Why Tech Data & Aruba

Aruba, a Hewlett Packard Enterprise Company, believes that the most dynamic customer experiences happen at the Edge. But where exactly is the Edge? It could be a workplace, a hospital, a school, or even a remote worker's home. In these environments, data is generated by users, devices, and things. Organizations that successfully harness that data—by analyzing and acting on it in real time—can reveal valuable insights and deliver new services. More than that, they can delight their customers or produce better outcomes. Aruba's mission is to help customers capitalize on these opportunities by delivering secure edge-to-cloud solutions that use AI and machine learning to make things simpler, faster, and more automated for IT, while harnessing data to drive powerful business outcomes.

Why Aruba?

- Mobility is one of the fastest growing market segments:
  - $30B campus network refresh
  - Driven by upgrade to Gigabit Wi-Fi and IoT
  - Requires multi-gig edge switches
- Aruba offers network management, security and mobile engagement which equals services opportunities for partners.
- Easy to become and stay an Aruba partner—minimal upfront investment.
- Free sales and technical training.

Why Tech Data for Aruba?

- Tech Data has expertise in configuring and quoting the Aruba portfolio.
- Tech Data has the capability to host virtual demos to shorten the sales cycle.
- Celebrating over 10 years of partnership.
- 95%+ ships from Tech Data's warehouse.
- Tech Data Aruba dedicated support.
  - Field and inside sales
  - Pre-sales technical Marketing
- RF planning and configuration assistance.
- Tech Data is authorized to deliver Aruba certification courses. Check schedule at exitcertified.com/training/aruba.
- Marketing support and lead generation campaigns.
- Aruba Activate Partner Program by Tech Data:
  - Designed for new Aruba partners to help you get up to speed fast on selling Aruba solutions
  - Exclusive rebates and demo equipment
  - Dedicated sales and technical support
  - Online training

Key Aruba Contacts

Tech Data team for Aruba: HPE.Aruba@techdata.com   1-800-409-1483

Aruba Customer Enablement Resources

themaxmind.com

ARUBA SNAPSHOT

- Founded: 2002
- $3B+ Global Annual Sales
- Gartner named HPE (Aruba) a leader in the 2020 Magic Quadrant for Wired & Wireless LAN Infrastructure for 14th year in a row
- Recognized Industry Leader:
  - Scored #1 in 6 of 6 use cases in the 2020 Gartner Critical Capabilities for Wired and Wireless LAN Access Infrastructure Report.
  - Recognized as a leader in the 2019 IDC MarketScape for Worldwide Enterprise WLAN.
  - Recognized as the only leader in wireless and location services in The Forrester New Wave: Wireless Solutions, Q3 2019 Report.
  - Winner of the CRN ARC Awards for Enterprise.
  - Networking Infrastructure Enterprise Wireless LANs, SMB Networking, and second in Enterprise Networking Security.
  - Aruba ClearPass won both the Hot Company: Network Access Control (NAC) and the Market Leader: Bring Your Own Device (BYOD), in the 2019 InfoSec Awards.
- On average, Partner margins for Aruba products are 5.5% to 6%!

TECH DATA SNAPSHOT

- NASDAQ: TECD
- 45 years in IT distribution
- $37.2 billion in sales for FY19
- Ranked No. 83 on the Fortune 500
- 125,000+ customers
- 14,000+ worldwide employees
- Operations in 40 countries
- 100+ countries served
- 10 years as one of FORTUNE's "World's Most Admired Companies"

Tech Data Value-Added Offerings for Customers

From the smart phone in a user's hand to complex solutions powering a global enterprise, Tech Data is connecting the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow, and advance.

As the world's leading end-to-end technology distributor, we put singular focus on our customers' needs and goals with the objectivity of a true strategic partner. With reach, capabilities, and resources that span the technology continuum, we are a vital link in the IT channel, delivering the insights and optimized solutions our channel partners depend on to compete in the market today, tomorrow, and into the future.

We are focused on executing four growth strategies that will ensure Tech Data remains a vital link in the IT ecosystem well into the future:

1. Investing in Next-Generation Technologies and Delivery Models

Technology is evolving faster than ever, and the ways technology is delivered and consumed change just as fast. This evolution has spurred a technological paradigm shift—the future will be built on next-generation technologies and delivery models such as cloud, analytics, security, and the services that support them. To achieve this, we are focused on:

- Enhancing our best-in-class cloud portfolio of integrated and packaged solutions

- Investing in specialized resources and people with the skills, knowledge and expertise to lead the way into the emerging analytics space and capitalize on the Internet of Things

- Broadening and strengthening our end-to-end security offering

- Investing in lifecycle, integration, CRM, supply chain, and other adjacent services

2. Strengthening Our Portfolio

In order to properly invest in next-generation technologies, we need to ensure that our line card supports that strategy. Tech Data offers the most unique portfolio in the industry. We've built our company's capabilities based on what our channel partners need to grow and thrive. We continue to recruit new vendors that serve unique purposes not only in today's technology landscape but also for the future.

Our end-to-end portfolio is made up of products, services and solutions, and deep expertise and insights that enable our channel partners—including independent software vendors (ISVs), value-added resellers (VARs), system integrators (SIs), and others—with the nuts and bolts of today's technologies, as well as next-generation technologies, to help them create robust, tailored solutions that create better business outcomes for their customers.

3. Transforming Our Company Digitally

Making the most of our portfolio requires world-class IT systems and embracement of digital transformation, which is reshaping the distribution industry.

Tech Data is a single-source choice for products, services, and solutions spanning the IT continuum, and we're backed by a global, world-class system and the best logistics engine in the industry. By investing in process redesign, advanced analytics, and productivity improvements, we'll digitally transform Tech Data to enhance the customer and vendor experience, making Tech Data the clear distributor of choice for solution providers.

4. Optimizing Our Global Footprint

Our end-to-end portfolio of products, services and solutions, deep and specialized skill sets, and world-class execution enable our channel partners to meet the needs of the global technology market. Tech Data is a global partner with local expertise—a powerful combination.

We'll continue to optimize our global footprint, which today includes operations in 40+ countries in the Americas, Europe, and Asia Pacific—from which we serve channel partners in more than 100 countries worldwide.

Contact Us
For more information about Tech Data and Aruba, please visit
shop.techdata.com/vendorpartners/hpe