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Small IT department? These tips can help you grow your network and get the results you need.

SMBs GET IN THE GAME:

5 NETWORK PAIN POINTS AND HOW TO SOLVE THEM

WELCOME TO THE BIG LEAGUES

Despite increasing network demands, growing businesses often don't have big IT departments. They need network equipment that helps them get the job done without distractions and it must accomplish that with simplicity, reliability, flexibility, connectivity, and limited resources of all kinds.

Yet, nobody — least of all the IT department in a growing business — can afford to throw everything out and start over from scratch. Considerably more than half (62%) of smaller-than-enterprise company technology investment in 2021 is driven by technology end of life. And, according to a survey by Aruba, small businesses rated competitive edge as the primary driver for upgrading their network while medium businesses said bringing in new customers was theirs.

> *55% of U.S. small and medium businesses (SMBs) accelerated their investments in digital technologies.[i]*

Scaling business growth upward to compete with larger businesses — and maybe to grow in size, too — requires expanding the network, meeting increased user demands, and upgrading security.

Growing the network to support the company's goals presents five significant challenges:

- *CONNECTIVITY*
- *LIMITED IT STAFFING*
- *SCALABILITY*
- *SECURITY*
- *SUPPORT*

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CONNECTIVITY ▶

LIMITED IT STAFFING

SCALABILITY

SECURITY

SUPPORT

BECAUSE YOU SURE DON'T WANT TO HEAR "I CAN'T GET ONLINE!" AGAIN

Are your employees having trouble connecting into fast network speeds? Are you challenged with maintaining strong, consistent coverage? Now is the time to get better connectivity.

By any measure, your network is under stress. You have more users, more throughput, more online applications, and more devices — including new ones such as those on the Internet of Things (IoT). All of those are accompanied by network demands that outpace your current technology.

Connectivity matters. Employees rely on the fastest network speed to get their work done. And it's your phone that rings when people can't get online at the speed they require.

Connectivity begins with a robust infrastructure.

So, switch your switch:

- Switches are super-high-speed transmission devices that enable connected devices to share information and talk to each other.

- They are vital building blocks to any network, with a major impact on system performance.

CX 6100 – Gigabit access switching with a 10G uplink providing fast connectivity to employees and connected devices.

TECHNOLOGY CAN SCALE.
HUMANS, NOT SO MUCH.

No matter the size of your team, everyone needs to be ready to back up their colleagues. And "do more with less" is the operating assumption for any growing company, because not every business can have domain experts in every possible field.

This isn't a concern only for short-staffed IT departments. Historically, growth companies that fully employ technology reap big rewards. On average they earn two times more revenue per employee; they have four times the revenue growth annually; and they are almost three times more likely to create jobs.[ii]

Network technology can consume scarce resources. Aruba changes that with Zero Touch Provisioning (ZTP):

• Automatically configures a new switch with custom predefined settings

• Permits quick deployment in a large-scale environment

• Eliminates most of the manual labor involved

Whether you're doing hybrid work, collaborating via video, or running digital events, your network is at the heart of your business. ZTP offers simple, fast, and error-free deployment.
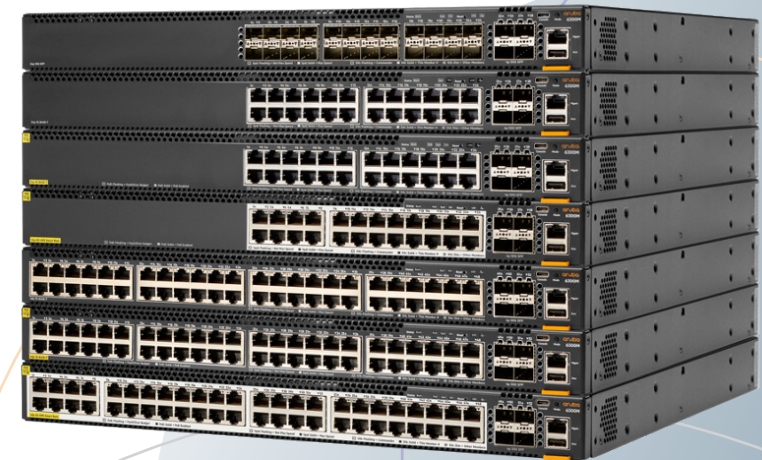
CX switch family series, CX 6200, CX 6300 – Stackable switches that streamline large-scale deployments and segmentation.

BE READY FOR CURVEBALLS

Are your IT professionals tired of hearing, "Is the Wi-Fi down again"? The number of devices and new connections is increasing faster than your network's capabilities.

Scalability is a must. A rip-and-replace approach is expensive, including business downtime; lost revenue; time for implementation, optimization, and training; and costs associated with hardware, software, and resources to support the transition. Not to mention the frustration of working with fractious equipment that's almost, but not quite, fast enough.

Look for smart and seamless Wi-Fi that powers productivity for employees and mobile experiences for customers wherever they connect.

