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Aruba Services and Support Tech-Talk

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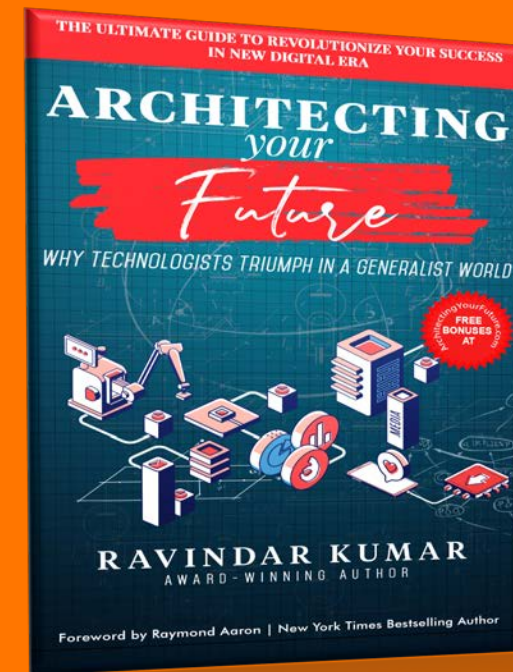aruba
a Hewlett Packard
Enterprise company

Self Introduction

- **20 + Years of Networking Services, Architecting, Consulting Selling.**

- **Optimist and Award Winning Author of " Architecting Your Future. Books available in USA,EMEA and APJ.**

Agenda

- **Services Stacks and offerings**
- **Current Focus- FC & PBS**
- **TSIA Multi-year Study**
- **Foundation care**
- **Partner Branded Support**
- **Aruba Premier Support**
- **Warranty vs. Support**
- **FAQ**
- **Renewals**
- **Global Delivery /TAC**
- **Thank you .**

Support Services

Operational Excellence

High Touch Services
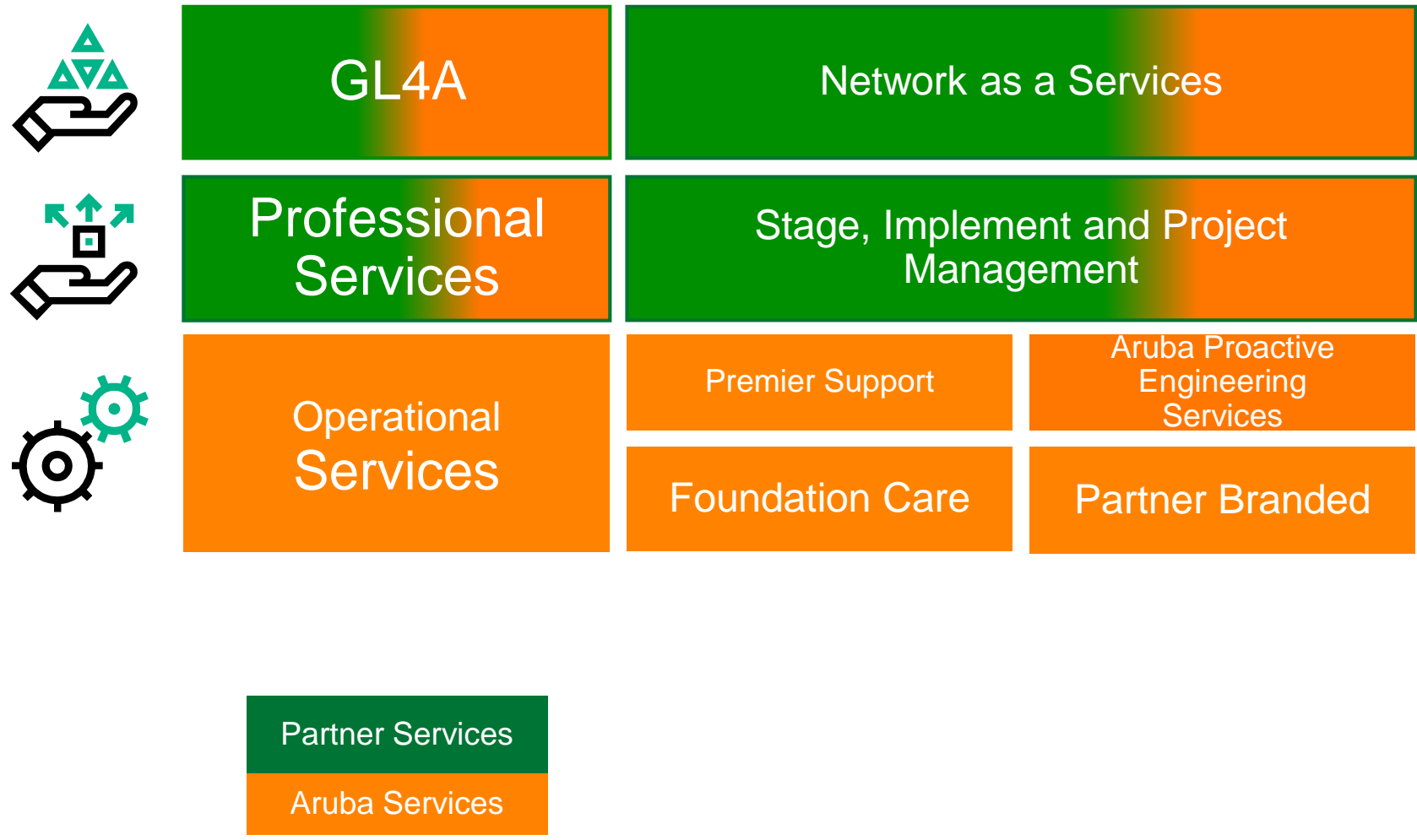
Architect and Consult

