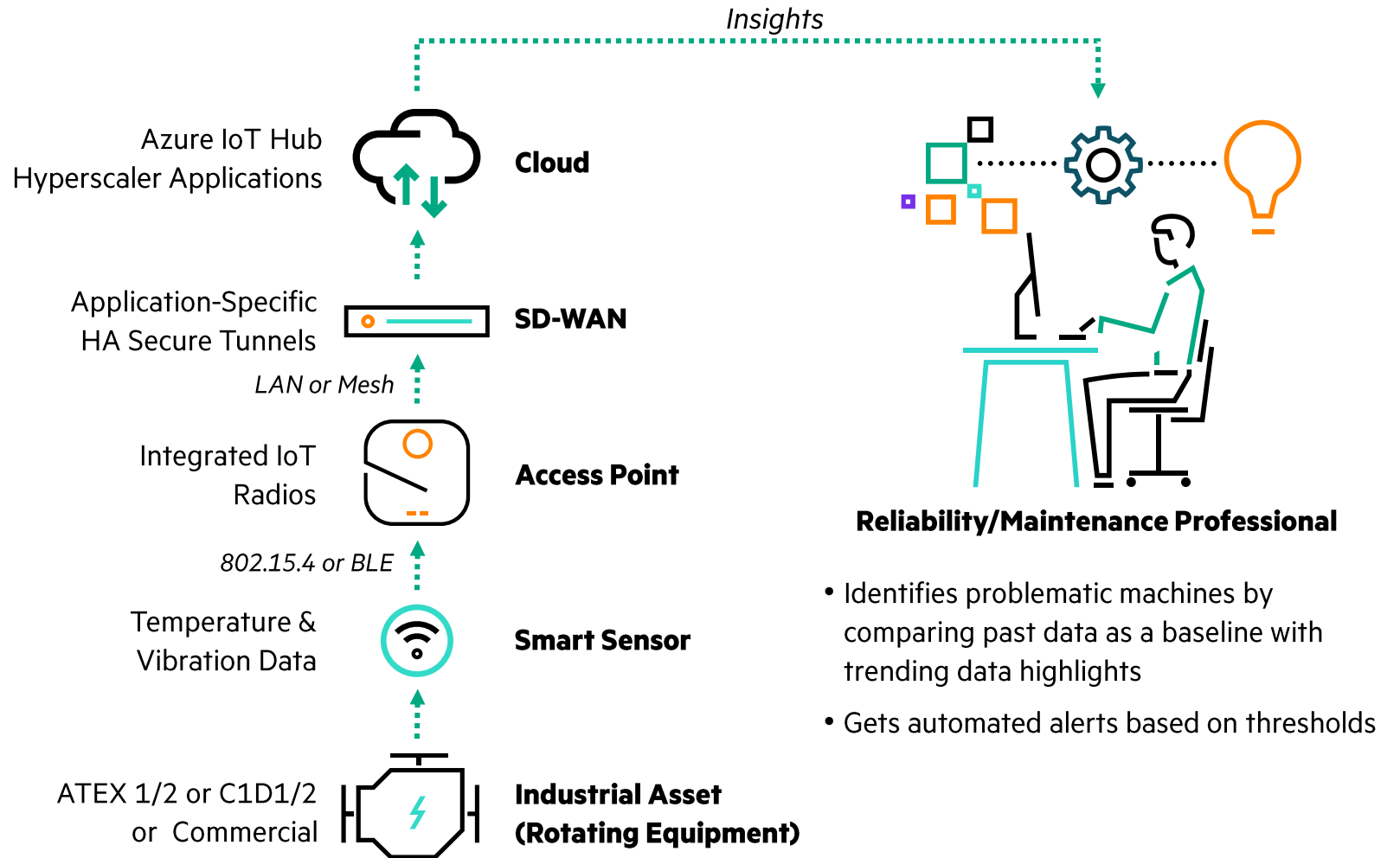
Use Cases and Examples



Predictive Maintenance for Rotary Equipment

Why Predictive Maintenance with Aruba Networking?

