



eBook

Unleash your network's potential with Managed Networking Services.





It's time to think differently about your network

Network management. You've always done it. But it doesn't get any easier. In fact, with the rising adoption of cloud applications, expanding IoT deployments, and growing number of people working from home, IT management has become a lot more complicated.

More devices are connecting to the network from more locations, making it hard for your team to keep up. So much time is spent on day-to-day maintenance that there is little time to plan and act strategically. You know the limitations of your existing network, but you struggle to find time and resources to address them. At the same time, your IT budget is finite, and you need to maximize the value of your resources and investments.

You have to ask yourself, is your current approach setting your business up for success? Or is there a better way?

This eBook explores today's key IT challenges and how our Managed Networking Services can reduce your IT workload, boost network performance and capabilities, and improve employee productivity.



Network management reimagined

Every business knows the network is critical, but some are recognizing that managing it themselves isn't the most effective plan. Instead, many have opted to augment their teams by leveraging a managed service provider (MSP) to manage the network for them. This is a fast, effective way to refresh legacy technology, attain the network performance and security needed to support business applications, and up-level the contributions of in-house IT staff — all without large upfront costs.

Today's business challenges

Today's business landscape is quite different than it was just a short time ago. With many employees working remotely and new business applications coming online, many organizations are struggling to effectively manage remote connectivity challenges, the growing mobile and IoT device population, and the increased use of cloud-based applications.

Outdated infrastructure and multi-vendor solutions have been stretched to their limit to accommodate the changing technology landscape and distributed workforce. These networks are

fragile, complex to manage, and don't have the performance or capabilities needed to support new applications, resulting in poor user experience and potential security risks.

Despite the growing burden on IT, the intrinsic value of remote work programs and productivity gains new technologies bring mean that this challenge isn't going away.

With a rising number of helpdesk tickets, limping along with old technology doesn't put the business in a strong, competitive position. Businesses recognize the need for a technology refresh to solve performance issues, but budget limitations make it difficult to acquire a comprehensive, secure networking solution that will propel the business forward. Even if upfront costs are not an issue, lean IT setups may not have the time or skill set to get the most out of the network.

What's needed is an approach that lets IT teams spend less time on day-to-day network maintenance and focus more time on delivering more value to business operations.





Your network as a service

Managed Networking Services set you free from the daily grind of network management. Imagine what you could achieve when you no longer must tackle frequent connectivity issues or spend hours on network performance optimization. You would be free to drive the technology roadmap and oversee proper implementation of your investments to deliver more value and make a greater impact to your company's competitive position and profitability. You would also have the flexibility and agility to adjust the size and scope of your network as needed, as well as upgrade to newer technologies — such as Wi-Fi 6, enhanced security, and SD-WAN - much sooner.



As your partner, it's our job to provide you with a network that's resilient, optimized, and responsive. We have the capacity, skills, and experience to transform your network quickly, so your business isn't kept waiting for results. We're here to take care of daily maintenance, such as help desk response and network optimization, and bigger issues, such as security. And as your needs grow, we can offer you additional services that will keep you moving at the speed of business.



92%

of IT decision makers plan on investing in technology as-a-service¹

¹ Source: Preparing for the post pandemic workplace <https://www.arubanetworks.com/assets/eo/Hybrid-Workplace-Report.pdf>



Solve three top challenges with **Managed Networking Services**

While every business is different, most IT teams face similar networking headaches. Let's look at how our managed service can help you tackle three common IT challenges.



 **74%**

of CFOs intend to shift some employees to remote work permanently²

Challenge 1

Keeping remote workers connected, secure, and productive

Since the abrupt shift to employees working remotely, IT teams have been struggling to provide secure high-performance connectivity to remote workers accessing corporate resources over home internet connections. Collaboration apps, such as voice and video conferencing, demand higher bandwidth and stable connectivity to work properly, which consumer-grade Wi-Fi isn't set up to handle. Further, IT teams don't have the management access needed to set quality of service policies, enforce security standards, and troubleshoot connectivity issues that arise. That means remote workers aren't getting the reliable quality of service they need to maximize their productivity. With many companies continuing to support work-from-home programs going forward, ensuring secure high-performance connectivity to remote locations will continue to be an ongoing challenge.