GL4A

Network

as a

Services

Service Stack Offerings for the Aruba Intelligent Edge Portfolio

GL4A	Network as a Services

Professional Services	Stage, Implement and Project Management

Operational Services	Premier Support	Aruba Proactive Engineering Services
	Foundation Care	Partner Branded

Partner Services

Aruba Services

What is perceptions from Services Industries

Customer Incentives for Signing a Multi-Year Maintenance and Support Contract - Prepay

Customer Prepays the Multiple Years Up Front

- SOFTWARE COMPANIES
- HW + SW COMPANIES
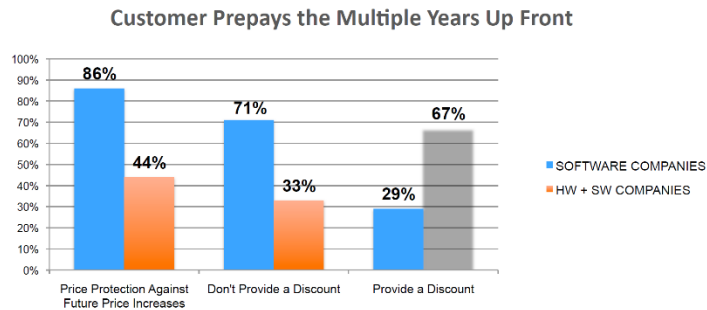
For multi-year contracts where customers prepay the full multi-year amount, software companies offer price protection while hardware companies offer discounts

Median Discounts:
- 2-year prepayment = 6.3% discount
- 3-year prepayment = 12.5% discount
- 5-year prepayment = 15% discount

Aruba Multi-Year Discounts

- 12.5% for 3 year contracts
- 15% for 5 year contracts

BENEFITS OF SELLING MULTI-YEAR SUPPORT

CUSTOMER FIRST, CUSTOMER LAST
- Customers cannot have the best possible Aruba experience without Foundation Care support!

CONTRIBUTION MARGIN
- Foundation Care delivers the highest GM of all our product sets and is a key contributor to Aruba's OP!

