



Cloud Networking Sales Guide

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THE ERA OF CLOUD NETWORKING

With the closure of Extreme's acquisition of Aerohive Networks, many may ask...

- What is cloud networking?
- What is the market opportunity?
- What new products can I sell?
- What is our key differentiation?
- How competitive is our solution?
- Where can I go for more information?



BY 2021

50%

Of deployments will be cloud-managed



3X

Cloud Networking growth rate over traditional networking



BY 2023

\$7B

Market vs. \$2B Today



BY 2021

#1

Network Management Approach

The goal of this sales guide is to answer these top of mind questions.

Source: Aerohive

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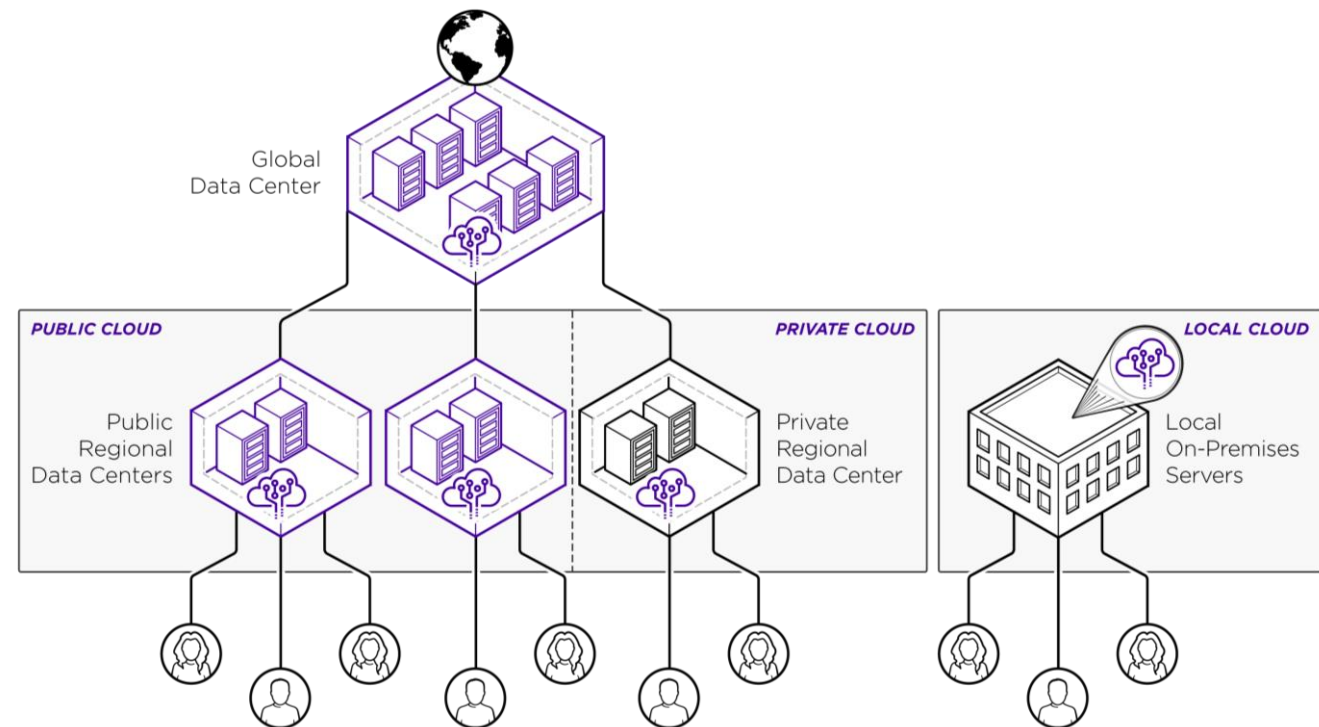
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WHAT IS CLOUD NETWORKING?

Cloud networking introduces a new way to deploy and operate distributed networks

- Centralized management and orchestration
- Simplifies highly complex tasks
- Allows for seamless growth
- Supports headquarters and remote locations alike



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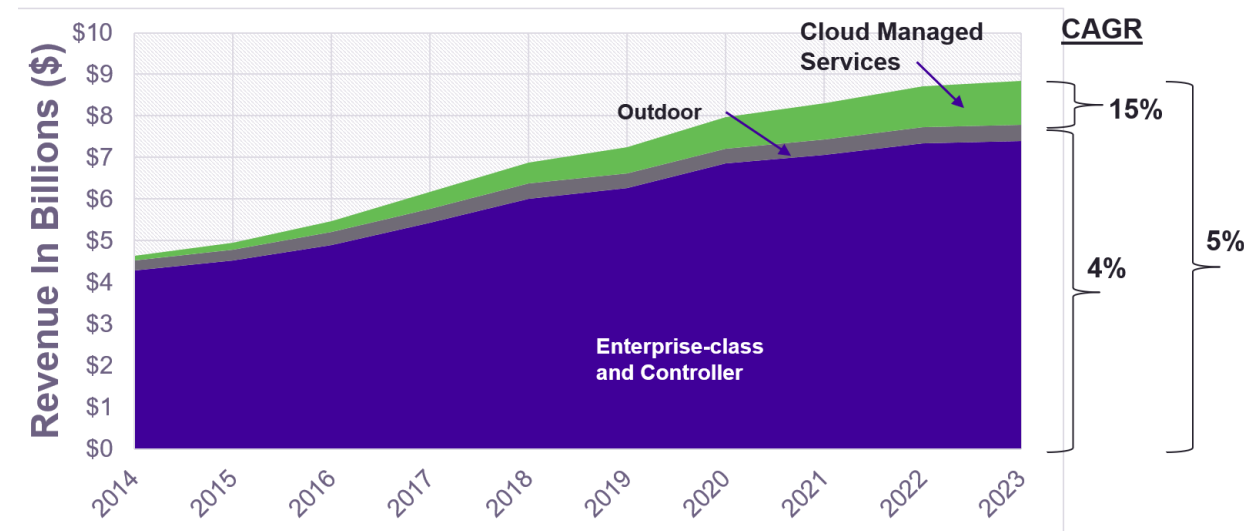
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CLOUD MARKET LANDSCAPE

