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## Selling Aruba Products and Solutions

HP HPE2-W02

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## QUESTION NO: 1

What is one challenge that is pushing customers toward SD-WAN solutions?

- A. need to move to exclusive MPLS for branch connections
- B. lack of control over and visibility into WAN traffic
- C. insufficient security expertise in IT staff at branches
- D. too few products and solutions at the branches across their WAN

## ANSWER: A

### Explanation:

Reference: <https://searchnetworking.techtarget.com/feature/SD-WAN-technology-eases-network-operational-challenges>

## QUESTION NO: 2

Which statement accurately describes a current mobile technology trend?

- A. According to surveys, well over half of smartphone owners keep location services on to receive directions and recommendations.
- B. In customer satisfaction surveys, the majority of mobile users report dissatisfaction with the speeds available on smartphones.
- C. A majority of mobile users hide their device location due to growing concerns over security and personal safety.
- D. Although mobile searchers are rising, website traffic from traditional desktops still significantly outpaces mobile traffic.

## ANSWER: A

## QUESTION NO: 3

An SMB has ArubaOS switches and Aruba Instant APs. The company is growing and wants to simplify deploying and managing the infrastructure devices. What should you explain?

- A. Aruba switches and APs can integrate with third-party SEIM solutions to simplify management.
- B. Aruba AirWave is specifically designed as a management tool for SMB customers such as this.
- C. Aruba Mobility Master (MM) can manage the Instant APs and simplify deployment.

D. Aruba Central provides simple cloud-based management and Zero Touch Provisioning (ZTP).

**ANSWER: D**

## QUESTION NO: 4

You are pursuing an opportunity to sell an Aruba location-based service solution to a customer. The customer is also considering a Cisco location-based solution. What should you explain to distinguish the Aruba solution?

- A. Aruba beacons fully pair with users' devices for a more complete and effective solution while Cisco beacons do not establish a full pair.
- B. Aruba delivers an already complete mobile application tailored to the customer vertical while Cisco forces customers to create their own applications.
- C. Aruba offers PoE for beacons to make them easier to install and manage while Cisco beacons only support external power supplies.
- D. The Aruba solution can use cost-effective and easy-to-deploy battery-powered beacons or leverage beacons built into existing Aruba Aps while Cisco forces customers to rip and replace existing Aps for location services support.

**ANSWER: D**

### Explanation:

Reference: [https://www.arubanetworks.com/assets/ds/DS\\_LocationServices.pdf](https://www.arubanetworks.com/assets/ds/DS_LocationServices.pdf)

## QUESTION NO: 5

Which two customer characteristics should lead you to position Aruba AirWave over Aruba Central? (Select two.)

- A. The customer has a multivendor network.
- B. The customer wants a CAPEX model with on-premises management.
- C. The customer wants to move to an OPEX model and access the management platform from anywhere.
- D. The customer is interested in guest Wi-Fi management, presence analytics, or managed services.
- E. The customer has limited IT resources in each of many branch offices.

**ANSWER: A B**

## QUESTION NO: 6

A customer has many branch offices with limited staff of IT generalists.

The customer requires simplified deployment and operations, and you have proposed an Aruba Central solution.

Which two benefits of Aruba Central should you explain? (Select two.)

- A. Central is designed for varied expertise levels, with wizards and easy drill-downs.
- B. Central integrates with third-party backup solutions such as Veeam to provide a single solution for all branch needs.
- C. Central offers Zero-Touch Provisioning (ZTP) for streamlined deployment with no on-site expertise.
- D. Central has the same user interface as Cisco Prime, so it is easy for customers to migrate from Cisco.
- E. Central automatically configures clustering on managed controllers, simplifying the implementation of high availability.

**ANSWER: A C**

## QUESTION NO: 7

You are selling an Aruba wireless solution to a healthcare organization. The customer now mentions these additional pain points:

- Nurses and other staff are wasting time searching for equipment.
- Staff doesn't know when wheelchairs are left in other departments.

Based on these specific pain points, what additional solution should you recommend?

- A. Aruba Central
- B. Aruba Meridian and beacons
- C. Aruba asset tracking tags
- D. Aruba Analytics Location Engine (ALE)

**ANSWER: C**

**Explanation:**

Reference: [https://www.arubanetworks.com/assets/so/SO\\_AssetTracking.pdf](https://www.arubanetworks.com/assets/so/SO_AssetTracking.pdf)

## QUESTION NO: 8

What are two of the most important values that IT executives consider when making purchasing decisions (Select two.)

- A. They want to shift away from cloud solutions.
- B. They want to efficiency to do more with fewer resources.
- C. They want to segregate core functions in the data center so they can manage silos more efficiently.

- D. They want trust in the network, knowing that it will ensure productivity and security.
- E. They want to move to a CAPEX model to increase line-of-business budgets.

**ANSWER: B D**

## QUESTION NO: 9

A customer is concerned about the performance of the company's wireless network. What two Aruba features would you emphasize in your discussions with this customer? (Select two.)

- A. Web Content Classification
- B. AirMatch
- C. Deep packet inspection
- D. Dynamic segmentation
- E. RFProtect

**ANSWER: B D**

## QUESTION NO: 10

What is an advantage of the Aruba Software Platform? (Select two.)

- A. It makes the underlying infrastructure smarter, helping to deliver contextual experiences for end users and line-of-business teams.
- B. It uses proprietary technologies that prevent third-party integration, providing more sales opportunities for Aruba.
- C. It embeds the ArubaOS-CX Network Analytics Engine (NAE) into all wired and wireless infrastructure to improve security.
- D. It is the industry's first WLAN software platform that offers exclusive cloud deployment so that customers have a single simple choice.
- E. It is programmable, with an API-first design that helps to encourage automation and integration.

**ANSWER: C D**