LIFETIME LIMITED WARRANTY
- LLW is NOT support and DOES NOT provide anything more than break/fix or RMAs!

ANNUITY BUSINESS
- Unlike hardware/software, Foundation Care revenue repeats each year. Sell 3-year FC wherever possible!

– *Validated data report is still accurate; no current 2019 study*

TSIA : Technology Services Industry Association

Foundation Care

Aruba Hardware/Software Support

Foundation Care

Help me identify issues with my Aruba network environment and give me rapid access to technical expertise

Key Features

- 24X7 priority-based technical phone support
- Access to Software updates and upgrades
- Hardware replacement options

  - *NBD Exchange – PARTS Delivery ONLY*
  - *4 Hour Exchange – PARTS Delivery ONLY*
  - *NBD – PARTS AND LABOR Onsite*
  - *24x7, 4 Hour – PARTS AND LABOR Onsite*
  - *6 Hour Call To Repair – PARTS AND LABOR Onsite*

Note: *Aruba Foundation Care services include access to software updates with prioritization of specific feature updates, patches and fixes beyond the generally available software/OS releases included with the product purchase*

Foundation Care Attach Recommendations

Aruba WLAN Products	WLAN Controllers	Access Points (Unified, Instant)	ClearPass, AirWave Appliances	ClearPass, AirWave, Controller Licenses	Accessories
Standard	**1 yr NBD Exch**	**1 yr NBD Exch**	**1 yr NBD Exch**	**1 yr 24x7**	**1 yr NBD Exch**
Upsell Recommendations	3-5 yr, 4 hour Exch	3-5 yr, 4 hour Exch	3-5 yr, 4 hour Exch	3-5 yr 24x7	3-5 yr, 4 hour Exch

Aruba Wired Products	Modular Switches (e.g. 8400, 75xx, 105xx, 54xx)	Fixed Port Switches	OfficeConnect Switches	Software Licenses (e.g Aruba IMC)	Routers
Standard	**1 yr NBD Exch**	**1 yr NBD Exch**	**1 yr NBD Exch**	**1 yr 24x7**	**1 yr NBD Exch**
Upsell Recommendations	3-5 yr, 4 hour Exch	3-5 yr, 4 hour Exch	3-5 yr, 4 hour Exch	3-5 yr 24x7	3-5 yr, 4 hour Exch

Foundation Care: Selling Options

	Fixed Support Packages	Flexible Support Packages	Service Contracts (Contractual / Day 1)
Purchase Window	• Recommended to purchase at, or near the warranty start date	• Configured with product or within 90 days of product purchase date	• Any time during the support period
Pricing	• Fixed • Prepaid upfront with product purchase • Renewal and post warranty purchases • Capital Expenditure	• The total Support price varies, but each individual component price is Fixed • Prepaid upfront with product purchase • Capital Expenditure	• Can be variable based on scope of work • Can be invoiced monthly, quarterly, or annually • Operational/ Capital Expenditure
Service Term	• 1, 3, 4, and 5 years available. • Coverage is retroactive to product warranty start date	• 3, 4, and 5 year packs available. • Coverage is retroactive to product purchase date	• Up to 5 years and are renewed annually • All equipment is co-terminus • Equipment can be added or dropped from coverage at any time
When to Use	• Aruba Foundation Care SKUs used for initial attach sales are Fixed package SKUs • Fixed SKUs are not configurable; these will be automatically applied by the BMI quoter; • Fixed Foundation Care SKUs are also the default SKUs displayed in the IRIS configurator	Flex Foundation Care SKUs are also used for multi-BU quotes, where flexibility in the configuration is required	• All renewal SKUs are contractual SKUs • Day 1 quotes, where special options are required (like start date, payment terms, contract duration) use contractual SKUs

Partner Branded Support

Partner Brand Support for Networking

Aruba PBS

Channel Service Program that enables Aruba Channel Partners to offer their own brand of support services and obtain backline support from Aruba/HPE

