Managed Services: Uncover new opportunities with Managed Networking at Ingram Micro

Tap into the surging demand for connectivity and open up a world of new customer opportunities.



aruba
a Hewlett Packard Enterprise company



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The driving need for connectivity

We live in a truly digital world, where only the best-connected businesses will survive and thrive.

The convergence of superfast connectivity and big technology trends like cloud computing, the Internet of Things (IoT), VoIP, smart devices and machine-to-machine (M2M) connections is proving to be game changing for organisations of all types and sizes. As a result, demand for connectivity is skyrocketing.



Today's consumers routinely expect WiFi to be freely available wherever they go – hotels, hospitals, restaurants, public transport and more. Meanwhile, connected devices – like security cameras, smart signage, and in-building environmental control sensors – proliferate as our cities and workplaces become ever more intelligent.

Following years of hype, IoT connected devices are finally going mainstream, as organisations forge ahead with digital transformation programmes to generate efficiencies in everything from the supply chain to the manufacturing floor. Meanwhile, connected clinical systems are being put to work to streamline the delivery of hospital and patient services.

But the big question facing organisations everywhere is how to deploy all this connectivity at scale – and manage their increasingly advanced WiFi networks with minimum effort?

Optimising-processes, demands cost-effective solutions that deliver the scalability and management control that organisations need. Whether they're initiating guest WiFi services for consumers and customers. Or enabling reliable, high-speed, high-bandwidth wireless connectivity that redefines the workplace for business users everywhere.



All this creates a major opportunity for partners to deliver a comprehensive managed service that makes it easy for customers to consume the connectivity they need.

The WiFi market at a glance



According to ABI Research, there will be 4.6 billion WiFi-enabled devices by 2024[1]



M2M connections represent the fastest growing device category



Retail and healthcare are leading the way in the delivery of WiFi hotspots



BYOD policies, voice-over-Wifi, and IoT platforms are driving demand for next generation managed Wireless LAN (WLAN) solutions as WiFi emerges as the primary network in enterprise environments[2]

[1] https://cdn2.hubspot.net/hubfs/6705264/Marketing/Whitepapers/The%20Future%20Of%20Wi-Fi/ABI%20Research_The_Future_Of_Wi-Fi.pdf?hsCtaTracking=70aa0e89-7f51-47fc-958b-ecb8472fd516%7C9f6ac5bd-19a2-4a5c-bc79-04151f6cb9f5
[2] https://www.mobiusconsulting.com/papers/Wifi_in_the_enterprise.pdf

