



# Because **Aruba Agile** **Networking-as-a-Service** **(NaaS)** helps you sell more

How Partners can use Aruba Agile NaaS to improve their Service Offerings

Aruba's Agile NaaS provides Ingram Micro Partners with flexible solutions to offer end-to-end managed networking services to their customers. The NaaS model simplifies provisioning, increases recurring revenue streams, and increases customer loyalty.

Get started →





# What's the deal?

Aruba's Agile NaaS customers benefit from faster, modern network technology with flexible and secure deployments on a subscription-based model. The Partner benefits are also worth calling out:



## INCREASE RECURRENT REVENUE

Consumption-based models involve regular billing cycles, which **guarantee regular revenue streams for Partners.**



## INCREASE BUSINESS OPPORTUNITIES

Ingram Micro's network services portfolio and capabilities to bridge gaps in current service offerings, **positioning you as your customer's network expert.**



## CLOSE SUBSCRIPTION DEALS FASTER

Service packs act as building blocks allowing Partners to **quickly customise their offerings** with greater agility and flexibility.



## INCREASE CUSTOMER LOYALTY AND SELL MORE

Subscription-based models increase opportunities to improve a customer's network experience. **Become their go-to Partner and increase opportunities to upsell.**

Understand the Aruba Agile NaaS offer and start increasing revenue today


Discover more [→](#)



# Understanding the changing world of business IT Services

In the fast-paced landscape of business IT Services, **Network-as-a-Service (NaaS)** has quickly become the norm. It provides businesses of all sizes with the **agility, flexibility and scalability** they need to keep up with the ever-changing environment.

Aruba's Agile NaaS offerings are a novel way for Ingram Micro Partners to provide their customers **end-to-end managed services for Networking** – to be as innovative as possible and to differentiate themselves from their competitors.

  
scalable  
agile  
flexible





## What is Agile NaaS?

**Agile NaaS is HPE Aruba's version of Network-as-a-Service.** It's designed with adaptability in mind, meaning Partners can offer their customers the services they need without things needing to get too technical (from the customer's side, at least).

NaaS can include various aspects of business networks, such as managed services and networks, consumption-based solutions, and cloud native applications. Importantly, NaaS **adds hardware and software**, including installation, upgrades, end-of-life cycles and network management.

In short, Agile NaaS is built on the **customer's requirements** and it can be adapted to meet a broad spectrum of business objectives. There's built-in flexibility in terms of how NaaS is consumed, operated, and implemented, which is what makes it so favourable as a future-proof business option.



**Agile NaaS** is built on the customer's requirements and it can be adapted to meet a **broad spectrum of business objectives**



Built-in flexibility make NaaS a great choice to help **future-proof business operations**







## Why is NaaS the future for business IT Services?

NaaS is already a popular consumption model for businesses of all sizes, and this is only set to continue. But why is this the case? NaaS offers businesses numerous benefits, including:

- **Easier provisioning of CapEx and OpEx budgets**
- **Consumption-based payments – companies only pay for what they use**
- **Outsourcing IT management to third parties – simpler maintenance processes**
- **Increased security of business networks**
- **Always have access to the latest IT technology**

A major turning point in the IT landscape was the recent shift to **hybrid working and laptops and mobile devices**.

Businesses now need to support employees working on non-enterprise networks, requiring more flexibility over networks and security than ever before.

As an Ingram Micro Partner, selling these benefits to customers is straightforward as they offer **clear advantages over traditional IT service consumption models**. This is especially true when you consider recent shifts in working practices and technology consumption.



