March 2021

aruba

a Hewlett Packard
Enterprise company

EMEA Hybrid Workplace

CAMPAIGN IMPLEMENTATION GUIDE

EMEA HYBRID WORKPLACE
Campaign Introduction

The new normal will be a hybrid workplace where working from home and the location-aware office take center stage. Where technology and the network support things like contact tracing, density planning, and heat mapping — all in a seamless and secure manner — to keep employees safe and productive. Aruba's Edge Services Platform (ESP) highlights our ability to partner with customers to address common current business challenges.

Key Campaign Takeaways:

- The Hybrid Workplace campaign will **target** the enterprise and midmarket audience businesses with **500+ employees.**
- By targeting EMEA orange, green and white space **rostered accounts** the campaign will increase the number of contacts/account while driving **awareness and demand.**
- Marketing will use the campaign to **position Aruba ESP** as a way to address customer problems.
- The **Central Free AP trial program** will be promoted through the campaign to support the pivotal role of Central in Aruba ESP.
- The breadth of the hybrid workplace topic means the campaign will run for **12-18months**, incorporating complimentary content updates as the market and product roadmap evolve.
- The campaign incorporates corporate marketing content and assets, presented to support primary **customer pain-points.**

Hybrid Workplace · Campaign Messaging · Campaign Creative · Using the Campaign · Sales Enablement · Awareness · Demand Generation · Central Free AP Trial Program · Resources

CAMPAIGN MESSAGING

The Hybrid Workplace

The COVID-19 pandemic has **accelerated the transition toward remote working**. Initially seen as a short-term necessity, organisations must now consider a more strategic, long-term view and make **changes to business infrastructure** and operations if they are to successfully enable and support a **productive and engaged** hybrid workforce to **work from anywhere.**

MESSAGING FOCUSED ON FOUR GROUPS OF CUSTOMER PAIN POINTS

Network Visibility & Troubleshooting	Network Monitoring & Security	Budget & Resource Constraints	Employee Experience & Productivity
With up to **70% of IT's time spent troubleshooting** connectivity issues, network managers are struggling to cope with the **scale and complexity of hybrid working c**hallenges. They lack the visibility and insight to address security and performance issues, creating a **barrier to sustained workforce productivity.**	The rapid transition to remote and hybrid working has **increased the attack surface** and introduced **additional complexities** for **network security**. IT teams are sensory deprived but must find ways to secure the network and **guard against anomalous activity** to ensure **business continuity.**	Organisations need to invest in additional technologies and processes to accelerate the shift to a hybrid workplace. But **IT teams are resource-constrained,** so they are looking for **new ways to finance, deploy, and consume network services**. Flexible consumption models could hold the key.	The **employee experience** is fast becoming a **performance metric for IT**. Enabling workers to be **productive anywhere** is a priority, and that relies on network performance. Organisations need the ability to **manage data securely at the Edge, harness real-time insights and transform user experiences.**

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CAMPAIGN CREATIVE
Pain Point Focused To Drive Relevant Awareness & Engagement

Pain Point 1: Visibility & Troubleshooting

Pain Point 2: Network Security

Pain Point 3: Budget & Resource Constraints

Pain Point 4: Employee Experience & Productivity

Assets are co-brandable

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CAMPAIGN CREATIVE
Illustration of Banner Examples*

* See Assets link for more versions.
*Assets are co-brandable

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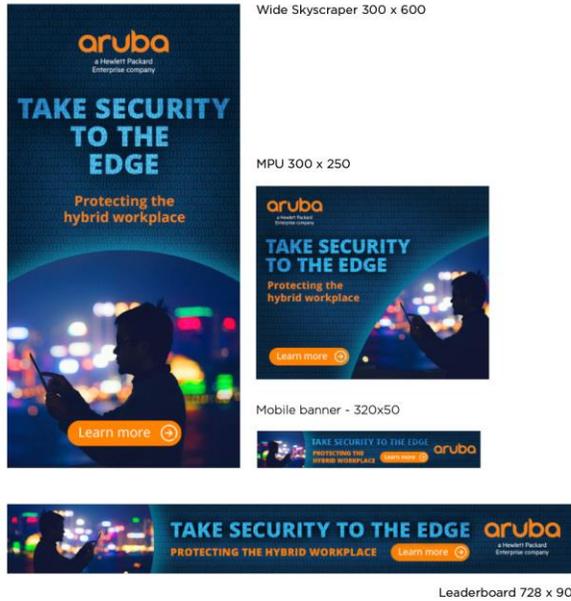
USING THE CAMPAIGN

This campaign enables sales to engage with customers who need to allow employees to work from home and from the office in the 'new normal': The Hybrid Workplace.
The campaign includes a sales enablement section to familiarise yourself with Aruba's Edge Services Platform (ESP) plus an awareness and a demand generation section to promote how Aruba is able to optimise the Hybrid Workplace.