Demand for ‘future-fit’ wireless networks is increasing

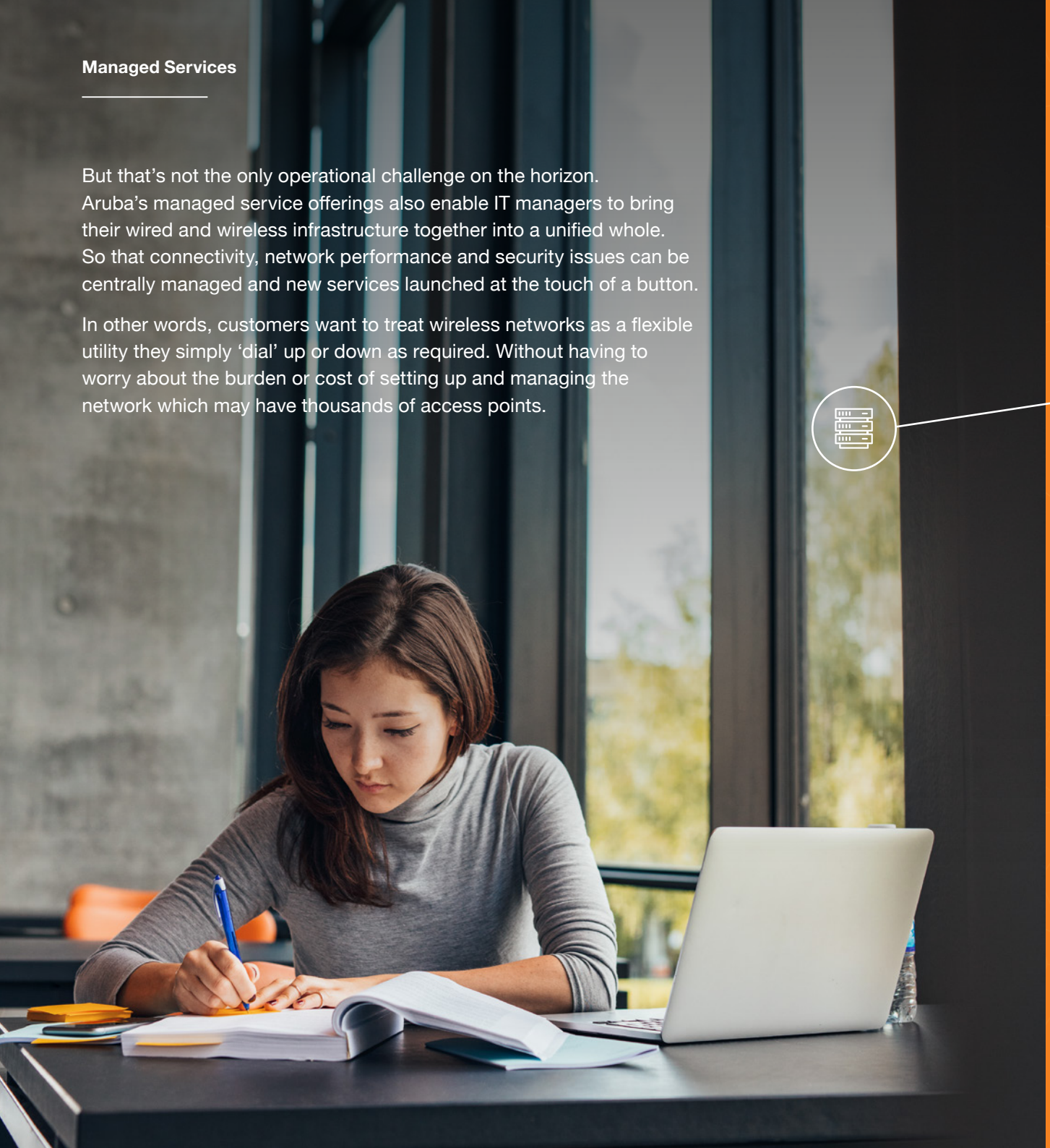
Today’s IT managers want efficient and cost-effective ways to deploy reliable and secure wired and wireless connectivity – faster. In branch offices, stores, large facilities, campuses and distributed multi-site locations.

Which is why they’re looking to vendors like Aruba for managed solutions that make it easy to deploy IoT, AI, and WiFi closer to where the work gets done – at the edge of the network.



But that's not the only operational challenge on the horizon. Aruba's managed service offerings also enable IT managers to bring their wired and wireless infrastructure together into a unified whole. So that connectivity, network performance and security issues can be centrally managed and new services launched at the touch of a button.

In other words, customers want to treat wireless networks as a flexible utility they simply 'dial' up or down as required. Without having to worry about the burden or cost of setting up and managing the network which may have thousands of access points.