- Cloud based offerings growing faster than traditional offerings
- 28% of enterprise IT spending will have shifted to cloud by 2022 (up from 19% in 2018).
- “System Infrastructure and Infrastructure software” shifting faster than any other cloud category

Source: Gartner



Source: 650 Group

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Approved Messaging

Extreme's Vision:

To be the industry leader in cloud-driven enterprise networking



Why Cloud-Driven

Delivers best performance, ease of use, and operating efficiency

FAST:

- **Flexible:** Right sized for skills, scale and business objectives.
- **Agile =** Speed and continuous delivery of new capabilities
- **Secure:** Proven In the most risk-sensitive environments
- **Technology:** Access to best of breed technologies in the world



Why Extreme




#1 Cloud-Driven Network....Hands Down!

The only cloud-driven solution provider with:

- End-to-End Solution: Edge to Data Center.
- Cloud Choice: Do it your way...public, private or local clouds (or all of them together)
- Depth of Capability: Management, Intelligence, Assurance....Gateway to Automated Enterprise
- Highest Quality: Real Time, ML/AI Continuous innovation that is ISO Certified. No software upgrades!
- Huge Savings: 30% opex savings over any other solution

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Background (Acquisition)

	Pre-Merger		Post-Merger
			
Number of Customers	>30K	>30K	> Approximately 60K ⁽¹⁾
Partners	6,000	5,623	>11,000 ⁽¹⁾
Scale	Full suite of networking solutions	Cloud and enterprise Wi-Fi	End-to-end platform at the intersection of network, security and cloud
Core Capabilities	End to End Network Management	Wi-Fi, 802.11ax	Better competitive positioning in the market against end-to-end vendors
Go-To-Market Strategy	Channel partners and direct sales	Channel and partnerships (Dell)	Bifurcated sales channels to diversify customer base
Geographic Focus	US (55%), EMEA (34%), APAC (11%)	US (52%), EMEA (39%), APAC (9%)	Increased density of US/ EMEA footprint
Customer Focus	Enterprise, Datacenter and Cloud	Enterprise	Increased penetration into Enterprise
Cross-sell / Up-sell	Continued Progress from Prior M&A	Limited	Meaningful New Opportunities
FY20E Revenue / Op Mgn	>\$1B / <\$10%	>\$150M / Breakeven	>\$1.1B / >15% Op Mgn ⁽²⁾

Note: \$Millions, except per share values. Estimates based on Wall Street Consensus. Extreme fiscal year basis, ending June 30.

(1) Does not account for duplicate customers.

(2) Assumes deferred revenue purchase accounting adjustment for Aerohive upon acquisition of ~30% of Deferred revenue balance and other product overlap dis-synergies

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Background (Aerohive)

- ✓ Pioneer in cloud managed networking
 - Simple, feature-rich cloud management capabilities
 - Cloud-managed wireless, switching, routing and security technologies
- ✓ Highly agile, microservices cloud-management architecture
 - Third generation cloud