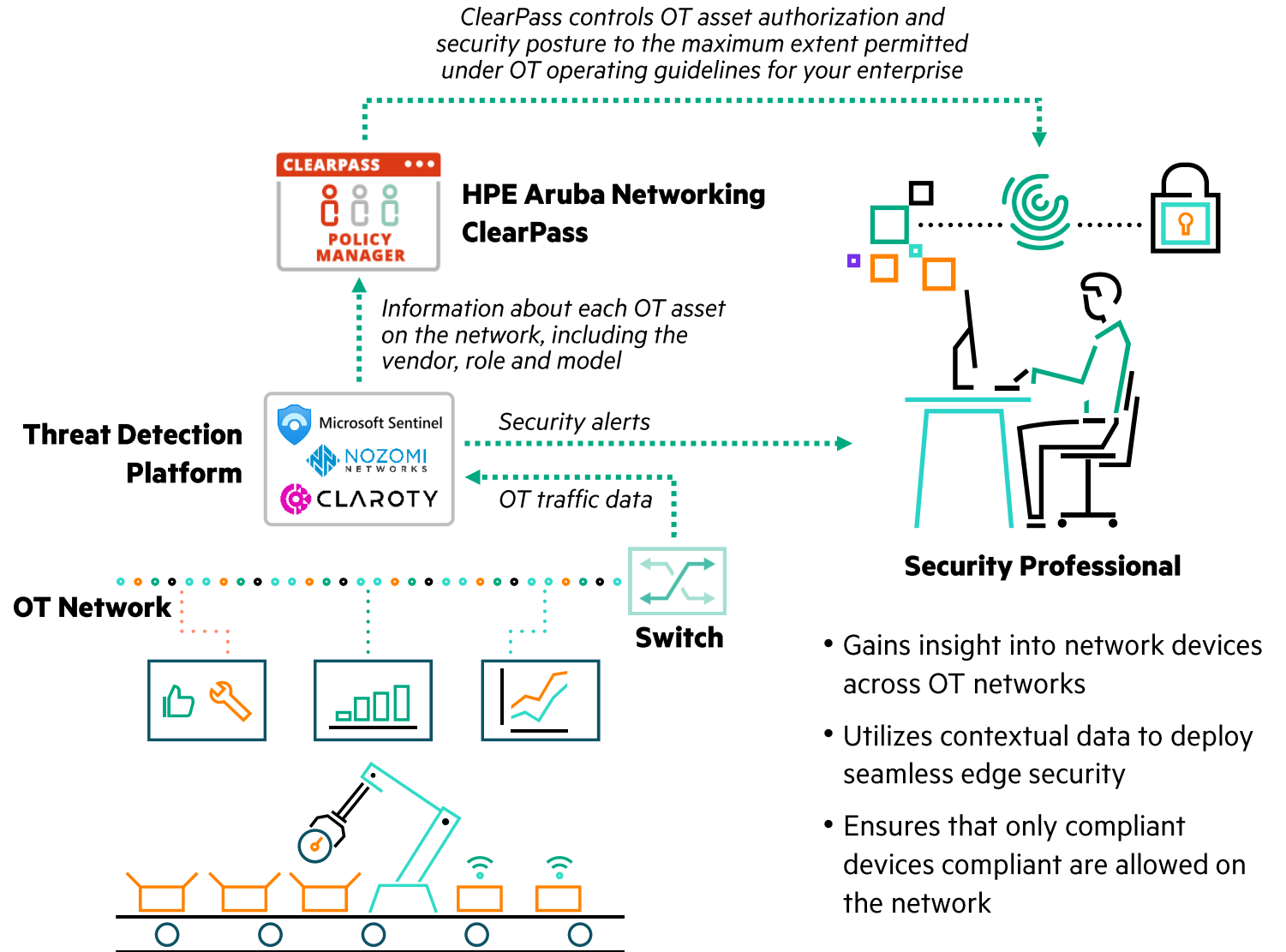
- Provides remote condition monitoring of rotating machinery
- Cuts deployment time and costs by using existing infrastructure
- Eliminates the cost and security risk of dedicated gateways
- Uses a zero-trust framework to protect IoT and sensitive production data
- Works everywhere including FIPS 140-2, ATEX Zone 1/2, and Class 1 Division 1/2 areas



Threat Detection in OT Networks

Why Threat Detection in OT Networks with HPE Aruba Networking?

