

May 7, 2024



Win More Data Center Switching Deals with Differentiation and Best Practices from the Field

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Before we begin...



- Listen by computer audio or dial-in



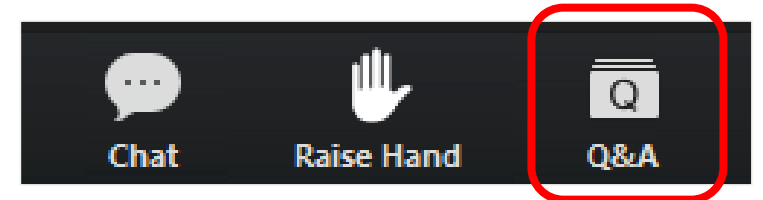
- All lines are muted during the webinar



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



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



Partner Sales Webinar Series

Win More Deals with HPE Aruba Networking's Next-Gen Data Center Switching Portfolio

Session 1: Data Center Switching Sales Play and Opportunities

Tuesday, March 12th at 11 AM PT / 2 PM

Session 2: Beat the Competition with Aruba's New Data Center Switching Solutions

Tuesday, April 9th at 11 AM PT / 2 PM ET

Session 3: Win More Data Center Switching Deals with Unique Differentiation and Best Practices from the Field

Tuesday, May 7th at 11 AM PT / 2 PM ET

[\(Click here\)](#) to view webinar series recording

Today's Agenda

1

Data center switching solutions overview

2

Case studies and customer wins

3

Anatomy of a deal

4

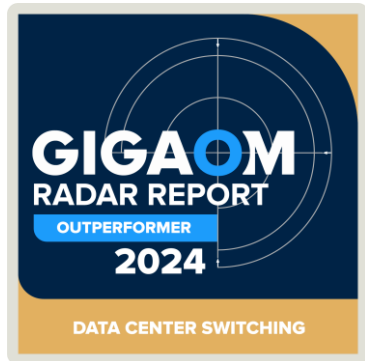
Available resources to be successful



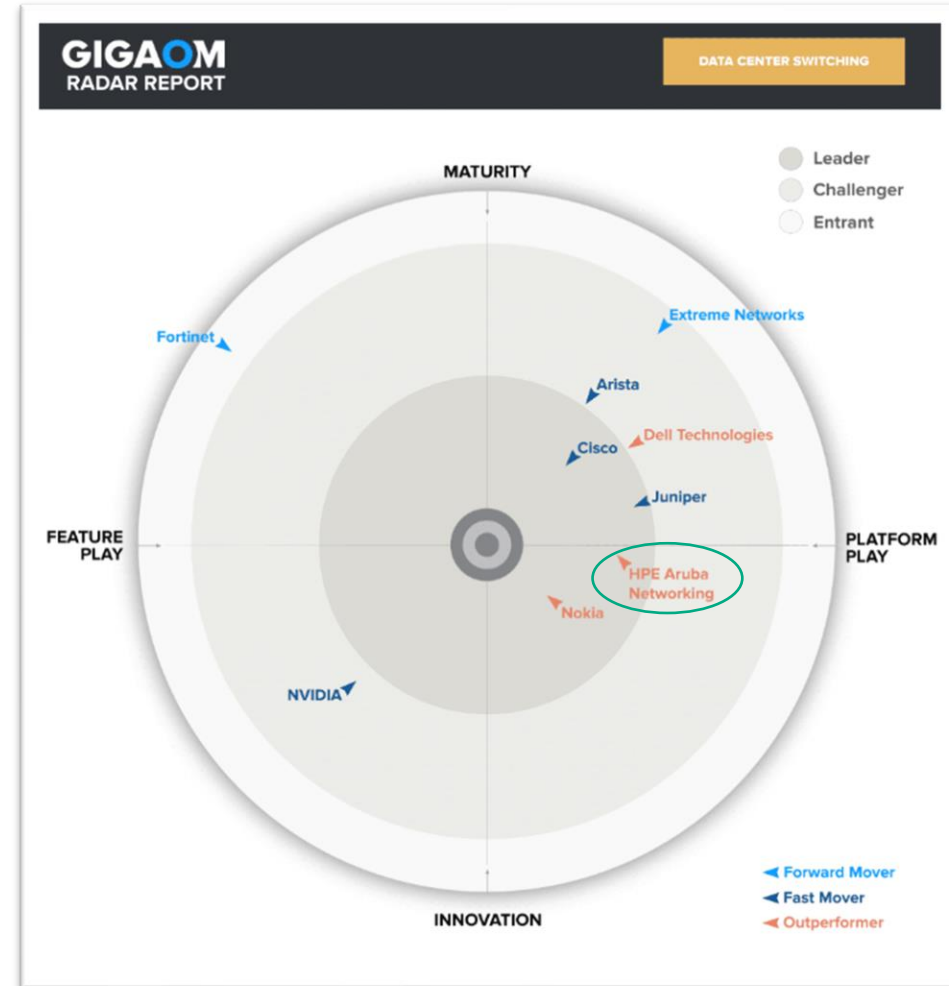
Leader Ranking in GigaOm Radar for Data Center Switching 2024



