# ARUBA INSTANT ON
## vs UBIQUITI, NETGEAR, CISCO SMALL BUSINESS, MERAKI GO

### INTRODUCTION – WHAT DO I SELL

Aruba, a Hewlett Packard Enterprise company, is the second largest manufacturer of networking solutions in the world, and a recognized leader in wired and wireless technology.

Aruba Instant On is a combined wired and wireless networking solution built with the industry-leading, enterprise-grade technology Aruba is known for. It is right-sized for small and growing businesses, with little to no IT support, who are looking for a reliable, secure, easy-to-setup networking solution at an affordable price. The solution includes:
- Extensive range of wireless access points (indoor, outdoor and hospitality) with 802.11ac Wave 2 Wi-Fi technology
- Wired infrastructure covered with the new Aruba Instant On 1930 Ethernet switches, available with various port counts ((8, 24 and 48 ports) and capabilities e.g. Class4 PoE (i.e. PoE+), and enabling streamlined wired and wireless network setup and tuning
- Cloud Portal and mobile App based management options (full interoperability) with intuitive dashboards providing a single view of the network.
- 1-year warranty (Access Points) and limited lifetime warranty (switches); 24x7 phone support for 90 days, chat support for entire warranty period. There are options to extend support and warranty

### ELEVATOR PITCH

For small and growing businesses with little to no IT support and single or multiple sites, Aruba Instant On offers easy-to-setup speedy and reliable enterprise-grade connectivity, built-in security, and best-in-class support services that give small businesses the peace of mind they need to focus on growing their business while increasing their employee productivity and customer satisfaction. Aruba Instant On offers unified wired and wireless capabilities that simplify network setup and tuning. Because Instant On is cloud-based and app-managed, customers can manage their network remotely, access tech support within the mobile app and keep the entire network up-to-date and protected with regular, automated updates. All of these features are included in the price of the hardware – there are no hidden subscription or licensing fees.

### THE OPPORTUNITY

Small businesses prefer to deploy out-of-the box solutions to save money and speed deployment. They hold onto equipment longer, because of limited budgets and lack of dedicated IT. They look for long-term value for their investment, long warranties, and dedicated support. They value simplicity, reliability and ease-of-use, and want to ensure their company's and customers' data is secure. Small businesses are currently adopting new technologies:
- 68% have a focus on investing in replacing outdated IT infrastructure;
- 50% will adopt a Cloud-First approach when sourcing software, infrastructure or platforms.
- 44% plan to use automation tools; 43% plan to use Gigabit Wi-Fi technology.

### TARGET CUSTOMERS

Small and growing businesses with limited IT staff

| | |
|---|---|
| • Medical Clinics | • Home Office |
| • Independent Retailers | • Tech Start-Ups |
| | • Professional Firms |
| • Boutique Hotels | • Small Schools |
| • Restaurants / Café / Coffee Shops | • Churches and other non-profits |

| UBIQUITI UniFi - Weaknesses include: | ARUBA INSTANT ON – We counter with: |
|---|---|
| 1. No out-of-the-box. Need additional security gateway and management controller, increasing costs and complexity. Free mobile app offers only limited capabilities. | 1. **Simple solution to deploy**, it does not require any additional appliance or tool. Unified setup and management using mobile app or cloud portal. Very easy device onboarding with multiple methods. |
| 2. More complex Mesh setup, not supported by all Access Points. Offered Wireless uplink feature has limitations. | 2. **One-Touch Mesh setup** - Aruba Smart Mesh Technology in all Access Points. |
| 3. Security features only available with additional security gateway. Provide similar features as Aruba. Weaker authentication. | 3. **Built-in security**, pre-configured or very easily to configure. No additional appliances.<br>4. **Unified capabilities**. streamlined wired and wireless network setup and tuning |
| 4. Lacks Access Points and switches integration | 5. **Built-in Automation**; automatic software updates; more advanced features |
| 5. Lacks some of the advanced features provided by Aruba Instant On. | 6. **Enterprise Grade reliability**. Wi-Fi Alliance certification of all Access Points. |
| 6. Consumer-grade reliability (frequently reported issues; poor record of fixing small issues/bugs; some features are incomplete or buggy) and support experience. Customer pays all shipping costs. | 7. **Extraordinary support experience**. Better warranty and support than Ubiquiti. Aruba pays shipping costs both ways.<br>8. **Lower TCO** than comparable Ubiquiti UniFi solution |

