

Accelerating Next

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Global Field Delivery Manager

For Greece & Cyprus



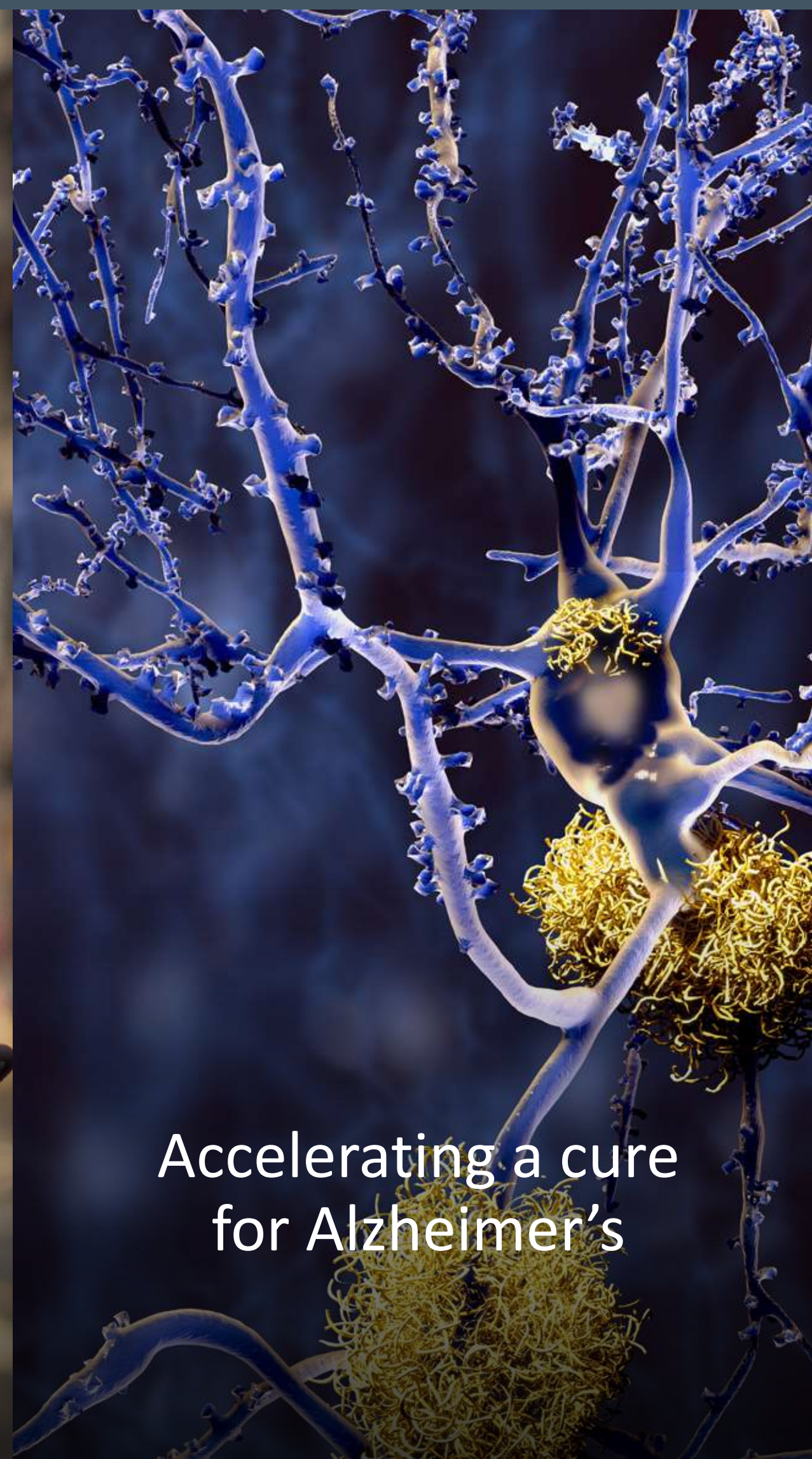
Advancing the way people live and work