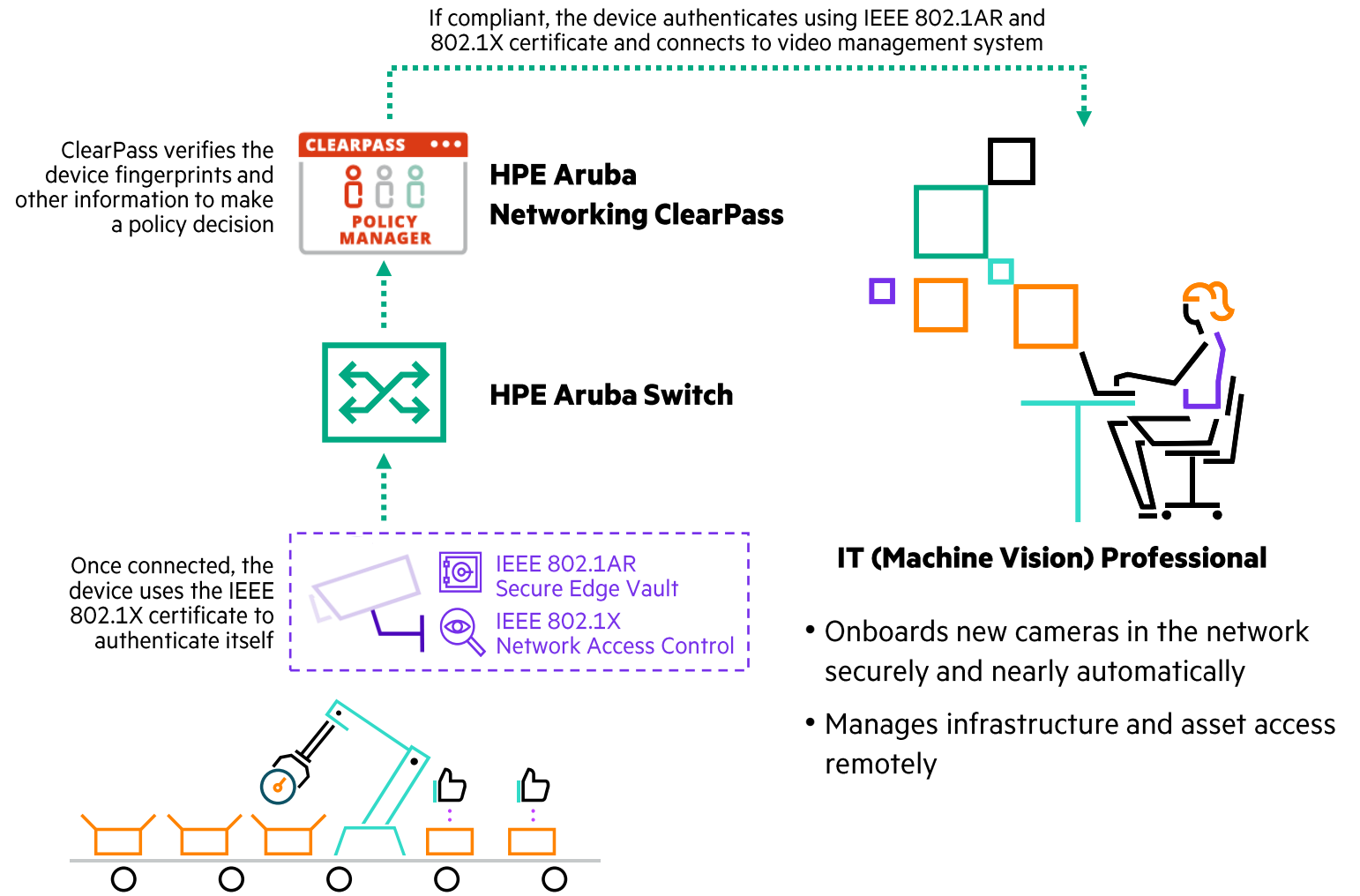
- ClearPass Policy Manager interfaces with more than 150 different security vendors, covering both IT and OT sides of the business.
- Fast incident response time based on real-time OT device status, device attributes, and network communications.
- Remediates OT systems with outdated or non-compliant software, automatically enforcing access policies.