“One of HPE Aruba’s differentiating features is its Distributed Services Switch, which provides stateful firewall services at every top-of-rack configuration ...”



QR - Get the Reprint



<https://gigaom.com/reprint/gigaom-radar-for-data-center-switching-hpe/>



Customers are telling us

Simpler IT

If I could get help and expertise with the routine stuff, our people could do so much more.

Business agility

I need to move a lot faster – if IT could only be ahead of business initiatives for once.

Lower IT costs

I need to align our costs to business benefits, and I'm constrained by our budget.

Evolving Roles

Our personnel is asked to do more than traditional networking or IT.

Proper control

I'm worried about our ability to control performance, security, compliance, and our data.



Delivering transformational value with modern DC Networking solutions

Cloud Native Switching Architecture

AOS-CX Portfolio

DC focused Hardware and Software Solutions



Common operational model from Edge access to data center

Software Defined Automation & Orchestration

Aruba Fabric Composer



Simplify and Accelerate Service Provisioning & Delivery

Distributed Services Architecture

Aruba CX10000

Integrated DPU Technology



Embedding Stateful Services Directly into the Network Fabric

HPE Certified Full Stack Solutions

Validated Integrations and Reference Architectures



Hewlett Packard Enterprise

aruba

Key Areas of Investment



Connect: Unified edge-to-cloud switching

Core

Aggregation

Access

Data center—leaf-spine, 25/100/400G,
On premises, private cloud, colocation



HPE Aruba Networking CX 6X00



HPE Aruba Networking CX 6400



HPE Aruba Networking CX 8400



HPE Aruba Networking CX 10000



HPE Aruba Networking CX 9300



HPE Aruba Networking CX 8360/8100



HPE Aruba Networking CX 8325

HPE Aruba Networking CX 6300M

AUTOMATION
Options to Match Your Operating Model

Turnkey Automation Fabric Composer	Event-Driven Automation (Aruba NAE)	Network Overlays (e.g. NSX)	Automation Frameworks (e.g. Ansible)	Custom Automation (e.g. Python Scripts)
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100% RESTful APIs