Selling these benefits is straightforward as an **Ingram Micro Partner offers clear advantages** over traditional IT service consumption models







## HPE Aruba's Agile NaaS options

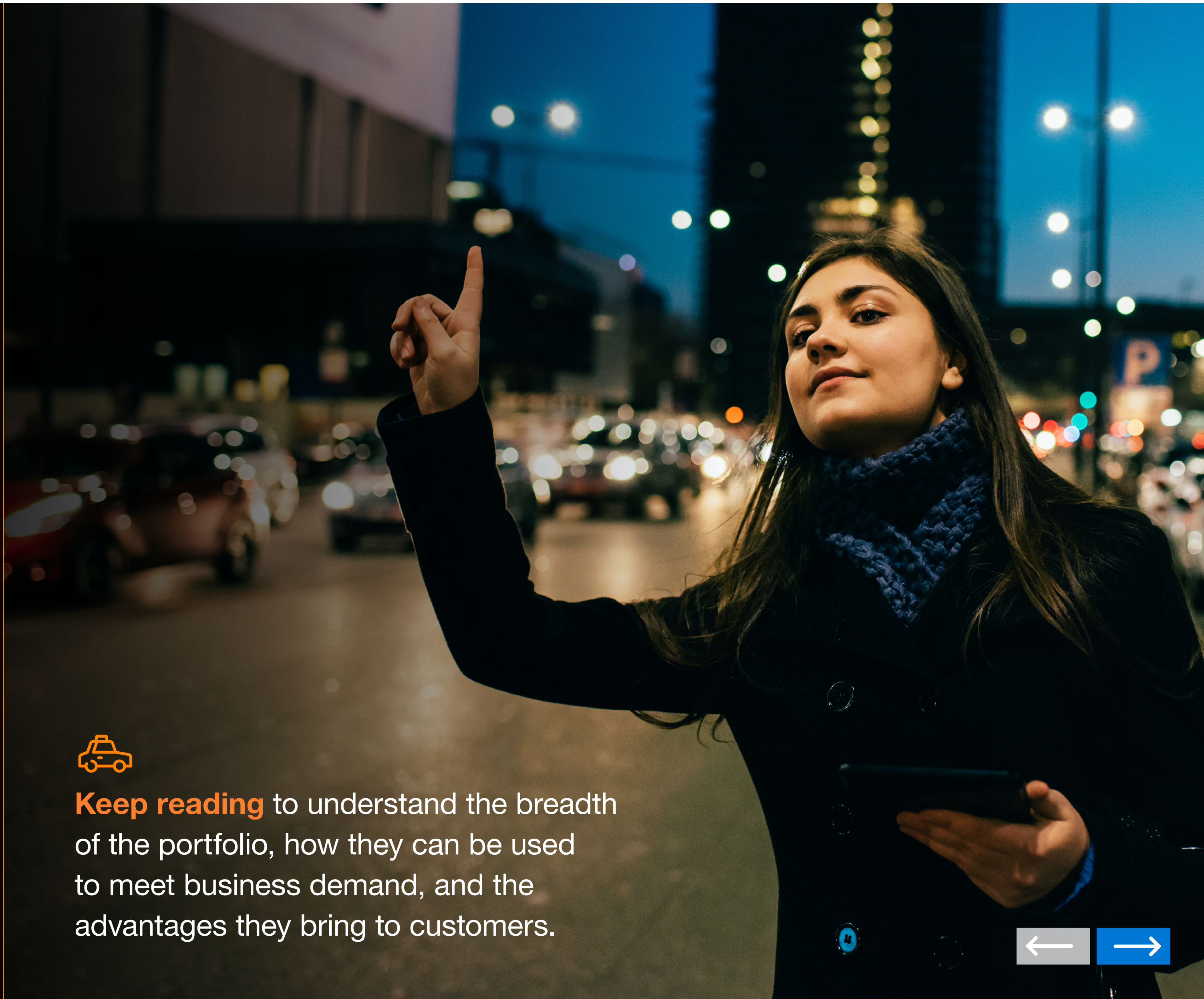
HPE Aruba's NaaS portfolio includes options suitable businesses of all sizes, from large enterprises to SMB customers. By leveraging these services, Partners will easily be able to **meet their customers' needs when setting up their business network.**

**Managed Service Provider  
(MSP)**

**NaaS Service Packs**

**Managed Service Distributor  
(MSD)**

**GreenLake for Aruba**



**Keep reading** to understand the breadth of the portfolio, how they can be used to meet business demand, and the advantages they bring to customers.