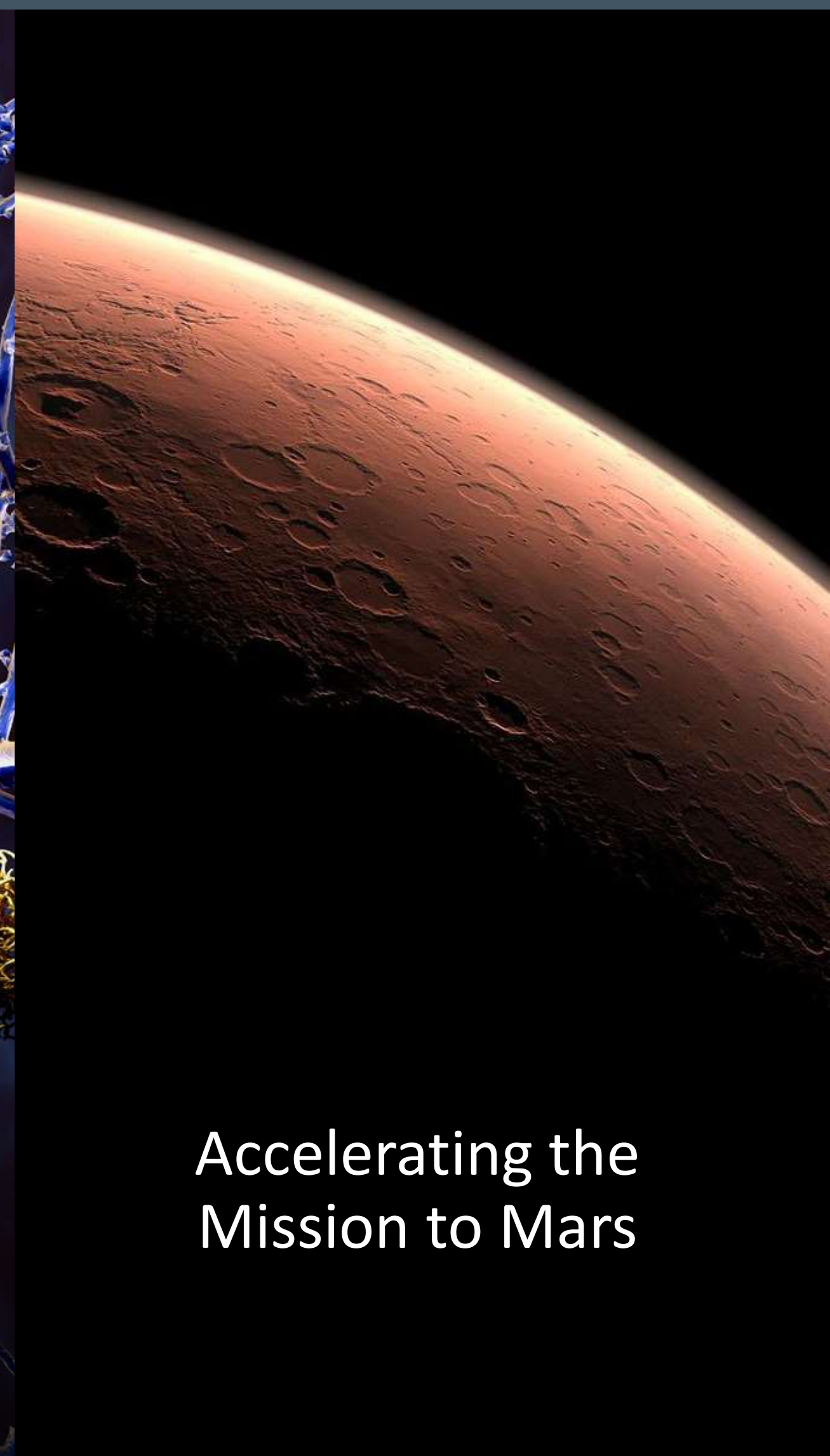
Redefining
fan engagement



Enabling seamless
