

Aruba Instant On - Call Guide

June 2019

Call Objective

Introduce your clients to the new Aruba Instant On wireless product family and educate them on the value propositions for small businesses. This call guide includes:

- Introduction
- Aruba Instant On value proposition
- Target customer info
- Call guide

Introduction

With the increasing use of mobile devices and cloud-based apps, there's a need for a Wi-Fi solution for small businesses that's comparable to what is available to larger corporations, but offered at an attractive price point. Small businesses require secure connectivity that protects the data on their networks, along with high-performance, reliability and simple to use management tools that allow network admins to keep up with digital technology trends, even for those with limited resources.

According to analyst IDC, "two-thirds of SMBs will have digital transformation as a key part of their IT strategies by the end of 2023" and since, "...growing interest in digital transformation has placed new demands on SMB communications infrastructure including wireless LANs," the need for purpose-built Wi-Fi solutions that can deliver a non-stop, yet simple to manage, wireless experience that can effortlessly scale as business needs dictate is evident.

Value Prop

The Instant On family of indoor and outdoor Wi-Fi access points (APs) are designed to deliver secure, high-speed wireless connectivity with hassle-free set-up and management – all with the quality, performance and exceptional support that customers expect from Aruba.

Customers will see the most value when:

- They see the flexibility in using up to 25 access points (APs) in a single deployment.
- They are comfortable using a mobile app for easy set-up and management.

- They require best-in-class security features, with simple to use tools for creating different networks that easily separate guest and business traffic.
- They can extend their Wi-Fi network using Smart Mesh technology – making it easy to add Wi-Fi to areas where there is no Ethernet cabling – saving time and money.
- They can choose from ceiling, wall-mount and desktop options that suit a variety of small business environments.

Target Customer

- Under 100 users, single or multi-site such as a growing retail store chain, professional offices like a law or dentist office, a design firm or a high-tech start-up.
- Company with small or no IT staff (“do-it-yourself” customers)
- One where they want to use a service provider (partner) because customers will rely on a reseller
- Those that may have purchased consumer products for budget concerns or they lacked the technical expertise to understand the value of business-class products

Call Guide

Good morning/afternoon, this is _____ calling on behalf of _____.

I understand you’re responsible for your business’s IT needs.

<This should quickly confirm you are talking to the right person. If they answer “No, I’m not” but doesn’t volunteer a name, ask:>

Who, may I ask, manages your Wi-Fi network?

I’d like to see if they’re experiencing any connectivity challenges with their existing Wi-Fi, and if they could benefit from providing employees/customers with a high-performance Wi-Fi solution that is extremely reliable, simple to set up, and offers best-in-class security – all for a very affordable price.

<If they answered “YES”>

I’d like to ask if you are experiencing any connectivity challenges with your existing Wi-Fi? I’d like to describe how our solution can increase the reliability of your Wi-Fi experience, for employees and guests.

<If they answer “YES”>

I’d also like to introduce <you or them> to Aruba Instant On Wi-Fi access points, and how a business like yours can benefit from a business-grade Wi-Fi solution that comes from a leader in

the Wi-Fi infrastructure market. Your users will definitely notice the difference between Instant On and a consumer-grade Wi-Fi solution.

<If they say “NO THANKS” you can continue the conversation using the following questions>

Q: Are you experiencing any challenges supporting mobile users and devices? What would you try to improve?

- Listen specifically for details regarding the vendor, number of APs, age of APs, and anything about wired and WAN their equipment.
- Probe for details as necessary, and use the questions below appropriately.

Q: How reliant are your customers and your employees on connecting to your Wi-Fi network and are they having a good experience?

- Indoor and outdoor Aruba Instant On access points are available to ensure that they can work from anywhere with the best Wi-Fi experience. They also include:
- 802.11ac wireless performance so that users receive a consistent experience – no waiting on apps to refresh or wasting time
- Great voice and video quality
- And support for Smart Mesh makes it really easy to extend your network to areas that lack Ethernet cabling

Q: Do you offer Internet access to customers or guests?

With the Instant On access points, it’s easy to setup a guest network, and you can also easily separate guest traffic from business traffic. It’s also pretty simple to create a customized guest portal with your own logo, branding and “acceptance of use” terms. You can also create rules that limit when a guest can be on the network, including which days of the week.

Q: What was it like to set up and manage your current Wi-Fi solution?

With the Aruba Instant On access points, setting up and managing your network couldn’t be easier. Our simple to use mobile app has your Wi-Fi network up and running in minutes, and you can monitor it from anywhere – with no technical expertise required.

Q: Was it easy to grow your current Wi-Fi solution as your business requirements grew?

Any new Instant On access point automatically joins the existing network without any additional configuration required. It’s as simple as plugging it in. In fact, you can manage up to twenty-five APs on a single network.

Q: How concerned are you with network security issues?

Aruba Instant On are the only access points for small business that come with the latest WPA2, WPA3 and secure guest authentication (Enhanced Open) standards. This means that:

- You get the best protection for wireless authentication.
- Guests are less likely to have passwords stolen.
- There's better peace of mind versus using a consumer grade Wi-Fi solution.

Q: Are your Wi-Fi needs outgrowing what your current solution can offer you?

- Consumer-grade Wi-Fi lacks the performance and security that you'll find in a business-grade Wi-Fi solution. Aruba Instant On is purpose-built for customers that want simplicity, security and reliability in a cost-effective package that can scale with their business needs.

<if you feel they need more incentive>

There's more to why Aruba Instant On is hands-down better than consumer-grade Wi-Fi solutions:

- Aruba's Wi-Fi is designed to support mobility, and voice and video apps like Zoom and Skype for Business
- You can measure the amount of YouTube and other social media traffic on your network to identify bottlenecks
- And it's easy to restrict users from surfing to suspicious Internet sites to better protect your business network

Q: Are you managing multiples sites?

<If they answer YES>

If you're responsible for multiple locations, Aruba Instant On provides the option of using the mobile app or a web interface that makes it easy to manage single or multiple sites.

<If they said NO to the question above>

Q: Are you using a consultant to manage the network for you?

The Aruba Instant On mobile app also comes with a partner and customer view. We've also made it easy for your reseller or service provider to take care of your network for you – better yet, you get a personalized view for all of your locations so you can check in on things.

Closing the Call

I'd like to do is schedule a time for my colleague at <insert company name> to talk to you further to better understand your challenges and business needs. Is the morning or afternoon

better for you? I'll have <Insert name> contact you to on <insert date> further clarify the benefits of our Aruba Instant On wireless solution.

All I need is your email address and I'll send you a calendar invitation.

Thank you for your time today.