


# WHY ARUBA NAAS IS THE NEXT BIG THING AND WHY YOU NEED IT

 **33%**  
of IT decision  
makers indicate  
that networking  
will require  
upgrades over  
the next two  
years.<sup>1</sup>

Network-as-a-Service is a new concept that you may be unacquainted with. For some, the very notion of converting the physical network infrastructure of the enterprise may be hard to fathom. After all, it is the very core of the network through which everything is connected. Then again, the idea of migrating your servers to an Infrastructure-as-a-Service platform seemed strange. There was a point in which the idea of trusting a third party to deliver and manage the most mission critical applications of a company through a Software-as-a-Service platform seemed forbidding as well. The delivery of Network-as-a-Service (NaaS) is simply the next evolutionary step in an era in which "as a Service" offerings are becoming commonplace for companies of all industries. If NaaS is new to you, you aren't alone as it has only been adapted by less than 1% of enterprises. According to Gartner however, the adaption rate of NaaS will rocket to 15% of all enterprises by the end of 2024.<sup>2</sup> That constitutes a growth rate of 1,400% in only three years. Does that have your attention?

## WHAT IS NAAS?

Think of NaaS as a delivery model for your networking products such as your switches, routers, and gateways. By adapting to a NaaS delivery model, organizations can outsource networking functionality for some or all their locations. A natural starting point for NaaS edge locations would be locations that lack high level IT personnel on premise to gain network visibility and



support efforts. NaaS also provides organizations a way to transition the financing of their network functionality from a CAPEX model to an OPEX one in the same that IaaS did for servers. Rather than purchasing network appliances, NaaS is consumption based, also known as pay-as-you-go. NaaS uses cloud-based intelligence to not only manage layers 1 through 3 of your on-premise network infrastructures, but also provide network services involving layers 4 through 7. While there are different NaaS offerings on the market today, standard features include the following:

- Subscription model incorporating usage-based pricing
- On-demand usage with dynamic scalability
- Self-service capability, via some type of portal
- Cloud based intelligence and AI driven
- Ability to add or remove network functionality
- End-to-end visibility through a centralized controller
- Vendor operated with professional product expertise

Like other “as a Service” models, NaaS gives companies greater financial flexibility as significant upfront capital investments are no longer required for network infrastructure, regardless of the deployment size. In a nutshell, NaaS is about achieving greater leverage for your organization. The ability to leverage greater financial agility, cutting edge technology along with outsourced expertise gives companies the ability to target greater resources towards achieving their business objectives.

### **NAAS IS SIMILAR TO MANAGED SERVICES**

NaaS is simply the next iteration of delivering software and cloud driven innovation as a service. But don't link NaaS to just another “as a Service” model. It also incorporates the advantages of a managed service provider. The Managed Services market in the U.S. was valued at \$44.75 billion in 2020 and is expected to reach \$72 billion in 2026.<sup>3</sup> The justification for growth of the MSP model is simple. Small and medium sized businesses now recognize their reliance on technology across all aspects of their business. There is the realization that larger companies have a distinct advantage over them when it comes to acquiring and retaining IT talent. Of course, MSPs provide more than just experienced personnel. They provide services such as email security, web filtering, server virtualization, private cloud computing and data backup protection to name a few. Partnering with an MSP gives smaller organizations access to both experts in the IT industry as well as cutting-edge technologies, ensuring their technology investments are fully maximized and supported to attain optimal operational efficiencies and with minimal disruptions or downtime. What if you could have access to networking industry experts as well the latest cutting-edge network technologies? You can with Aruba NaaS with Greenlake. Let's take a deeper look into the advantages that a NaaS model can bring to your organization.



### THE CHALLENGE OF SHORTENING PRODUCT LIFE CYCLES

Moore's law back in 1965 concerned the observation that the number of transistors in a dense integrated circuit doubled every two years. While there isn't a law about network infrastructure, there is no doubt that technology is changing rapidly, and it is growing more challenging to keep pace with innovation today without accumulating an ever-increasing amount of debt. Product life cycles are shrinking, making yesterday's infrastructure obsolete. This in turn shortens planning cycles, as IT managers must outline and plan the next refresh not long after the previous one is fully implemented. And yet it must be done, especially when it comes to your network arteries due to your total dependence on a functional and fast internet. The ability to utilize multiple network links to the NaaS backbone or route it through a local internet breakout for a branch office is imperative to ensure a functional user experience for latency sensitive applications.