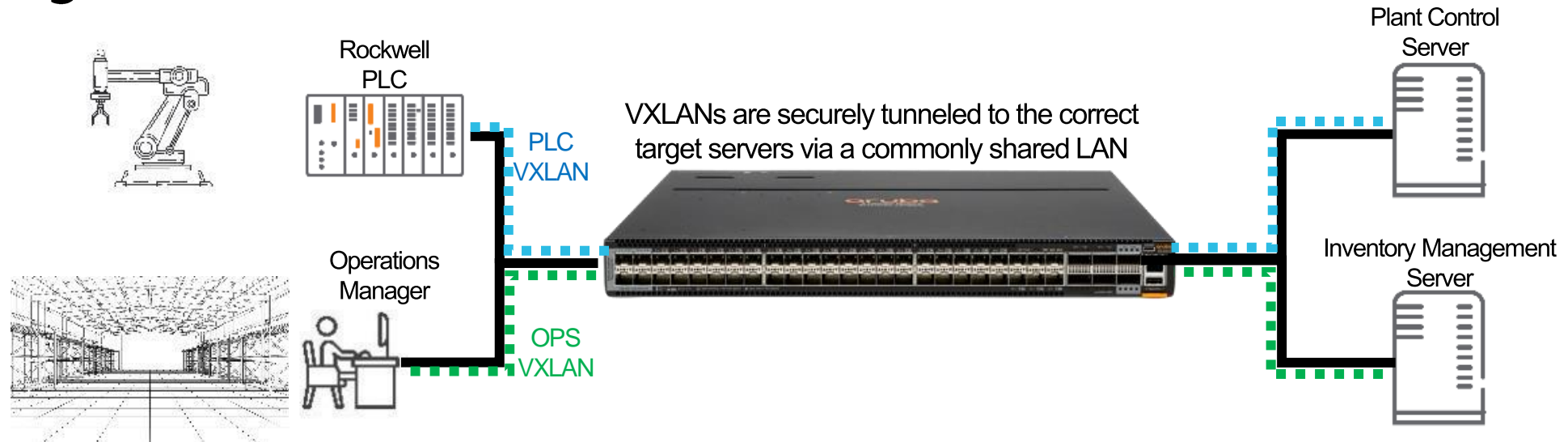
Automated Onboarding and Monitoring of Machine Vision & Video Systems

Why HPE Aruba Networking ClearPass to manage network access of video assets?

- Minimizes the dependence on highly skilled local resources in areas with shortage of IT and OT workers.
- Reduces security risks with secure onboarding.
- Minimizes cost of deployment and downtime associated with installing machine vision assets.

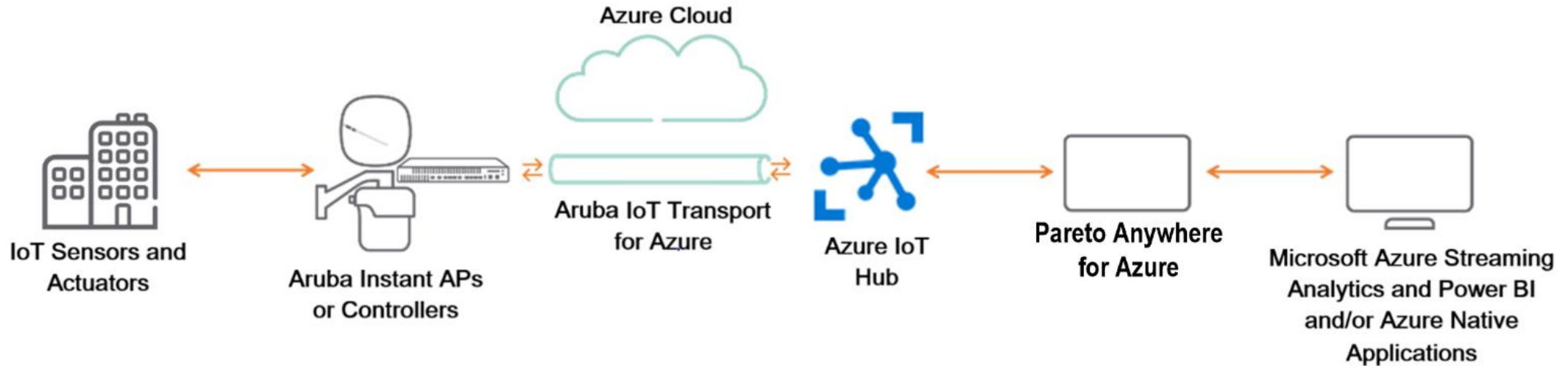


Rockwell segmentation of IT & real-time OT traffic



- VXLAN traffic segmentation separates IT and OT traffic, including real-time Profinet RT, to ensure availability of production networks, cordon off access to sensitive corporate data, and minimize attack surfaces
- Network segmentation maintains security between the IT and OT networks, and is fundamental to a zero trust architecture
- Common CX operating system can be used across all IT, IoT, and OT applications
- Simplifies switch management and OS updates
 - Eliminates the need for expensive proprietary or legacy industrial switches
 - Intelligent CX management console and line cards are more efficient to use and support