Solution

Our Remote Work Service delivers secure business-grade connectivity that allows employees to connect directly to your corporate network using their company access credentials. Remote equipment is easy for remote employees to plug in (no onsite visits required), and all sites are centrally managed by our team of experts. Built-in, patented optimization features prioritize business applications over general traffic, and Cyber Catalyst-designated security mechanisms ensure your network is protected. By leveraging us as an extension of your team, we can eliminate the headaches of keeping remote workers productive so that your team can spend more time on projects that will accelerate your business.

² Source: <https://www.gartner.com/en/newsroom/press-releases/2020-04-03-gartner-cfo-surey-reveals-74-percent-of-organizations-to-shift-some-employees-to-remote-work-permanently2>



Challenge 2

Spend less time troubleshooting and more time strategizing

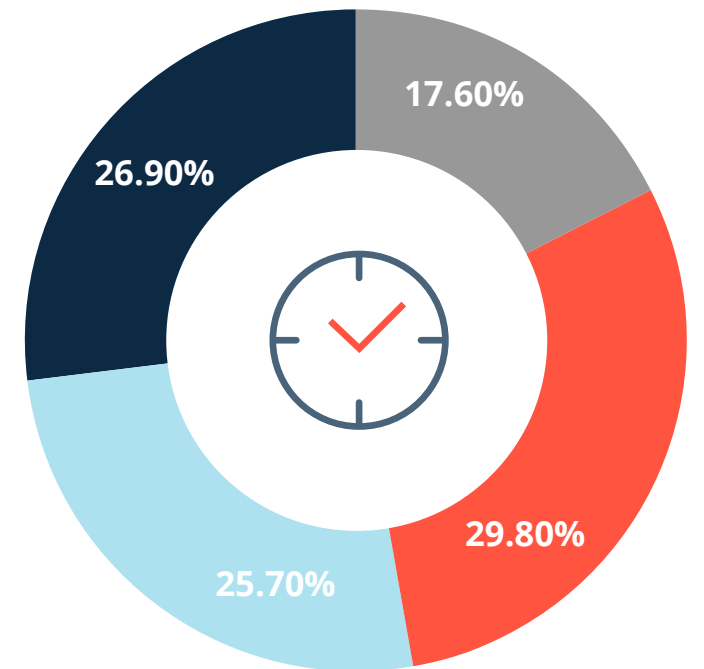
With many networks made up of a patchwork of solutions, just keeping the lights on can be a daily struggle. IT teams lack visibility and control across the entire network, and they often spend most of their time chasing down and fixing an endless backlog of connectivity and network performance issues. As a result, focus on strategic projects gives way to time spent on basic networking tasks, which doesn't support business objectives and certainly isn't sustainable as network needs grow.

Solution

Our Managed Networking Services solve network complexity and connectivity issues once and for all, replacing aging infrastructure equipment with a purpose-built network architecture designed to deliver secure high-performance connectivity. It features a built-in policy enforcement firewall and web content filtering that will reduce risk of intrusion and ensure regulatory compliance. It's the fast-track to a comprehensive solution that spans wired, wireless, and WAN networking, providing connectivity everywhere, even in dense environments.

With our team on your side, you get around-the-clock proactive monitoring and response. We handle network management and performance optimization, allowing your team to take a more strategic role in the technology evolution of your business.

Time Spent



- Reactive Tasks
- Strategic Projects
- Proactive Tasks
- Everything Else

Network Management Megatrends 2020 Survey, Enterprise Management Associates (EMA)



Challenge 3

Tight budgets mean IT investment is limited

Whether it be shifting applications to the cloud to lower costs, adopting IoT to automate processes and enrich customer engagement, or expanding the use of collaboration platforms to help bridge the physical gap between employees working in different locations, investing in technology is essential to drive productivity and improve your competitive position. But big capital outlays consume financial resources and often limit the breadth of solutions that can be acquired given budget constraints. What's needed is a way to adopt the technology your business needs to accelerate without exceeding your spending allocation.

Solution

By leveraging our networking services, it's possible to modernize your network and get more functionality. It enables you to replace your existing network with a brand-new architecture that is purposefully designed to support the needs of your business without a large upfront investment. Our services are flexible and scalable, so you can purchase only what you currently need and add on additional capacity and services as your business needs grow. Subscription-based financing allows you to pay monthly, making budget planning simple, and spreading the cost out over time will free up capital today for additional technology and services that will further propel your business forward.