Deploying a refresh of your network switches and routers is an arduous ordeal. Winston Churchill once said that generals are always prepared to fight the last war. In similar fashion, company IT personnel are always prepared to deploy the technology of the last product cycle. You go to upgrade your network appliances, only to find out that the new models operate under a new OS that requires a learning curve and testing to ensure that your team is using the correct configurations and policies. Once deployed, the old equipment must then be decommissioned according to safe disposal practices, all requiring a great amount of paperwork. Network admins must then perform the mundane tasks of patching and updating the equipment during off-peak hours rather than focusing on ways to create additional value for the company.

Aruba NaaS offers a better way to contend with ever shortening product and planning cycles. With hardware refreshes as part of your subscription, your organization gains faster access to new features and services because you're using the latest technology. What's more, refreshes are deployed and managed by Aruba technicians that are already trained and proficient in the newest product releases. This ensures a speedier and smoother implementation. Old equipment is then simply carted off. The tasks of updating, management and monitoring is then performed by Aruba product specialists as part of the subscription. With Aruba NaaS, internal IT doesn't have to hassle with the burdening asset management strategies or complicated product licensing as all hardware, software, licenses, and services are delivered within a single subscription-based offering. Having access to the latest networking technology has never been simpler.

### PROVEN CONFIGURATIONS

Those enterprises that utilize MDM solutions to manage their Windows devices are familiar with Windows Security Baselines. These baseline settings are preconfigured and undergo extensive scrutiny for compatibility by Microsoft security specialists. In the same way, Aruba NaaS provides



proven configurations for all the products that are managed under the subscription plan. Now you can have your Aruba networking devices deployed and configured according to networking and security best practices, established by experienced professionals that regularly deploy and manage those devices. NaaS takes out the mystery, guess work and learning curves of deploying brand new technology that your internal team may be unfamiliar with. Best practice configurations help ensure that you are getting best usage out of your equipment.

### **CONSTANT ACCESS TO HIGHLY SKILLED NETWORKING EXPERTS**

The struggle to find the right talent to fill positions today is a challenge that companies of all industries are facing today, but it's especially pertinent within the IT industry which has a global turnover rate of 18.3%.<sup>4</sup> A study by the Society for Human Resources Management showed that it costs a company 6 to 9 months of an employee's salary to replace them.<sup>5</sup> Under an Aruba NaaS subscription, you don't have to worry about competing for top notch networking talent because you already have access to a team of highly skilled networking experts who know your deployed network products better than anyone. This includes security experts who are experienced in identifying vulnerabilities and discerning which security alerts should be prioritized. In a time in which fewer than 1 in 4 cybersecurity applicants are even qualified for the job they are applying for according to an MIT Study, having guaranteed access to highly trained security professionals can be a competitive advantage today.<sup>6</sup> According to a recent IDC white paper, 45.7% of 1,000 IT decision makers cited security as the most important attribute in a NaaS offering.<sup>7</sup> Think of your Aruba NaaS team as a second set of eyes having visibility into your network.

For Internal IT, the struggle to acquire and retain talent goes further than just dollars and cents. Having the personnel with the right skills in place at the right time is a real challenge when the pace of innovation and technology enhancements occur so fast. The cost of lost opportunities relating to the inability to deploy the latest technologies in a timely manner cannot be measured. According to a recent IDG study, commissioned by WEI, companies are widely embracing the concept of staff augmentation strategies. This agile approach involves turning to outside vendors who have the dedicated specialized experts that can quickly fill personnel and knowledge voids within the organization.