STEP 1: SALES ENABLEMENT

Learn more about Aruba's Edge Services Platform and how it enables business and employee productivity and resource efficiency.

STEP 2: AWARENESS

Create relevant awareness about the Hybrid Workplace, creating an opportunity to introduce Aruba's Edge Services Platform as a means to prepare for a hybrid return to the workplace

STEP 3: DEMAND GENERATION

Engage with prospects and customers using vertically focused webinars

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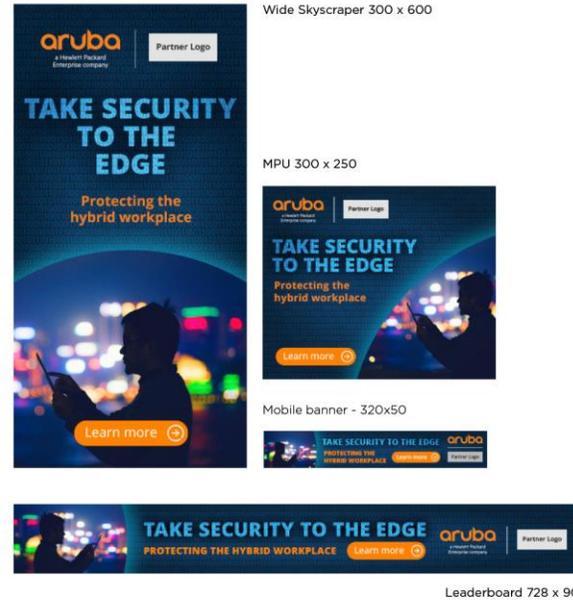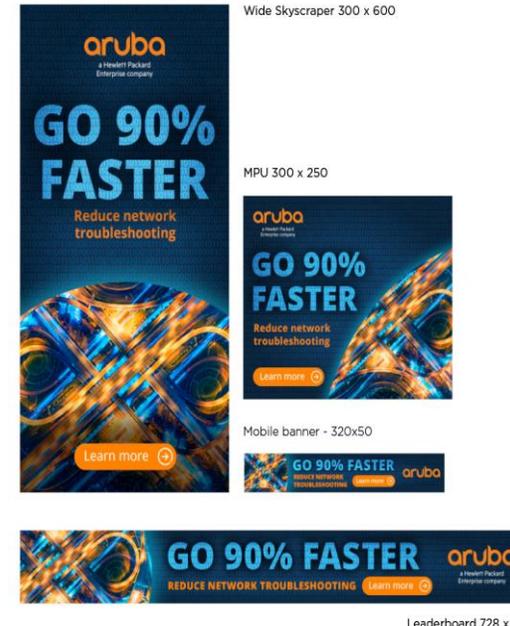
SALES ENABLEMENT

Learn more about how Aruba's solutions support your customers while they work from home, manage returning to the office and deploying a hybrid workplace.

SALES TOOLS

SALES TRAINING

[Aruba ESP: Solving Hybrid Workplace Challenges](#)

[Hybrid Workplace Sales FAQ](#)

Recommended Atmosphere Digital Sessions
Keynote: [A Networker's Guide to Architecting the Hybrid Workplace](#)
Breakout: [3-Step Journey to Aruba ESP](#)
Breakout: [Aruba ESP Architecture Walkthrough](#)
Breakout: [Dispelling the Top 5 Myths of Flexible Consumption](#)

[Go Orange Webinar Series includes](#)
Effective Workplace Management in Complex Circumstances
Hybrid Workplace Business Challenges Video (2 mins)
Hybrid Workplace Return to Work Terminology Video (5 mins)
Hybrid Workplace Return to Work - Aruba ESP Video (2 mins)
Solving Hybrid Workplace Challenges with Aruba ESP