AOS-CX

Access via System, NMS, Cloud

State Database

← →

Micro-Services Architecture

← →

Time-Series Database

BUILT ON A CLOUD-NATIVE OPERATING SYSTEM

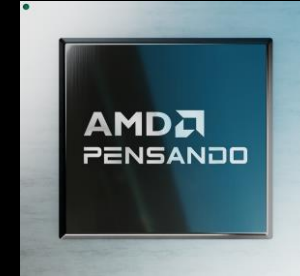
AOS CX

Common operating model - campus edge to DC, cloud managed

End-to-end portfolio for the enterprise

Industry-First SmartSwitch

Driving the 4th Generation Data Center



Firewall



Encryption



Visibility/
Telemetry



NAT

100% Visibility for
Application Traffic

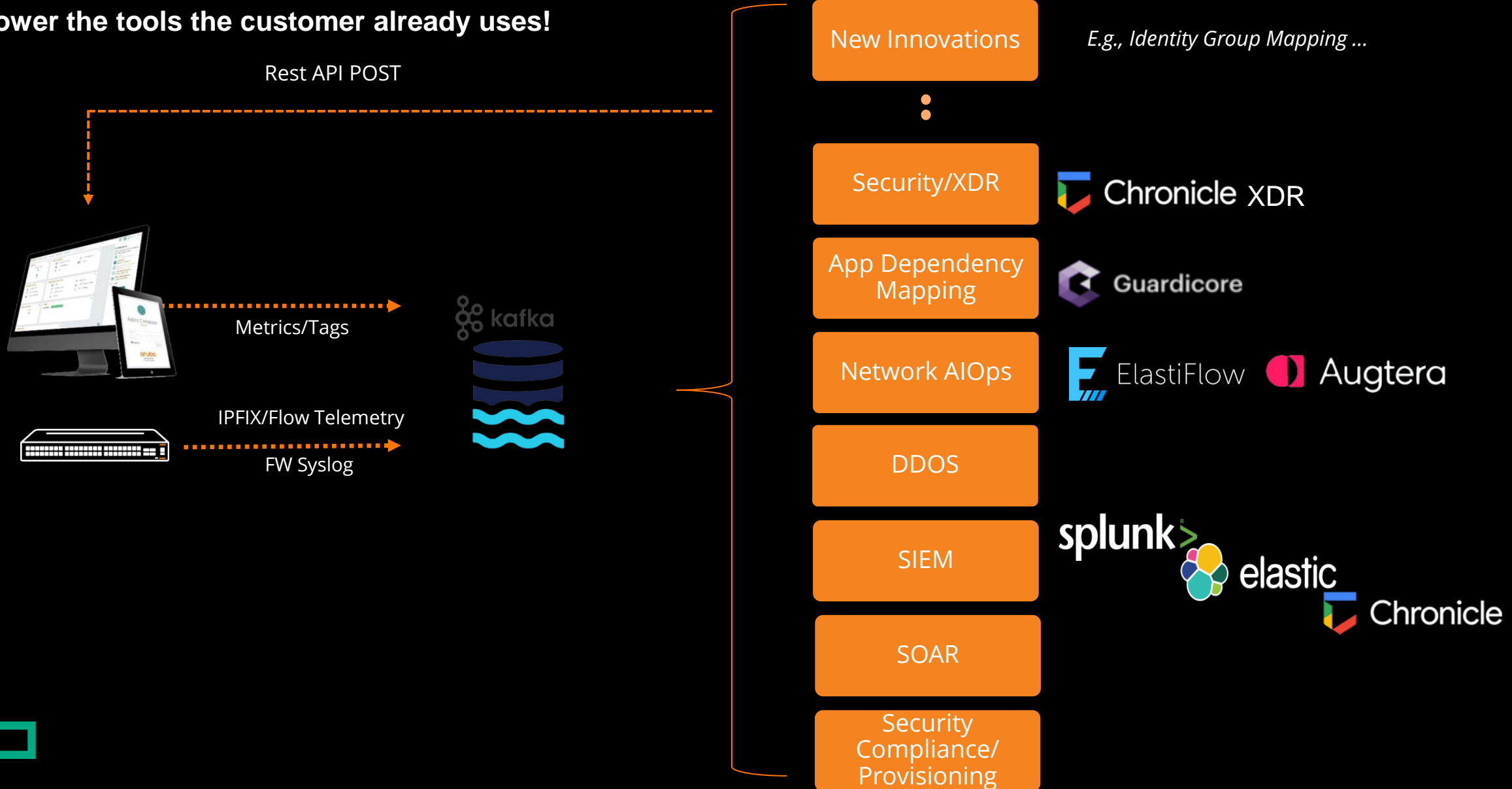
10x Increased Performance
100x Scale for Stateful Services

100% Automated Zero
Trust Security

Up to 65% TCO
Reduction

AI/ML AND VISUALIZATION INTEGRATIONS

Empower the tools the customer already uses!



Aruba Fabric Composer

Providing the **Cloud Experience** and **Hyper-Scale Efficiencies**
for your Network, Applications, and Security.

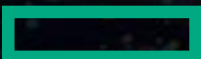
Solving key customer issues today...

