

ALL WIRELESS WORKPLACE ARUBA NETWORKS



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TerritoryManager



65%  **+**
HAVE THREE OR MORE DEVICES

 **25%** WOULD GIVE UP
COFFEE BEFORE
SMARTPHONE

84% 
WOULD NOT USE A DESKTOP
COMPUTER GIVEN THE CHOICE



#GenMobile Breaks Static Wi-Fi



New app
for every
new task



Wi-Fi
at every
pause



Frequent
device
refresh



**Poor User
Experience**

**Manual
Configuration**



Delivering the All-Wireless Office for #GenMobile



STABLE AIR

Wi-Fi that doesn't slow down as many people connect



SECURE AIR

Secure personal devices and guests without involving IT



SIMPLE AIR

App login and sharing without manual entry



SMART AIR

Allocate bandwidth for new collaboration apps at work

Today's Secure Mobility Challenges



**Lack of Policy Solution,
Access from Anywhere**

Unmanaged BYOD use

Open Guest Wi-Fi

Consumerization Introduces New Challenges

VISIBILITY

What's on the Network?

WORKFLOW

No automation on unmanaged devices

POLICY

Company data on personal devices



NETWORK

NAC, Roles, Context

DEVICES

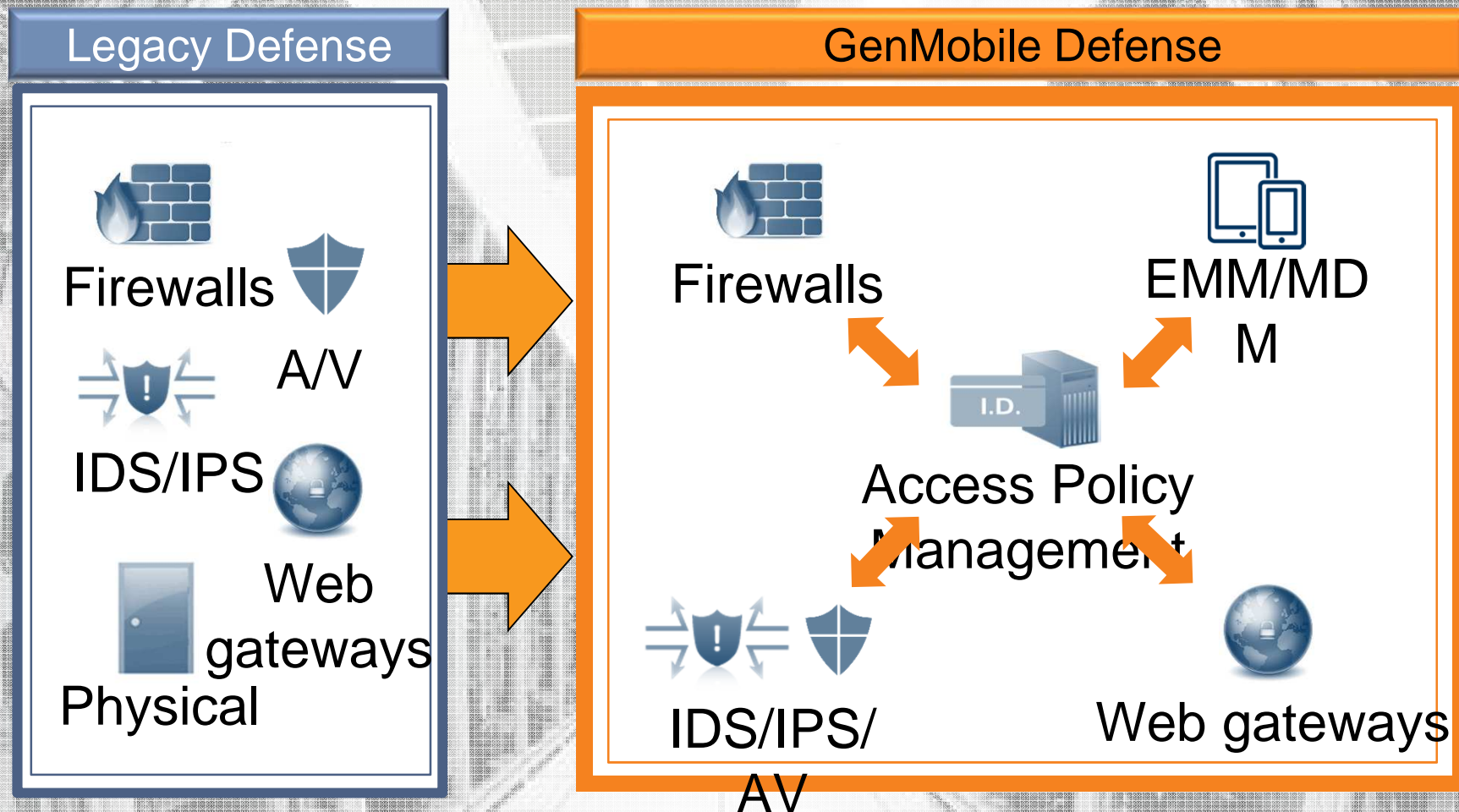
BYOD, Onboarding, MDM

APPS


Use, Distribution, Control

➤ Silos increase IT touch points and errors

GenMobile Changes the Game



Policy needed for central point of control



Legacy AAA Solutions Have Limited Policy Management and Integrated Feature Support

Solution: Policy Management as Foundation

- **Policy with built-in AAA Services**
Enables context-based enforcement regardless of access method, user, device status or location
- **Comprehensive Feature Set**
