

Competitive Battle Card: Cambium vs. HPE/Aruba

HPE/Aruba Claim to Fame

Strong security message and broad portfolio play with Wi-Fi, switching, SD-WAN, UTM

Selling Against HPE/Aruba

- 1 Cambium's ONE network is a complete solution that extends outdoors**
 - Cambium: Wi-Fi, switching, security, SD-WAN and outdoor fixed wireless, all **managed in a single platform**
 - Aruba: No outdoor fixed wireless to create an end-to-end wireless fabric.
- 2 Cambium has more flexible management**
 - Cambium: hosted cloud, license-free cloud, on-prem, and mobile app options for the same set of products
 - Aruba: **no license-free cloud**, different product line for low end market
- 3 Cambium has powerful yet simple access management**
 - Cambium: EasyPass simplifies BYOD and IoT access, including Azure & Google SSO integration. Licensing is per AP with unlimited # of users.
 - Aruba: Clearpass is a separate solution and is **complex**, often requiring pro services to deploy. It is licensed by # of users which gets very pricey.
- 4 Cambium has a far superior future proof strategy for Wi-Fi 6E**
 - Cambium: 3 & 5 radio 6E APs with SW-defined radios for flexible migration
 - Aruba: fixed APs only, **no SW-defined radios**, no high density APs
- 5 Cambium has a lower Total Cost of Ownership**
 - Cambium: SW-defined radios, no central controller, license free cloud option, single console mgmt etc. lowers cost;
 - Aruba: APs and controllers are **expensive**; run a Value Profiler analysis

Defending Against HPE/Aruba

- 1 We have a complete line of edge and core switching vs. Cambium**
 - Cambium has a competitive line of wireless-optimized switches that we continue to expand. Focus on PBA as a key differentiator. The best way to sell our switches is to demo them in cnMaestro or XMS-Cloud.
- 2 Cambium has weak security functionality**
 - Cambium has full security functionality – IPS/IDS, Firewall, LAN vulnerability assessment, etc. Position the new NSE 3000.
 - EasyPass onboarding is much simpler than Aruba ClearPass, which is complex (requires on-site techs to install) and expensive
- 3 Instant On solutions are very competitive in cost**
 - Cambium APs are full featured with feature diffs based on management choice. A controller or different AP is not needed for full functionality. You can grow into more functionality over time without paying up front.
 - Instant APs have compromised functionality–limited firewall and IPS/IDS, requires L3 roaming for clusters >50 APs, etc. Instant On is an entirely different product line and a sunk investment if you want to expand up.

Equivalent AP Models – HPE/Aruba

Wi-Fi Generation	Aruba AP Model	Type	Cambium Equivalent Primary	Cambium Equivalent Secondary
Wi-Fi 6E	AP-615/AP-635	Wi-Fi 6E 2x2	XE3-4	XV2-2X
	AP-655	Wi-Fi 6E 4x4	XE3-4	XE5-8
	No equivalent	Wi-Fi 6E 4x4 5-radio	XE5-8	
	No equivalent	Wi-Fi 6E 4x4 outdoor	XE3-4TN	
Wi-Fi 6	AP-505	Wi-Fi 6 2x2	XV2-2X	XV2-21X
	AP-515	Wi-Fi 6 4x4/2x2	XE3-4	XV2-2X
	AP-535	Wi-Fi 6 4x4	XV3-8	XE3-4
	AP-555	Wi-Fi 6 8x8	XV3-8	XE5-8
	AP-503H/505H	Wi-Fi 6 2x2 wall plate	XV2-22H	
	AP-565	Wi-Fi 6 2x2 outdoor	XV2-2T0/2T1	XV2-23T
	AP-575/518	Wi-Fi 6 4x4/2x2 outdoor	XE3-4TN	XV2-2T0/2T1
	AP-585	Wi-Fi 6 4x4 outdoor	XE3-4TN	
Wi-Fi 5	AP-303/305	Wi-Fi 5 2x2/3x3	e410	XV2-2X or XV2-21X
	AP-315/325/335/345	Wi-Fi 5 4x4	e600	XE3-4
	AP-203H/303H	Wi-Fi 5 Wall Plate	e425H or e430H	XV2-22H