experiences

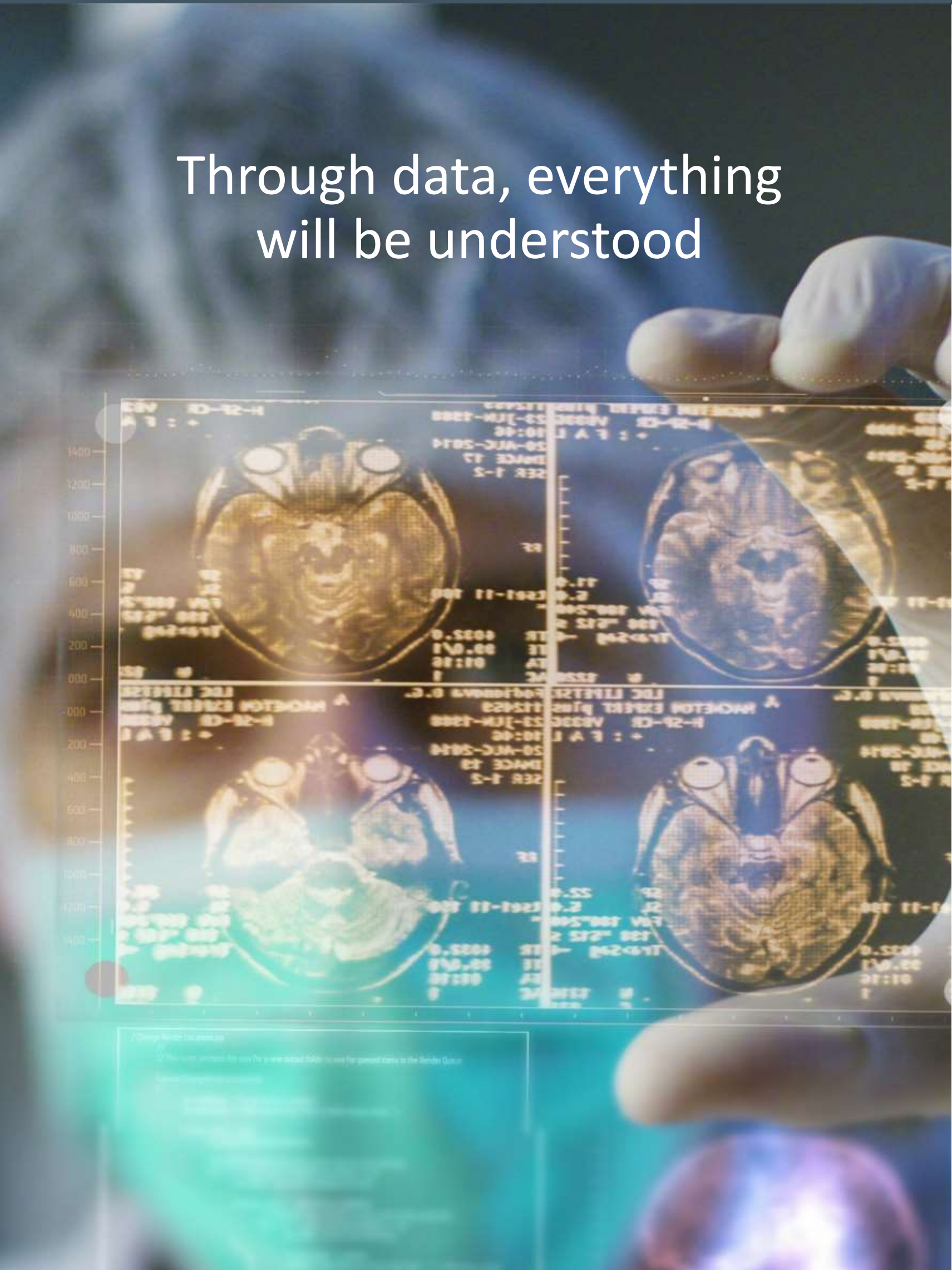
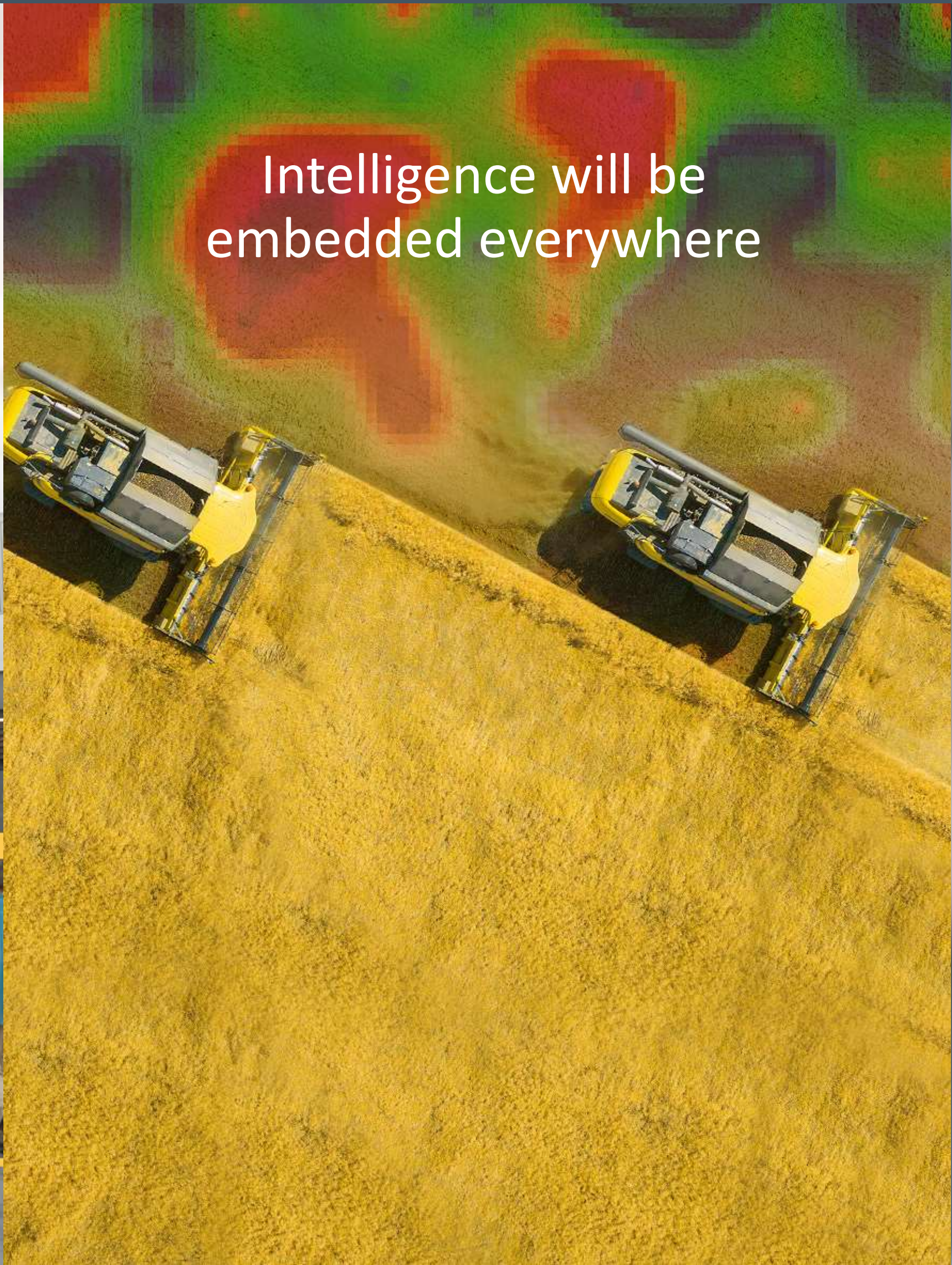