| NETGEAR Insight - Weaknesses include: | ARUBA INSTANT ON – We counter with: |
|---|---|
| 1. NETGEAR offers multiple management options. Their cloud-managed solution is called NETGEAR Insight. Three subscription levels available for Insight, with different feature access. Mobile app provided for all subscriptions, Cloud Portal access only with Insight Premium and Pro levels. Multi-site only with Premium. Multitenancy only with Insight Pro. Simple to deploy devices if Insight subscription purchased. | 1. **No subscriptions** needed to setup and manage all Access Points and switches from Cloud portal or from mobile app. Free access to all features (e.g. multi-site, multi-tenancy). No subscriptions. Simple solution to deploy. |
| 2. Insight Instant Mesh only available on two Access Points. AirBridge available for outdoor wireless coverage (complex to setup). | 2. **One-Touch Mesh setup** - Aruba Smart Mesh Technology in all Access Points. |
| 3. Offers significantly less security features (Intrusion Detection not in all Access Points, no firewall, no DPI) than Aruba Instant On. Weaker authentication. | 3. **Built-in security**: firewall, IDS and DPI including ability to block type of traffic. All pre-configured or very easy to configure. Stronger authentication mechanisms.<br>4. **Built-in Automation.** More **advanced features** |
| 4. Advance features available only with Insight Premium but less offered. | 5. **Enterprise Grade reliability**. Wi-Fi Alliance certification. |
| 5. Provides Consumer-grade reliability. Access Points not certified. | 6. **Better support** services (e.g. chat support during warranty; payment of shipping costs). |
| 6. Only 90 days phone and chat support on Access Points and some switches. To get further support, need to buy Premium support or pay per incident. Their Access Points' warranty is 5 years but Aruba can offer extensions. | 7. **Lower TCO** than NETGEAR Insight solution |

| CISCO SMALL BUSINESS – Weaknesses include: | ARUBA INSTANT ON- We counter with: |
|---|---|
| 1. More complex setup, no out-of-the-box: two different applications provided to deploy and manage the network. Need to buy and host an additional management application (Cisco FindIT) for single pane of glass (no cloud managed) and multi-site management. FindIT requires a probe per site in addition to central server. Licenses/subscription paid based on number of devices to manage.<br><br>2. Need Mesh Extenders to setup Mesh network.<br><br>3. Lacks most of Aruba's built-in security features (e.g. firewall, DPI, IDS, WPA3 not on all Access Points) and advanced features. No integration between Access Points and switches.<br><br>4. Offers slightly better support services for their Small Business products than Aruba but they do not cover all shipping costs (only one way). | 1. **Simple solution to deploy**. Single pane of glass to deploy and manage Access Points and switches. No extra licenses/fees, no additional server/probes. Easy device onboarding<br><br>2. **Manage from anywhere**, anytime with Aruba Mobile App or the Cloud Portal.<br><br>3. **One-Touch Mesh setup** - Aruba Smart Mesh Technology in all Access Points.<br><br>4. **Built-in security:** firewall, IDS and DPI including ability to block type of traffic. All pre-configured or very easy to configure. Stronger authentication mechanisms.<br><br>5. **Unified capabilities.** Streamlined wired and wireless network setup and tuning.<br><br>6. **Built-in Automation**; automatic software updates; more advanced features<br><br>7. **Enterprise Grade reliability**. Wi-Fi Alliance certification of all Access Points.<br><br>8. **Lower TCO** than Cisco Small Business. |

| MERAKI GO – Weaknesses include: | ARUBA INSTANT ON – We counter with: |
|---|---|
| 1. Lower grade cloud management solution. Only mobile App provided, no cloud portal. Multi-site management and multitenancy not supported.<br><br>2. Only 1 indoor Access Point, 1 outdoor Access Point. Smaller cluster size (20 Access Points, 4 SSID). Less performant switches.<br><br>3. Need to buy additional security gateway (combined firewall and router) for increased security and advanced features. Very basic security provided without it. Extended security (on top of the security gateway features) requires an additional optional subscription. Weaker authentication (no 802.1x, no WPA3). Security Gateway is a bottleneck (250 Mbps throughput, 50 users per site).<br><br>4. Less advanced features. Lacks Access Points and switches integration.<br><br>5. Only 1-year warranty and 1-year 24x7 chat support on switches | 1. **Simple solution to deploy**, it does not require any additional appliance. Unified setup and management using mobile app or cloud portal. Supports multi-site, multi-tenancy.<br><br>2. **Extensive portfolio** to better serve client needs. **Higher performance** on switches.<br><br>3. **Built-in security**, pre-configured or very easily to configure. No additional appliances and subscriptions. Stronger authentication. More advanced features.<br><br>4. **Better scalability**: not constrained by security gateways throughput.<br><br>5. **Enterprise Grade reliability**. **Wi-Fi Alliance certification** of all Access Points.<br><br>6. **Better warranty** and support services. Aruba pays shipping costs both ways.<br><br>7. **Lower TCO** than Meraki Go solution |

