

Partner Ready for Aruba Managed Service Provider

**We invest in you like our
business depends on it.
Because it does.**

Together All The Way— That's How We Work

Right now, it's at the Edge where we can work together to transform customer experiences and open up new opportunities—for them, for you and for us.

We believe in partnership

We create smart digital experiences by providing a next-generation network—one that's cloud-native, software-driven, and designed for mobile and IoT. Join us as an Aruba partner and you get the technology, tools, and, most importantly, the support to capitalize on everything we offer. After all, we have a common goal—giving our customers the progressive solutions that they value.

We succeed when you succeed

At Aruba, more than 90% of our business flows through our channel partners. That's why we measure our success through yours. To help you succeed, we designed our partner ecosystem to give you options that let you make the most of your skills and choose your path for growth.





Partner With Aruba— Experience The Difference

We believe in taking partnership further in order to take you further.

Others talk about innovation. We live it every day.

- Use our industry-leading product and solution portfolio to evolve yours.
- Explore Everything-as-a-Service offerings that drive efficiency and financial flexibility.
- Discover constantly improving programs and services, driven by a team that listens and responds.

Our resources run deep, driving growth, and emphasizing profit.

- Turn prospects into your Aruba customers with our sales programs and tools.
- Get extensive discounts, incentives, and other rewards.
- Leverage our marketing campaigns, funds, and the full support of our partner-focused marketing staff.

We're an extension of you, but you're a part of us, too.

- Get expert support when you need it, including every step of the sales process.
- Gain unrestricted access to Aruba's virtual sales trainings and webinars.
- Connect with a vast partner community of Airheads—Aruba experts and thought leaders.

Partner Ready for Aruba Managed Service Provider

Capitalize on growing opportunities with Aruba Managed Network Services. Quickly evolve your Network as-a-Service (NaaS) practice with Aruba ESP—a robust, cloud-managed network solution for superior service and customer experience.

Define Your Services: Powered by Aruba

The Partner Ready for Aruba Managed Service Provider (MSP) program provides the technology, tools, and support to build your services offerings. You benefit from low upfront investment, higher margins, value-added services, and flexible subscriptions. That's why we're the vendor of choice for MSP partners who want a ready-made, Network as-a-Service (NaaS) solution.

Be ready to offer what customers are looking for by partnering with Aruba.



Together, We'll Go Further

You have unique skills and experience in your business. We complement these by helping you maximize the value of your partner owned and branded managed services.

The Aruba Difference

Our comprehensive, cloud-based management portfolio offers simplicity and flexibility, positioning you for growth. Achieve faster time-to-value through Aruba's strong industry leadership position, wide range of finance options, and flexible device and licensing policies. We'll work with you all the way, providing a comprehensive support structure that you can rely on.

Program Benefits

The Partner Ready for Aruba Managed Service Provider program has been designed to accelerate your journey to build a successful managed Network as-a-Service solution as part of your Aruba MSP Practice, and with benefits that start on day one.

Simple and quick to get started

New partners can get started fast—no heavy lifting needed. Existing partners perfectly placed to accelerate growth with new services offerings.

Access to our portfolio of innovative technology and partner tools

Aruba ESP provides the industry-leading technology needed to successfully roll-out a cost-effective cloud-managed services practice. You can also call on our comprehensive support service and Airheads community, providing the background and insight you need to build and successfully manage a network services business.

Financially rewarding with predictable investments and profitability

Enjoy higher standard upfront discounts and flexible financing options*, including a valuable subscription option, to drive higher margins.

Valuable go-to-market support that accelerates your time-to-market

Go-to-market support services to assist in building out your services catalog and offerings. Fast-track your progress by using the Aruba MSP Showcase, featuring innovative solution ideas, and the “Powered by Aruba” logo to extend your reach with the Aruba brand.

Program Requirements

We want to encourage partners to take advantage of the program, so we have minimal requirements. It means you can get started quickly, driving new services with Aruba. You simply join the Partner Ready for Aruba Managed Service Provider program, follow the guidelines of the MSP delivery model, and complete the required training. We're here for you every step of the way.



*Limited to countries where available



Join Us—Register for our Partner Ready for Aruba Managed Service Provider Program

We're ready to welcome you as an Aruba Partner and help you accomplish great things. Open up new opportunities by delivering networking as-a-service solutions to your customers with Aruba ESP and join the Partner Ready for Aruba Managed Service Provider program.

To register for the Partner Ready for Aruba Managed Service Provider program, please visit:

<https://partner.hpe.com/aruba>

www.arubanetworks.com
3333 Scott Blvd | Santa Clara, CA 95054
T: 1.408.227.4500 | Fax: 1.408.752.0626

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