- Hardware & software telephone support
- Parts replacement
- Access to electronic support information and tools
- License to use software updates
- Software product and documentation updates
- Applicable to qualified* HPE Partners

Partner Provides	HPE Aruba Provides
L1 and L2 technical support to end customer	L3 technical support to the partner
Advanced HW replacement SLA options to end customer	NBD parts delivery to end customer
Software distribution to end customer	Software updates and upgrades to partner

*Gold or higher certification for HPE Networking products/solutions

Partner Branded Support: Attach Recommendations

Aruba WLAN Products	WLAN Controllers	Access Points (Unified, Instant)	ClearPass, AirWave Appliances	ClearPass, AirWave, Controller Licenses	Accessories
Standard	**1 yr PBS**	**1 yr PBS**	**1 yr PBS**	**1 yr PBS**	**1 yr PBS**
Upsell Recommendations	3-5 yr PBS	3-5 yr PBS	3-5 yr PBS	3-5 yr PBS	3-5 yr PBS

Aruba Wired Products	Modular Switches (e.g. 8400, 75xx, 105xx, 54xx)	Fixed Port Switches	Software Licenses (e.g Aruba IMC)	Routers
Standard	**3-5 yr PBS**	**1 yr PBS**	**1 yr PBS**	**1 yr PBS**
Upsell Recommendations	3-5 yr PBS	3-5 yr PBS	3-5 yr PBS	3-5 yr PBS

Partner Branded Support : Selling Options

	Flexible Support Packages	Service Contracts (Contractual / Day 1)
Purchase Window	• Configured with product or within 90 days of product purchase date	• Any time during the support period
Pricing	• The total Support price varies, but each individual component price is Fixed • Prepaid upfront with product purchase	• Can be variable based on scope of work • Can be invoiced monthly, quarterly, or annually • Operational/ Capital Expenditure
Service Term	• 1,3,4 and 5 year packages available. • Coverage is retroactive to product purchase date	• Up to 5 years and are renewed annually • All equipment is co-terminus • Equipment can be added or dropped from coverage at any time
When to use	• Partner Branded Support SKUs are Flex SKUs • BMI will add Flex PBS SKUs to quotes	• All renewal SKUs are contractual SKUs; • Day 1 quotes, where special options are required (like start date, payment terms, contract duration) use contractual SKUs

Aruba Resident Engineer

Experienced Aruba Technical Specialist

On-Site Technical Expertise

Resident Engineer

Personalized Assistance

Optimize network performance

"Customer first, customer last" highly enforced

Resident Engineer:

- Deployed at customer's site at 1-year increments, a*s an add-on to Foundation Care*
- Assist with network performance, optimization, availability
- Help with configuration and design
- Relationship Management for a single point of accountability

How to sell options:

- Based on SOW. Qualify with the RE Manager, Wayne Miyamoto. SOW sold with SKU#H5UQ3-5A1.

Requirements:

- All WLAN devices must be covered under Aruba Foundation Care agreement

When to sell Resident Engineer

- Large customer (installed base) who needs in-house Aruba technical expertise and/or resource augmentation on their premises
- Large-scale competitive conversions
- Customer adding new solutions to existing Aruba installed network infrastructure

Note: Aruba Resident Engineer datasheet can be found here:
http://www.arubanetworks.com/assets/support/OV_ResidentEngineer.pdf

Aruba Premier Support

Rapid, Personalized, Simplified

Advanced Remote Technical Support

Premier Support

"Specialized service and prioritized support"

Designed for key accounts for a high touch support

- Specialized service and prioritized support
- Prioritized case management; periodic open-case reviews
- Enhanced Performance and Solution Management
- Single point of contact guiding customers to a stable, state-of-the-art wireless network
- *Sold as an add-on to Foundation Care*

How to sell options:

- Based on SOW; Qualify with Aruba Premier Support Mgr - Rob Grace

Requirements:

- All WLAN devices must be covered under Aruba Foundation Care agreement

When to sell Premier Support

- Requires a immediate access to a higher level of technical support with familiarity with their deployment
- Wants a technical team that can support their Aruba trained staff
- Needs proactive support to help with upcoming network changes.
- Needs quarterly technical review and analysis.