Use and manage all security services from a single platform
- **Granular Authentication Methods**
Leverage multiple identity stores and auth methods to fit any use case – Login/password, certificates



Personal devices create IT burden and security gaps

Solution: Secure Automated Workflows

- **Employee Self-Service Configuration**
Allow users to self-configure network settings and certificates to secure BYOD without IT involvement
- **Built-in Certificate Authority**
Automatically create and distribute device certificates without using internal PKI. Simple for users
- **Device Management**
Integration with MDM/EMM solutions extends network controls to include device and app mgmt

Automated Configuration of Personal Devices

Authentication With Unique Device Certificates

1

User's device detected & redirected to portal



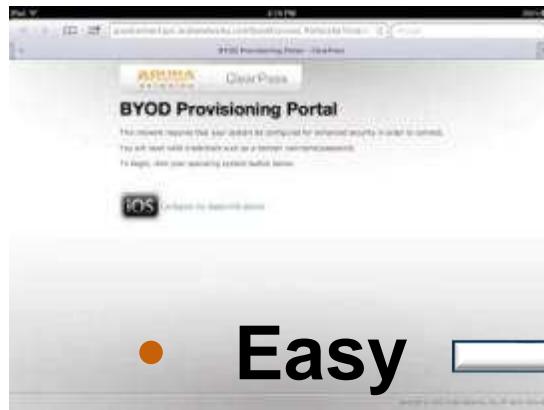
2

Settings & certificate configured after credentials entered



3

Automatically places user on proper network segment



• **Easy** → • **Secure** → • **Flexible**



**Open guest networks leave security gaps
and provide no visibility**

Today's Guest Access Challenges



Non Secure Access

Manual Intervention

Standalone Tools

The IT Imperative: Automation and Security



Onboarding of each Guest

Clamp down on use of open SSIDs and pre-shared key networks



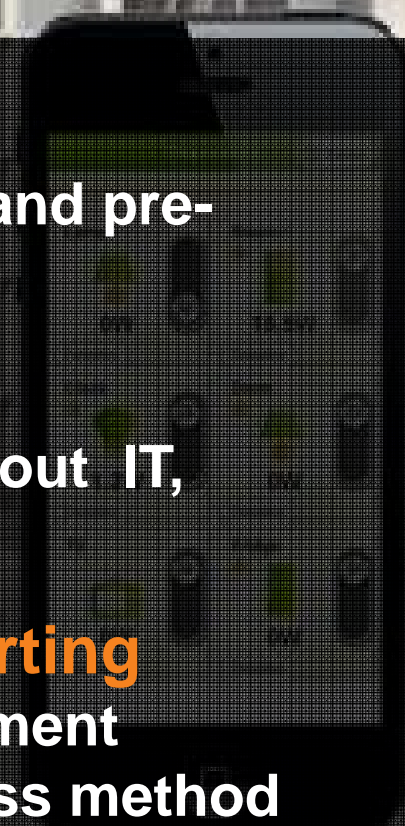
Automated Workflows

Guests can acquire credentials without IT, or receptionists involvement



One Tool for Wi-Fi, Wired, Reporting

A single captive portal and management interface regardless of user or access method