**Simple, rapid, and error free
fabric deployment**

**Automation & integration
with 3rd Party systems**

**Visibility into both the
physical and virtual space**

**Distributed Security
Services across the
environment**



ARUBA FABRIC COMPOSER (AFC)

Providing Hyperscale Efficiencies for the Enterprise

Deployment Automation for Aruba Data Center fabrics. Build DC error-free fabrics in minutes with built-in workflows. Automate 1000's of CLI commands.

Easy to install API Integration Packs enable automation, visualization, and monitoring of attached hypervisors, VMs, and Host networking environment.

Automate everyday networking tasks, including VLAN auto-provisioning for VM life-cycle. No tickets, no friction, rapid application deployments.

Simplified troubleshooting thanks to a deep insight into flows and end-to-end connectivity.

Centralized policy management for Distributed stateful Macro & Micro Segmentation Services.

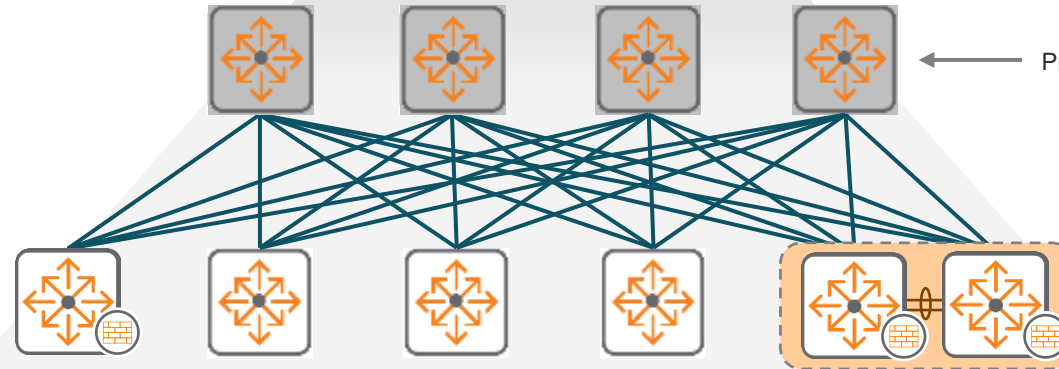
Real-time Telemetry streaming for visibility into every flow.



