

Aruba: Connecting growing businesses with tomorrow's world today

Versatility for every vertical

Right now, small-medium-sized businesses (SMBs) in every vertical and every sector are seeing the difference that a cloud networking solution makes.

Built on a cloud-native, microservices architecture, Aruba Central uses the power of AI to help businesses grow, without the traditional risks of investing in infrastructure. Aruba is designed to be flexible and scalable and offers a subscription-based option. This makes it the perfect choice for SMBs with ambition.



Built-in future-proofing

For construction companies with global aspirations, Aruba Central ensures business continuity, giving decision-makers the tools to scale up their operations – no need to wait.

Why Aruba for construction?

- Aruba streamlines processes to connect remote teams, reduce complexity, and minimise disruption – often with zero-touch deployment
- Unifies management of Wi-Fi, LAN, WAN, WLAN, WN, VPN and Firewall solutions
- Optimises performance of critical applications from file servers to CAD and drone video

Going above and beyond

Hospitality is one of the most challenging yet rewarding industries in the IT marketplace right now. With Aruba innovation, businesses can revolutionise guest interactions.

Why Aruba for hospitality?

- Aruba supports 24/7 customer device use through dynamic network transformation
- Personalises and digitises visitor data insight to inform decision-making and product development
- Enables rapid provision of temporary private guest networks and location-based service options

Making it better

In manufacturing, productivity is king. Aruba Central empowers manufacturers to accelerate response times, maximise uptime, and improve accuracy.

Why Aruba for manufacturing?

- Aruba reduces downtime with data-driven in-flight notifications
- Strengthens workplace collaboration and mobility through global security controls
- Digitises production, resources, and logistics



Connect growing businesses with Aruba today

You can support your customers' ambitions with:

- Networks configured to make the most of today's latest, greatest, and fastest business innovations
- Reduced hardware costs and enhanced customer experiences
- A flexible, scalable, networking subscription they can cancel at any time – no hardware to replace

Serving up five-star customer experience

Modern retail today relies on effective wireless networks. And with no two stores the same, it's even more important to achieve operational efficiency, accurate stock management, and precise delivery times.

Why Aruba for retail?

- Aruba ensures management of payment data is both secure and compliant
- Makes consistent network configuration deployment at scale easy to achieve
- Enhances access point performance and delivers both seamless wireless coverage and high-quality VOIP across locations

Why Aruba and Westcoast?

The network security game has changed. Now there's so much more than switches and access points to consider. Today's industries are being reimaged with technologies that couple edge connectivity and processing with cloud computing.

We're the largest and longest serving HPE distributor in Europe. With our Aruba knowledge and experience, we're here to provide you with the complete service. Consider us an extension to your team.

We'll support you with everything from bespoke pre-sales training to certification and free demos.

As an Aruba partner Westcoast can also help raise bids for further licenses down the line.

To find out more about how Aruba's cloud-native services work for any network size and every business, talk to the team today.

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