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500 SERIES →
WI-FI 6, MID-DENSITY

510 SERIES →
WI-FI 6, HIGH DENSITY

530 SERIES →
WI-FI 6, VERY HIGH DENSITY

550 SERIES →
WI-FI 6, EXTREME DENSITY

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A cloud-managed network enables you to do more with less, and it's easy to scale. Cloud-managed networks can:

- Reduce the burden on IT by scaling simply and economically

- Reduce overhead spending and spread out IT costs by moving from a CapEx to an OpEx model

- Offer flexibility and investment protection

- Remedy regular Wi-Fi complaints with insights that help networks self-heal

- Tap into the latest, ultra-high-speed gigabit performance

- Enhance network performance boost without disrupting day-to-day operations

- Employ Zero Touch Provisioning (ZTP) to make deployment simpler, faster, and reduce manual errors

- Provide insights and suggest solutions to reduce time spent troubleshooting

- Resolve complex issues with flexible AI and machine learning tools that lessen the impact on your network performance

- Manage everything through an intuitive web dashboard

Best of all, you can add new connections anytime and grow quickly with built-in, high-speed uplinks. It is all part of Aruba's scalable network solutions. Opt for cloud-based and AI-powered Aruba Central for a single view of all your Aruba switches and access points to help you predict, troubleshoot, and resolve issues before users ever notice them.

ERRORS IN THE FIELD

Security concerns abound. For good reason: There is a hacker attack every 39 seconds.[iii]

Total cost for cybercrime committed globally will reach $6 trillion by 2021. The average data breach can cost a growth business $3.9 million, and 43% of hackers target growth businesses.

Any IT professional knows that networks are vulnerable to a host of threats, including those from innocent or malicious insiders, hackers, malicious code, and much, much more. Don't let yours be among the victims.

An Aruba survey reports that 76% of respondents use firewalls to prevent cybersecurity attacks, 72% use endpoint security, and 57% use a service provider. Protect what matters most. Ensure that only authorized people can access your private information.

- Secure your network and applications from attack from Day 0 with Aruba.

- Use Wi-Fi 6 and embrace IoT to build a competitive edge without increasing your risk.

- Authenticate users to ensure only the right individuals are accessing your network and your data.

- Control access to various parts of the network.

Protect your network from a host of threats, ranging from innocent insiders to malicious hackers, using Aruba 9000 Series Gateway.

- Separate IoT device, guest, and employee traffic to protect the production network and minimize attack surfaces.

Besides providing security measures, such as rigorous access control, Aruba takes pride in going beyond a vendor-customer relationship to becoming a true partner to you and your company.

CONNECTIVITY

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COVER YOUR BASES

In a growing business, you need to run the business, not wrestle with technology.

IT departments would prefer to spend their time developing cool new features, or perhaps designing more-robust systems that connect business silos. Everyone is short on time, resources, and money — not to mention patience. No one wants to be interrupted by an unhappy user who cannot access the network drive, whose teleconference call keeps dropping out, or who is hopelessly confused about the equipment the company supplied.

Make your network work for you.

Aruba can help you better use your time while continuously optimizing your network. With Foundation Care for Aruba, enjoy 24x7 priority access to Aruba Technical Assistance Center (TAC) engineers, supplying simple network implementation and operation with 100% support. Aruba's proven, global support team is available to help you set up or troubleshoot via phone or chat.

Technology options from Aruba meet your business needs by supplying:

- Reliable connectivity

- Easy setup

- Optimized network performance

- Simplified network operation without IT staff/costs

- Security and scalability, to protect and grow with your business

WE'RE ON YOUR TEAM

Aruba, the official network of growing business, can help you achieve a modern workplace. Aruba provides simple, scalable, secure, high-performing switches that'll make you say, "Wow! That's fast!" when you experience the new network performance.

The speed of decision-making requires a network that moves at the speed of business, not just the speed of your internet. You think it's your network speed that is lagging, but it's likely the network switches at the heart of your operation. A reliable, secure, always-on, scalable network is a must-have, not a nice-to-have. It's time for a simple, secure, scalable network with Aruba.

Contact us to learn more about how Aruba can help your growing business. →

[i] Techaisle, *"SD-WAN Adoption Proving Advantageous for SMBs," July 20, 2021, www.channelfutures.com/sdn-sd-wan/techaisle-sd-wan-adoption-proving-advantageous-for-smbs#

[ii] "73 Remarkable Small Business Statistics to Know," February 26, 2021, www.semrush.com/blog/small-business-stats/

[iii] University of Maryland research, Study: Hackers Attack Every 39 Seconds, 2007, https://eng.umd.edu/news/story/study-hackers-attack-every-39-seconds

[iv] Cybercrime magazine, "Cybercrime To Cost The World $10.5 Trillion Annually By 2025," November 2020, https://cybersecurityventures.com/hackerpocalypse-cybercrime-report-2016/