# Aruba's Agile NaaS options give Partners flexibility for their Customers

The Aruba NaaS portfolio gives you the options to meet your customers' requirements, no matter the budget or Service level required. Partners will be able to **meet their customers' requirements in terms of both services and budget.**



## Aruba Managed Service Provider

Aruba's MSP allows Partners to take control of their customers' network by providing **deployment and operational and management support**. Partners own and manage all Aruba technology their customers need, meaning that they get all the business and operational benefits!

Partners will need an existing MSP practice, Aruba certification, and their own **Network Operations Centre (NOC)** in order to provide the full range of services offered through this option. Aruba provides the training and support and Partners handle the rest.

Only large MSPs have the capabilities needed to obtain the Aruba MSP certifications. Ingram Micro partners may still take advantage of these benefits by leveraging Ingram Micro's MSD badge, or they may choose a different offering like Greenlake for Aruba NaaS.



Take control of your customers' network by **providing deployment and operational and management support**







## Custom GreenLake for Aruba

GreenLake for Aruba is an **edge-to-cloud consumption model** that is perfect for larger network needs. It includes all relevant customer premise equipment and lifecycle support services through a consumption-based payment model.

Managed for Partners by Ingram Micro, GreenLake uses a **Statement of Work (SOW)** to specifically outline the scope of their customer's needs, allowing Partners to more easily manage and deliver the exact services and levels of service required.

Along with on-premises equipment, GreenLake for Aruba offers a wide range of services. **Partners can offer security, switching, mobility and more through a SKU-based ordering system.** This makes it easier than ever for Partners to talk to their customers through the available services and customise subscriptions in no time at all.

Importantly, GreenLake allows customers to **more accurately plan for network lifecycles and budgets** by removing the risk of overprovisioning. Its subscription-based model means no financing agreements or down payments, offering a rapid ROI.

GreenLake can either be **Partner managed or Aruba managed through AIOps.** This gives partners the flexibility to offer MSP-like services, provided directly by Aruba. The latter means **Aruba will take care of software upgrades and monitoring**, along with a cloud-based Aruba Services Manager (ASM) platform. Although Partners can choose to manage these aspects, outsourcing to Aruba allows them to focus directly on what matters – their customer's success!



GreenLake allows customers to **more accurately plan** for network lifecycles and budgets







## Naas configurable SKUs

Available through HPE Greenlake, **Aruba's off-the-shelf NaaS Service Packs** are perfect for smaller and mid-size deals. There is no SOW, and the service packs can either be **customer- or Partner-managed**. Partners will help customers deploy and establish services on planning, installation and management, while accessing Ingram Micro's Professional Service's NOC.

While customers can manage their own service packs, Partner management is a more sensible option by giving them greater control, better value and generating recurring revenue. It allows Partners to **leverage Ingram Micro's PS**, meaning Ingram Micro will manage the network after the Partner carries out the initial setup.

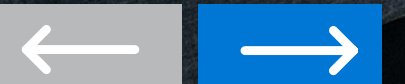
Aruba's NaaS service packs offer amazing **flexibility for both Partners and their customers**, with combinations for ordering, setup, management, and analytics available. Importantly, the NaaS service packs work on a SKU-based model, meaning it's easy for customers to decide what services they want.

## Ingram Micro Managed Service Distributor

Ingram Micro MSD offers MSP-like models to our Partners. Partners can leverage Ingram Micro Professional Service's outsourced management. **Ingram Micro will act as an MSP on behalf of the Partner**, meaning Partners don't need to worry about offering a NOC while taking advantage of Ingram Micro's expertise.



Leverage **Ingram Micro Professional Service's** outsourced management







# What does **NaaS** solve for Customers?

Although the concept of NaaS itself won't be a difficult sell, it's necessary to **highlight the numerous benefits to customers**, especially those who may not be familiar with the specifics.

