SO, WHY CHOOSE ARUBA?

Aruba cloud-managed networking solutions are the simple, smart, and secure way to set your business up for success. Get single-pane-of-glass management, intelligent insights, and automated troubleshooting for your network. Make customers, users, and IT happy.

Learn more about why Aruba is the best bet for your business.

LEARN MORE

SOURCES:
1. Hosting Tribunal, Cloud Adoption Statistics for 2020
2. Impact Networking, 10 Cloud Adoption Stats IT Decision Makers Need to Know for 2020
3. SMB Group, 2020 Top 10 SMB Technology Trends
5. Techaisle, Top 10 SMB and Midmarket Predictions for 2020
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7. Laurie McCabe, Sanjeev Aggarwal, SMB Group, 2018 SMB Technology Trends
8. CXO Today.com, Ten Things That Could Change for SMBs in 2020

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MAKE AUTOMATION YOUR FRIEND.

Automation is here to make your life easier. It frees up time from tedious, thankless tasks, so you can focus on growing your business.

74% of the best-run SMBs prioritize innovation and intelligence in their operations.

40% of SMBs use cloud-based solutions and services to automate workflow systems in 2020.

By end of 2020, 35% of small and midsize businesses will be in IT automation, marketing, customer experience, and deployment, and beyond.

Want to Win in 2020? FOLLOW THESE 3 TECH TRENDS

As an IT pro for a small or midsize business (SMB), you are being pulled in a million different directions and are tasked to do more with less. The good news is you can make your business more simple, smart, and secure by following these 3 tech trends.

WORKPLACES ARE EVOLVING

80% of growing SMBs will prioritize experimenting with technologies in cloud, mobile, and data center-specific environments.

EMERGENCE AUTOMATION

30% of growing SMBs will automate their business processes, and use new tools connected to automated workflow systems in 2020.

IT IS EVOLVING

40% of SMB tech staff will be "virtualized" by 2021, when we can expect to see a technological focus as well as business strategies.

INTELLIGENCE MATTERS

74% of the best-run SMBs practice innovation and intelligence in their operations.

MORE IMPROVEMENTS

74% of SMBs are made up of mixed environments and are working on employee productivity.

WORK SMARTER, NOT HARDER.

Businesses of all sizes are leveraging smart technology to create more intuitive, human-centric working environments. Smart tech empowers collaboration. It enables employees to do their work anytime, anywhere, on the devices they prefer. It also drives new service offerings and better customer experiences.

80% of SMBs use Unified Communications and Collaboration (UCC) solutions to share documents and ideas anytime, anywhere.

INVESTMENT INCURRING

$182 → $330 Billion

Amount of money SMBs spend on public cloud services.

78% of SMBs believe the Cloud is crucial to their growing business.

MORE INVESTMENT INCREASING

CLOUD IS GROWING

Amount of money SMBs spend on public cloud services.

82% of SMBs believe the Cloud is crucial to their growing business.

WHAT IS THE CLOUD?

The Cloud is no longer a nice-to-have—it’s a must. You can’t afford to pass up the benefits of reduced operational costs, increased IT effectiveness, and the ability to scale. Successful SMBs rely on the Cloud for their day-to-day operations.

41% of SMBs favor the Cloud as they plan to be in the Cloud in 2020.

INFORMATION MATERIALS

INTELLIGENCE MATTERS