

A man with grey hair and a beard, wearing a striped shirt and a denim apron, is hanging a blue and white 'OPEN' sign on a door. The sign has the word 'OPEN' in large black letters and 'Come in, we're' in smaller white letters above it. The background shows a bar with shelves of bottles and a brick wall. The image has a blue and purple color overlay on the left side.

aruba
Instant On

How to Win with Aruba Networks Instant On Solutions for SMB

AGENDA

- The SMB Marketplace
- Overview of Instant On Portfolio
- New Feature Enhancements:
 - Ease of Use
 - Improved Management
 - Security Enhancements
 - Performance Optimization
- Key Verticals
- Why Aruba Instant On?
- Promotions

TODAY'S SMB PIVOT



92%

Report a reduction in daily demand for goods and services



50%

Say Telecommunications and Business Software spending won't be reduced



78%

Are currently or plan to transition to digital sales



87%

Have moved meetings, events and appointments online



84%

of SMBs will pivot to remote IT and access solutions.

Wi-Fi for Small Business WE'VE GOT YOU COVERED! FIND THE RIGHT FIT



Instant On AP11
2x2:2 802.11ac Wave 2



Instant On AP12
3x3:3 802.11ac Wave 2



Instant On AP22
2x2:2 802.11ax



Instant On AP15
4x4:4 802.11ac Wave 2



Instant On AP11D Desk/Wall
2x2:2 802.11ac Wave 2



Instant On AP17
2x2:2 802.11ac Wave 2

**INDOOR
ACCESS POINTS**

**DESK-MOUNTED
ACCESS POINTS**

**OUTDOOR
ACCESS POINTS**

WHAT IS WI-FI 6?

HIGH PERFORMANCE, LOW LATENCY, AND ADVANCED SECURITY, HIGHER WI-FI SPEED

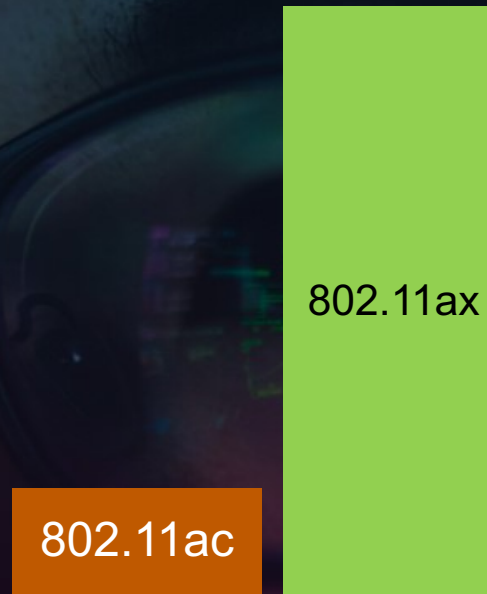
- Wi-Fi 6 is the flagship Wi-Fi standard in use since late 2018
- Wi-Fi 6 is compatible with all legacy devices (802.11b/g/n/ac)

What are some key benefits?

- Supports higher bandwidth and density – ideal for AR/VR/UCC
- IoT ready – supports multiple wireless technologies
- More efficient and enables more vendor-specific differentiators

How is it better than Wi-Fi 5?

- Over 4x the Average Performance
- New Wi-Fi Technology: OFDMA, MU-MIMO, 1024-QAM,



4x better capacity in dense deployment

OFDMA

Serve multiple clients thereby improving efficiency by boosting overall capacity while reducing latency between AP and client.

Target Wake Time (TWT)

Reducing power consumption thereby extending the battery life of mobile devices

BSS Coloring

allows the network to assign a “color” tag to a channel and reduce the threshold for interference.

1024 QAM

25% improved data rate (over 256 QAM). Packs more data into the signal

ARUBA DIFFERENTIATORS

Simplicity

Simple setup through a mobile app or cloud-based portal

One-touch Mesh set-up

Built-in Security

No external security appliance required

WPA3

Application Category Blocking

Client Blocking

Scheduled Access

Extraordinary Support Experience

1-year warranty

24/7 90-day phone and chat for 1 year

Instant On community

No Hidden Fees

No subscription fees

No license fee – Lower TCO

Trusted Vendor

Aruba is recognized leader in WLAN and wired space with over 18 years of proven innovation

Superior hardware/software quality



ARUBA INSTANT ON 1930 SWITCHES

INSTANT ON 1930 SWITCH SERIES

Products and Key Features

- 7 SKUs: 8+2, 24+4, and 48+4 Gigabit Class 4 PoE (PoE+) and non-PoE switches
- L2+ smart-managed switches
- Two Management Modes
 - Cloud managed: mobile app and web-based portal (10 languages)
 - Local management Web GUI (English-only)
- 1G/10G SFP+ ports on 24- and 48-port models for fiber connectivity
- Strong security: VLANs, 802.1X, ARP attack prevention, DHCP snooping and more
- Limited Lifetime Warranty (NBD replacement within the first 30 days)
- New aesthetic design to complement wireless Access Points

Model	#
Aruba Instant On 1930 8G 2SFP Switch (fanless)	JL680A
Aruba Instant On 1930 8G Class4 PoE 2SFP 125W Switch (fanless)	JL681A
Aruba Instant On 1930 24G 4SFP/SFP+ Switch (fanless)	JL682A
Aruba Instant On 1930 24G Class4 PoE 4SFP/SFP+ 195W Switch	JL683A
Aruba Instant On 1930 24G Class4 PoE 4SFP/SFP+ 370W Switch	JL684A
Aruba Instant On 1930 48G 4SFP/SFP+ Switch (fanless)	JL685A
Aruba Instant On 1930 48G Class4 PoE 4SFP/SFP+ 370W Switch	JL686A

Aruba Instant On 1930 Switch Line



aruba
Instant on

INSTANT ON END TO END NETWORKING SOLUTION

CLOUD FEATURE-SET



Single Pane of Glass

Common user experience for Instant On switches and Access Points



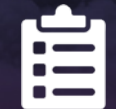
Managed Firmware Updates

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



Common Workflows

Automatic configuration of VLANs across APs and switches



Site Inventory

Easy access to all Instant On devices running at a given site



Remote Management

Remote monitoring and management of your network



Aruba Instant On

Release 2.2.0



Feature-set Release 2.2

Key Features

- Ease of use
 - Topology View
- Security Enhancements
 - (Wireless) Bandwidth Limiting
 - (Wireless) OWE – Enhanced Open Network
 - (Wireless) Cloudflare DNS integration
 - (Wired) Port Security – Allow List
- Performance Optimization
 - (Wired) Voice Network
 - (Wired) Static IPv4 Routing

Other Network Features

- (Wireless) Shared Services
- (Wired) PoE Priority
- (Wired) PoE Scheduling
- Notification Management (App/Email)
- Number of Accounts (up to 3)

