

DATA SHEET

CUSTOMER EXPERIENCE MANAGEMENT SERVICES

CUSTOMER EXPERIENCE IS EVERYTHING

Customer experience management often focuses on traditional touchpoints of product and people. For services organizations, effective customer experience management requires a different formula. They need to look beyond the “one size fits all” delivery model. Services are best tailored to each customer and their unique environment and business objectives – examples include reducing operational risk, accelerating payback of new programs, or improving operational efficiency.

Aruba Global Services focuses on delivering “above and beyond” approaches to customer experience management. Recognizing that it is much more than providing a warm body, we look for ways to help our customers maximize the value of their investment in an Aruba solution, through optimization, compliance, and adoption. For example, we address the need for data-driven decision making, implement workflow automation to reduce risk and increase efficiency, enable easy access to best practices, and more. These outside-the-box experiences are important considerations when making a services engagement decision. Aruba formalizes these experiences with its Customer Experience Management Services.

ARUBA GLOBAL SERVICES ENSURES END USER SATISFACTION

Aruba’s Customer Experience Management Services embody the company’s “customer first, customer last” philosophy. This program is built on years of service engagement best practices and provides the following features and benefits:

Feature	Benefit
Designated Customer Success Manager (CSM) throughout your subscription term	Your trusted Aruba advocate who understands what you need and the best way for you to get it
Service intelligence using analytics from support, software, and configuration sources	Proactive service management, ITSM workflows automation, and KPI tracking and reporting
Aruba best practices implementation	More efficient and effective strategy, assessment, design, deployment, integration, optimization, and remediation for Aruba products

CUSTOMER EXPERIENCE MANAGEMENT

Aruba Customer Experience Management Services enable customers working with Aruba professional and consumption services, such as Intelligent Operations, Managed Policy, or GreenLake for Aruba, to achieve these benefits:

- Reduced operational risk
- Accelerated return on investment
- Increased IT efficiencies and productivity

The Aruba Customer Experience Management service focuses on providing continuous improvement for its customers, ensuring networks run smoothly, meet day-to-day needs, and are built to anticipate future demands.

Through technology and people, the program is designed to:

- Facilitate automation of previously manual processes
- Define and achieve customer-specific KPIs
- Ensure effective prioritization and execution
- Continuously optimize and adopt new capabilities into the network

DESIGNATED CUSTOMER SUCCESS MANAGER

Aruba CSMs have a breadth of Aruba networking knowledge and project management skills to ensure your needs are met throughout the Aruba service engagement. Your designated CSM is your advocate and focal point for ongoing support throughout your subscription term, working in close tandem with your designated partner.

As soon as your project starts, the CSM works with your team, developing a plan for your service delivery projects, including preliminary project plans, schedules, and ongoing service management.



Following projects such as Aruba product deployment and onboarding to Aruba Service Manager (ASM), described below, the CSM monitors reporting, alerts, and TAC call progress, reports regularly (monthly, quarterly), and will bring in other Aruba SMEs as needed. For example, a SME might be called in to address future plans for optimization and remediation to ensure Aruba best practices are followed.

ARUBA SERVICE MANAGER

ASM is a component of our service intelligence approach and provides a portal with valuable information and processes during your service engagement. ASM provides the following operational features:

- User and site onboarding (even to a NOC not managed by Aruba)
- Contextualized inventory collection and reporting
- Contextualized product advisories including End of Life, End of Support, End of Development, and Release Notes updates
- Contextualized security advisories
- Document repository
- Aruba Support Portal access link
- Ask CSM – allowing you to post questions to your CSM

Working in conjunction with either Aruba AirWave or Aruba Central, ASM collects network health data from AIOps and presents results in an easy to use format.

ARUBA AIMS HIGH

Aruba Global Services prides itself on helping customers achieve the most value from their Aruba environment. Customer Experience Management Services ensures this occurs through insights gained from analytics and a designated CSM. Plus, easy access to Aruba digitized intellectual capital leads to the highest levels of optimization, compliance, and adoption.



Figure 1. Aruba Service Manager

ABOUT ARUBA GLOBAL SERVICES

Aruba Global Services simplifies and accelerates the network technology lifecycle, enabling your network to scale with better predictability and cost-effectiveness. Whether you operate your own network and need to improve your IT efficiencies or you want to offload some of the burden, we have the services you need to reach your goals.

Learn more about what Aruba Global Services has to offer at: arubanetworks.com/support-services/.