

## PARTNER SOLUTION OVERVIEW

# Aruba and Zebra

## Building high-fidelity IoT systems to locate, harvest, and transport data and context

### DEEP INSIGHTS START WITH TRUSTWORTHY DATA

The Internet of Things (IoT) is the digital raceway that transports data and context to mining engines, which alchemize them into insights to optimize operations, manage inventory, and improve user experiences. Information sources vary by industry but may include processes, systems, products, users, customers, applications, and their environments.

The veracity of these sources impacts the value of the insights, so validating the quality and provenance of information fed into the engines is paramount. 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 source to C-suite, from I/O to CEO.

It is on these last points that fractures typically appear for retail, healthcare, and logistics enterprises. Data input is often hit or miss. Voice communications with workers are unreliable, especially when roaming. Locating inventory, work in process, and people is challenging. And end-to-end data security is aspirational but rarely a reality, especially with IoT devices and systems.

### A PARTNERSHIP CENTERED ON BUILDING TRUST

Zebra Technologies and Aruba have partnered to bridge the data quality and provenance divide through a combination of technology integration, product interoperability, validated reference designs, direct support escalation, and joint innovation.

As the market leader in automatic information and data capture (AIDC), point-of-sale (PoS), ruggedized mobile computer, and mobile printing systems, Zebra is heralded for its ability to capture data quickly and reliably on the first pass, and brings a depth of vertical expertise in the healthcare, hospitality, industrial, logistics, manufacturing, and retail markets it serves.

### WHY ARUBA AND ZEBRA

- Voice traffic prioritization and visibility with Zebra devices
- Unmatched visibility into roaming behavior
- Integrated location context to improve business outcomes
- Automated access policies and dynamic segmentation for Zebra devices for enhanced security
- Colorless ports for wired Zebra devices simplifies set-up and adds/moves/changes
- Certified interoperability across the product portfolios
- Validated reference designs for voice, data, and location aware deployments
- Direct support escalation for faster problem resolution

As one of the world's largest IT networking companies, Aruba brings unparalleled experience in highly-reliable mobility, voice roaming, LAN switching, and cybersecurity systems. Known for the security and scalability of its infrastructure, Aruba serves many of the world's largest government, healthcare, hospitality, industrial, logistics, manufacturing, retail, and transportation organizations.

Working in concert, Zebra and Aruba deliver the most trustworthy, highest fidelity systems available to locate, harvest, and transport IoT data and context for these vertical markets.



### IMPROVED VOICE SERVICES

Aruba's deep packet inspection engine, supported by voice heuristics and intelligent Quality of Service tagging, bring toll quality audio to voice-enabled Zebra devices. Combined with Aruba's best-in-class Wi-Fi performance that means higher legibility, fewer drop-offs, and higher-speed coverage over larger areas.

### ENHANCED ROAMING

Aruba ClientMatch technology delivers improved roaming by enabling the Wi-Fi infrastructure to select which access point is optimized for each mobile Zebra device. The result is seamless roaming that enhances productivity and reduces IT trouble tickets.

### ADDING LOCATION CONTEXT

Aruba and Zebra have co-developed support to add indoor location context to business critical applications. Using either embedded Bluetooth radios or Wi-Fi RTT (round trip time) measurements via 802.11mc, the Zebra device can understand its location indoors. Also supported by Aruba APs are Bluetooth asset tracking solutions from Zebra.

### APPLICATION LEVEL VISIBILITY WITH ARUBA UXI

A unique and innovative integration between Aruba UXI (User Experience Insight) and Zebra's Wireless Insights provides IT teams with application level performance at the very edge of the network - the palm of the associate's hand - even before the associate may notice an issue.

This integration provides insights to roaming failures, voice quality, and application performance trends and includes packet captures to replay issues without needing to go on site.

### FASTER DEVICE ONBOARDING

Aruba's ClearPass Policy Manager can automatically profile, identify, on-board, and assign the appropriate security policies to mobile and fixed Zebra devices. Employees can be productive faster without compromising network security or PCI requirements. Both Common Criteria and FIPS 140-2 validated solutions are available.

### DYNAMIC SEGMENTATION OF ALL ZEBRA DEVICES

Security experts recommend that IoT devices be dynamically segmented to protect against breaches, while IT departments can avoid VLAN explosion as the number of barcode scanners, printers, and other IoT devices continues to rise.

Aruba's dynamic segmentation provides a common enforcement option for both wired and wireless Zebra devices. As a simpler alternative to VLANs, Aruba technology separates L3 network traffic and sends targeted Zebra traffic to a specific service, e.g., a firewall zone. This does away with colored ports by using identity and policy - instead of VLANs - to grant access, allowing wired Zebra printers and computers to connect to any available switch port. The result is a network that's simpler to set-up and makes adds/moves/changes a snap.

### CERTIFIED INTEROPERABILITY & VALIDATED REFERENCE DESIGNS

Aruba and Zebra have taken the guesswork out of joint deployments by certifying the interoperable operation of both product sets, and by documenting reference designs across a range of applications. Joint systems go in faster and more reliably.

### DIRECT SUPPORT ESCALATION

Best-in-class products should have best-in-class support. To ensure that deployed systems continue working at their best, Aruba and Zebra have put in place an engineer-to-engineer escalation program that provide immediate access to the best technical resources to help address issues. Customers and resellers get answers - not finger-pointing - and faster problem resolution.



## SUMMARY

Zebra Technologies and Aruba have bridged the data quality and provenance divide by integrating solutions across a broad range of technology and services. Contact your local sales representative to see how together we deliver the most trustworthy and highest fidelity systems available across multiple vertical market segments.

For more information on Aruba products and solutions, please visit: <https://www.arubanetworks.com>

For more information on Zebra, please visit: <https://www.zebra.com/us/en.html>

## DEPEND ON ZEBRA



Zebra solutions can be found working behind the scenes in many industries around the world. Ensuring every asset and worker on the edge is visible. Connecting them to the data they need. Guiding them with clear and accurate insights for the best next action. And optimizing workflows, operations, and decisions in real time for efficient, impactful results.

<https://www.zebra.com/us/en.html>



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