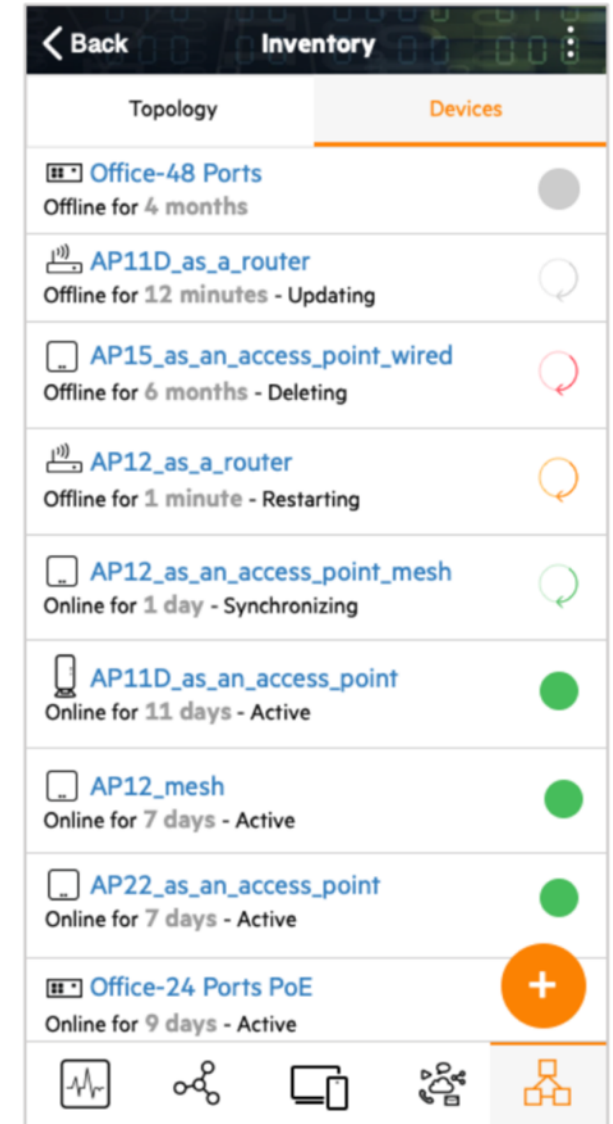
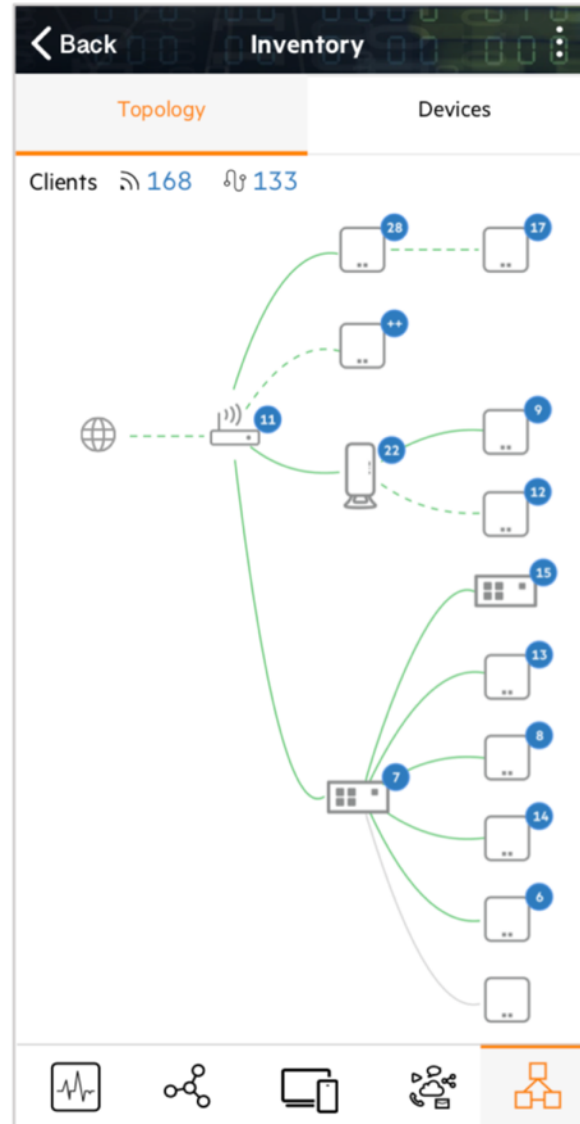
EASE OF USE

- Topology View

Topology View

Get an intuitive structure of all Instant On devices deployed in a network.

- Topology view automatically maps network architectures, showing how Instant On switches and wireless devices are connected.
- Network topology helps IT admins quickly see and troubleshoot connections at a glance.
- Quickly view how devices are connected throughout your site
- Check health status of the all connected devices



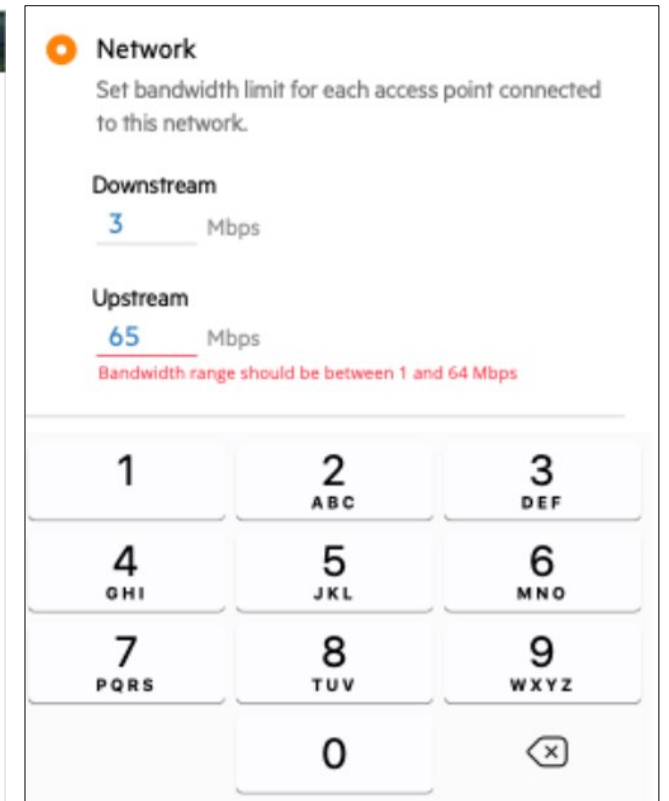
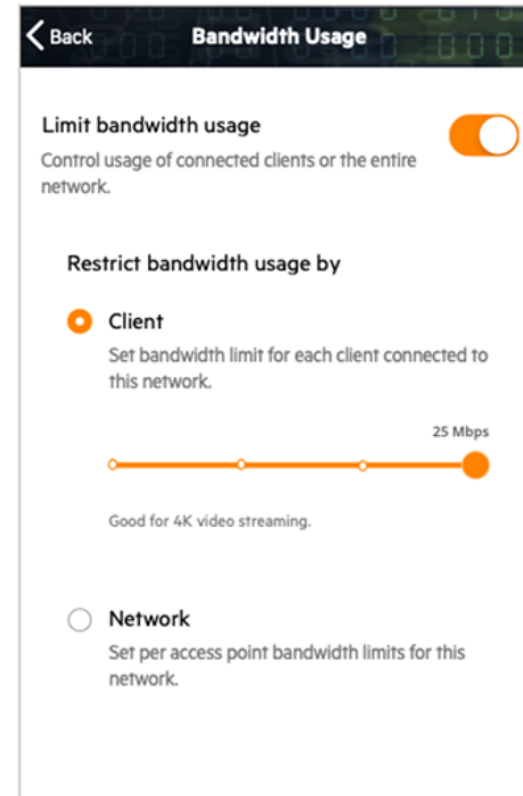
SECURITY ENHANCEMENTS