ECOSYSTEM INTEGRATIONS



Single API Integration point



Prefer Aruba but can be any Vendor. Not a forklift

Real-time Telemetry streaming



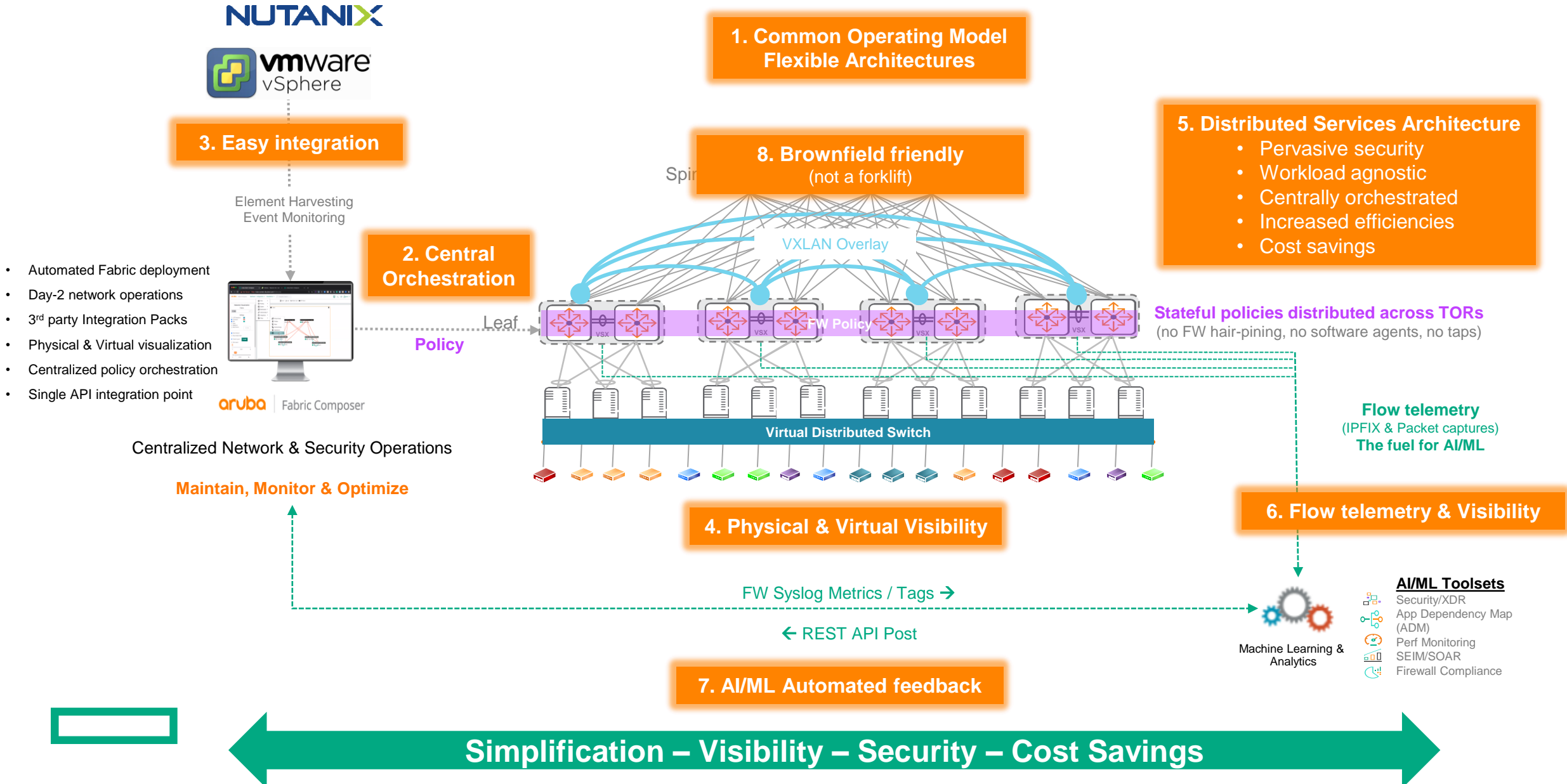
Machine Learning & Analytics

Powerful Integrations Help IT Admins Automate Network Configuration and provide full visibility, telemetry, and reporting

Aruba CX Switch Series: CX 6300, 6400, 8325, 8360, 8400, * 9300, 10K

Aruba Data Center Networking

Building an automated event driven Network and Security fabric



Doane University – DCN Win



Customer Profile

Campus sits on 300 acres and encompasses 21 buildings, including 6 residence halls. Two satellite locations exist for non-traditional students. Stated vision is to have a fully digital education journey with every aspect of daily life enabled by a mobile device.

Opportunities

Doane's hyper-connected vision included a data security review and refresh as its legacy firewall was unable to deliver the necessary performance for achieving the new hyper-connected vision. Requirements included adopting future-ready AI-enabled, networking infrastructure, Securing personal data using zero-trust, SASE approach, and gaining a flexible, expandable cloud-managed solution.

Challenges

Doane first considered deploying a traditional firewall that was double the size of existing equipment, although this would somewhat improve traffic flow, Doane determined that bottlenecks would return.

Competitive situation

Cisco

Business outcome

- Enables cutting-edge academic innovation like AI, analytics, and IoT
- Provides 10x throughput and reduces Wi-Fi incidents 60%
- Saves nearly 30% on costs versus leading competitor
- Safeguards personal data institution-wide with rapid 9-week deployment

Solution

- 630 Indoor Access Point Series
- 570 Outdoor Access Point Series
- 550 Indoor Access Point Series
- 505H Remote Access Point Series
- Central
- ClearPass
- CX 6300 Switch Series
- CX 10000 Switch Series

University of Illinois Urbana-Champaign – DCN Win



Customer Profile

Campus sits on nearly 10 square miles, has 13K+ faculty and 56K+ students. Looking to transform their academic experiences and support pioneering research that enables students, faculty, and staff to make a significant societal impact. The strategy for the future infrastructure is to modernize edge and data center networks to deliver ultra-high performance, secure connectivity.

Opportunities

Advanced data security capabilities eliminate the need to purchase separate hardware appliances, software, and licenses to provide the cybersecurity capabilities required. When researches include 100GbE connectivity in proposals, it improves their chances of winning grant funds nationally and worldwide.