Solution: Captive Portal Per User Auth

PUBLIC WI-FI™ [Register](#) [Help](#) [My Account](#)



Hello

[Click here](#) to register for free Internet access...
If you have an account, login below.

Username

Password

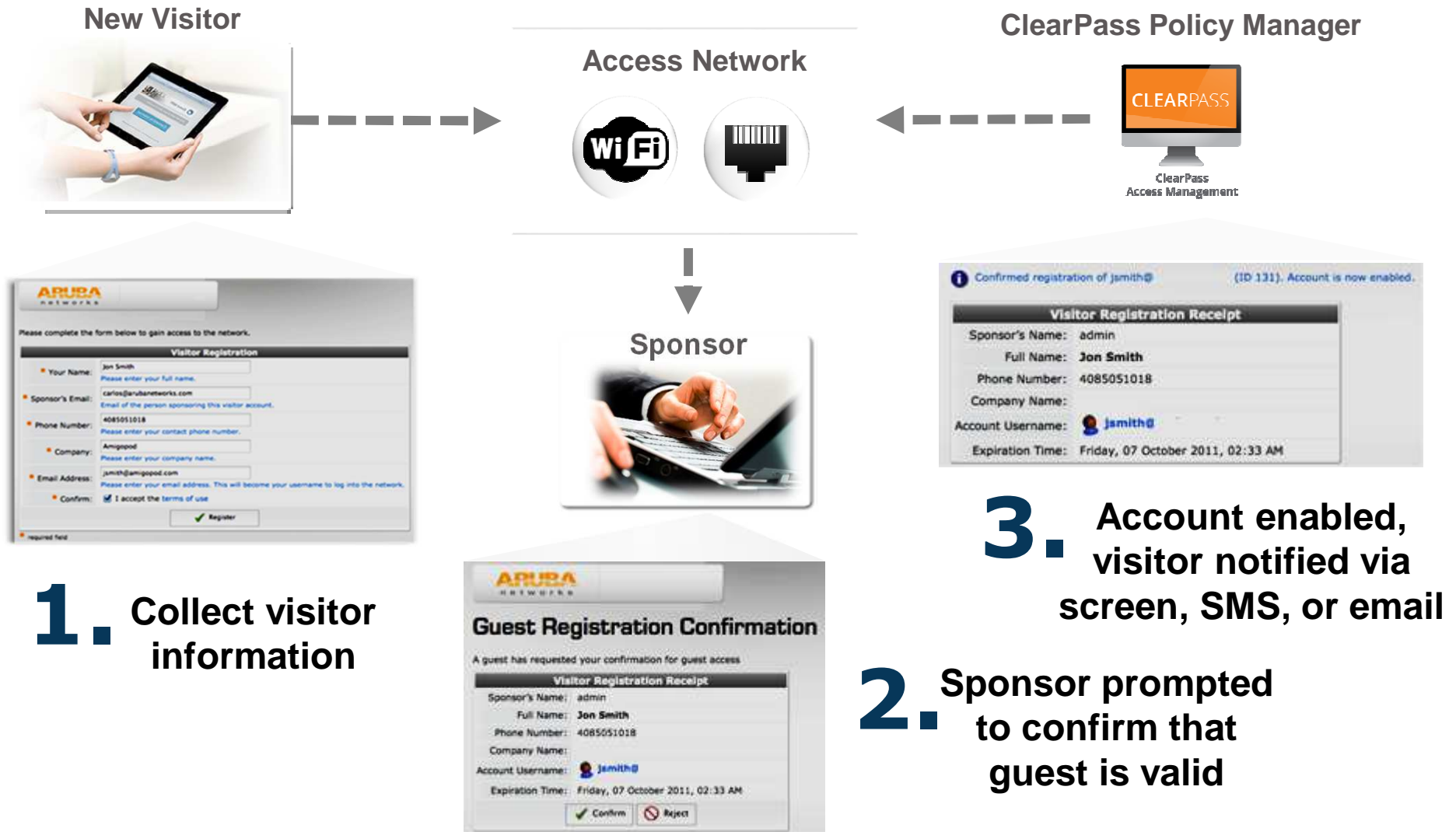
[Forgot Password?](#)