2nd Largest
Cloud SAAS
Networking*



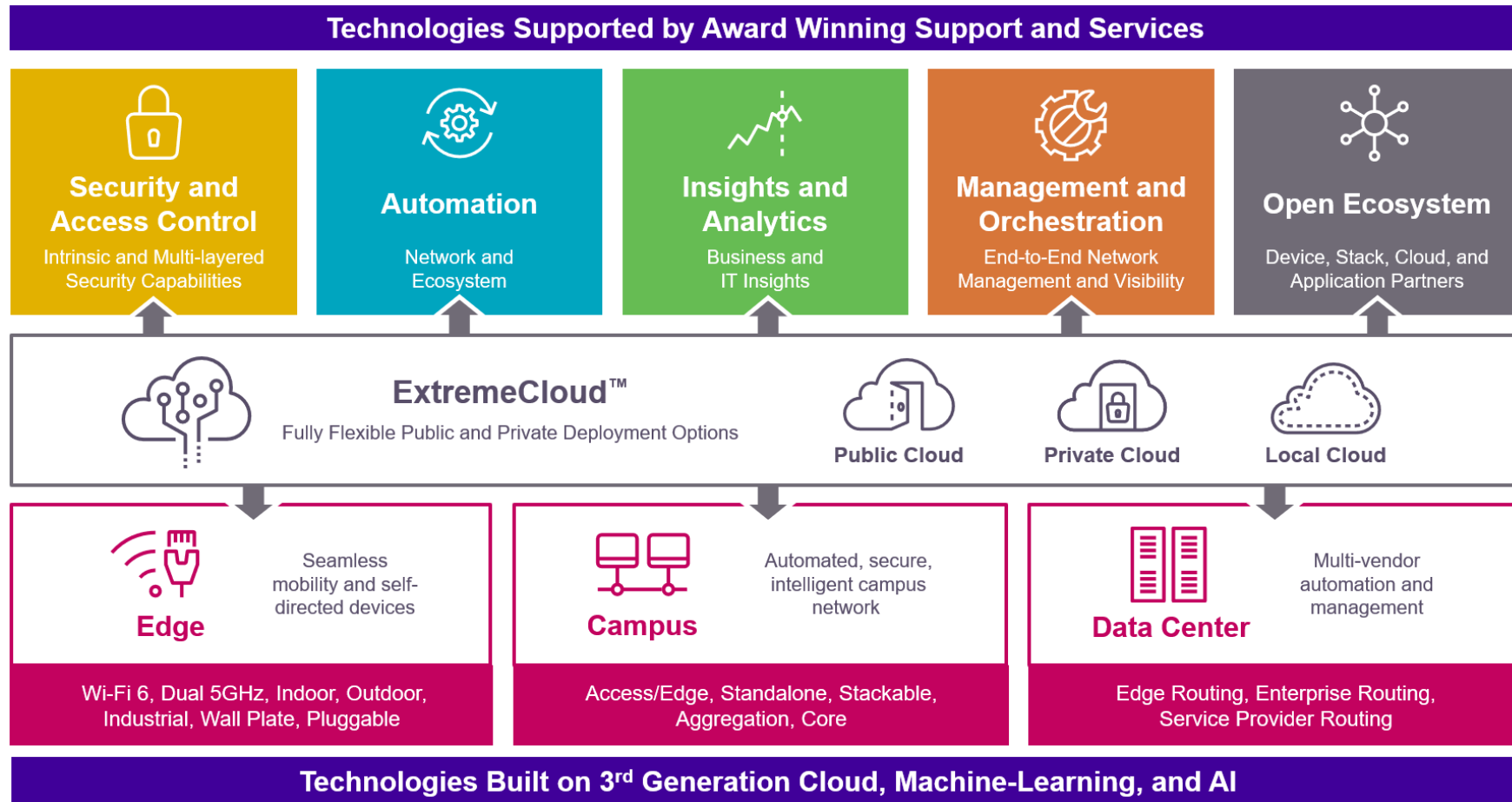
Architectural and
Technology
Advantages



Unique and
Complementary
Technologies

* Validated by 650 Group

Extreme's NEW Cloud-Driven Product Portfolio



Download the latest Extreme Portfolio Deck:

[The Cloud-Driven End-to-End Enterprise Network](#)

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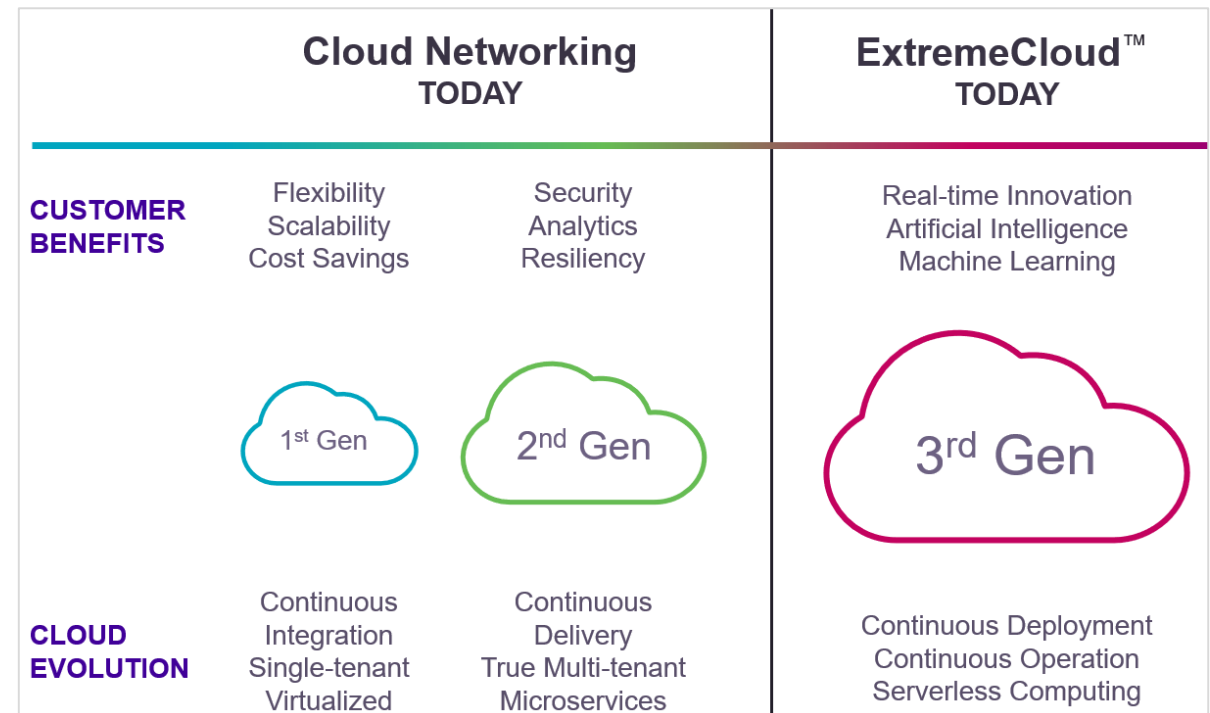
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ExtremeCloud Architecture