Challenges

Campus needs change quickly. There is a high need for usage visibility and analytics insight to pivot quickly to changing needs.

Competitive situation

Already partnered with HPE Aruba Networking for wired and wireless edge networking, Illinois determined that adopting HPE Aruba Networking Data Center solution was the best choice.

Business outcome

- Delivers 100GbE that enables attracting research grants
- Achieves \$200K savings by reducing data center complexity
- Streamlines management and troubleshooting significantly

Solution

- | | |
|------------------------------------|----------------------------------|
| HPE Aruba Networking Hardware | HPE Aruba Networking Software |
| • WiFi 6E Access Points | • Central on Premises |
| • CX Access Switches | • ClearPass Policy Manager |
| • CX Core and Data Center Switches | • SD-Branch |
| • HPE Cray Supercomputing | • User Experience Insights (UXI) |



DXC Technology (NYSE: DXC) helps global companies run their mission-critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across public, private and hybrid clouds.

Pre-Deployment Environment

- More than 100 Global, Multi-Tenant Data Centers
- Cisco ACI and Comware Deployments
- **Scale-Up** Services Appliances

Challenges

- Complexity
- Cost
- Infrastructure Sprawl, Inefficiencies
- Poor Security Posture
 - Limited Intra-Data Center Security
 - Unencrypted Flows

Solution: Distributed Services

Greenfield Fabric Deployment

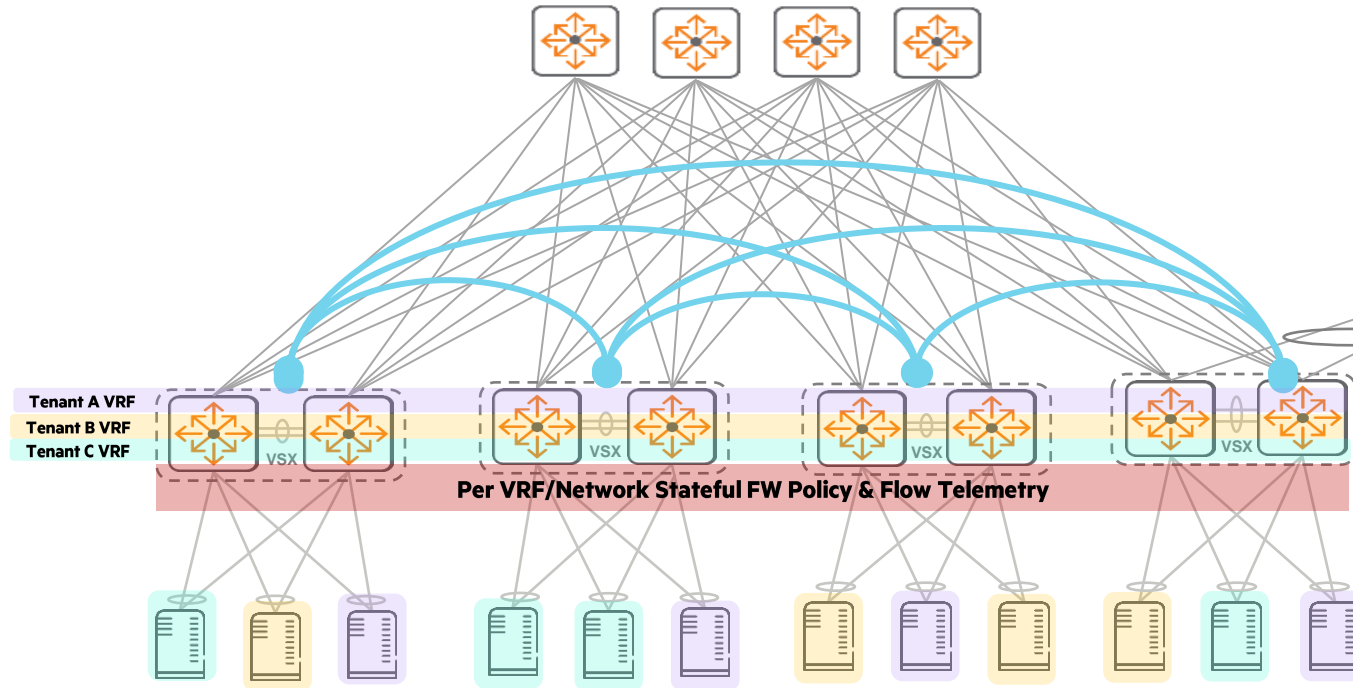
- Aruba Fabric Composer
- Aruba CX8325 Spines
- Aruba CX-10000 Leaf Nodes
 - Distributed E/W Firewall
 - Distributed NAT
 - Distributed IPsec Encryption
- Aruba CX6300M Sub-leaves