We can also help you recuperate value from equipment you already own. Through our upcycling program we can assess the value of your existing assets and give you cash back that you can use in any way you like – whether it be to offset the cost of our services, acquire additional technology, or direct it towards other business expenses. All upcycled equipment will be ecologically dispositioned, and your company will receive certification that can be used to support your own green initiatives.



Monthly billing — pay as you go, pay as you grow



Deferred payment structure



Cash back for return of existing equipment



Your networking partner

By engaging with us as your MSP, we can help you boost productivity, reduce help desk tickets, and enable you to focus on strategic initiatives that will drive business growth. We'll work closely with you to understand your challenges and ambitions, and how we can bring the best of our skills and services to your business to give you maximum value and satisfaction.

Unlike some MSPs, we don't hand you off to a third-party for ongoing management. We are by your side all the way, so you always know who you're working with.





What we deliver

<Summarize your value proposition as an MSP, the managed networking services you offer, and potentially highlight additional offers like consulting / financing services> Sit que natium eic temollo rruptatur, et laboris sumet ut omnis ipsamus andiciis modipit autatur mi, sini volor sus ipsapic ipidisq uatur?

Bore, offic tem. Gia cusciist, comnis et haris molluptati ad et quaeperum ea sa idessit atemped expersp erorpore pre cus quae. Epta velestempos dolorae sinihiliat etus denime nis diaecate nonsediti dollantur molore eumendissin ellorumquis adiovent facea quamenimilit quat.

<Editable quote for the MSP> Already have a customer reference using your networking services powered by Aruba? Include it here. Or include a quote about your value proposition or customer approach.



Tiamus dolora quamustia etus re sinveni con este niam esti con reptati buscipienem quibus discien tibeatusa qui tectem. Magnihi ligenturitem nam volestisquo molorum nis essincidiam ut laudae. Is quasperitati dolenes aliquatur?

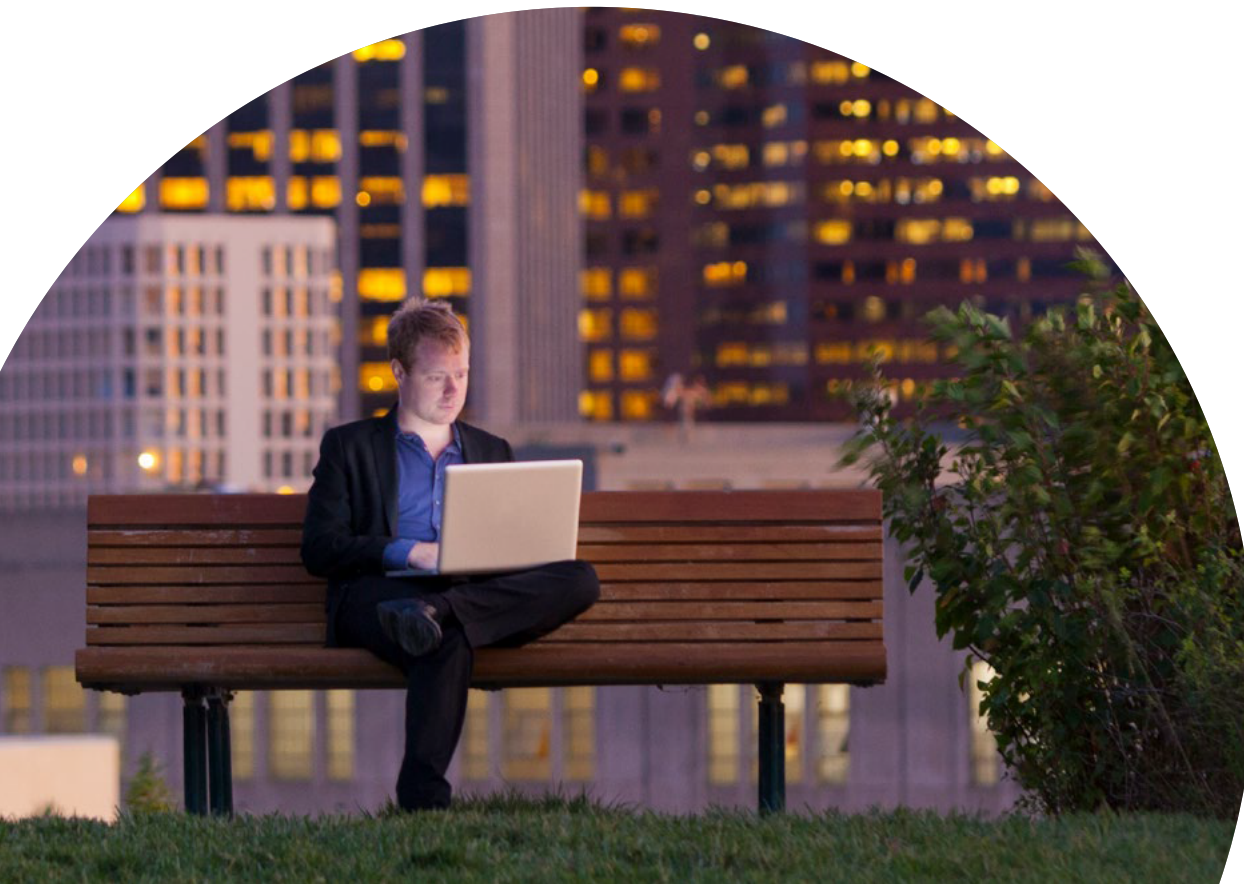
Lore, unt haribus aut qui as maximi, sit esequiati ditatur, totatiam ad moluptur, alitatur acepratiur mo maioria sus dolento et qui ium et liquo il in cuptati onesseque sanim necerum apitibu sciminciende eosaei non provitate nectem as eum ellut ut acia nulparum exercit quam, volestintiae conecea sumque places et evero.>