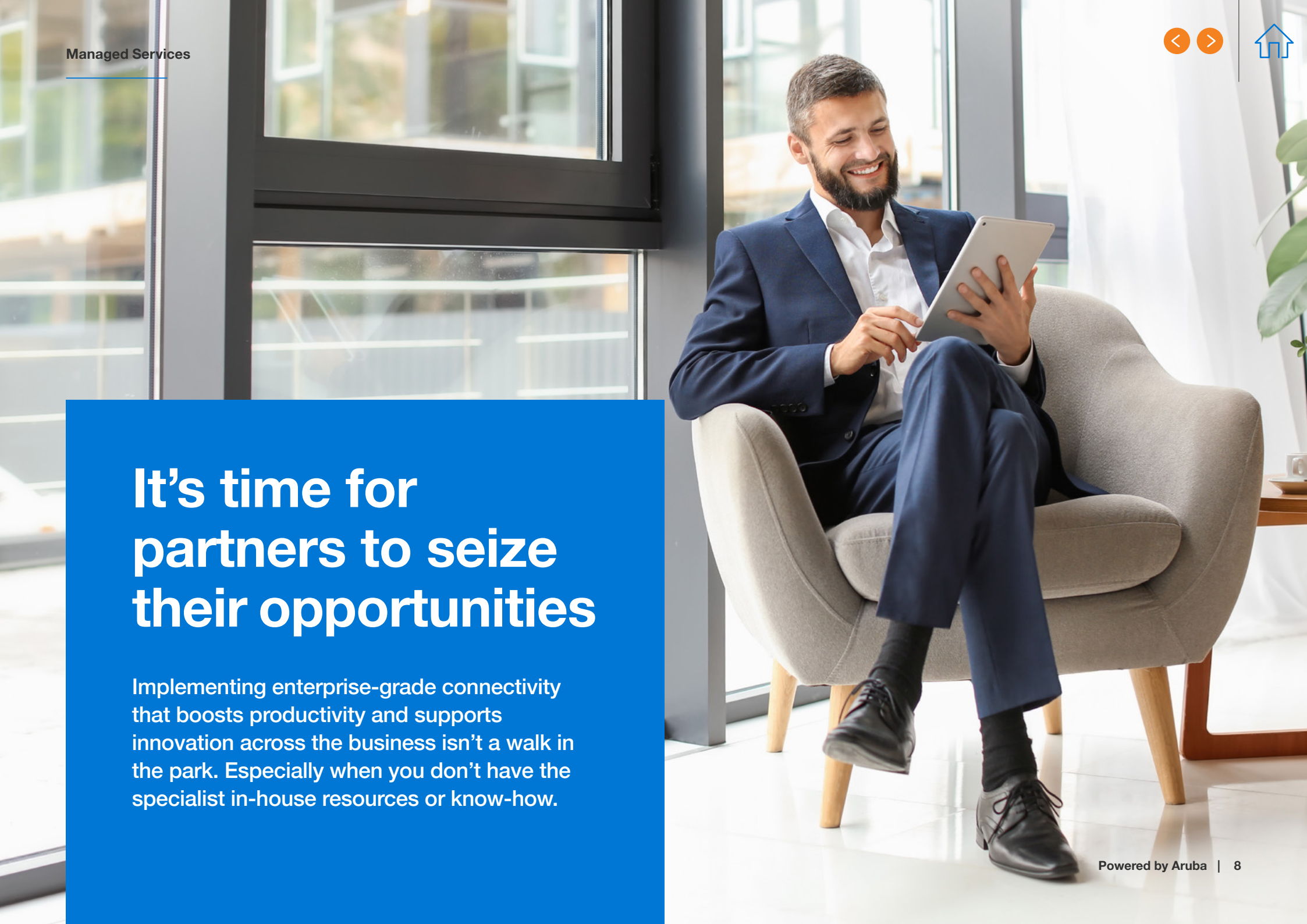




Partner-ready solutions from Aruba

Aruba's solution portfolio makes it easy to converge the management of wired, wireless and WAN networks across campus, branch, remote workers and DC locations and deliver a range of intelligent edge services. There's no need for manual build-outs – networks can be up and running in minutes, rather than hours or days.

Featuring in-built security tools, Aruba's AI powered networking platforms enable the entire extended network to be managed from a single hub. Providing all the automation and agility customers need to step their digital transformation plans up a gear and evolve their business models at speed.



It’s time for partners to seize their opportunities

Implementing enterprise-grade connectivity that boosts productivity and supports innovation across the business isn’t a walk in the park. Especially when you don’t have the specialist in-house resources or know-how.



Which is why your customers want to offload the deployment, management and monitoring of their network to trusted partners who can help them keep the lights on, drive more business value – and extract more insights from their WiFi powered assets.

With IT teams stretched to the limit, outsourcing everything to a managed service provider (MSP) allows them to take advantage of multiple benefits:

- eliminates the burden of having to handle day-to-day operations
- access to expert tech support and troubleshooting
- a predictable subscription and pay as you grow consumption model
- simple licensing
- simplified, centralised management, diagnostics and monitoring of the entire environment – including security actions.

Engaging with an MSP that can give them a complete solution eliminates the cost and complexity of enabling and optimising their increasingly extended wireless environments.

Leaving them free to focus on other key business priorities.