- **3rd Generation Cloud Platform**
 - AI/ML fueled, high performance, flexible and resilient architecture
 - Continuous deployment and operations
- Intelligent Resource Management
 - Through a clustered design, back-end infrastructure can be independently adjusted as needed, with the ability to optimize the adjustments
- Microservices based architecture
 - Collection of loosely coupled services that enable parallel dev and updating and improved resiliency and scale



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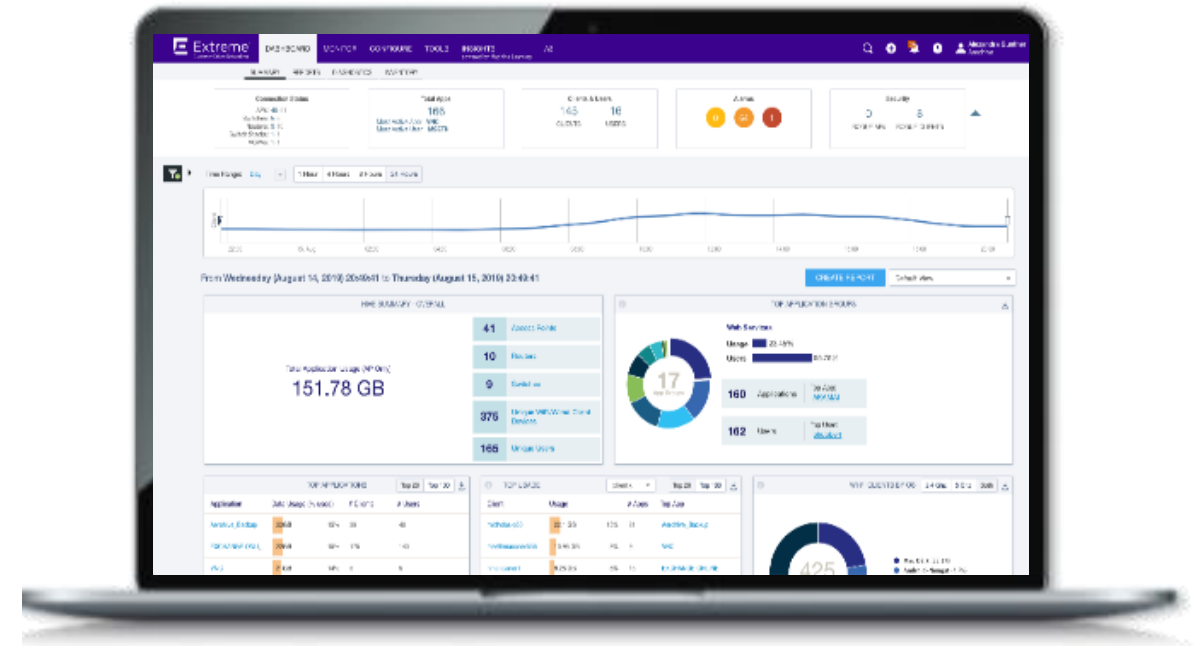
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ExtremeCloud IQ

- Management & Orchestration Application
 - Supports Wired, Wireless and SD-WAN
- Full visibility of network & traffic
- Includes users, clients, devices, applications and all “things”
- Extreme centric features include:
 - Client 360
 - Client Monitor
 - Network 360
 - Comparative Analytics
 - Cloud Networking Telemetry
 - Deployment Flexibility

[ExtremeCloud IQ Webpage](#)



What you need to know

ExtremeCloud IQ is the new (rebranded) name for HiveManager

- Acronym is XIQ (don't use ECIQ, EIQ, CIQ etc..)

90 day priority is extending cloud managed support to Extreme products

- Cloud-Managed EXOS, Cloud-Managed VOSS, Cloud-Managed WiNG

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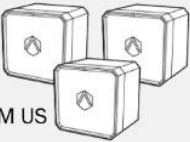




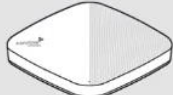



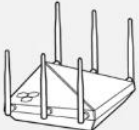
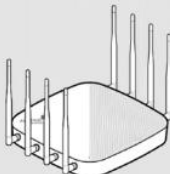
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Cloud-Managed Wi-Fi APs

SPECIALIZED	VALUE	ENTERPRISE	PERFORMANCE	OUTDOOR
<p>PLUGGABLE</p> <p>ATOM EU ATOM UK</p>  <p>ATOM US</p>  <p>802.11ac</p>	<p>INDOOR 2 STREAM</p> <p>AP122 AP130</p>  <p>802.11ac</p>	<p>INDOOR 3 STREAM</p> <p>AP230 AP250</p>  <p>802.11ac 802.11ac Wave 2</p>	<p>INDOOR 4 STREAM</p> <p>AP550 AP630</p>  <p>11ac Wave 2 802.11ax</p> <p>AP650</p>  <p>802.11ax</p>	<p>OUTDOOR 2 STREAM</p> <p>AP1130</p>  <p>802.11ac</p>
<p>WALLPLATE</p> <p>AP150W</p>  <p>802.11ac Wave 2</p>	<p>INDUSTRIAL 2 STREAM</p> <p>AP122X</p>  <p>802.11ac</p>	<p>INDUSTRIAL 3 STREAM</p> <p>AP245X</p>  <p>802.11ac Wave 2</p>	<p>INDUSTRIAL 4 STREAM</p> <p>AP650X</p>  <p>802.11ax</p>	