13

Sales Motion for Aruba Services

Sales Motion		Who Sells	What do they Sell
Aruba Sells: Direct		Territory Manager (TM)	Foundation Care
Aruba Sells through Partners	Sells Aruba brand Support	VAR	Foundation Care
	Sells Partner brand Support	Distributors	Partner Branded Services (PBS)
Services Renewals		TM with ServiceSource	Foundation Care Or PBS
Upsell on existing/uncovered Products		TM and/or VAR	Foundation Care Or PBS

What is Warranty vs. Support??

Know the Difference between Warranty and a Support Contract

- While both basic Warranty and Foundation Care/PBS support contract include elements of technical support, software support and hardware support; it's important to understand that the deliverables are quite different.

- We have historically over-delivered on warranty, but now need to ratchet our warranty delivery back to facilitate the sale of support contracts

- It is very important to minimally attach Foundation Care or PBS on all mission-critical enterprise solutions that we sell

• Gain clarity on these important nomenclature to understand the limitations of Warranty:

•Technical Support: Product Conformance only, Commercially Reasonable Effort only

•Software: Publically Available software only

•Hardware: Shipment SLA only, no delivery SLA

Warranty vs Support Contract

Deliverable	Warranty	Foundation Care
Technical Support	– Commercially Reasonable Effort, non-prioritized based – Product Conformance (Break-fix) Only	+ Priority based with escalation management + Any consultative or operational engagement: Design, Configuration, Deployment, Interoperability, Best Practices, ACE & Engineering support
Software Support	– Publically available software only	+ Priority based on-demand patch/maintenance releases to remediate critical issues, customer specific features etc.
Hardware Support	– Return to Factory, Next Business Day ship, No Committed Delivery SLA	+ Next Business Day and Same Business Day delivery commitments, with onsite labor options

Foundation Care is highly recommended for any business-critical enterprise customer network

Notes:
- *Terms of Lifetime Warranty vary by product. See www.hpe.com/networking/warrantysummary for specific warranty details for each product family*

FAQ

Q: How is Aruba Foundation Care for IAPs different from LLW? What services does a customer get with an Aruba Foundation Care contract that they don't get with LLW?

A: Aruba Foundation Care includes:

- Full access to software updates, patches/fixes and feature upgrades

- 24x7x365 priority based technical support

- Next Business Day (NBD) advanced hardware replacement

- Access to the support web site (including case management tools and the knowledge base)

Limited Life Time Warranty only provides:

 * 8x5 best effort TAC support for the first 90 days

 * Shipment of the hardware replacement, generally 7-10 days.

 * SW releases as per image service

 * Same day parts shipment for dead on arrival parts only.

FAQ

How can I delay the warranty start date ? Process to request for the extension of warranty due to a Project delay?

A: There is not an official/standard way to "delay warranty start" - some due to revenue recognition rules, and only 90 days max from original warranty start date. If that is desired, you would need to capture the following for EACH product shipped as part of this request (if large qty, spreadsheet is likely best):

1. Serial #:

2. Product #:

3. Ship to country:

4. Original Ship date: When product left HPE or Purchase date.

5. Desired warranty start date(Must be within 90 days from original ship date)

Service Renewals

FY'20 Services Renewal Model

A simpler & more streamlined approach

- ServiceSource will have responsibility for the end-to-end quoting and sales process for the majority of Aruba WLAN and Campus Switching renewals

- Similar to original Aruba model

- Pointnext Global Operations(GO) will continue work custom contracts, including Datacenter Care, Campus Care or multi-Business unit quotes (Server, Storage, Networking)

- GO team will continue to process purchase orders, using S360P

- Distributors will remain in the loop and submit Support Service Renewal orders to GO Team

How do I contact the renewals team?