## WHY WE WIN

**1. We win when clients are looking for "Simplicity", "Ease of Use" and "Out-of-the Box solutions"**
- We provide a simple plug and play deployment and intuitive unified management with mobile app or cloud portal. We do not require any additional appliance (e.g. security gateway, management controller) to provide a secure network and cover all areas in a very simple way.
- With the exception of Meraki Go (cloud managed solution but only mobile app provided), our competitors require to pay a fee or subscription for the management software, and in some cases to install it on either a local computer, public or private cloud virtual machine or appliance (e.g. Ubiquiti). For free they offer different tools to manage separately the switches and the access points (Cisco Small Business), or basic tools with limited features (NETGEAR, Ubiquiti).
- We provide unified wired and wireless capabilities that simplify the network setup and tuning. Many built-in advanced features are pre-configured or configured with few clicks.
- No competitor offers an out-of-the-box solution like Aruba Instant On does

**2. We win when clients are concerned about "Security"**
- We provide, at no extra cost, built-in Security that none of our competitors can match. Our competitors require the customer to buy a security gateway (Ubiquiti Unifi; Meraki Go) or they lack most of those security features (NETGEAR and Cisco Small Business)
- We offer built-in firewall, Intrusion Detection System, Deep Packet Inspection engine including ability to block one or more traffic types, strong authentication (support WPA3 and 8021.x with external Radius in all Access Points and switches) and other security features like TPM chipsets. All come pre-configured or are easily configured with few clicks.
- We offer as well an advanced feature set that most of our competitors do not provide, like the control over Wi-Fi usage, the common workflows between the switches and Access Points, automatic updates, auto-prioritization of voice/video, automatic Access Point PoE prioritization, dynamic RF optimization, NAT, DHCP, Router mode.

**3. We win when clients are concerned about their "Budget"**
- Our products have a very attractive price point
- We do not have any hidden fee
- With all our competitors customers have to pay extra fees and subscriptions.
- We beat all our competitors when Total Costs of Ownership are evaluated (Access Points, switches, support services, management, security, reliability, simplicity)

**4. We win when clients are looking for a "Trusted Vendor" and "Reliability"**
- Aruba is a recognized leader in WLAN and wired space
- We provide superior hardware and software quality, also in our Small Business products
- All Access Points have Wi-Fi Alliance certification
- Our 1930 switches beat competitors' equivalent switches throughput/uplinks
- Aruba is recognized for the extraordinary support experience we provide

## RESPONDING TO FUD (Fear, Uncertainty, Doubt)

**1. Aruba Instant On Positioning (features, scalability)**

Competitors trying to position mid-size business solutions instead of small business, might claim that Aruba Instant On is not an enterprise solution. They might claim as well that it does not scale or support growth and clients would have to buy a different solution if they initially invest on it. Understanding when to position Instant On will counter those statements.

Aruba Instant On is ideal for small businesses (single or multi-site) with limited IT staff. It is primarily targeted at small and growing businesses (e.g. less than 100 users per site), but Instant On Access Points can support up to 250 users, and switches can scale to support 500 users, supporting growing businesses. Aruba Instant On is designed for simplicity, affordability and ease of use, but it provides a high quality out of the box solution with the security and reliability needed by small businesses. For bigger organizations, or with special technical needs, Aruba Instant or traditional Aruba Access Points might be a better fit. Aruba Instant solution uses more expensive Access Points and switch hardware and is a mid-size enterprise solution with a lot of options and capabilities. Companies with specialty devices and specific requirements for the wireless network, such as specific data rates that should not be enabled, DTIM adjustments, or special wireless QoS settings, will need Aruba Instant instead of Aruba Instant On. Understanding the specific needs of a client will help position the best Aruba solution (either Aruba Instant On, Aruba Instant or Aruba Controllers) and beat our competitors.

**2. Aruba Instant On – Switch Local mode (web UI) vs Cloud mode**

Some of the advanced features on the 1930 switches can only be configured on the web UI (local). If web UI is used, cloud management is not possible. We should counter this by mentioning that most common switch features are available on the cloud portal and mobile app. More and more advanced features will be available on Aruba Instant On cloud portal in coming releases. This is similar to our competitors.

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