What you need to know

- Aerohive wireless APs are now on the Extreme Mobility webpage
- APs have the same Extreme product names with the exception of Aerohive's 802.11ax APs which are rebranded as follows
 - Aerohive AP610 = Extreme AP305C
 - Aerohive AP610X = Extreme AP 305CX
- Target for Aerohive products to be on Extreme price list is Jan 2020
- 90 day priority is to extend cloud management to Extreme WiNG APs
- To learn more about the Wireless Roadmap plan, listen to the [Compass Roadmap Webinar – Sept 2019](#)

[Extreme Mobility Webpage](#)

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Cloud Managed Switches

Cloud-managed switches providing fast, reliable, and secure wired connectivity, with zero-touch provisioning, cloud switch stacking, unified policies, and a powerful QoS engine



SR2208P	SR2224P	SR2324P	SR2348P
Retail/Small Branch <u>Fanless</u>	Enterprise Class Entry-Level	Enterprise Class - <u>Stackable</u>	
8 Gigabit Ethernet Ports	24 Gigabit Ethernet Ports		48 Gigabit Ethernet Ports
124W <u>PoE/PoE+</u>	180W <u>PoE/PoE+</u>	370W <u>PoE/PoE+</u>	740W <u>PoE/PoE+</u>
2x 1GigE Uplinks	4x 1GigE SFP Uplinks	4x 10 GE SFP+ Uplinks	
20Gbps Switching	56 <u>Gbps</u> Switching	128Gbps Switching	176Gbps Switching
Layer 2 and Layer 3 Static Routing, IPv6 Capable			

What you need to know

- Aerohive SR2200 and SR2300 Series Cloud-managed switches are now on the Extreme website (same product names)
- 90 day priority is to extend cloud management of Extreme switches (EXOS, VOSS)
 - Legacy AH switches will be phased out over time

[Extreme SR2200 and SR2300 Series Webpage](#)

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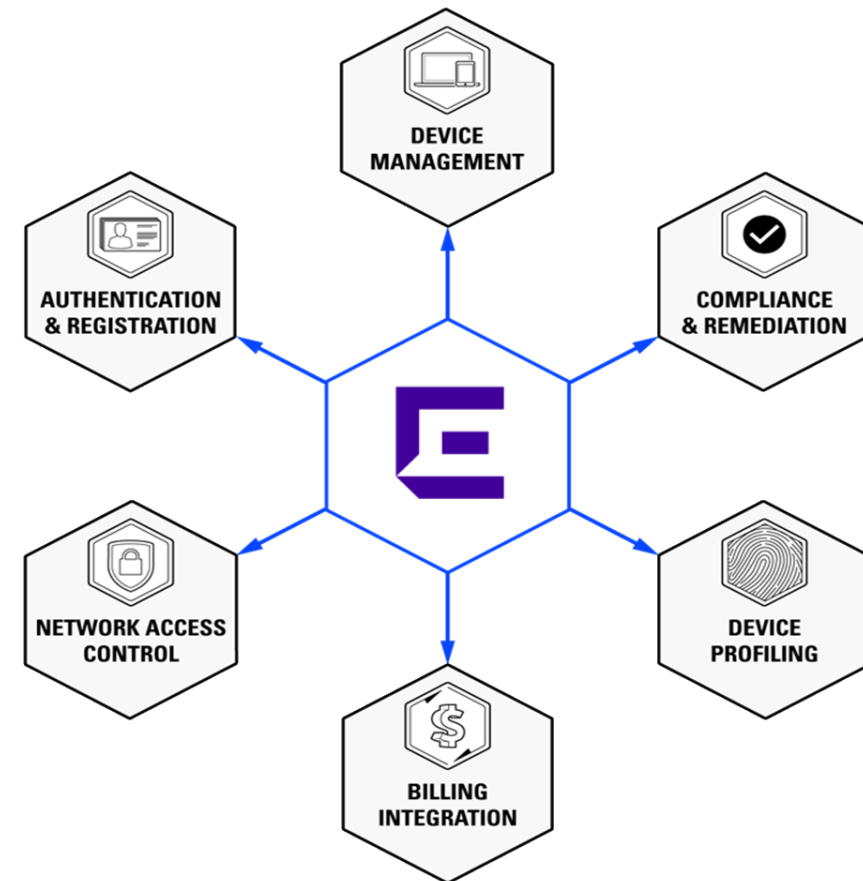
ExtremeCloud A3 (Cloud NAC)

- Delivers a complete, third-generation, cloud management solution for all wireless and wired clients for the enterprise network.
- Capabilities include:
 - Self-service onboarding
 - Guest and BYOD management
 - Automated device provisioning
 - Device profiling
 - Network Access Control (NAC)
 - High Availability Clustering
 - API driven to facilitate 3rd party integration

What you need to know

- ExtremeCloud A3 is Extreme's Cloud NAC solution; ExtremeControl will continue as a local NAC option
- Refer to the [Compass Applications Roadmap webinar](#) for additional information on ExtremeCloud A3 and ExtremeControl evolution

[ExtremeCloud A3 Webpage](#)



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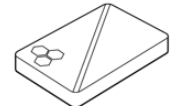
Routing & SD-WAN

■ Branch Routing:

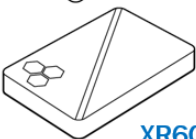
- Unified Wi-Fi, switch and router policies
- Template-based configuration
- Smart IP network allocation
- Layer 2-7 stateful firewall
- User-based and application-based routing policies
- Layer 3 VPNs

■ SD-WAN

- Link state monitoring
- Multi-path optimization



XR200P – Branch router



XR600P – Branch router



VPN Virtual Gateway

What you need to know

- AH SD-WAN Routers are now on the Extreme website (same product numbers)
- SD-WAN is a growing market and we now have a competitive offering with these new products!