APJ: dl-servicerenewals-apj@hpe.com

Renewals Escalation Process

NEW SWAT SLA

- Mailboxes set up for each region
  - ArubaSWAT.APJ@hpe.com

- Criteria for renewals escalation
  - Support expiration date within 1 month and will cross quarter
  - Customer demand
  - "Material" dollar amount
  - Strategic requirement approved by sales mgmt
  - Quotes that have been quoted 3 or more times and still not resolved

- Each escalation request must include a completed quote request form

- A Daily Escalation status report will be provided to the sales leadership for each region

- Goal is to resolve each case within 48 hours, this will vary based on the complexity of the case. Note that the responses and inbox are monitored Monday – Friday, local time for each region.

- **This Escalation is to be used by internal teams only (HPE Aruba Sales Territory/Channel Manager).** Partner escalations should be submitted through the territory/channel manager or through the means already available to them

FAQ

Q: How to request service renewal quotes?

A: Service Source (SREV) owns the end-to-end quoting and sales process for Aruba WLAN and Campus Switching renewals. To contact Service Source about any service renewal question, email based on your location.

 APJ: dl-servicerenewals-apj@hpe.com

 VAR Partners should contact their distributors for services renewal questions who will then contact Service Source by email or by using S360Pro. Turn-around time for renewal quotes revisions is 3-business days. Response to inquiries by Aruba Sales teams is within 1-business day.

Renewal quotes will be delivered to the sales teams 90-days prior to contract expiration.

Q: How do I obtain a quote for Day 1 Contract?

A: Request for Day1 contracts quotes should be directed to Distributors who will contact Service Source. Service Source will contact Pointnext Global Operations (GO) Team, who will then create a quote and return it to the distributor. In Q3, this functionality will be provided by Aruba Sales Operations.

Q: If a customer is looking to renew the hardware and not the software licensing?

A: We cannot provide support for the controller if they only purchase support on the hardware. Only 1 out of 100 issues are hardware failures. Most of the others are software, and in most of those cases, we require a customer to upgrade to a new version of the software that contains the patches and bug fixes that will fix their problem. If they can't get the patch, we can't resolve their problem, and they won't be happy about that.

Second, the customer needs to know that they will be in violation of HPE's End User License Agreement for software if they don't purchase support for their licenses. This would open them up to legal proceedings if they use or download software which they are not entitled to.