Location: Blue Ball Inn, 43 Chester Road, CR4 5TY

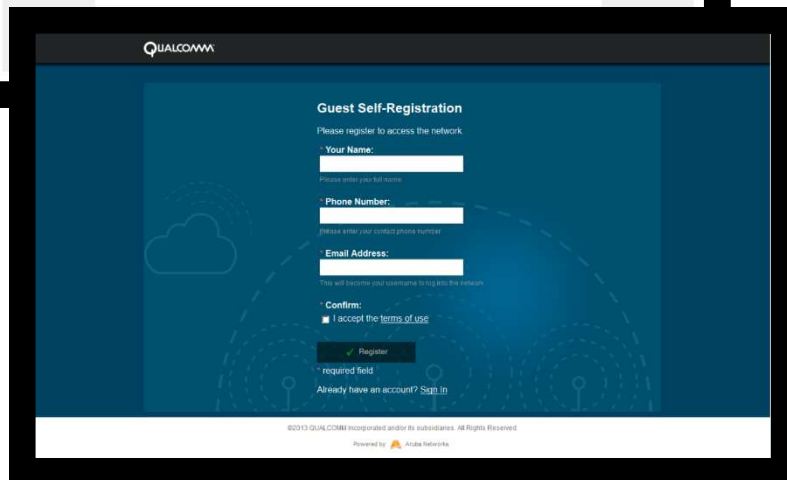
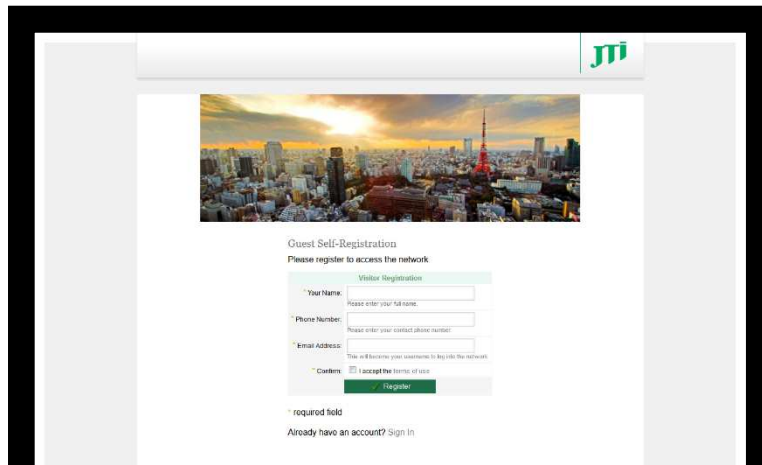
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- Deters users from just hopping on
- Each guest receives their own credentials
- Provides IT with usable policy data