[ExtremeRouting SD-WAN XR200P
Branch Router Webpage](#)

[ExtremeRouting SD-WAN XR600P
Branch Router Webpage](#)

[ExtremeRouting VPN Virtual Gateway
Webpage](#)

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Why Cloud? **FAST**

■ Flexible

- Right sized for skills, scale and business objectives.

■ Agile

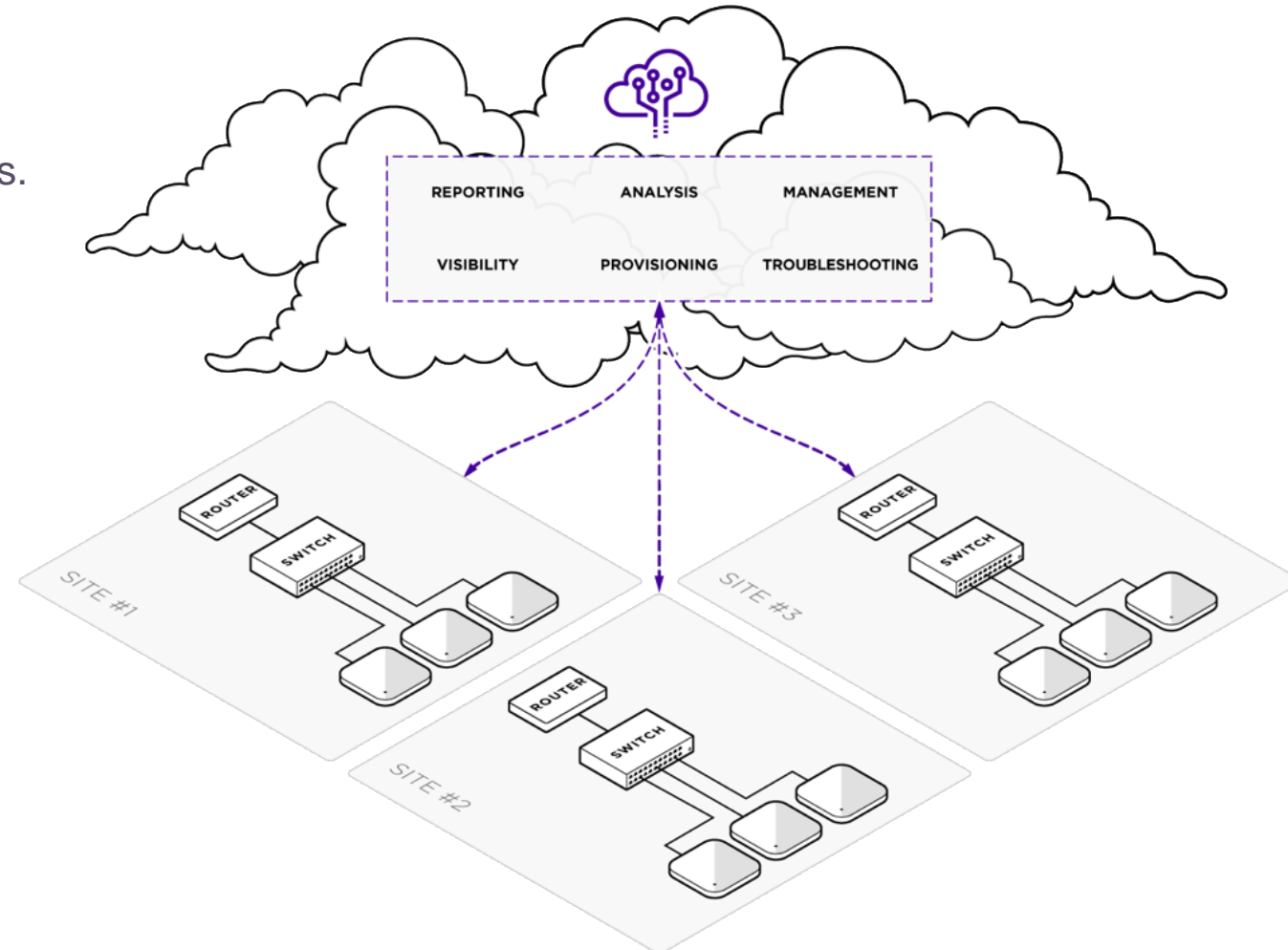
- Speed and continuous delivery of new capabilities

■ Secure

- Proven In the most risk-sensitive environments

■ Technology

- Access to best of breed technologies in the world



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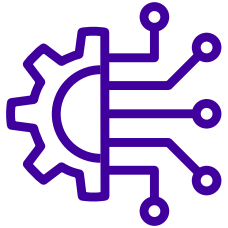
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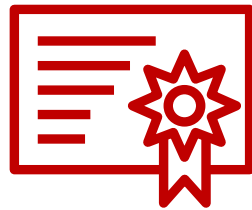
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Why ExtremeCloud?