Outcomes: Reduced Complexity, Cost, and Downtime; Improved Security Posture

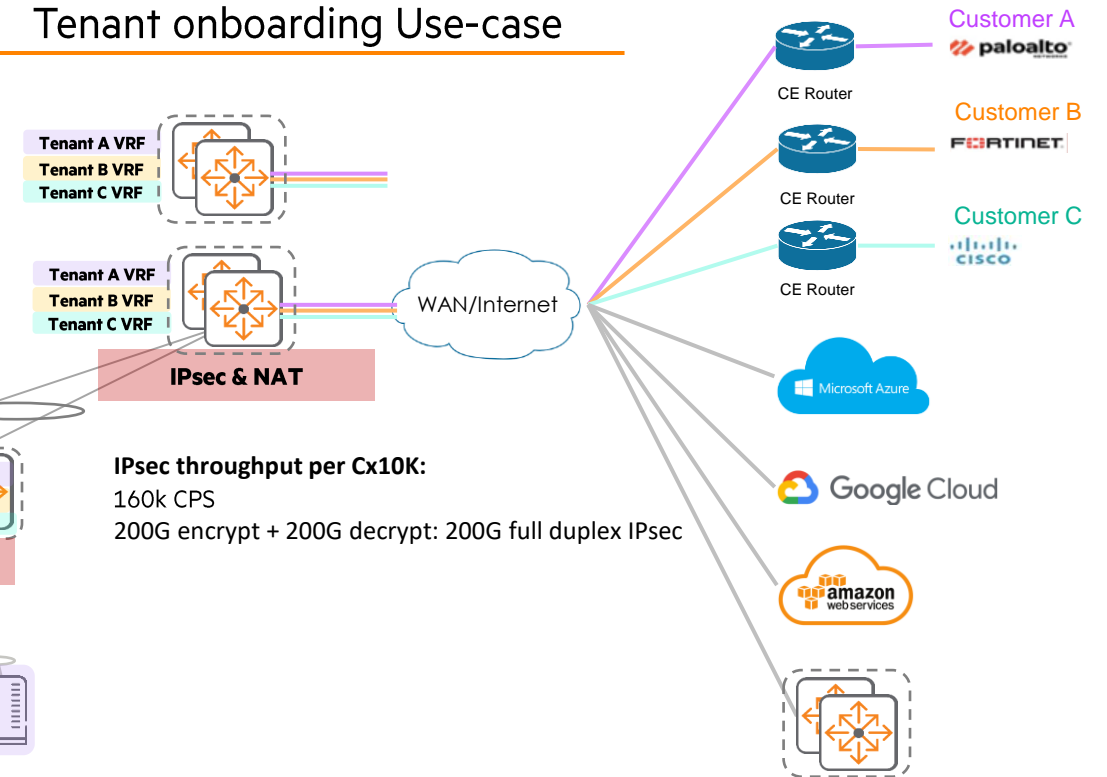
Multi-Tenant Use-case

Secure Fabric and Tenant Onboarding

Secure Fabric Use-case



Tenant onboarding Use-case



IPsec throughput per Cx10K:

160k CPS

200G encrypt + 200G decrypt: 200G full duplex IPsec

Firewall bandwidth: 800G per TOR, or 1.6Tbps per rack

Connections per second (CPS): 800K non-VSX, 160K in a VSX pair;

Concurrent/sustained flows: 8M per CX10K



Results:

Optimized footprint

- Up to **83%** reduction in data center network security infrastructure footprint

Accelerated onboarding

- **>60%** reduction in time to onboard/migrate customer Workloads

Secure workloads

- **>70%** increase in workload security posture

Simplified operations

- Up to **30%** increase in telemetry data visibility and **>50%** reduction in operational efforts

Benefits:

Reduced cost

- Reduces physical data center devices by 45% to 50% and lowers costs associated with space, cooling and power requirements.

