

# Sales Play Card



## ELEVATOR PITCH

For small and growing businesses with little to no IT support and single or multiple sites looking for an easy-to-setup, Wi-Fi solution at an affordable price point, Aruba Instant On offers a wide range of wireless solutions. Aruba Instant On sets itself apart with its latest technology solution, best-in-class services for customer's post sale experience and built-in security functionality.

## TARGET CUSTOMERS

- Medical Clinics
- Boutique Hotels
- Independent Retailers.
- Restaurants
- Tech Start-Ups
- Design Firms

## TRENDS

### The small — medium business space is growing.

- 68% of small businesses have a focus on investing in replacing outdated IT infrastructure in 2019<sup>1</sup>
- 62% of small businesses noticed customers spending more time on their premises when Wi-Fi<sup>2</sup> access was offered
- 52% of small businesses are increasing their IT budget because of increased security concerns<sup>1</sup>

<sup>1</sup>Spiceworks research report    <sup>2</sup>smallbiztrends.com research

## CHALLENGES

- Dealing with pace of technology change and limited level of IT expertise on staff.
- Using outdated equipment is not sustainable. SMB organizations need solutions easy to deploy, maintain and manage.
- Finding the right technology for the right job. Leveraging Wi-Fi for secure mobile payment solutions and other applications. Using guest access to attract and retain new customers.
- Managing fluid budget constraints. Even though reliability is a concern, price is often a key variable.

## WHY ARUBA INSTANT ON

### Simplicity at its best

- Hassle-free set-up and management
- Remote and multi-site management: Instant On mobile app and Cloud-based web portal

### Best-in-Class security

- Secure guest and employee access
- Integrated WPA2/WPA3, OWE Wi-Fi security standard for secure open networks

### “Always-on” network

- Superior software and hardware quality from a trusted vendor
- High performance Wi-Fi network
- Unmatched user experience and support

## COMPETITION

### Ubiquiti

Weaknesses include....

1. AP Platforms. Most APs are Wave 1 only (excluding NanoHD).
2. Lacking Enterprise Quality. Gateway needs to be re-provisioned from scratch after power failure.
3. Ease of use. Not simple to set up. Cloud key and gateway required for advanced features.
4. Auto-mesh. Not easy to set up.
5. Security. Requires gateway (\$344+) for DPI, IDS

### Aruba

We counter with....

1. Instant On supports all 802.11ac Wave 2 platforms.
2. Aruba Instant brand. Enterprise grade reliability.
3. Simple to deploy. No cloud key or gateway needed.
4. One-touch mesh using Aruba Instant On app
5. Firewall, DPI, IDS included in future releases

### Cisco Meraki Go

Weaknesses include....

1. AP Platforms. Only two models using the same base platform.
2. Availability. US, EU and UK only.
3. Management modes. Mobile app only.
4. Multi-site management. No multi-site management.
5. TCO. \$214.98/5-year subscription or \$273.98/5-year subscription.

### Aruba

We counter with....

1. Five models to cover most of use cases.
2. Aruba Instant On is available worldwide.
3. Mobile app or cloud portal.
4. Aruba Instant On supports multi-site management with no subscription costs.

<b>KEY DECISION MAKERS</b>	<b>CONVERSATION STARTERS FOR THE BUSINESS</b>
<ul style="list-style-type: none"> <li>• Founders</li> <li>• Owners</li> <li>• Office Managers</li> <li>• IT generalists</li> </ul>	<p><b>1. With so many more internet devices on your Wi-Fi network today, how confident are you that you are enabling employee efficiency while minimizing security risks on the business?</b>  <i>The Aruba Instant On APs offer a simple, secure and reliable Wi-Fi solution that is easy to set-up and manage within minutes without technical expertise.</i></p> <p><b>2. With limited or no IT resources, how helpful would it be if you could quickly and securely set-up your Wi-Fi network in minutes on a mobile app?</b>  <i>Using the intuitive Aruba Instant On mobile app, you can set-up your Wi-Fi network in minutes with no technical expertise required.</i></p> <p><b>3. Are you set up for future growth?</b>  <i>Aruba Instant-On delivers high performance at a price point that fits your budget and supports your need to grow, compete and optimize your business.</i></p>
	<b>CONVERSATION STARTERS FOR IT</b>
	<p><b>1. Is the business using more cloud apps and conducting more business on mobile devices?</b>  <i>Aruba Instant On helps you can competitive advantage with better support of digital payments and more robust guest Wi-Fi.</i></p> <p><b>2. With all the mobile transactions, how comfortable are you with your Wi-Fi network's security?</b>  <i>Aruba Instant On comes with built-in security that helps you meet the same standards as large companies when it comes to mobile transactions and data privacy.</i></p> <p><b>3. How effective is the current Wi-Fi setup in meeting customer expectations for speed and ease of use?</b>  <i>Aruba Instant On is a purpose-built WLAN solution for that can save IT time without sacrificing the simplicity, security and reliability needed to accelerate business growth.</i></p>

WHEN DO I SELL?	FEATURES	BENEFITS
<b>Simplicity</b>	App-based management	<ul style="list-style-type: none"> <li>• Plug and Play with quick setup using mobile app or cloud-based access</li> <li>• Mobile app provides complete control, with no license or subscription fees</li> <li>• Remotely manage multiple sites from anywhere, anytime</li> </ul>
<b>Business growth</b>	Scalability	<ul style="list-style-type: none"> <li>• Manages 25 APs in a network</li> <li>• Supports 8 SSIDs</li> <li>• "Mix and match" different Instant On models in a network</li> </ul>
<b>Secure Wi-Fi in every corner of your space</b>	Smart Mesh	<ul style="list-style-type: none"> <li>• Easily expands network to hard-to-wire areas</li> <li>• Get reliable signal in every corner of your business</li> <li>• Integrated WPA2/WPA3 security standards</li> </ul>
<b>Peace of mind</b>	Superior post-sale support	<ul style="list-style-type: none"> <li>• 24 x 7 phone support first 90 days, 1-year online chat support, 1-year warranty</li> <li>• Instant On community</li> <li>• Optional Foundation Care—3-year NBD exchange parts delivery, 24 x 7 support</li> </ul>

KEY SALES PLAYS	<b>Trusted vendor</b> Aruba- recognized leader in WLAN and wired space; Superior Hardware/software quality	<b>No hidden fees</b> No subscription fees or licensing fees	<b>In-built advanced feature set</b> No external security appliance required
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RESOURCES
<ul style="list-style-type: none"> <li>• <a href="#">Aruba Instant On Partner Overview Presentation</a></li> <li>• <a href="#">Aruba Instant On Campaign Implementation Guide</a></li> </ul>



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