End-to-End Solution

Edge to Data Center



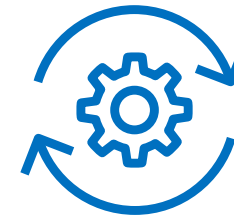
Highest Quality

Real Time, ML/AI
Continuous innovation



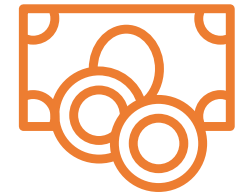
Cloud Choice

Do it your way...public,
private or on-premises



Depth of Capability

Management, Intelligence,
Assurance



Huge Savings

30% opex savings over any
other solution

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How to start the Cloud dialog

- What cloud services is the customer using today?
- Do they have a cloud strategy?
- Which networking assets (switches, APs etc.) are approaching the end of their life cycle?
- Have they considered the benefits of moving to cloud based network for future purchases?

Gartner: The Cloud Strategy Cookbook, 2019

According to Gartner, "Organizations with a cloud strategy have more coherent approaches to cloud usage, anticipating both the benefits and potential downsides of cloud use, attempting to maximize the former while minimizing the latter."

[Download](#)

Extreme[™]
Customer-Driven Networking

The Cloud Networking Guide

Why Your Network Serves You Better in the Cloud

[DOWNLOAD NOW](#)[Download](#)

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How to start positioning ExtremeCloud

- **Evangelize our strengths**
 - Cloud driven, **end to end** networking vendor
 - #2 largest Cloud SaaS Networking solution
 - Leader in 2019 Gartner Wired & WLAN MQ
- **Focus on our key verticals**
 - Aerohive's vertical strength is complementary to Extreme's
 - Bolsters our ability to compete in
 - Education & eRate
 - Retail
 - Healthcare



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	EXTR+HIVE	Cisco	HPE	Arista	Juniper
Simple to Setup & Manage	5	4	2	4	5
Easy Licensing	5	4	2	4	5
Easy to Upgrade	4	2	3	5	5
SD-WAN Services	4	5	3	1	1
Guest Onboarding and Control	5	3	5	3	3
Locationing	5	2	5	1	5
Wireless Intrusion Prevention	5	4	4	3	3
Edge Switching	5	5	5	2	1
Campus Fabric	5	4	3	3	4
Wi-Fi 6 Certifiable APs	5	2	3	1	3
Data Center Switching	5	4	5	5	5
Data Center Fabric	5	5	5	5	5

Did you know?

- Only Extreme & Juniper/Mist have 3rd Generation Cloud solutions. All other vendors have 1st or 2nd Generation solutions
- Extreme is the ONLY vendor to be ISO 27001 certified

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GO ON THE OFFENSIVE

	<p>No Public/Private/Portable Cloud solution Severely limited AP Portfolio (4 APs) Not Full Stack Cloud Management</p>
	<p>1st Generation Cloud (no CI/CD/ Microservice) Demonstrated by highly publicized 2 day failure No Public/Private/Portable Clouds solution Not Full Stack Cloud Management</p>
	<p>1st Generation Cloud (no CI/CD/ Microservice) Hardware based, rack space, restricted scalability & innovation No Public/Private/Portable Cloud solution Halts network operations if the subscription is not current</p>
	<p>1st / 2nd Generation Cloud (no CI/CD/ Microservice) No Public/Private/Portable Cloud solution</p>
	<p>1st / 2nd Generation Cloud (no CI/CD/ Microservice) Only Public cloud - Private/Portable Cloud solution</p>

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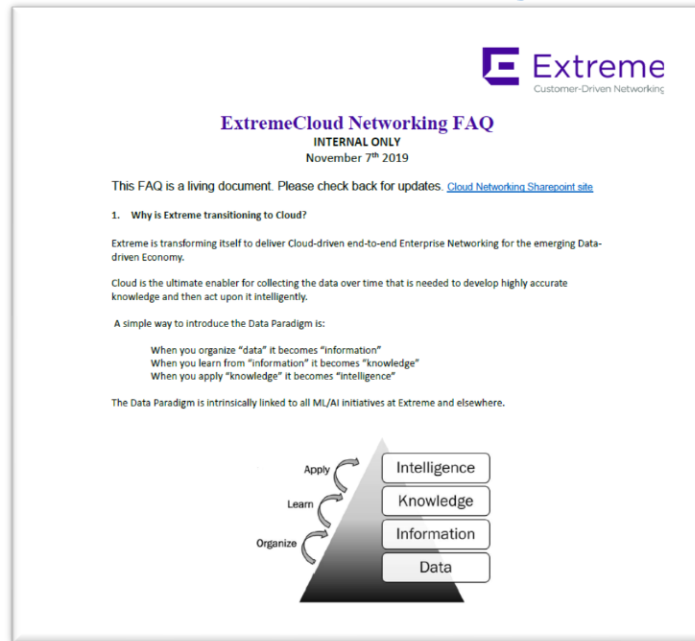
Sales FAQs

- Why is Extreme transitioning to Cloud?
- What is our message?
- What is ExtremeCloud, ExtremeCloud IQ, ExtremeCloud IQ Security etc.?
- Is AWS our preferred cloud hosting provider?
- What are cloud security capabilities?