So, what does NaaS as a business model offer customers?

The most important benefit is **easier provisioning and shorter planning cycles**. Traditional planning cycles would span 5-10 years, but NaaS means that, at least from an IT perspective, these can be **reduced to 2 years or less**.

As such, NaaS is an **attractive model for C-level business executives** who want greater flexibility over finances and resources than ever before. Even without getting into the technical aspects of Agile NaaS, explaining the base-level benefits should be simple.



Easier provisioning and shorter planning cycles **reduced by 2 years**



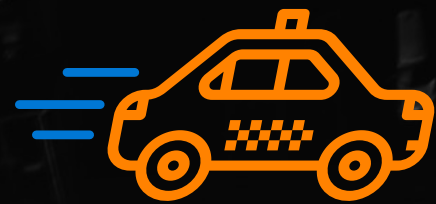
NaaS is an attractive model for **C-level business executives**







## So, what problems and pain points does Agile NaaS address?



Faster and more straightforward network modernisation



Flexibility over network management – it can be self-managed or outsourced to a third party



Provides access to the latest network technology without the need for excessive budget planning



Allows businesses facing staffing issues to outsource skilled work to Partners or their connected third parties



Offers cloud-like or cloud-based network opportunities depending on the deployment model and services required



Increases IT security through built-in provisions and enhanced third-party network support

In short, Agile NaaS allows businesses to access the latest network technology without needing to be subject experts. Traditional planning models would require high-level decision-makers to know the market and understand the latest developments to make informed choices.

However, managed NaaS means this requirement is taken out of their hands, instead placing the responsibility on Partners. This is a benefit for Partners because it allows them to use their time and knowledge to meet and exceed their customers' demands.







# The benefits of Aruba agile NaaS for Partners

The advantages of Aruba's Agile NaaS services aren't just for customers – they're for Ingram Micro Partners too! The main benefits for Partners include:

## 1. Recurring Revenue Streams

A major advantage for Partners is that NaaS models offer exciting **opportunities for recurring revenue**. In the past, the transaction between customer and seller would be finished once the customer has made their decision.

But **consumption-based models involve regular billing cycles**, which translate to guaranteed regular revenue for Partners. This allows for **more accurate budgeting** and greater risk-taking because you know what money is coming in.

## 2. More Business Opportunities

Greater risk-taking also translates to **taking advantage of opportunities** that may have been inaccessible for practical or financial reasons. For example, Partners to **leverage Ingram Micro's experience** and MSP network to bridge gaps in their current services, meaning they can offer far more to their customers.



Consumption-based models involve regular billing cycles, which **guarantee regular revenue streams for Partners**



**Take advantage** of opportunities that would have previously been inaccessible







### 3. Simpler and Faster Procurement

NaaS service packs help Partners shorten and simplify procurement and delivery times for customers.

This has obvious benefits for the end-user, but also means Partners can **close subscription deals faster**, freeing up their time to focus on expanding their portfolio.

Service packs are designed to function as building blocks that allow Partners to **quickly customise their offerings**. In turn, this means greater agility and flexibility than ever before, **enabling Partners to provide differentiation** and more added value to their customers.

### 4. Improved Customer Relationships

Working with a recurring revenue model also means **continued engagement with customers**. Not only does this allow Partners to deal with any customer issues quickly, but it also means plenty of opportunities to **upsell add-on products**.

Subscription-based models present numerous opportunities to improve a customer's network experience.



Service packs act as building blocks allowing Partners to **quickly customise their offerings**.



Increase of opportunities to **upsell add-on products**







## Conclusion

Aruba's Agile NaaS portfolio offers a range of exciting opportunities for Partners to kick-off, grow and upscale their network services portfolio and capabilities while improving their customers' networking experience. The future of business IT services is here, and it is the NaaS model.

**Contact your Ingram Micro Account Manager to learn more.**