[beHPE](#)

CASE STUDIES & BLOG

The Student Hotel (NL)
[EN](#) | [Twitter](#) | [LinkedIn](#)

Steigenberger Hotels (DE)
[EN](#) | [DE](#) | [Twitter](#) | [LinkedIn](#)

Athlone Institute of Technology(IRL)
[EN](#) | [Twitter](#) | [LinkedIn](#)

Maxon (CH)
[EN](#) | [Twitter](#) | [LinkedIn](#)

AHNAC Group(FR)
[EN](#) | [FR](#) | [Twitter](#) | [LinkedIn](#)

Engel & Völkers [DE] : [EN](#) | [DE](#)

Itsasmuseum [SP] : [EN](#) | [SP](#)

Blog: St. James Hospital [EN](#)

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AWARENESS

SOCIAL MEDIA, WEB, EMAIL

SOCIAL MEDIA & ASSETS	WEB & VIDEOS	EMAIL

With recent developments around Covid-19, the previous model of work and corresponding infrastructure has been disrupted. Customers need a way to enable and secure a fluid remote workforce.

Start by creating awareness for how the Hybrid Workplacecan help your customers and prospects.

Share the campaign through social media using different messages and assets

Localised Arubanetworks.com web pages, videos and banners to use in field activities.

Connect with accounts using copy blocks and emails

SOCIAL MEDIA & ASSETS

Download the social media cards

Hybrid Workplace Solution Overview

Cloud Managed Networking Datasheet

Hybrid Workplace Sales Playcard

Set up for IT Success eBook EN | FR | IT | DE | ES

Edge Survey Report EN | FR | IT | DE | ES

Work from Home eBook EN | FR | IT | DE | ES

Flexible Consumption Infographic EN
Flexible Consumption Brief EN

Case Studies & Blog:
The Student Hotel [NL]: EN | Twitter | LinkedIn
Steigenberger Hotels [DE]: EN | DE | Twitter | LinkedIn
Athlone Institute of Technology [IRE]: EN | Twitter | LinkedIn
Maxon [CH]: EN | Twitter | LinkedIn
AHNAC Group [FR] : EN | FR | Twitter | LinkedIn
Engel & Völkers [DE] : EN | DE
Itsasmuseum [SP] : EN | SP
Blog: St. James Hospital EN

WEB & VIDEOS

Dowload the web display banners
• Hybrid Workplace Web Page EN
• Hybrid Workplace Web Page DE
• Hybrid Workplace Web Page IT
• Hybrid Workplace Web Page FR
• Hybrid Workplace Web Page ES

Hybrid Workplace Video EN

Hybrid Workplace Short Video

EN | FR | IT | DE | ES

Introducing Aruba ESP Video

EN | FR | IT | DE | ES

The smart, simple, and secure way to manage your network EN

Free AP Trial video EN

Flexible Consumption video EN

NaaS video EN

EMAIL

Emails in EFIGS

Network Visibility & Troubleshooting EN
Network Security EN
Budget & Resource Constraints EN
HWP Employee productivity & engagement EN
Hybrid Workplace Report EN
IT's 5 Toughest Work from Home Challenges EN

• Copydecks EN | FR | IT | DE | ES
• Copyblocks EN | FR | IT | DE | ES

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DEMAND GENERATION

WEBINAR IN A BOX

Engage with your customers through a webinar and share how you can support them with their hybrid workplace strategy.

The Webinar In a Box includes all the components you need to organise a webinar with your prospects and customers.

PREPARE/INVITE	PRESENT	WEBINAR	FOLLOW UP
Schedule your webinar and use the invitation template to invite customers	*Present the Aruba Hybrid Workplace solution including your add services*	*Show a video or demo or Webinar during meeting*	*Stay in touch with your webinar attendees*
Webinar invitation co-brandable email template. Set up your webinar and insert the registration link in the email.	Customer presentation and speaker notes. Adjust the presentation to your needs, include your value proposition and other services	Vertical Webinar* Series • Power The Edge (Manufacturing) Link, Presentation, Social card, Email • Accelerating Healthcare Transformation with Aruba ESP Link, Presentation, Social card, Email • Education Solutions for the new Norm Link, Social card, Email • Financial Services and the new Norm Link, Social card, Email • Crisis Creates a New Normal & New Opportunities (Govt & Ent.) Link, Social card, Email	Follow up email template Include a complementary asset to your follow up email. Download co-brandable assets from the Arubapedia page for partners

Download Assets Here: EN | FR | IT | DE | ES   *Webinars are currently EN only

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PROMOTING ARUBA CENTRAL

Leverage the Central Free AP Trial Program

Aruba Central is the cloud-based way to simplify network operations and management.
It allows you to streamline operations, automate repetitive tasks and see problems before users do.