- (Wireless) Bandwidth Limiting
- (Wireless) OWE – Enhanced Open Network
- (Wireless) Cloudflare DNS integration
- (Wired) Port Security – Allow List

Bandwidth Limit per Network

Provide the ability to set bandwidth limits for all users on a wireless network

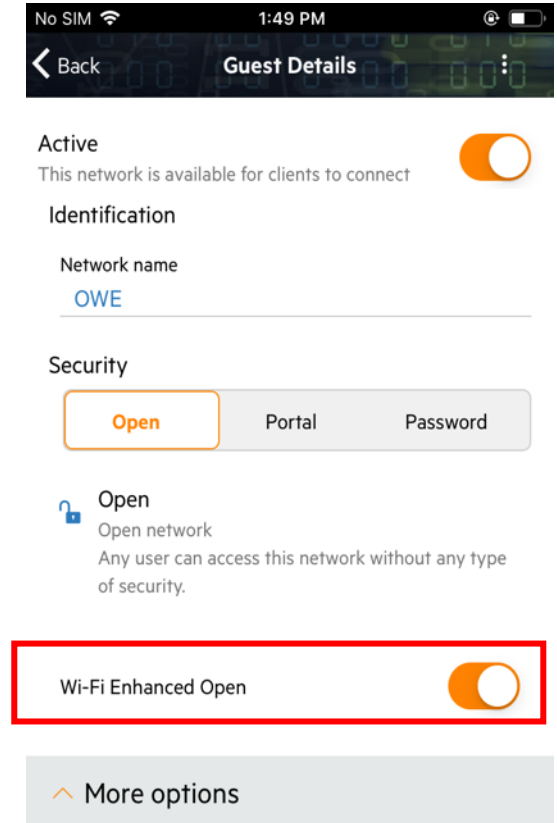
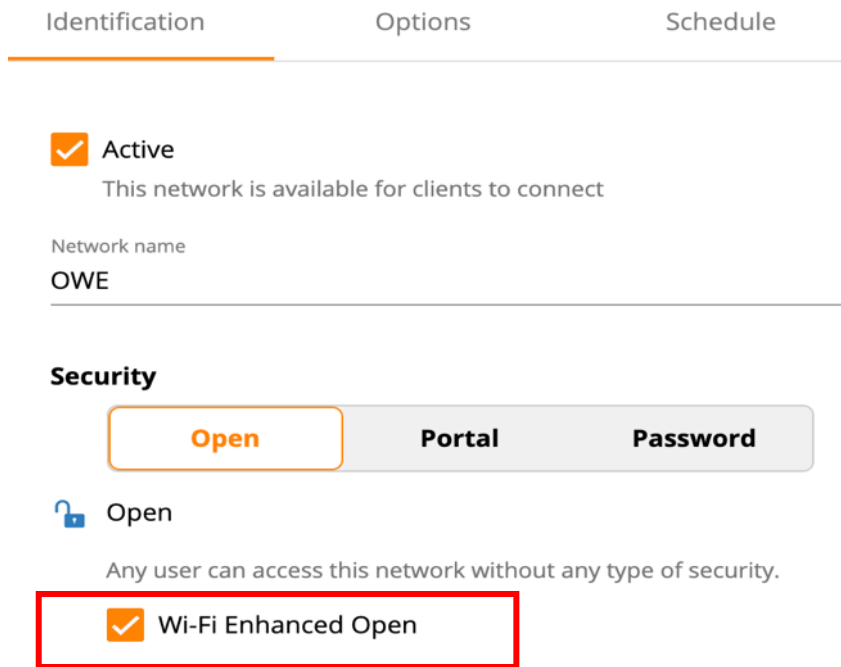
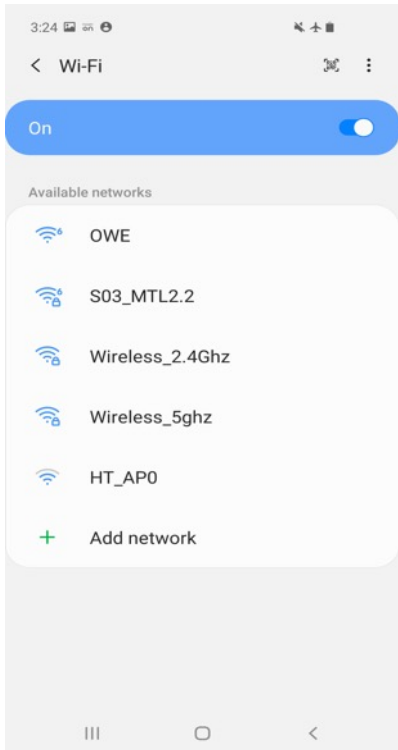
- Control traffic usage on your network.
- Prioritize primary (employee) network connectivity by limiting secondary (guest) network bandwidth
- For example, apply network bandwidth limits to your guest network to prioritize important business voice and video applications on your employee network.



OWE- Enhanced Open

Keep your open, non-password protected network private and secure

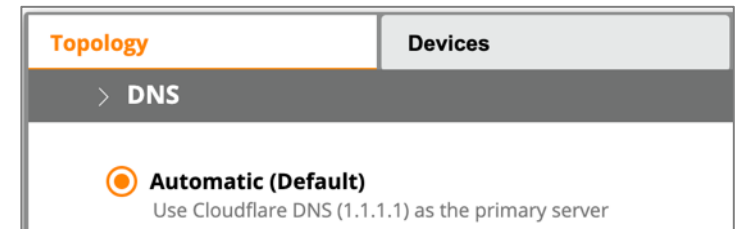
- New Wi-Fi Alliance's (WFA) security standard for public networks
- Enhanced Open provides improved data encryption in open Wi-Fi networks and protects data from sniffing in areas such as cafes, hotels and restaurants.