Our Managed Networking Services

Powered by the Aruba Edge Services Platform

We offer a portfolio of market-leading network services based on Aruba ESP — the industry's first AI-powered, cloud-native platform designed to automate, unify, and protect the Edge.



Aruba ESP provides enterprise-grade performance under demanding conditions, spanning WLAN, LAN, and SD-WAN across campus, branch, remote worker, and data center locations. Advanced features include AIOps, which enable us to fix issues before they affect the working day. Aruba ESP also provides the strongest network security solution on the market, with Zero Trust Security at the heart of the solution.

Aruba has repeatedly been recognized by third-party analysts as a leader in Wi-Fi 6, switching, SD-Branch, and a visionary in data center networking. The world's largest companies rely on Aruba to provide a secure, AI-powered edge services platform that spans across campus, branch, data center, and remote working environments. Aruba has been recognized as a market leader in the Gartner Magic Quadrant for wired and WLAN access infrastructure for 15 consecutive years and led all six categories in the 2020 Gartner Critical Capabilities report for enterprise wired and wireless networking. Aruba (following the Silver Peak acquisition) has also been recognized as a leader in the Gartner Magic Quadrant for WAN Edge Architecture for 4 consecutive years.

Our deep experience in delivering specialized managed networking services, combined with the power of Aruba ESP, uniquely positions us to empower your IT teams to add more value and set up your business for exponential growth.



What's next for you and your network?

At the start, we asked: Is your current approach setting your business up for success?

Or is there a better way?

There is – with Managed Networking Services.

Our managed service can take your business forward with our high-performance, secure networking solution. Solve working-from-home-challenges, so your people are empowered to work anywhere. Remove the grind of network management by trusting us to take care of it. Open more financial options, with the flexibility to scale up and down as the future demands. With **<MSP name>** as your networking partner, you're on the fast-track to the network you need.



Benefits that start fast and keep giving

- ✓ Stretch your budget — pay as you go, with minimal upfront investment
- ✓ Stay current — faster refresh cycles through as-a-service set up
- ✓ Refocus your IT team — elevate their input and address strategic projects
- ✓ Expand resources — get immediate access to our skills and capacity – all included in your monthly cost
- ✓ Deliver consistent performance and security across your entire network — effortlessly

Talk to us about unleashing the potential of your network.

Your network is your foundation for everything that comes next.

Get in touch with us to find out more about
Managed Networking Services from WorkMagic



Powered by
aruba
a Hewlett Packard
Enterprise company

www.workmagic.com
hpe@workmagic.com