Automated Self-service Example



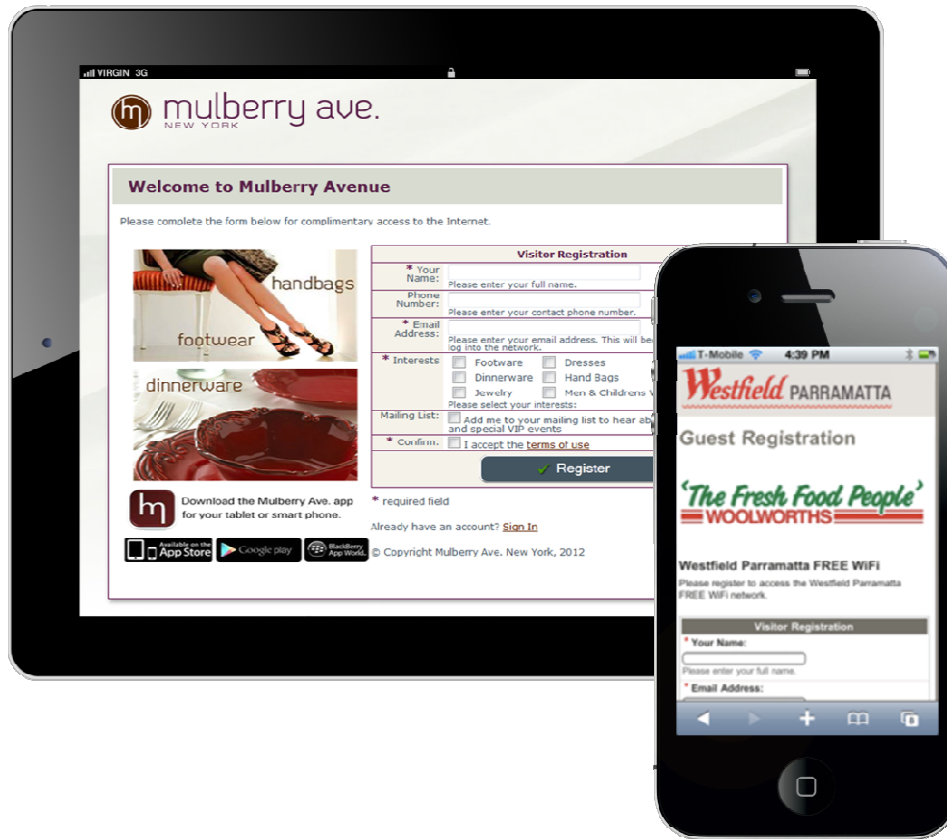
Full Portal Customization



➤ Auto scales for Phones and Tablets

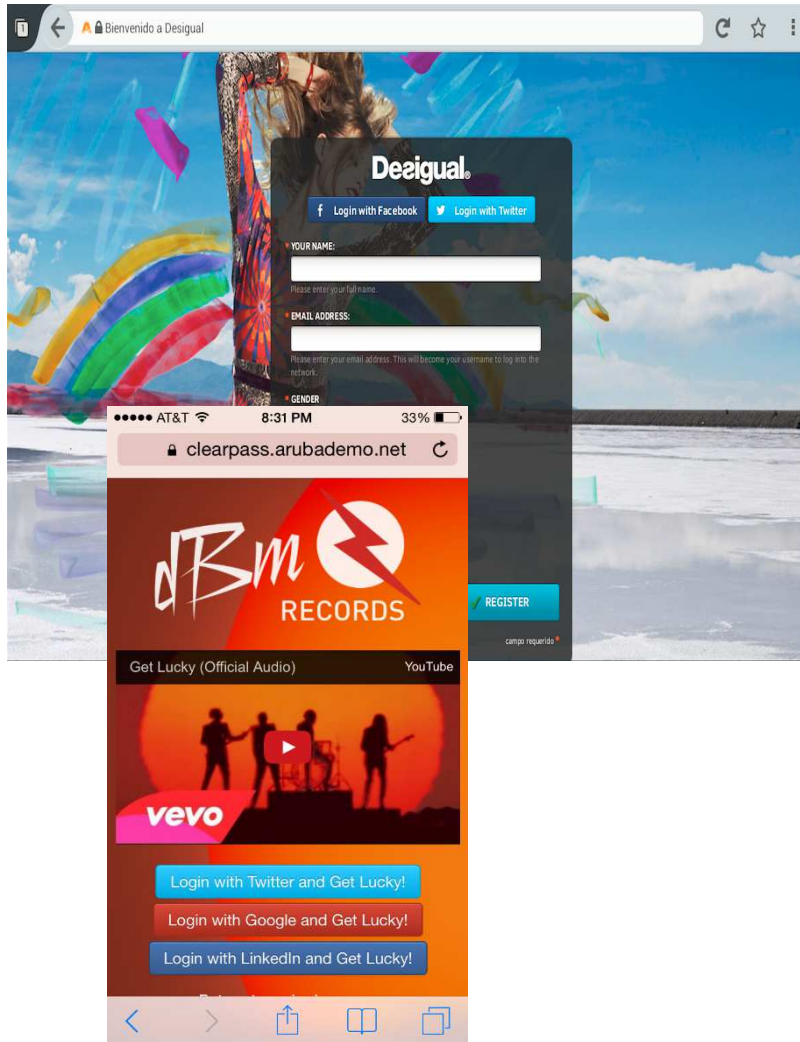
Revenue and Loyalty Opportunities

Built-in Advertising and Third Party Integration



- Strategic Placement
 - Images, videos
- Context Driven Ads
 - Location
 - Season
 - Gender
 - Interests
 - News
- Note: Marketing works with Networking

Built-in Social Logins



Facebook

Twitter

Ping SSO

Bitbucket

Box

Disqus

Dropbox

Dropbox OAuth v2

Eventful

Fitbit

Flickr

Foursquare

Google

Google Apps

Instagram

LinkedIn

Microsoft

Reddit

RightSignature

Salesforce

Scoop.it

StockTwits

SurveyMonkey

Tumblr

VK

Withings

XING

Yahoo