Aruba Central is best seen through a trial experience or demo.

Central Free AP Trial Program

Central Free Trial Social Cards

- *Central - See What's on Your Network*
EN | FR | IT | DE | ES
- *See Aruba Central in action with a free trial*
EN | FR | IT | DE | ES

Central Free Trial Landing Pages

EN| FR | IT| DE | ES

Central Demo

- Offer a fully interactive demo, with over 40 common workflows—right from your browser.
- Aruba Partners can access the demo via the Aruba website, show the endless possibilities of Central during a live demo during your webinar or meeting.

Start Demo

https://www.arubanetworks.com/products/network-management-operations/central/eval/

○ **Hybrid Workplace** — ○ **Campaign Messaging** — ○ **Campaign Creative** — ○ **Using the Campaign** — ○ **Sales Enablement** — ○ **Awareness** — ○ **Demand Generation** — ● **Central Free AP Trial Program** — ○ **Resources**
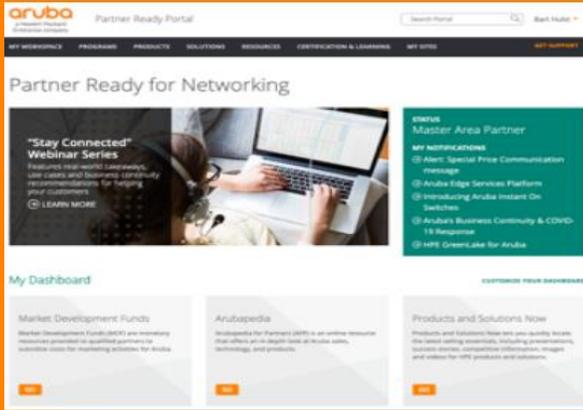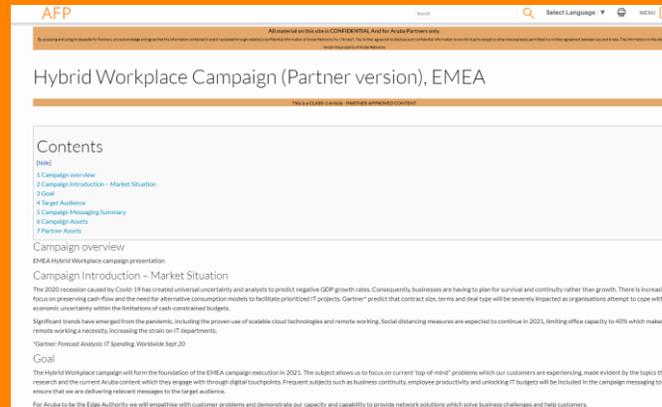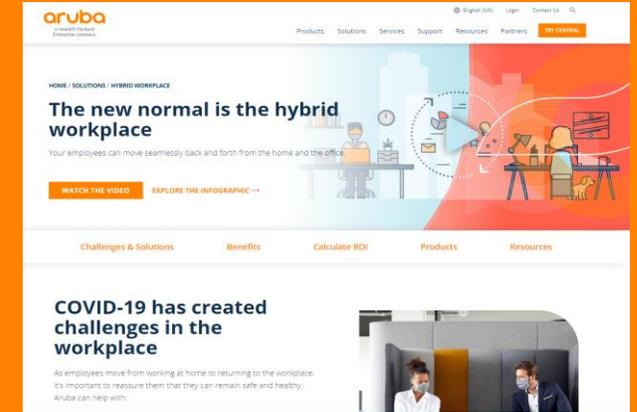
ADDITIONAL RESOURCES

Partner Ready for Networking CAMPAIGN PAGE

Arubapedia for Partners CAMPAIGN ASSETS

Aruba website HYBRID WORKPLACE PAGE

Hybrid Workplace Campaign Overview

Arubapedia for Partner Campaign Page

Hybrid Workplace Solution Page

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Thank You