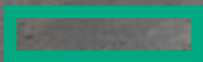
ReelyActive & Microsoft Azure IoT cloud workload migration



- Securely streams IoT data to the Azure IoT Hub without a gateway or custom engineering
 - Supports BLE, Zigbee, EnOcean Alliance, and other devices
- reelyActive open-source payload converter reformats raw IoT data streams at high speed
 - No fees or royalties, and reelyActive subscription support available for implementation assistance
- Enables Azure streaming analytics, Power BI, and Azure applications to easily consume data
 - Takes minutes to set up, no custom engineering required



Automated guided vehicles



Safactory intelligent asset tracking

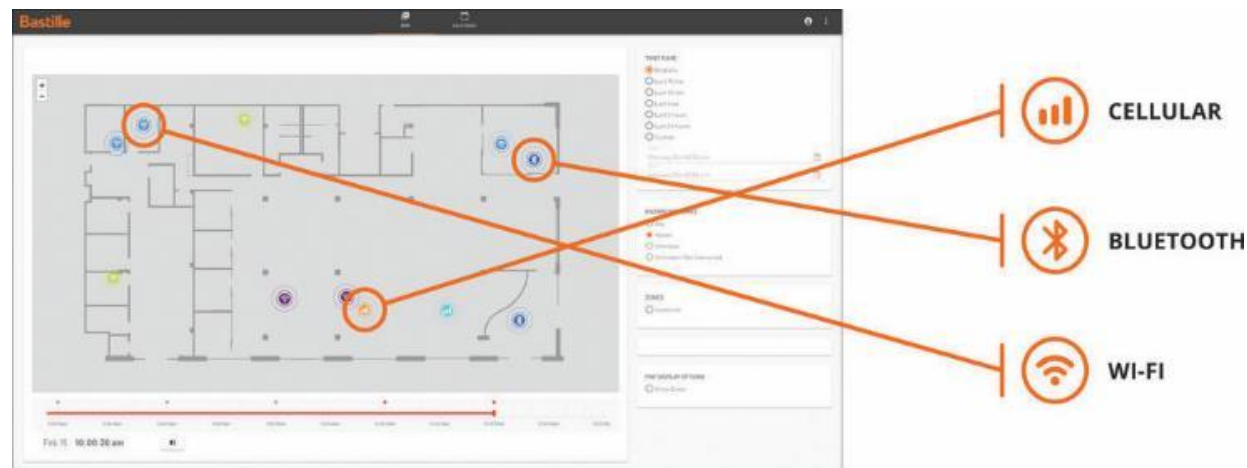


- Real-time asset tracking for pallets, tools, and equipment leverage Aruba access point BLE radios
 - Built-in sensors detect unauthorized asset movement to reduce shrinkage, and alert when items are stored or handled improperly
 - Battery levels are monitored to reduce downtime
- Zone tracking allows time-and-motion analysis of assets that move along predicted paths but with variable travel time
 - Geofences flag if an asset is not moving within a specified route or moving too frequently between two or more locations to optimize kanban and tool management