Cloudflare DNS integration

Faster browsing, more private internet

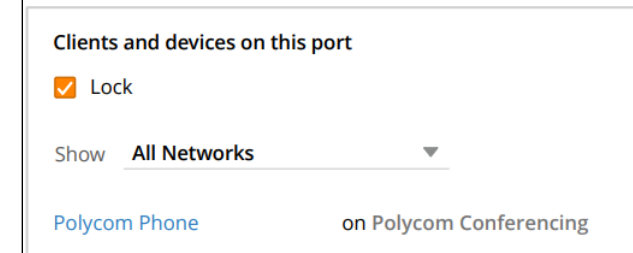
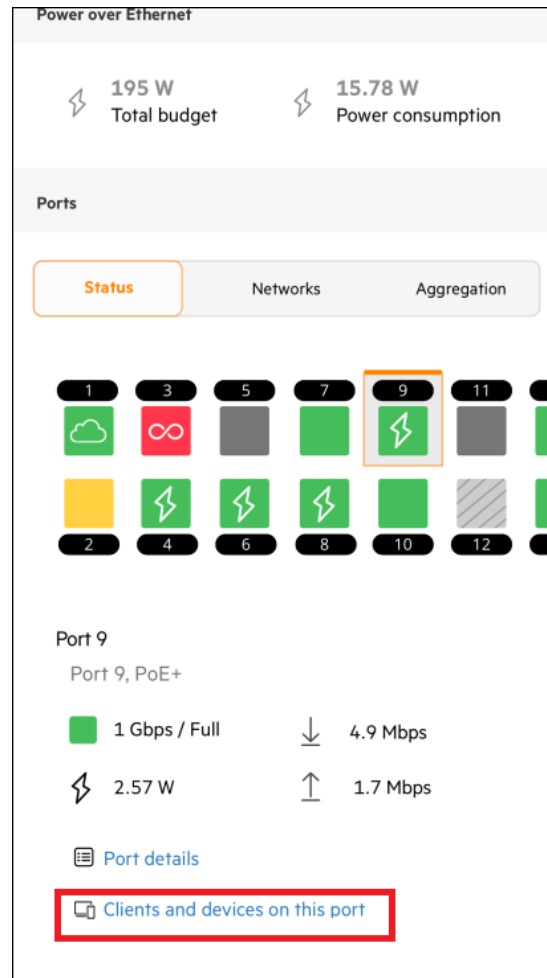
- Nearly everything on the Internet starts with a DNS request. DNS is the Internet's directory. Click on a link, open an app, send an email and the first thing your device does is ask the directory: Where can I find this?
- Cloudflare built 1.1.1.1 Internet's fastest DNS directory. By using DNS over HTTPS (DoH) you can transparently offer enhanced security to your customers while improving the speed of your devices. Even better, you can do it at no cost, both in terms of licensing and customer's [privacy](#).
- Today everyone uses Internet Service Provider (ISP) to access internet, all of the browsing history and DNS requests can be seen publicly by an ISP. With Cloudflare, your browsing history stays with you.
 - Cloudflare integration provides:
 - Faster Browsing:
 - Cloudflare has DNS servers hosted in the cloud all over the globe.



Port Security – Allow List

Security in your network is of great importance. A secure network prevents attacks from intruders who can break into your network. One way to enhance security in your network is to configure port security.

- Lock/Unlock MAC addresses per port for security.
- Restrict the number of MAC addresses on port, allowing you to prevent access by unauthorized MAC addresses.



PERFORMANCE OPTIMIZATION

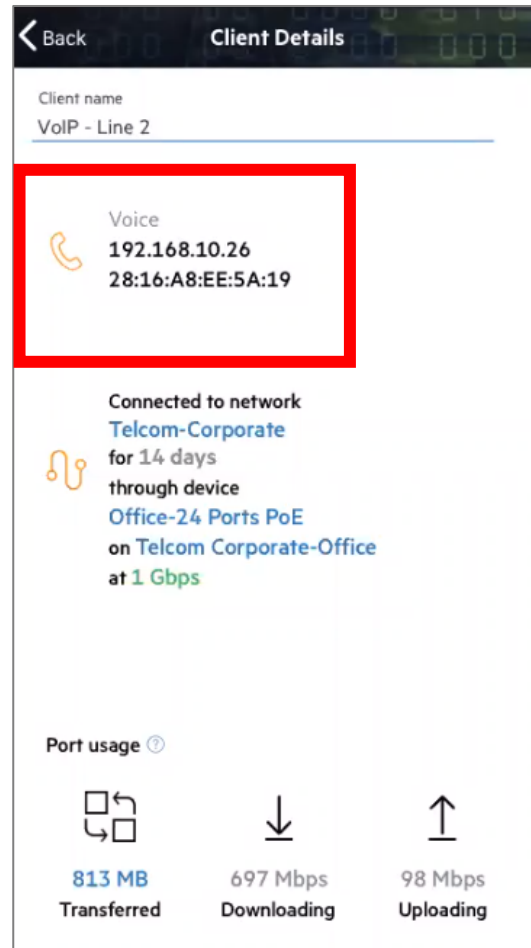
- (Wired) Voice Network
- (Wired) Static IPv4 Routing

Voice Network (Wired)

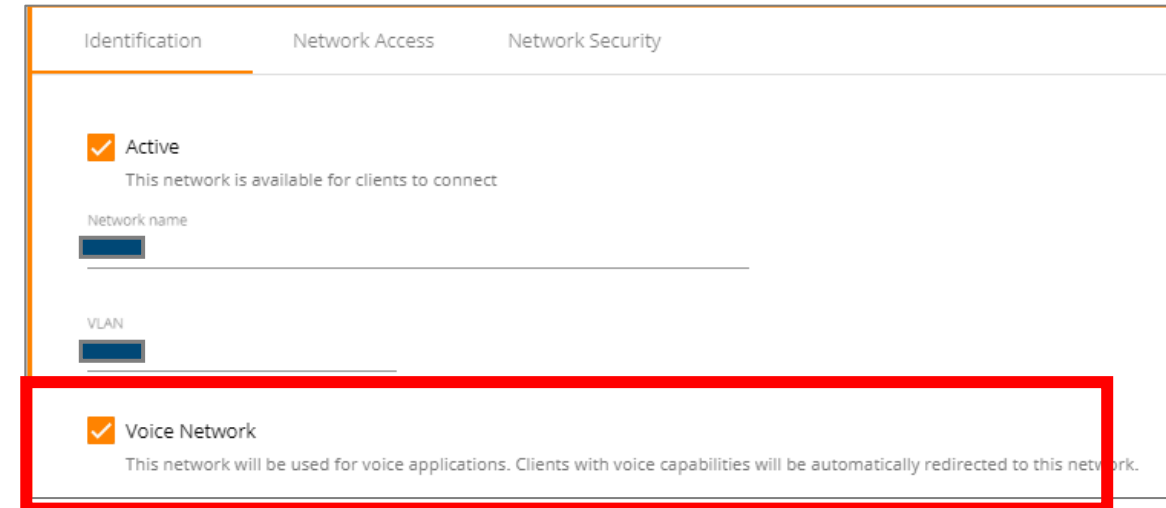
You can now prioritize voice call via wired connections