Key Takeaways



Security for wireless and wired access



Single point of management for multivendor networks

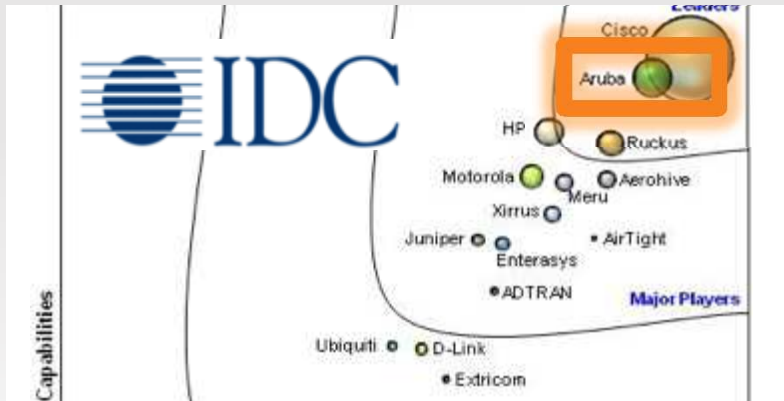


Simplified IT and user experience

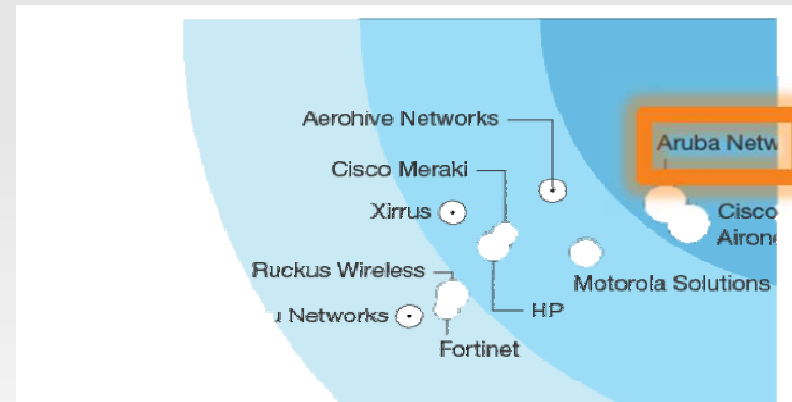


Security and Mobility Industry Leader

Leader: 2013 Wireless LAN MarketScape



Leader: 2014 WLAN Forrester WAVE



Leader: 2014 Wired & Wireless Magic Quadrant



Leader: 2013 Network Access Control Magic Quadrant



Trusted by Enterprises Worldwide

Technology



Social & New Media



Finance



Media & Ent,



Higher Education



Government



Healthcare



Retail



Primary Education



Public Transit



Public Venues



Services



Oil & Gas



Manufacturing



Hospitality



Telecom



THANK YOU