A sizeable Networking opportunity awaits MSPs

The WiFi as a service market is projected to hit **$6.1 billion** by 2023[3]

Retailers and manufacturers are adopting WiFi as a service for **real-time information tracking** and **intelligence**

Demand for WiFi as a service models is rocketing among SMEs in the retail, education, travel and hospitality, healthcare and life sciences verticals[4]

The IoT Connectivity market is due to **grow from USD 3.8 billion in 2019 to USD 8.9 billion by 2024**, at a Compound Annual Growth Rate (CAGR) of 18.7% from 2019 to 2024[5]

Demand for IoT connectivity in the **European retail sector alone is set to grow by 19% year-on-year** as retailers push to deliver enhanced online and in-store shopping experiences[6]

Europe is responsible for 23% of global IoT spending, with the largest growth expected in use cases such as manufacturing operations, production automation and freight monitoring[7]



[3] https://www.prnewswire.com/news-releases/wifi-as-a-service-market-worth-6-1-billion-by-2023---exclusive-report-by-marketsandmarkets-300804054.html
[4] https://www.businesswire.com/news/home/20190326005497/en/6-Billion-WiFi-Service-Market-Service-Solution
[5] https://www.globenewswire.com/news-release/2019/08/06/1897825/0/en/Global-IoT-Connectivity-Market-to-Register-a-CAGR-of-18-7-During-2019-2024-Market-Will-Reach-8-9-Billion-by-2024.html
[6] https://www.gminsights.com/industry-analysis/iot-internet-of-things-retail-market
[7] https://www.idc.com/getdoc.jsp?containerId=IDC_P29475



Become an MSP with Ingram Micro

Becoming a managed networking service provider can seem like a daunting task. One that demands significant up-front investment.



First, you need to be certain you can handle everything from initial site surveys to capacity planning and security best practices.

After which, you'll need a 24x7 network operations centre (NOC) so you can cope with the day-to-day support requirements relating to your customer's networking environment. Tackling everything from performance monitoring and management, to providing help desk services.

The good news is – we can help with all of that and more.

Eliminating the need to build out a costly NOC, our fully managed networking services, powered by Aruba solutions, gets you up and running fast. And makes it easy to meet the individual requirements of each and every customer.

Ingram Micro's managed networking service features everything MSPs need to help customers and grow their networking practice:

- Architecture, advice, and delivery including installation of cabling and peripherals
- Configuration and license management
- Creation and deployment of secure virtual wireless networks (SSIDs), including guest portals
- Enterprise user registration and password authentication
- NOC monitoring and response of network availability, utilisation, bandwidth and traffic, incident management and prioritisation
- Ongoing support and upgrades – including patch and release management and hardware updates
- Backup and restore of all managed equipment
- Monthly customer reporting – covering availability, incident overview and KPIs
- Quarterly trend analysis that enables you to have meaningful conversations with customers about how to evolve their environment



Getting started – some key messages for your customers

As a Networking MSP, you'll be able to serve up a complete end-to-end solution for every type of customer need. And, because you're working, with Aruba-powered solutions, you'll also be able to communicate some compelling messages that will truly resonate with customers.

Here's some of the top things we think are worth shouting about:

- **Out-of-the-box enterprise-class security** that dynamically segments and protects wireless users, applications and devices, secures the network from attacks and enforces the right policies for each class of user. That includes IoT devices.
- **An AI-powered cloud native platform** that does more than just connect and protect, troubleshooting issues before they can impact the business. So the network service levels of users and devices are always met.
- **Simplified provisioning** makes it easy to spin up access points, including WiFi hotspots for point-of-sale and other private traffic and guest services and portals. Scale up or down, as often as you need.
- **Centralised orchestration of the entire Networking** environment assures business continuity and optimised performance and makes it easy to meet growing network demands that end users expect.
- **A choice of value-add services** and advanced capabilities that go beyond basic network management, including – connectivity analytics, customizable retail analytics. With Aruba, organisations can harness intelligence created at the edge, adapting their wireless networks to enable highly adaptive workplaces, or initiate IoT innovations with confidence.



If you'd like to discover more about how to build out your Managed Networking practice, get in touch with our dedicated team to find out what's possible.

Netherlands

Laurent Groenewegen - Laurent.Groenewegen@ingrammicro.com

Michael Koudhoofd - Michael.Koudhoofd@ingrammicro.com

Belgium

Bart Jambon - Bart.Jambon@ingrammicro.com

UK

James Elburn - James.Elburn@ingrammicro.com

Max Brown - Max.Brown@ingrammicro.com

UAE

Waleed Hamdy - Waleed.Hamdy@ingrammicro.com

Saudi Arabia

Mohammed Asim - Mohammed.Asim@ingrammicro.com

Sudarshan Ramiah - Sudarshan.Ramiah@ingrammicro.com

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