Bastille RF threat detection

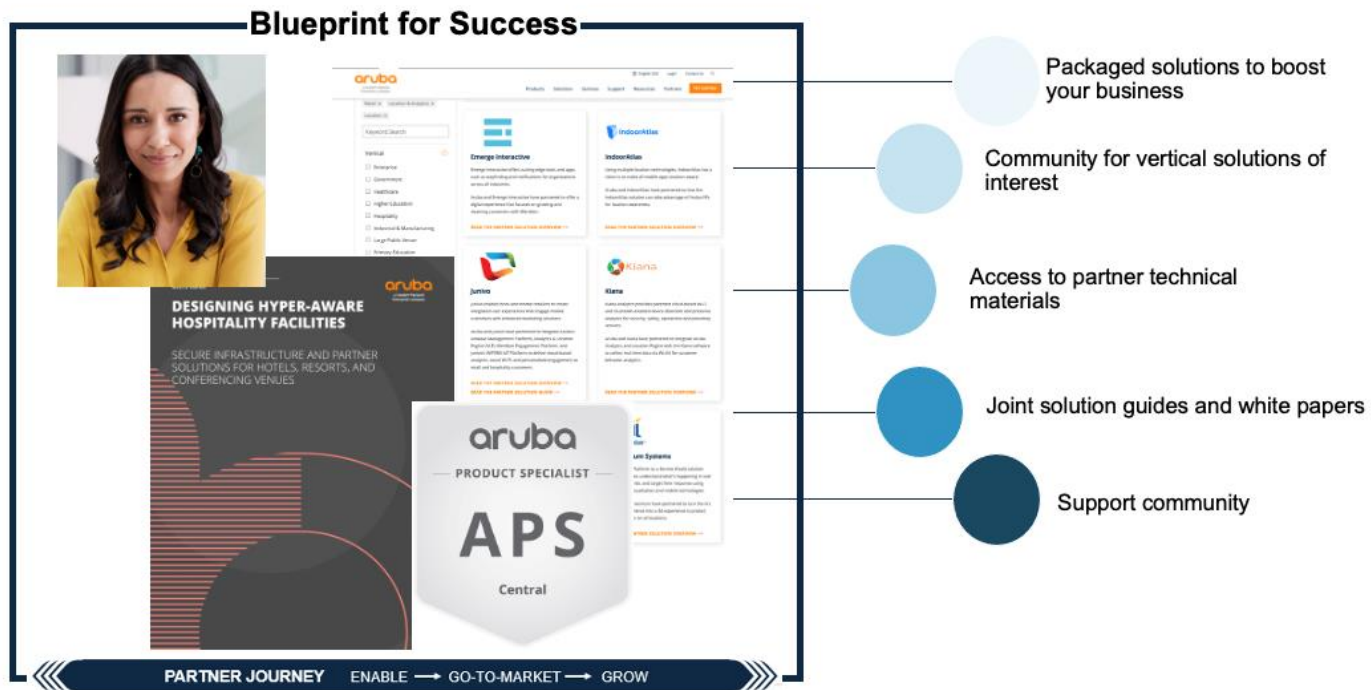
- Detects, locates, and alerts about unauthorized cellular, Bluetooth, W-Fi, and other RF devices connected to your network
- Applications include privacy enforcement, protection of intellectual property, and espionage detection
- Automatically allowlists RF devices authorized by Aruba AirWave
- Geofence violations by unauthorized RF devices are passed to ClearPass which issues a Change of Authorization to disconnect the device from the network



Resources to help you succeed



Solutions & Development Center of Expertise



Eligibility Requirements

- Existing Aruba Solution Provider or Managed Services Provider
- Professional services delivery capability
- Aruba Central Sales Certification and Aruba Sales Certification

COE Requirements

- One Aruba Professional Technical Certification
- Recommended: One APS – Central Accreditation
- Recommended: One Introduction to Selling Aruba into Different Industries
- Recommended: One or more Vertical Solution Training in healthcare, retail, other

Key Factors for Success

- Leverage Aruba Technology Partner materials
- Learn how to make best use of the Aruba APIs through workshops and best practice sharing
- Actively participate in the community of your interest
- Assume the accountable role as a solution provider in delivering a complete, integrated solution to your customer

Benefits

- Sell higher into the organization; create a ramp to growth with point solutions that expand over time
- Create differentiation to maintain margins and profitability
- Gain new logo clients through a higher value delivery
- Own greater mindshare and wallet share with the customer by owning the complete solution
- Potential to be shortlisted by Aruba for reference sell when we need to identify partners able to deliver

Additional resources for you

- HPE Seismic for information on Financial Services and other verticals
 - Play Cards
 - White Papers
 - Customer Presentations
- As-a-Service Guide to Growth for information on transitioning your organization
- Discover proven Technology Partner solutions
- See real world examples of partner and customer case studies

ZEBRA
 Locating, harvesting, and conveying relevant, trustworthy IoT data and context is easier said than done. Data must be captured with fidelity, over networks that reach wherever IoT devices are working or roaming. And cybersecurity must be implemented and enforced from classroom to boardroom. It is on these last points that fractures typically appear in many applications. Data input is often hit or miss. Voice communications with staff are unreliable, especially when roaming. End-to-end security is aspirational but rarely achieved, especially with IoT devices and systems. Zebra's Workforce Connect solution provides a single platform for collaboration with workflows based on contextual data. This enables users to more efficiently do their job while only needing to carry one mobile device. It includes capabilities like push-to-talk and text messaging for one-to-one or one-to-many communications to ensure all staff members are informed.