Partner / Channels FAQs

- What's Extreme's channel strategy?
- I am an Extreme partner and want to sell Aerohive..
- I am an Aerohive partner and want to sell Extreme...

Answers to these questions & more in the [Cloud Networking FAQ](#)



Extreme
Customer-Driven Networking

ExtremeCloud Networking FAQ

INTERNAL ONLY
November 7th 2019

This FAQ is a living document. Please check back for updates. [Cloud Networking Sharepoint site](#)

1. Why is Extreme transitioning to Cloud?

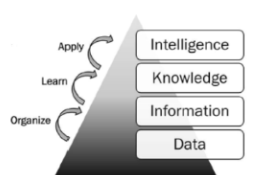
Extreme is transforming itself to deliver Cloud-driven end-to-end Enterprise Networking for the emerging Data-driven Economy.

Cloud is the ultimate enabler for collecting the data over time that is needed to develop highly accurate knowledge and then act upon it intelligently.

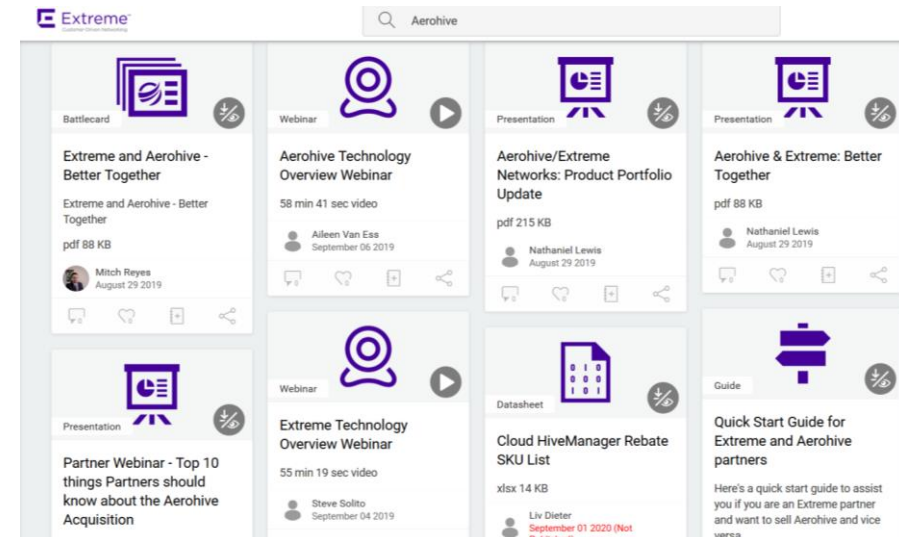
A simple way to introduce the Data Paradigm is:

When you organize "data" it becomes "information"
When you learn from "information" it becomes "knowledge"
When you apply "knowledge" it becomes "intelligence"

The Data Paradigm is intrinsically linked to all ML/AI initiatives at Extreme and elsewhere.



Answers to these questions & more on the [Partner Marketplace](#)



Extreme
Customer-Driven Networking

Aerohive

- Battlecard**: Extreme and Aerohive - Better Together. Extreme and Aerohive - Better Together. pdf 88 KB. Mitch Reyes, August 29 2019.
- Webinar**: Aerohive Technology Overview Webinar. 58 min 41 sec video. Aileen Van Ess, September 06 2019.
- Presentation**: Aerohive/Extreme Networks: Product Portfolio Update. pdf 215 KB. Nathaniel Lewis, August 29 2019.
- Presentation**: Aerohive & Extreme: Better Together. pdf 88 KB. Nathaniel Lewis, August 29 2019.
- Presentation**: Partner Webinar - Top 10 things Partners should know about the Aerohive Acquisition. 55 min 19 sec video. Steve Solito, September 04 2019.
- Datasheet**: Cloud HiveManager Rebate SKU List. xlsx 14 KB. Liv Dieter, September 01 2020 (Not Published).
- Guide**: Quick Start Guide for Extreme and Aerohive partners. Here's a quick start guide to assist you if you are an Extreme partner and want to sell Aerohive and vice versa.

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Webpage

- [ExtremeCloud IQ](#)

Press Release

- [Extreme Networks Unveils ExtremeCloud IQ Cloud Management Application](#)

Presentations

- [The Cloud-Driven End-to-End Enterprise Network](#)
- [ExtremeCloud IQ Rainmaker deck](#)
- [Extreme Third Generation Cloud](#)

Analysts/Third Party papers

- [Gartner The Cloud Strategy Cookbook](#)

Assets/Collateral

- [ExtremeCloud IQ datasheet](#)
- [2020 Cloud Networking Guide](#)

Webinars

- [The Future of Cloud Networking](#) (Mike Liebovitz & Perry Correll)

Videos

- [ExtremeCloud IQ Teaser \(2 min\)](#)
- [ExtremeCloud IQ Dashboard](#)
- [ExtremeCloud IQ Network360](#)
- [ExtremeCloud IQ Client360](#)
- [ExtremeCloud IQ Comparative Analytics](#)

Sales/SE Training

- [ExtremeCloud IQ Rainmaker](#)
- [ExtremeCloud IQ Training](#)
- [ExtremeCloud IQ SE Powerhour](#)



[Download the 2019 Gartner Wired & WLAN MQ](#)