Do Your Managed Services Have A Sixth Sense?

NOW THEY CAN — WITH ARUBA'S EDGE SERVICES PLATFORM (ARUBA ESP)

aruba

a Hewlett Packard
Enterprise company

THE RIGHT CHOICE MAKES ALL THE DIFFERENCE.

Today's businesses are rapidly moving to a cloud-first technology approach. Shrinking budgets and resource constraints are creating a need for more efficient ways to acquire, manage and maintain their IT infrastructure. Shifting to a managed service model is a popular choice — allowing customers to spread out costs over time and free IT resources to focus on strategic projects that support business priorities.

Partners are quickly answering the call by offering managed networking services. However, to gain a competitive edge, choosing the right technology vendor to support your practice is critical.

Here are the top five reasons why Aruba is the right choice.

REASON #1:

A true partnership is hard to find.

The success of your managed service business depends on delivering high quality, high value services to your customers on a consistent basis. But aligning your resources for service delivery is only half the battle. You need a technology partner that can supply you with more than products and a brand name. You need a technology partner that is with you every step of the way - now and in the future.

We are one team.

We measure our success through yours, and we've designed our program to bolster your profitability and growth. That's why Aruba received top marks on the **CRN Annual Report Card** in the Enterprise Network Infrastructure category for the last three years running. As an Aruba MSP partner, you will prosper by leveraging all the benefits our program has to offer.

REASON #2:

Customers don't have time to wait — and neither do you.

Today's business climate has customers actively moving towards consuming technology as-a-service. If you haven't established your managed services practice yet, time is of the essence. But even if you have, bringing on or expanding new service offerings can be time consuming and costly. You need to select a platform that will allow you to hit the ground running quickly without a huge up-front investment.

Aruba makes it easy for you to act now.

To enable you to start your practice right away, Aruba offers extremely competitive pricing and discounts for MSPs, and flexible financing options, including a subscription service that offers predictable monthly payments with no upfront investment, enabling you to deliver Network as-a-service offerings immediately. You can create your own differentiated solutions under your own brand — the possibilities are endless! And Aruba Central's simplified on-boarding, installer & mobile apps, and zero-touch provisioning minimize your time and effort to onboard new customers.

REASON #3:

They are your customers. You need to be in the driver's seat.

You've invested in building strong relationships with your customers, which is why total account control is important. This includes all points of contact with your customer, including creation of solution offerings, ongoing sales engagement, support, licensing renewals and infrastructure refreshes. You need a vendor whose primary value is to help you deliver powerful and innovative as-a-service solutions to the market.

Aruba MSPs are always the face to the customer.

You maintain control of all your customer accounts when you partner with Aruba. You own and control the devices and licenses for all your accounts, which can easily be moved from one account to another based on customer needs. If a customer needs support, you engage with them directly. Aruba is here to help you should you need additional technical assistance.
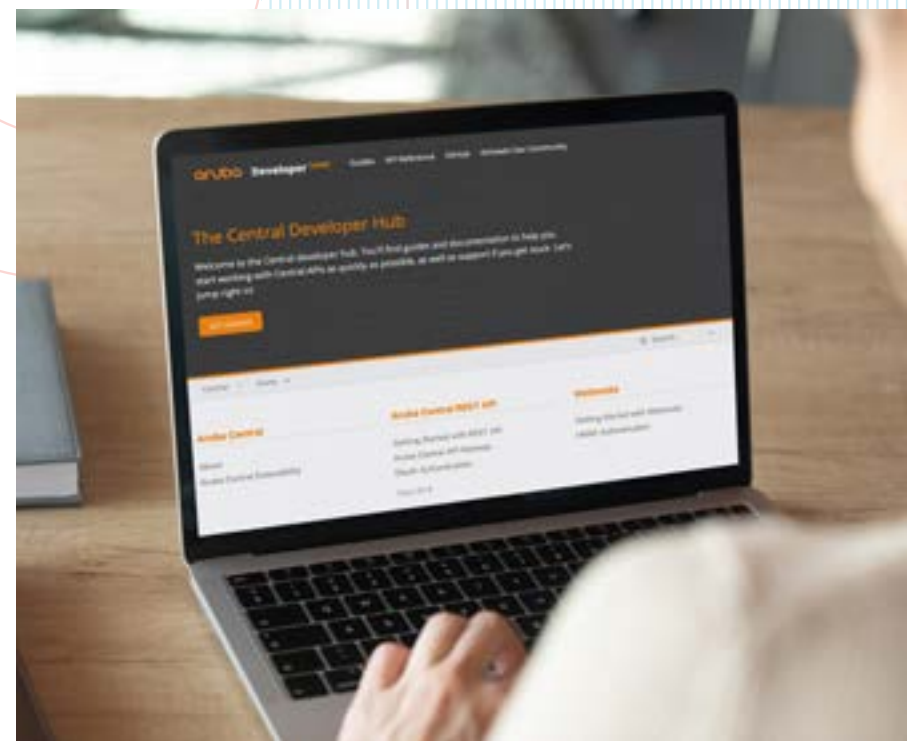
REASON #4:

Your profitability relies on solutions that are easy to sell and operate.

