

Corporate Overview

Capitalize On The Opportunities Of The Data Era.

At Aruba, a Hewlett Packard Enterprise company, we believe 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. Our 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.

Aruba Values

We are always customer first, customer last.

We don't develop technology for technology's sake—everything we do starts and ends with our customers.

We are unconventional and innovative.

We have never been a traditional networking company; since the beginning we have had to change the rules to survive and it is part of our culture. Always questioning, pushing boundaries, and charting a new path.

We are the biggest small company.

Over the years, we've maintained our core value of being the biggest, small company—treating our customers and employees like family while remaining nimble and ahead of market shifts.

Aruba at a Glance

Founded

2002

Acquired by HPE

2015

Headquarters

Santa Clara, CA

Revenue

\$3 Billion

Regions served

Americas, Europe, Middle East, Africa, Asia-Pacific, Japan

Number of employees

7,000+

Market symbol

Hewlett Packard Enterprise is listed on NYSE under the symbol HPE

Why Aruba?

Recognized industry leadership

Aruba has repeatedly been recognized by third party analysts as a leader in Wi-Fi 6, switching, SD-Branch, and a visionary in Data Center Networking. The world's largest companies rely on us to provide a secure, AI-powered edge services platform that spans across campus, branch, data center, and remote working environments for a single operational experience.

Forward-thinking innovation

Aruba has been at the forefront of market transitions since the start. In 2002, the founders created Aruba to establish wireless as the predominant access technology in the enterprise, and helped customers capitalize on this shift with a Mobile First Architecture. In 2014, we led the next major technology transition – cloud-managed networking – pioneering a cloud-based, microservices-based network operations platform designed to transform the way IT manages networks. While 2014 was a major milestone, it represented only the first step in our vision to deliver a modern cloud-based edge services platform. Aruba has continued to make significant innovation investments to deliver Aruba ESP (Edge Services Platform), the first platform that goes well beyond conventional network management to provide AI-powered operations, provisioning, orchestration, security, and location services from the cloud. Its highly scalable microservices-based architecture allows us to continue to rapidly add services over time. Through a cloud-native platform, Aruba provides the agility, resiliency, and scalability that customers require.

AI expertise

Aruba AI is unique in that it produces trustworthy outcomes based on three key ingredients—an extensive volume and variety of data, domain expertise, and experienced data scientists. Combining over 18 years of proven wired and wireless network expertise with modeling telemetry data from over one

million wired, wireless and SD-WAN devices, Aruba AI can identify anomalies and provide prescriptive recommendations that network administrators can trust. No other networking vendor has this level of AI expertise.

Flexible financing and consumption options

Aruba customers can choose from multiple financial and consumption options to help accelerate their digital transformation, even during uncertain times. HPE Financial Services offers flexible financing programs that help with equipment acquisition, including payment deferral, equipment recycling, and other forms of financial support. Aruba also allows customers to consume our portfolio using cloud networking, as software-as-a-service (SaaS), or as a network-as-a-service (NaaS) model. GreenLake for Aruba, is a “hands-free” NaaS experience that combines Aruba products with a fully managed service that is billed monthly, freeing up funds and resources for other business priorities.

Supply chain resiliency

The global pandemic has made it clear that successful companies must put business continuity and supply chain plans in place to remain stable during times of crisis and to hedge against unforeseen disruptions. Aruba has continued to help customers during COVID-19 due to the resiliency we implemented across our supply chain plans.

Best-of-breed ecosystem partners

Aruba's Technology Partner Programs comprise an ecosystem of hundreds of technology vendors with which Aruba has worked to ensure interoperability across Aruba's networking, security, cloud, and location-based infrastructure. This means that our customers are able to use best-of-breed solutions and know that they integrate seamlessly with Aruba's portfolio to ensure secure connectivity in any environment.

Industry Recognition

GARTNER

Recognized as a leader in the 2019 Gartner Magic Quadrant for the Wired and Wireless LAN Access Infrastructure. Aruba has been a leader for 14 years in a row.¹

Scored #1 in 5 of 6 use cases in the 2019 Gartner Critical Capabilities for Wired and Wireless LAN Access Infrastructure Report.

IDC

Recognized as a leader in the 2019 IDC MarketScape for Worldwide Enterprise WLAN.

FORRESTER

Recognized as the only leader in wireless and location services in The Forrester New Wave: Wireless Solutions, Q3 2019 Report

HOT COMPANY

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.

CRN

Winner of the CRN ARC Awards for Enterprise Networking Infrastructure Enterprise Wireless LANs, SMB Networking, and second in Enterprise Networking Security.

¹Aruba's 14 years of placement includes HPE (Aruba) in the Magic Quadrant for the Wired & Wireless LAN Access Infrastructure from 2015-2019 (5 years), Aruba Networks in the same Magic Quadrant from 2012-2014 (3 years) and in the Magic Quadrant for Wireless LAN Access Infrastructure from 2006-2011 (6 years).