Accelerating a cure
for Alzheimer's



Accelerating the
Mission to Mars

Creating a world where everything computes



The edge has arrived

Mainframe
Centralized
1960-1970



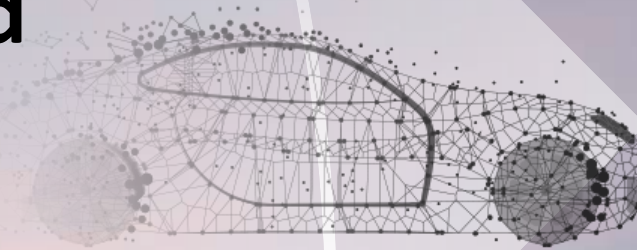
Client-Server
Distributed
1980-2000



Mobile-Cloud
Centralized
2005+



Edge to Cloud
Distributed
2020+



Self-driving delivery

Drones

Robotics

Transform for a new speed of business

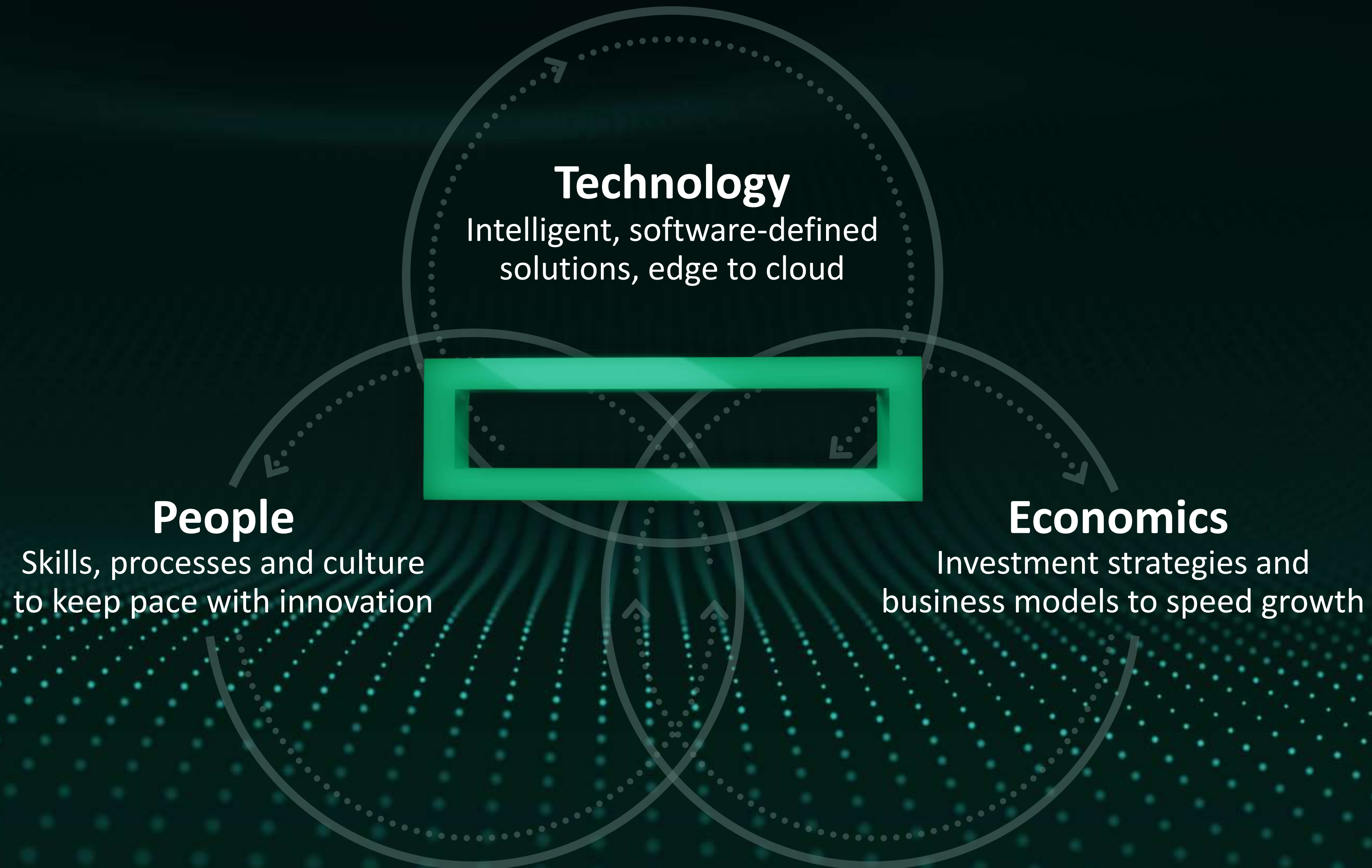


Time to action
Time to market
Time to delight
Time to insight
Time to action
Time to market
Time to delight