- Voice network feature is used to segment and prioritize voice traffic.
 - The voice devices like IP phones will be identified by LLDP.
 - The voice traffic will be marked as having priority over other data by using CoS (Class of Service) values.
- You can create a separate Voice Network to segment voice traffic from other data traffic

Voice client identification on app



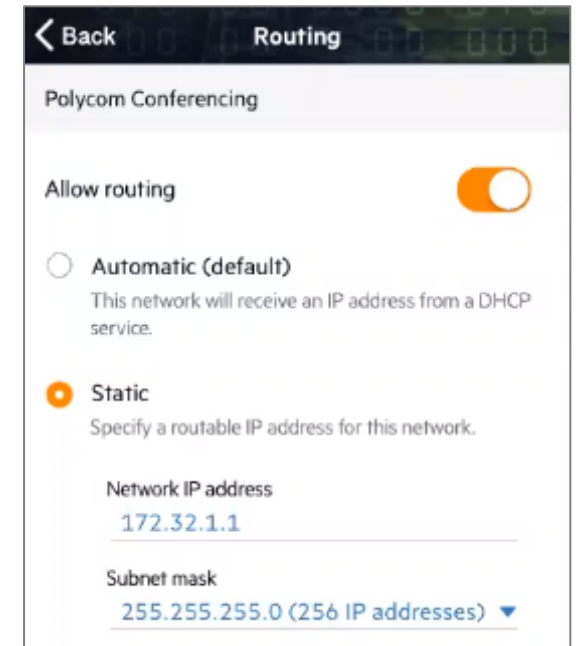
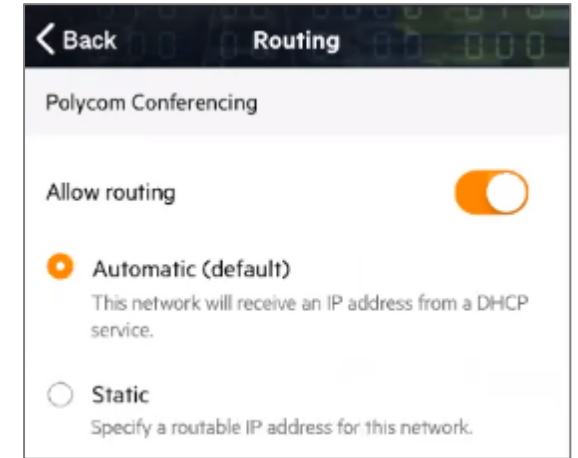
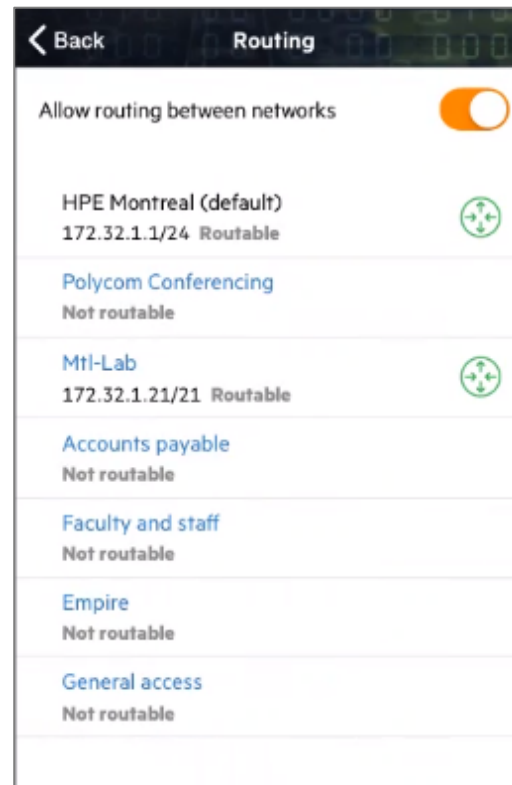
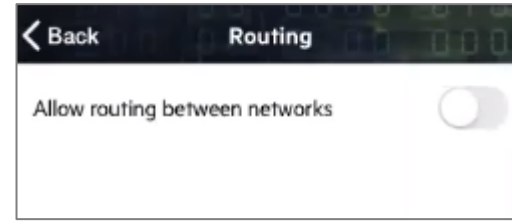
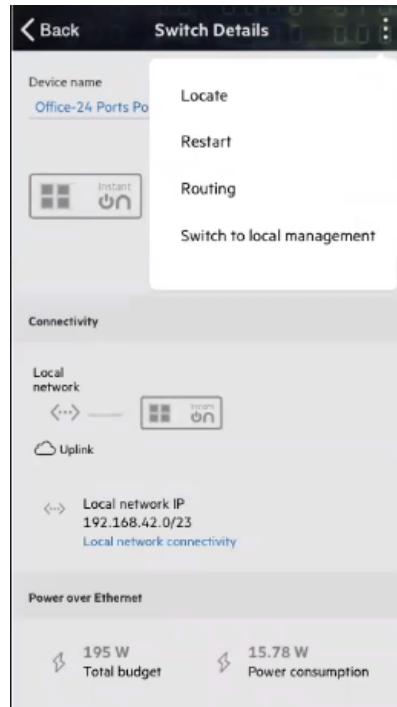
Voice Network selection



Static IPv4 Routing

Improve routing efficiency of the network through intuitive setup

- On switch detail page, follow steps to allow routing between networks.
- Assign an IP address to an interface(port) or VLAN.
 - Automatic (default) or static



