

# Case study

Aruba Networks

100% channel sales

Sales Guide

- Translations FR, IT, ES
- NA Version
- Dell OEM version

Sales Development

82% agreed that the Sales Guide made them more productive

91% said the Sales Guide had helped them to sell the VBN solution

89% said they would win more sales in future as a result of having the Sales Guide

100% of respondents rated the Sales Guide as Good or Very Good



The collage features several documents:

- Enterprise Wireless Sales Guide (EMEA edition):** A cover page with the Aruba Networks logo and a photograph of a person in a white lab coat.
- Solutions for Sales - User Survey Results:** A document titled "Solutions for Sales - User Survey Results" with a client profile for "Aruba Networks Enterprise". It includes sections for "The basics", "Ease of use", and "Why is it worth my customers' \$?".
- Competitive Analysis Chart:** A chart titled "POSITION RELATIVE TO THE COMPETITION" comparing Aruba Networks against competitors like Cisco, HPE, and others across various categories like "Capabilities" and "User Experience".
- OUR SILVER BULLETS ARE ...:** A list of key strengths including "Secure solution", "Reliability of service", "Simplicity of management", and "Low TCO".