### ELEVATOR PITCH

For small and growing businesses with little to no IT support and single or multiple sites looking for an easy-to-setup, Wi-Fi solution at an affordable price point, Aruba Instant On offers a wide range of wireless solutions. Aruba Instant On sets itself apart with its latest technology solution, best-in-class services for customer’s post sale experience and built-in security functionality.

### TRENDS

**The small — medium business space is growing**

- 68% of small businesses have a focus on investing in replacing outdated IT infrastructure in 2019[^1]
- 62% of small businesses noticed customers spending more time on their premises when Wi-Fi access was offered[^2]
- 52% of small businesses are increasing their IT budget because of increased security concerns[^1]

[^1]: Spiceworks research report
[^2]: smallbiztrends.com research

### CHALLENGES

- Dealing with pace of technology change and limited level of IT expertise on staff.
- Using outdated equipment is not sustainable. SMB organizations need solutions easy to deploy, maintain and manage.
- Finding the right technology for the right job. Leveraging Wi-Fi for secure mobile payment solutions and other applications. Using guest access to attract and retain new customers.
- Managing fluid budget contraints. Even though reliability is a concern, price is often a key variable.

### TARGET CUSTOMERS

- Medical Clinics
- Boutique Hotels
- Independent Retailers.
- Restaurants
- Tech Start-Ups
- Design Firms

### WHY ARUBA INSTANT ON

<table>
<thead>
<tr>
<th>Simplicity at its best</th>
<th>Best-in-Class security</th>
<th>“Always-on” network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hassle-free set-up and management</td>
<td>Secure guest and employee access</td>
<td>Superior software and hardware quality from a trusted vendor</td>
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<tr>
<td>Remote and multi-site management: Instant On mobile app and Cloud-based web portal</td>
<td>Integrated WPA2/WPA3, OWE Wi-Fi security standard for secure open networks</td>
<td>High performance Wi-Fi network</td>
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<td>Unmatched user experience and support</td>
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### COMPETITION

#### Ubiquiti

Weaknesses include:

1. AP Platforms. Most APs are Wave 1 only (excluding NanoHD).
2. Lacking Enterprise Quality. Gateway needs to be re-provisioned from scratch after power failure.
3. Ease of use. Not simple to set up. Cloud key and gateway required for advanced features.
4. Auto-mesh. Not easy to set up.
5. Security. Requires gateway ($344+) for DPI, IDS

#### Cisco Meraki Go

Weaknesses include:

1. AP Platforms. Only two models using the same base platform.
2. Availability. US, EU and UK only.
3. Management modes. Mobile app only.
5. TCO. $214.98/5-year subscription or $273.98/5-year subscription.

#### Aruba

We counter with:

1. Instant On supports all 802.11ac Wave 2 platforms.
3. Simple to deploy. No cloud key or gateway needed.
4. One-touch mesh using Aruba Instant On app
5. Firewall, DPI, IDS included in future releases

We counter with:

1. Five models to cover most of use cases.
2. Aruba Instant On is available worldwide.
3. Mobile app or cloud portal.
4. Aruba Instant On supports multi-site management with no subscription costs.
### WHEN DO I SELL?

<table>
<thead>
<tr>
<th>FEATURES</th>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>Simplicity</td>
<td>• Plug and Play with quick setup using mobile app or cloud-based access</td>
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<td></td>
<td>• Mobile app provides complete control, with no license or subscription fees</td>
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<td>• Remotely manage multiple sites from anywhere, anytime</td>
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<td>Business growth</td>
<td>• Manages 25 APs in a network</td>
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<td>• Supports 8 SSIDs</td>
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<td>• “Mix and match” different Instant On models in a network</td>
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<tr>
<td>Secure Wi-Fi in every corner of your space</td>
<td>• Easily expands network to hard-to-wire areas</td>
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<td></td>
<td>• Get reliable signal in every corner of your business</td>
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<td></td>
<td>• Integrated WPA2/WPA3 security standards</td>
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<tr>
<td>Peace of mind</td>
<td>• 24 x 7 phone support first 90 days, 1-year online chat support, 1-year warranty</td>
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<td></td>
<td>• Instant On community</td>
</tr>
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<td></td>
<td>• Optional Foundation Care—3-year NBD exchange parts delivery, 24 x 7 support</td>
</tr>
</tbody>
</table>

### CONVERSATION STARTERS FOR THE BUSINESS

1. **With so many more internet devices on your Wi-Fi network today, how confident are you that you are enabling employee efficiency while minimizing security risks on the business?**
   The Aruba Instant On APs offer a simple, secure and reliable Wi-Fi solution that is easy to set-up and manage within minutes without technical expertise.

2. **With limited or no IT resources, how helpful would it be if you could quickly and securely set-up your Wi-Fi network in minutes on a mobile app?**
   Using the intuitive Aruba Instant On mobile app, you can set-up your Wi-Fi network in minutes with no technical expertise required.

3. **Are you set up for future growth?**
   Aruba Instant-On delivers high performance at a price point that fits your budget and supports your need to grow, compete and optimize your business.

### CONVERSATION STARTERS FOR IT

1. **Is the business using more cloud apps and conducting more business on mobile devices?**
   Aruba Instant On helps you can competitive advantage with better support of digital payments and more robust guest Wi-Fi.

2. **With all the mobile transactions, how comfortable are you with your Wi-Fi network’s security?**
   Aruba Instant On comes with built-in security that helps you meet the same standards as large companies when it comes to mobile transactions and data privacy.

3. **How effective is the current Wi-Fi setup in meeting customer expectations for speed and ease of use?**
   Aruba Instant On is a purpose-built WLAN solution for that can save IT time without sacrificing the simplicity, security and reliability needed to accelerate business growth.

### KEY DECISION MAKERS

- Founders
- Owners
- Office Managers
- IT generalists

### RESOURCES

- [Aruba Instant On Partner Overview Presentation](#)
- [Aruba Instant On Campaign Implementation Guide](#)