As-a-Service guide to growth

Hewlett Packard Enterprise

HPE aruba networking
Sales Play Card for Retail Banking

Elevator Pitch
 As customer needs change, retail banks must deliver innovative digital products and services to stay competitive. Aruba helps banks leverage underlying infrastructure to utilize emerging technologies, creating an edge-to-cloud network foundation that accelerates digital transformation and innovation.

Target Verticals

- TIER 1 - Large retail banks Chase Bank of America, and Wells Fargo, with 1,000 or more banking centers
- TIER 2 - Regional banks and consolidated or networked credit unions, with 100 or more banking centers
- TIER 3 - Credit unions with anywhere from 10-99 banking centers

Trends

- **Embracing Long-Term Remote Work** Since the pandemic began, 93% of financial services organizations report 50% of their workforce to be remote at least one day a week going forward (PWC, 2020)
- **The Evolution of the Brick and Mortar Branch** 75% of respondents to a Deloitte survey said they use bank branches less than once a month or never, while 33% reported using online banking and 13% reported using mobile banking at least 5-6 times a month (Deloitte, 2021)
- **Increase in Financial Fraud and Cyberattacks** 75% of all core breaches in the banking sector are attributed to malware (BigData, 2020). 64% of financial institutions say cybersecurity spend will increase in 2021 (Dynamics, 2020)
- **Changing Customer Expectations** 71% of customers prefer multichannel interactions and 25% want a fully channel-enabled banking partner with remote human assistance when needed (Bank Strategy, 2020)
- **The Legacy of Digital Transformation** 75% of financial organizations name digital banking transformation as their number one priority in 2021, followed by customer experience improvements as 52% (Forrester, 2020). 80% of banking business executives see cloud technology will transform banking (The Information Intelligence Unit, 2020)

HPE Aruba Presence

Tier 1: Bank of America, TD, CIBC, RBC

Tier 2: Wells Fargo, United Cairo Amman Bank

Tier 3: MidSouth Bank, United Community Bank, Entegra, Bethpage, Republic Bank

Next steps

For more information on selling and delivering solutions for the industrial and manufacturing markets,

1. E-mail the WW Channel Partner Programs Team with your interest in the Solutions and Development Center of Expertise
2. Speak with your Channel Account Manager



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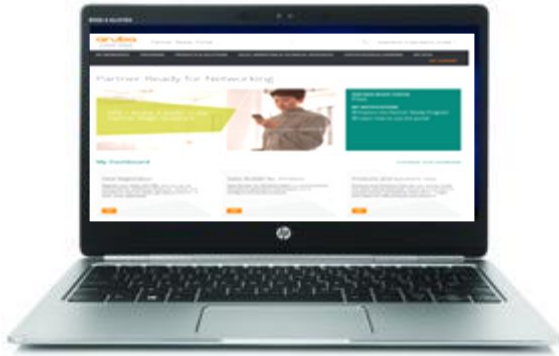
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Questions



RESOURCES



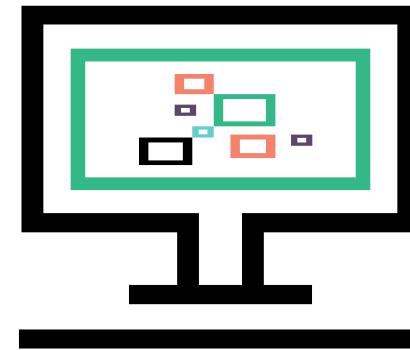
Partner Ready for Networking portal
(Click here)



My Learning / The Learning Center
(Click here)



Channel Account Managers (CAMs)
Regional channel support



Arubapedia for Partners
(Click here)

Thank you!