Customers look to managed service partners to get them out of the day-to-day toils of managing their network. They want secure enterprise-class connectivity across their businesses. Their confidence in your expertise and the strength of the infrastructure solution can heavily influence their buying decision. Your ability to execute and be profitable depends on an intelligent system that is easy to manage.
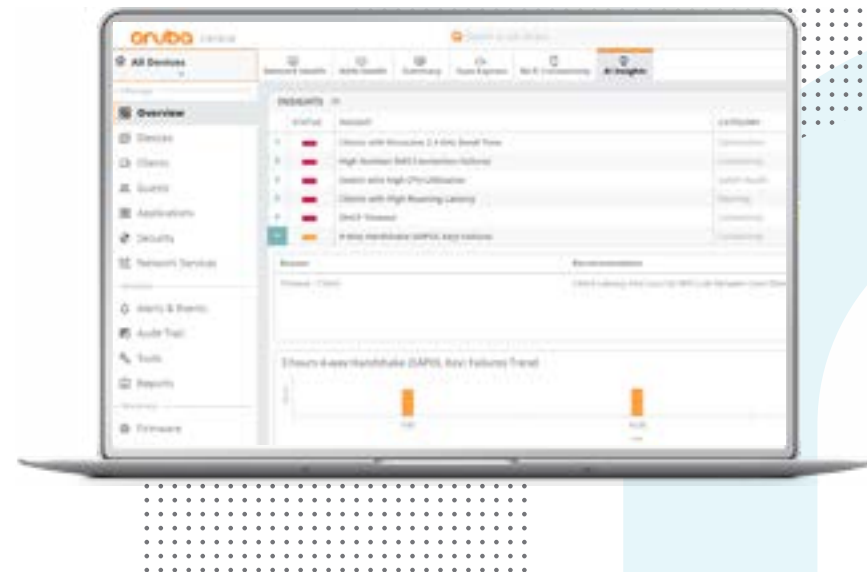
Aruba gives your network a sixth sense.

Simple dashboards are useful, as are natural language search features. However, without automated intelligence you are still on your own to determine the source of issues and the best course of action. This is often time-consuming and uncertain. Aruba ESP's sixth sense — AIOps — accelerates your ability to provide high availability by proactively troubleshooting issues in real-time and providing recommendations on how to solve them. Relevant data needed to analyze trickier issues is also automatically captured and stored, greatly speeding up your ability to respond.

REASON #5:

Extensibility is the key to growing your services portfolio.

While nearly all customers need a core set of services such as high-performance wired and wireless networking, many will be seeking additional solutions to solve specific pain points. You need the ability to expand beyond the feature set of the network infrastructure to incorporate additional applications and solutions that directly address your customer's needs.

Endless possibilities.

The Aruba ESP architecture is built upon cloud-native unified management of enterprise-class wired, wireless, WAN, and security. And the Aruba Central management system supports a full set of RESTful APIs for every feature. That means you can easily integrate Aruba Central with any complementary solution your customers may want to use. Short on time? Aruba Central is already integrated with hundreds of technology partner solutions that can be bundled together and work out-of-the-box. And Aruba is integrating with leading service automation platform vendors so you can leverage the network management capabilities of Aruba ESP with tools you commonly use.

Let Aruba ESP give your managed services a sixth sense.

You can lead with confidence when you partner with Aruba. Aruba's innovation and industry leadership that has led us to be recognized as a market leader in the **Gartner Magic Quadrant for wired and WLAN access infrastructure** for 15 consecutive years and to lead all six categories in the 2020 **Gartner Critical Capabilities report**.

The Aruba Edge Services Platform provides the industry-leading technology needed to successfully rollout and grow a highly profitable cloud-managed network services practice. More information about Aruba ESP for managed service providers can be found in the **Managed Networking Services solution overview**.

Become a partner today by contacting your local Account Manager or refer to the **Partner Ready for Aruba Portal** for details.

Contact Us

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