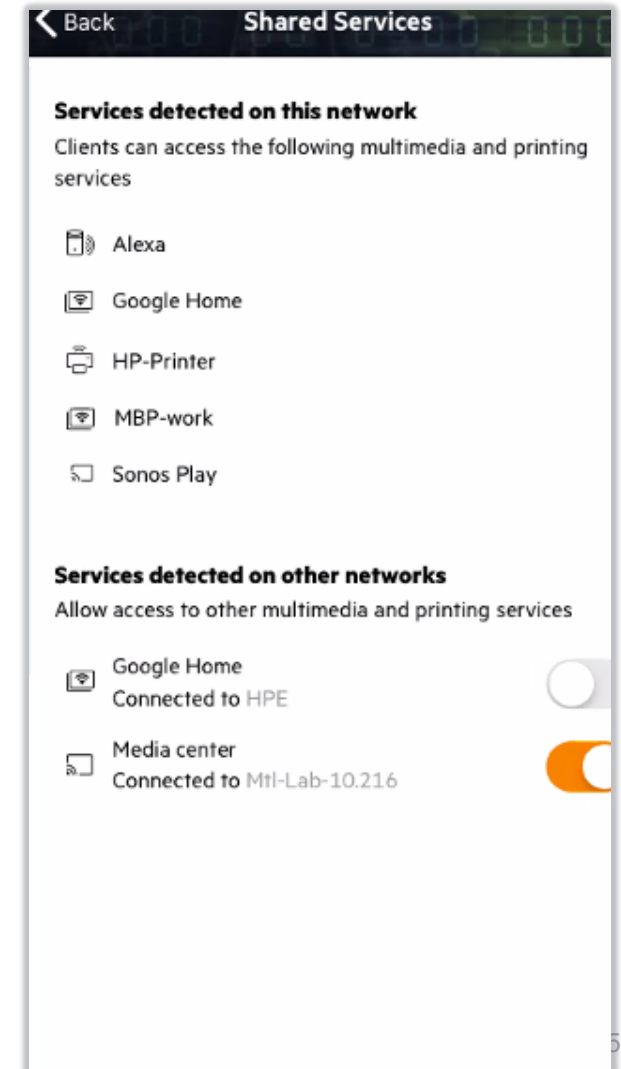
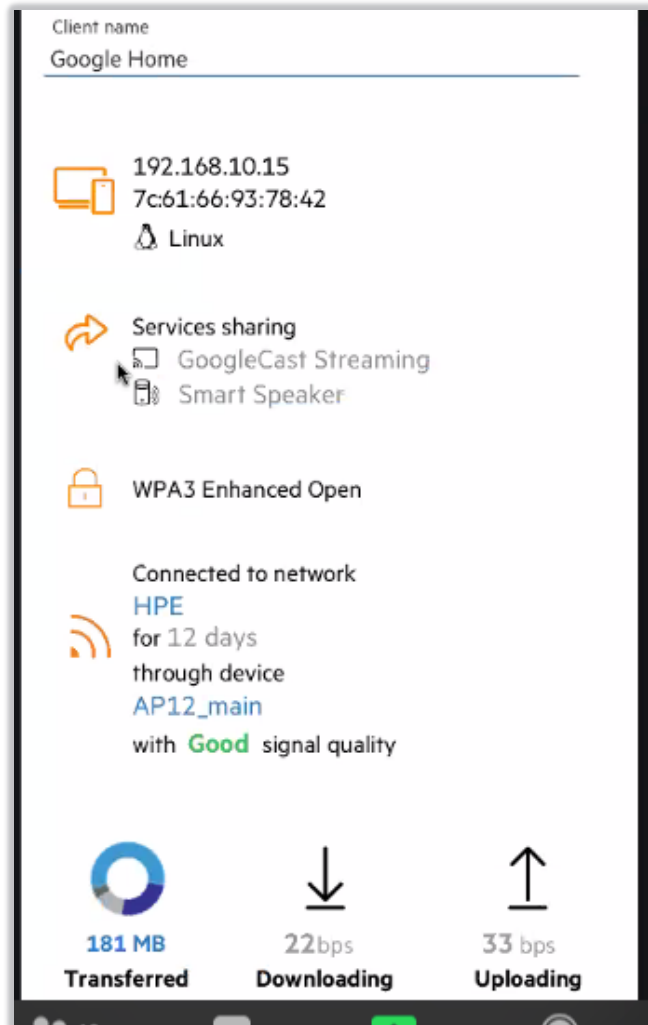
OTHER NETWORK FEATURES

- (Wireless) Shared Services
- (Wired) PoE Priority
- (Wired) PoE Scheduling
- Notification Management (App/Email)
- Number of Accounts (up to 3)

Shared Services

Allow clients to discover devices and access shared services available on the same or different networks in your site.

- Allow shared services (Chromecast, Apple Services, Google Home, Sonos) accessible across multiple networks/VLANs (guest/employee).
- For instance, guests in a hotel can conveniently access the printer connected to employee network.
- Guests can access reception TV through Chromecast



(Wired) PoE Priority

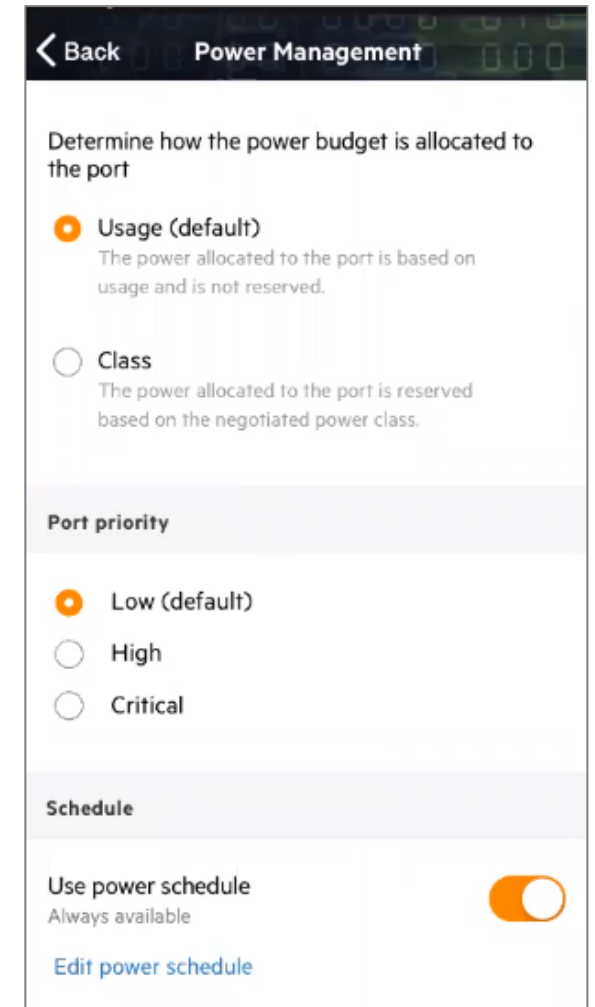
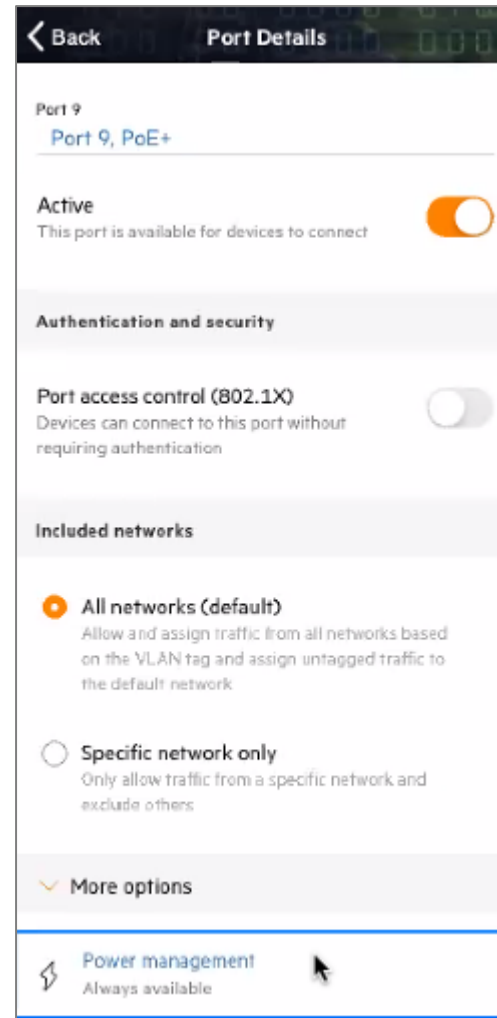
PoE priority settings are used to define which switch ports receives PoE power, when a switch reaches its PoE power budget.