Support Delivery

Global Technical Support
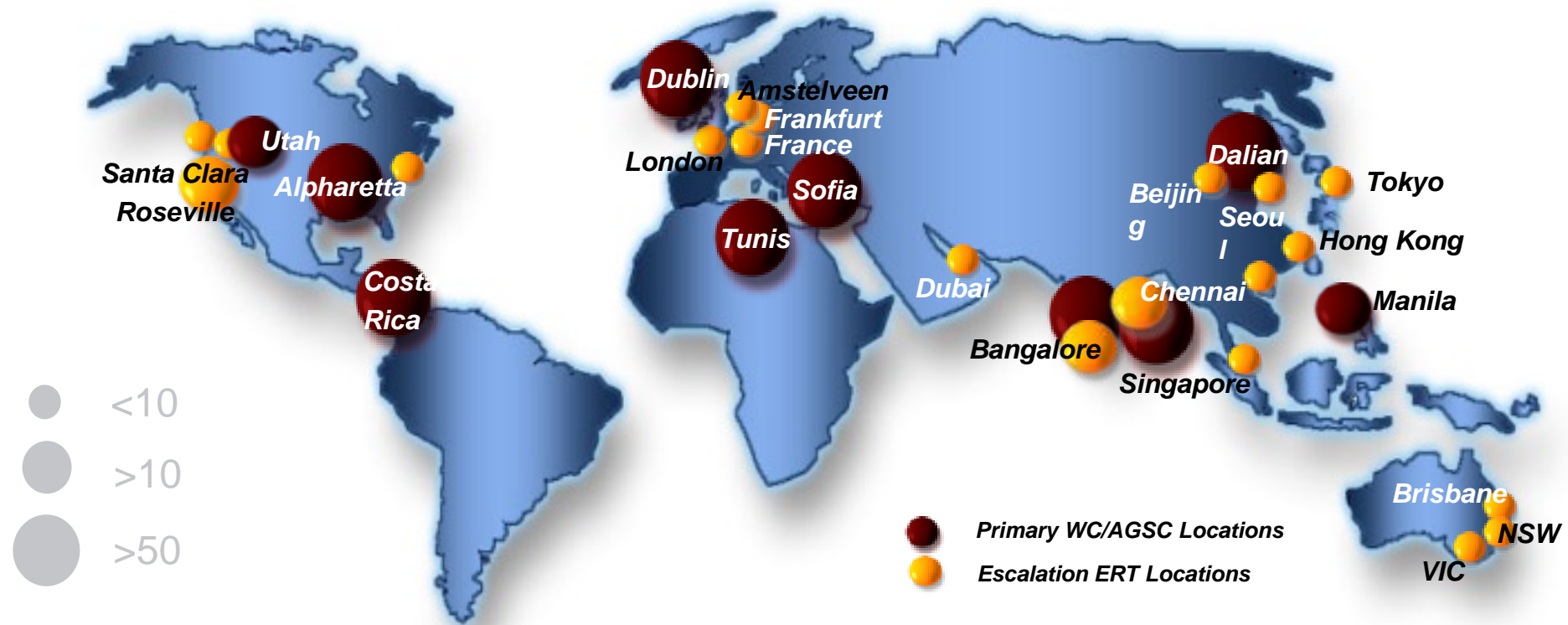
- >30 Support Centers 24x7x365,   ~300K Support Cases/Year,   ~700 Service and Support Staff
- All calls answered by WC(Welcome Center) without phone queue and intelligently assigned
- GSC(Aruba Global Support Center) product specialists handles L1/L2 cases and escalate as needed
- ERT(Eng Resolution Team) are L3 engineers who work closely with ACE(Aruba Customer Eng)
- Global ERT based out of India handles L3, and load shares with Regional ERT's (AMS, APAC, EMEA). Most critical escalations are handed over to Regional ERT to address within the theaters.

How To Engage TAC (Technical Assistance Center)

- **Direct access to Aruba Support**
  - US & Canada Toll Free: 1-800-WiFi-LAN
  - International Toll: +1-408-754-1200

- **List of Worldwide Toll Free Numbers**
  - www.hpe.com/contact

- **Online Case Management**
  - MNP (My Networking Portal): www.hpe.com/networking/support (warranty & contract customers)
  - HPESC (HPE Support Center): www.hpe.com/support/hpesc (contract customers only)

Handling of RMA and/or DOA

- **Contact TAC to process defective hardware replacement**
  - Standard HPE supply chain advanced replacement process (RMA) involves sending a refurbished replacement part. This is true for both warranty and foundation care support contracts.
  - Customers may voice concerns when receiving a refurbished replacement part if their initial part is DOA (Dead On Arrival).
    - TAC can help with getting a new unit to the customer under the DOA process, but please note this is best effort in terms when the customer will receive the replacement part. It will not be NBD.
    - If NBD is required, it will be a refurbished unit.

How to Escalate

1. Customers or sales can request an escalation with current support case owner

2. Sales can escalate using Aruba-Escalations@hpe.com 24x7 (target 1-hour response time)

3. If additional TAC Management attention is needed, escalate using Aruba-TACMgmt@hpe.com

- For more details on Aruba's Support Escalation Process:
  - https://arubapedia.arubanetworks.com/arubapedia/images/f/fe/Aruba_Escalation_Process_Details.pptx

Q/A

Thank you