Real-time is the new **just-in-time**

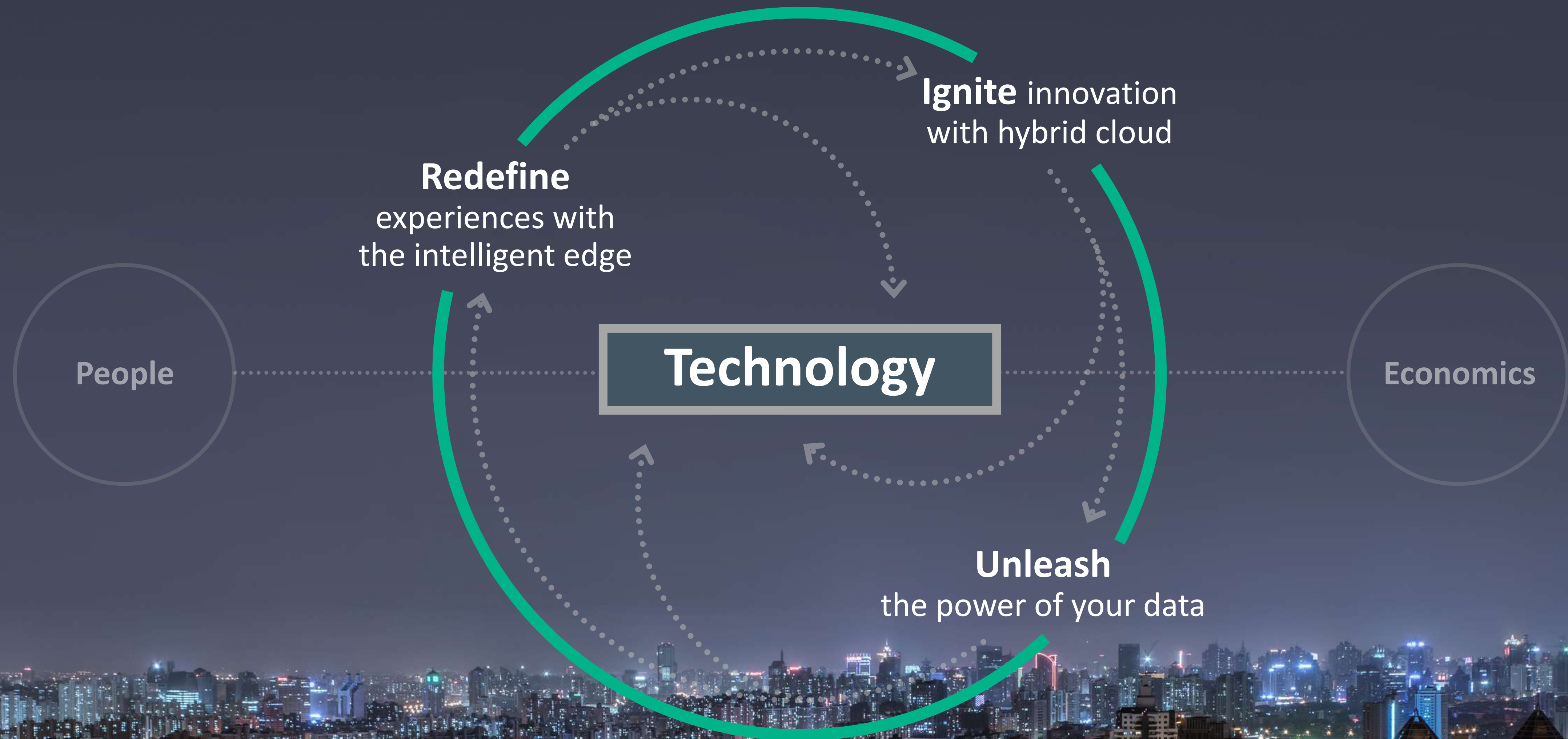
Time to market
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Time to action
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Time to action
Time to market
Time to delight
Time to insight
Time to action
Time to market

HPE: Accelerating your digital transformation agenda



Transform your technology

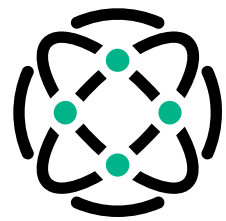
Accelerate with intelligent, software-defined solutions, edge to cloud



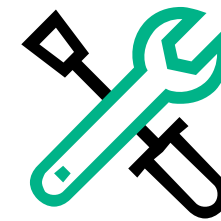
HPE InfoSight – Using AI to Simplify IT Operations



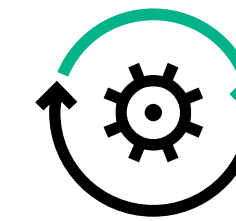
Self-managing



Self-healing



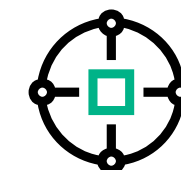
Self-optimizing



Storage



Servers



Networking



Converged

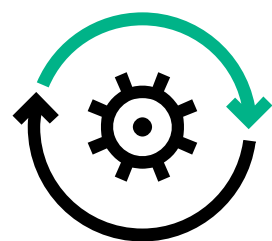
Powered by **HPE InfoSight:** AI for the Data Center