Priority

- Managed by PoE usage (default) or class priority options: Low (default)/High/Critical
- Instant On devices (e.g. Instant On access points) are automatically configured with highest (Critical) PoE priority to ensure seamless wireless connection.

Priority

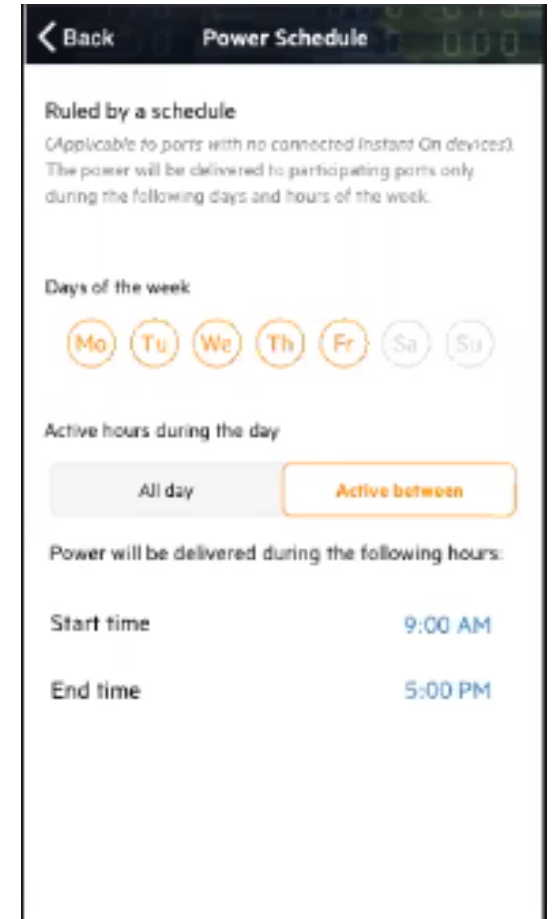
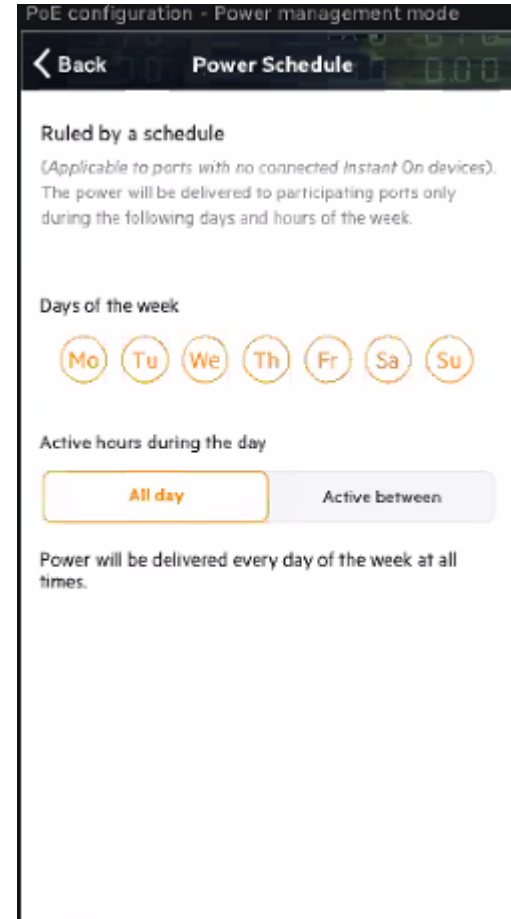
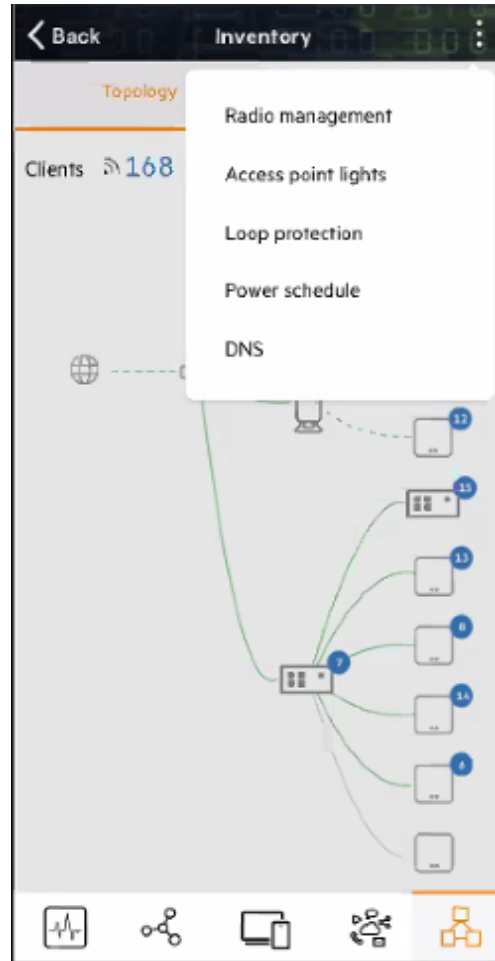
- If power requested exceeds power available on switch, then allocation is done by:
 - Priority: Higher priority devices will preempt lower priority devices (e.g. 'Critical' tagged device will preempt 'High' tagged device)
 - Port Number: If competing devices have equal priority, device on lower numbered port will preempt device on highest numbered port. (e.g. device on port 7 will preempt device on port 8)



(Wired) PoE Scheduling

Save power and costs by powering devices only when they are in use with PoE Scheduling

- PoE Scheduling is a feature which allows you to specify the amount of time that power is delivered to a PoE port.
- This can be used to save power when devices are not in use.
- This security feature allows access to PoE devices during business hours only.



Notification Management (App/Email)

Stay on top of your network health in more than one way

- Take control of your network as per your preference
 - Introducing email notification for any network issue
 - Flexibility to opt-in for mobile/email notifications
- Introducing new notification category: New software available (to receive notification when new software is available)

Notifications

Alert categories
Enable only the types of alert for which you want to receive a notification.