### **RIGHT SIZING YOUR NETWORK**

Think for a moment how much your network footprint has changed over the past two years. The sudden changeover to remote work strategies has no doubt reduced the size of the network footprint of on-premise environments. As companies begin bringing employees back into the office and transitioning to a hybrid work model, the challenge of right sizing the network infrastructure and hub locations begins. In many cases, the traditional approach of over-provisioning to accommodate full office capacity situations seem like the only option. Flexible



consumption models such as Aruba NaaS offer internal IT the agility to scale up or down their resources to meet fluctuating personnel appearances, saving you money in the long run.

### OTHER BENEFITS OF ARUBA NAAS

Aruba NaaS through HPE Greenlake has set out to reinvent the experience of managing and retaining network infrastructures while creating a simplified plug and play experience. Aruba removes the heavy burden of long-term network planning and budgeting by delivering all necessary hardware, software, and services in a single, seamless monthly subscription package. Customers love the modularity of their offering that allows them to pick and choose the services they need, allotting them a consumer-like experience centered around choice. Some of the additional benefits of Aruba NaaS not yet mentioned include the following.

- Companies can implement Aruba NaaS on whatever scale they feel comfortable with, while having the flexibility to scale up and add additional locations when needed
- On premise and hybrid networks can be managed through a self-service portal rather than through a patchwork of network management tools and hardware consoles. No more manual remote console sessions into each device. Internal IT obtains single screen visibility of their networks including settings, policies, and alerts.
- Leverage the power of Aruba NaaS intelligence and automation that creates an advanced network management platform, providing detailed real-time data and security analytics. This enables a more proactive approach in which issues are identified and dealt with before they become disrupting events that lead to less-than-optimal performance.
- Obtain greater financial transparency into what it truly costs to operate your network. Aligning your budgets with network usage gives management enhanced insights to make better strategic decisions about pending projects. Now network operational expenses become just another predictable monthly bill.
- New businesses and startups can not only avoid costly capital outlays into permanent rigid hardware, but they can also avoid the burdensome cost of supporting legacy infrastructure. Aruba NaaS can give new businesses agility and flexibility from day one.

### GROWING ACCEPTANCE OF NAAS

According to the mentioned IDC white paper, 41% of those ITDMs who took part in the study said they anticipate using flexible consumption for networking in their next procurement cycle. Some of the key attributes and drivers of a NaaS consumption model included the following:

- Ability to leverage new technologies such as 100Gb Ethernet, Wi-Fi 6, SD-WAN, and 5G
- Outsourcing the responsibility of full life cycle management to an outside vendor
- Ability to refresh products at a faster cadence and gain faster access to newer technology
- Self-service ability to add or remove software features



- Reducing IT staff workloads to direct their focus on the business
- Reduce the maintenance and support costs of infrastructure hardware and software
- Access to analytics and insights via AI/ML proactive intelligence

Interest in NaaS is on the rise and the global NaaS market size is expected to grow from \$10.4 billion in 2021 to \$37.5 in 2026.<sup>8</sup> In the same way that enterprises recognized the value of transitioning to other “as a Service” environments, the value of abandoning the maintenance, management and upgrading of network infrastructure is now being realized, especially when it comes to resource challenged organizations.

### CONCLUSION

Aruba NaaS not only delivers network deployment, management, security, and performance, it also includes agility, choice, expertise, and cost transparency. While it may seem like a completely alien concept to operate a network in this manner, a benefit analysis will make you ponder why you haven't considered it sooner. The new flexible consumption approach to networking has arrived, and it is quickly being embraced by companies of all industries and sizes. Some are probably your competitors. Talk to one of our NaaS subject matter experts at WEI to learn more about the next big thing in IT and how it can take your network performance and budget to the next level.



## ABOUT WEI

**WEI is an innovative, full service, customer centric IT solutions provider.**

**Why WEI? Because we care.  
Because we go further.**

At WEI, we're passionate about solving your technology problems and helping you drive your desired business outcomes. We believe in challenging the status quo and thinking differently. There are a lot of companies that can take today's technology and create a great IT solution for you. But we do more. We go further. And we have the customer, vendor and industry awards to prove it. WEI is a premier technology partner, who always puts our customers first while providing the most innovative solutions for over 30 years.




## TALK TO WEI TODAY

**Contact the networking experts at WEI to find out how you can take advantage of this as a service model for your organization.**

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