Automation at the core

- 100% configuration and security policies deployment through a fully integrated orchestrator (AFC & PSM).

Simplified operations

- Greater visibility, centralized control and integration with data-driven intelligent automation platforms.

High performance with uncompromised security

- 10x better performance with tighter security controls and policies.

Note: Statistics from DXC’s own research

Kyndryl – DCN Win



Customer Profile

Kyndryl is the world's largest provider of IT infrastructure services serving thousands of enterprise customers in more than 60 countries. With their strategic technology partners and thousands of customers worldwide, they co-create solutions to help enterprises reach their peak digital performance.

Opportunities

Modernization of Kyndryl's colocation facilities needs to be transformational in terms of reduction in Capex & Opex, compliance and security expenditure. TCO benefits need to be multi-faceted across security, sustainability, and performance through infrastructure consolidation.

Challenges

Securing scaling of managed cloud services across global colocation sites. Each colocation facility must handle multiple terabits of encrypted data traffic with ever growing bandwidth requirements.

Business outcome

Kyndryl's Global Network Peering Platform evolution with the CX 10000 is being rolled out across their worldwide hosted hybrid IT datacenters, providing security services for Cloud, C4i and resiliency services clients, delivering radical TCO savings in legacy infrastructure retirement and consolidation, without forcing a compromise between choosing between delivering the necessary performance to meet customer SLA's and security.

Moved from 40RU+ in rackspace down to 2RU with a pair of CX10000s.

Solution

- CX 10000 Smart Switch
- HPE Aruba Networking Premium Service for CX 10000
- HPE ANW 8100
- HPE ANW Central SW (5-year)

Questions



Resources

For YOU

HPE aruba
networking

SalesEdge

- [Aruba Data Center Networking WinBook](#)

Aruba Data Center Networking (DCN) WinBook

Aruba's data center solutions help simplify IT operations, accelerate service delivery, and streamline IT deployment. These outcomes are achieved with:

- New orchestration software for Aruba CX switches that bring a cloud-like-operations to the data center edge
- New Aruba CX switch models designed for flexible, right-sized, cloud-managed switch options
- New pre-engineered HPE and partner solutions that integrate compute, storage, and networking infrastructure

Below you will find the key, strategic assets you need to understand and sell Aruba Data Center Networking.

Conversation Prep | Share with Customers | Sales Training | Demos | Support Services

Share with CUSTOMERS

HPE aruba
networking

arubanetworks.com

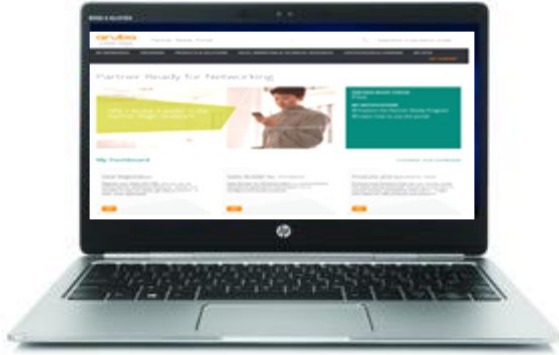
- [Modern data center networking](#)



YouTube

- [4th Generation Data Center Fabric \(4 mins\)](#)
- [4th Generation Data Center Fabric \(10 mins\)](#)

RESOURCES



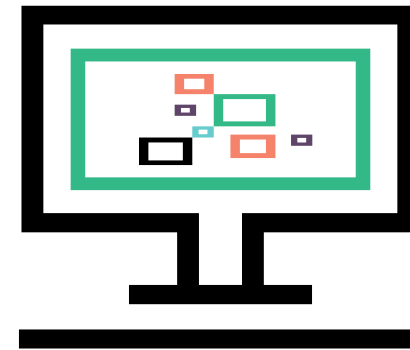
Partner Ready for Networking portal
[\(Click here\)](#)



Channel Account Managers (CAMs)
Regional channel support



My Learning / The Learning Center
[\(Click here\)](#)



Arubapedia for Partners
[\(Click here\)](#)



Thank You!!!