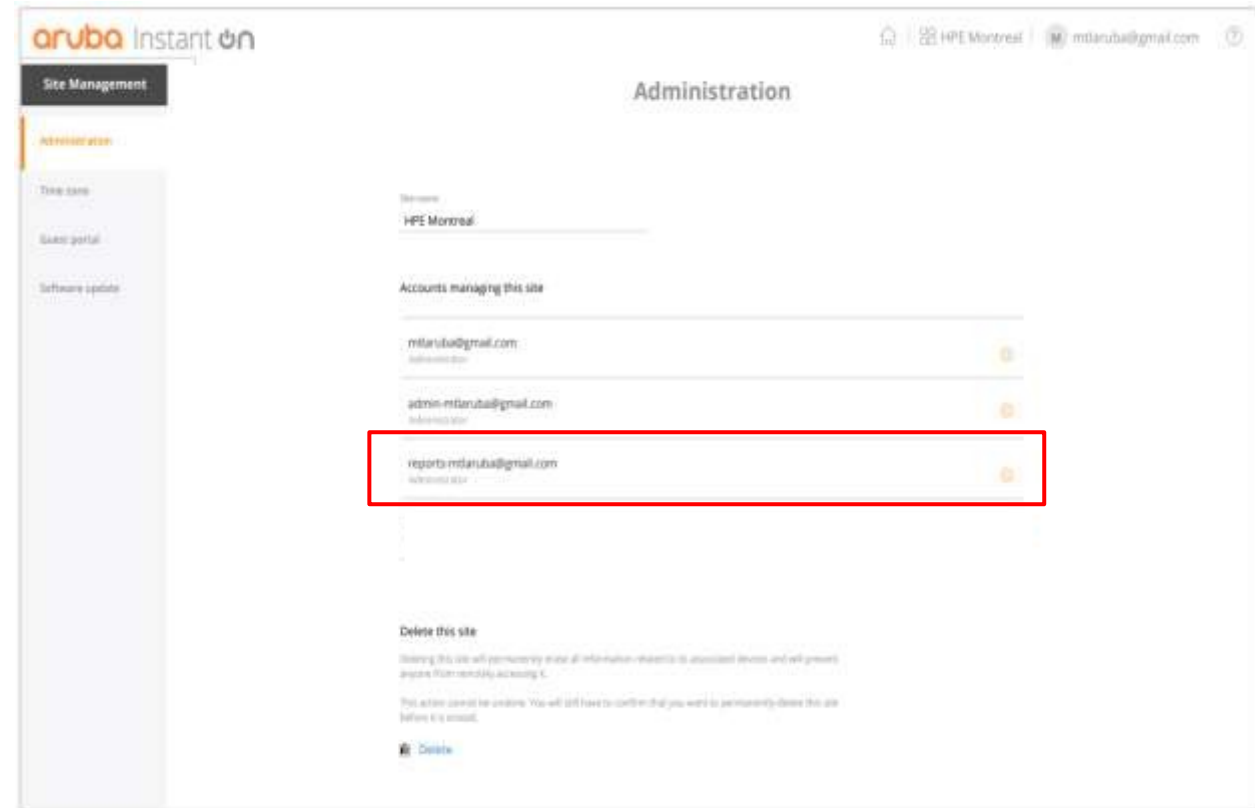
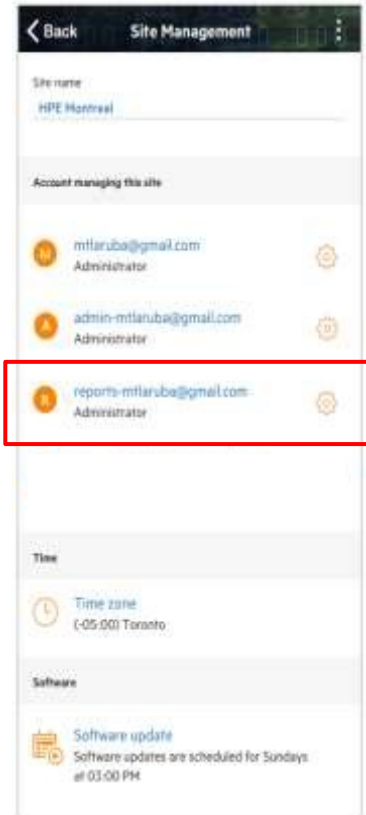
	Mobile	Email
Connection problem Receive a notification when problems accessing the Internet are detected.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Device problem Receive a notification when a device has issues that might impact access to the network.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Device capacity exceeded Receive a notification when a device has reached its full capacity.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
New software available Receive a notification when a new software is available.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Number of administrators for a site (3)

Customers and partners get full administrative access to all networks and its associated settings

– Instant On now comes with a total of three administrative accounts on a site that you can share with your customers so you and your customer don't have share same login credentials.

– Customers can create their own admin account and access network settings.



More Features

- **Dynamic Multicast Optimization (DMO):** Improve user experience when using multicast streaming videos by enabling DMO on any wireless networks.
- **Green Port Management:** Green Port Management (EEE) reduces power consumption on switch ports when data activity is low or idle. This feature runs in the background. Status is not visible or configurable via mobile/web app.
- **Dynamic VLAN (DVLAN) Assignment:** The current functionality connects authenticated users to all networks on a given port or wireless network. DVLAN provides the ability to restrict users to the VLAN(s) specified in the attributes of the Radius profile.

KEY VERTICALS

SOLUTIONS FOR TODAY'S ENVIRONMENT



RESTAURANTS/RETAIL

Extend outdoor coverage for curb-side checkout

Enable Mobile Point of Sale

Video Surveillance



WORK FROM HOME

Cover more space: users can spread out

Integrated firewall to keep things secure

Prioritization of collaboration apps – voice and video

Always on, always accessible



MEDICAL OFFICE

Extend Network to outside staging areas

Devices & records on separate networks

Control Guest access by time of day

Integrated firewall to protect against outside threats



ONLINE LEARNING

Prioritization of collaboration tools – voice and video

Connect a variety of devices

Simple, Secure, All-inclusive

WHY ARUBA INSTANT ON?



Simplicity

Simple setup through a mobile app or cloud-based portal

Unified management for APs and Switches

Topology map

Email Notifications



Built-In Security

No external Security appliance required

WPA3/OWE

Port Security



Extraordinary Performance

802.11ax support

802.11ac Wave 2 access points (indoor and outdoor)

8-,24- and 48-port PoE+ and non-PoE models with SFP/SFP+



No Hidden Fees

No subscription fees, no license fee – Lower TCO

One-time hardware cost only



Trusted Vendor

Aruba is recognized leader in WLAN and Wired space with over 18 years of proven innovation

Superior hardware/software quality

Instant On community; 90-day phone and chat for 1 year



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THANK YOU

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