Leading AI for Hybrid Cloud

Collecting and Analyzing Millions of Sensors per Second



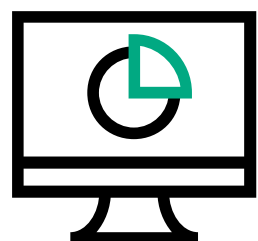
Customer Impact



Predictive Support Automation



Preemptive Recommendations



Proactive Management

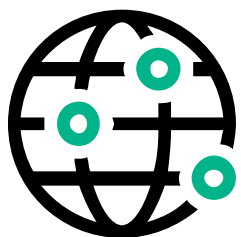


Continuous Improvement

Cloud-Based AI Platform



Predictive Analytics Engine



Global Learning



Recommendation Engine

Cross-Stack Telemetry

vmware

ORACLE

Microsoft
SQL Server

Exchange

Compute

Network

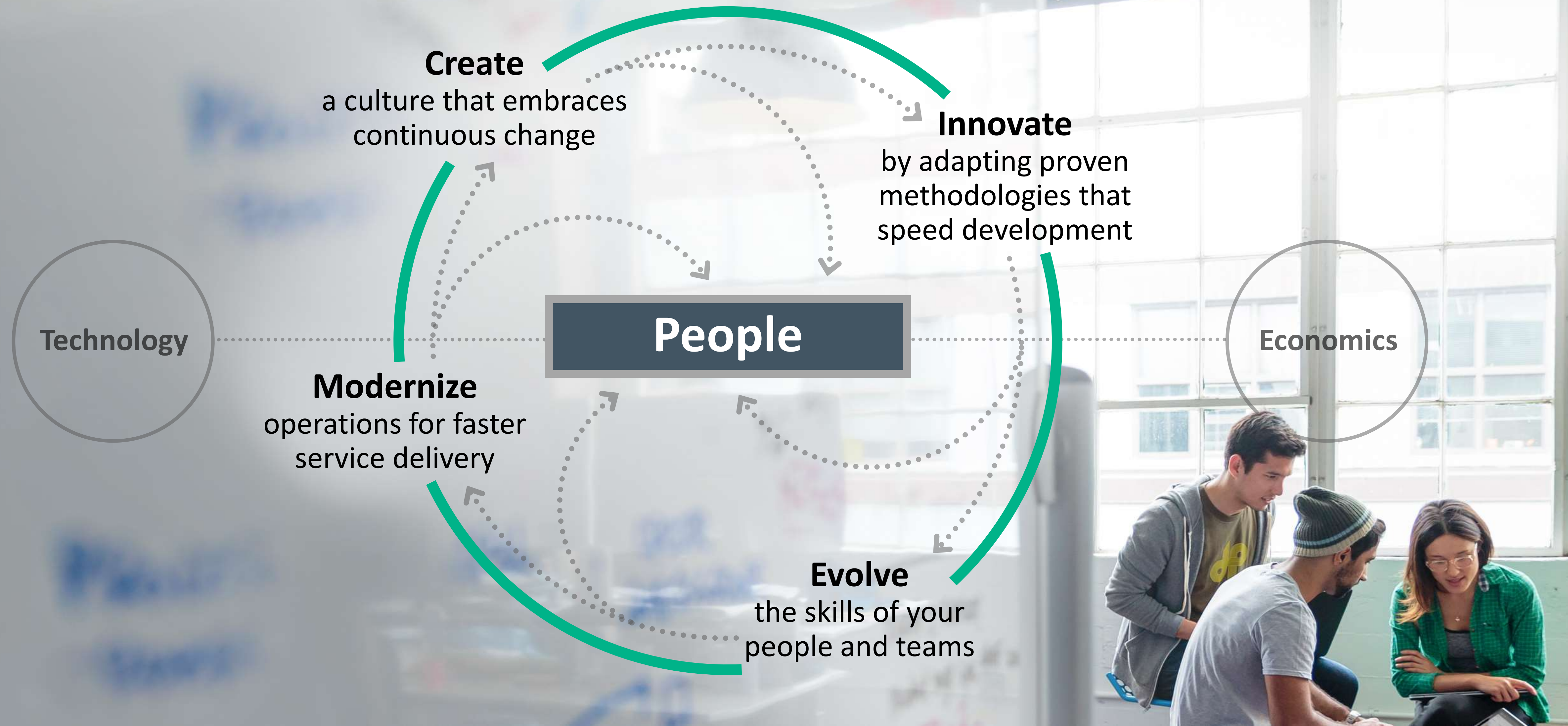
Storage

Transform your people and processes

Create a culture for growth and innovation

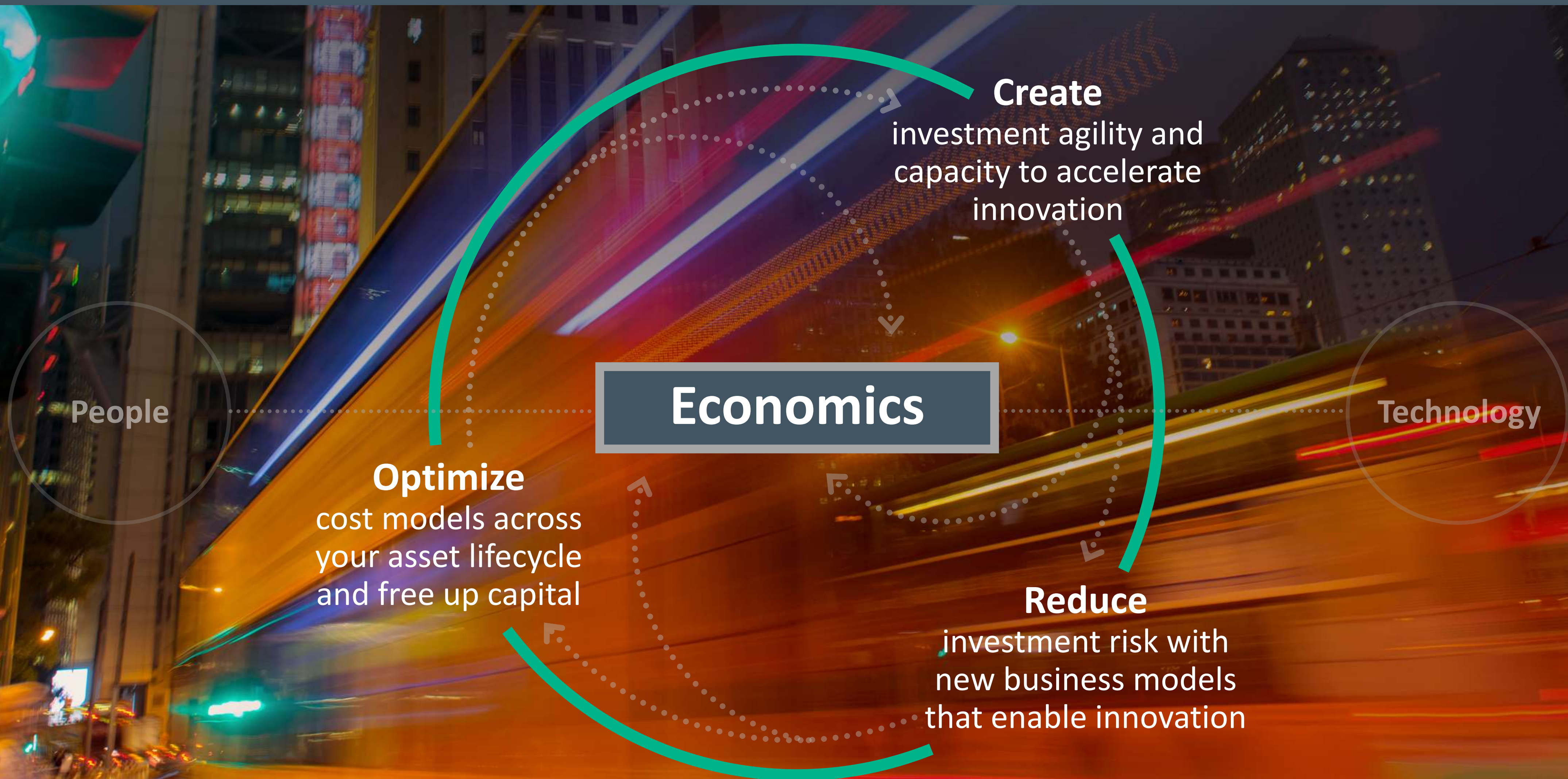


Hewlett Packard
Enterprise



Transform your economics

Align your IT investment strategy for growth and innovation



HPE GreenLake consumption-based services

HPE GreenLake Flex Capacity

Servers, storage, network,
vm, containers, and more

Choose the technology you want
and pay only for what you use¹

HPE GreenLake Workload Solutions

Backup, SAP HANA,
Database, Big Data

Accelerate business outcomes
with complete curated solutions,
operated for you

HPE GreenLake Hybrid Cloud

AWS, Microsoft Azure,
Azure Stack

Get a complete managed
cloud with continuous cost
and compliance based controls

How HPE GreenLake can help our customers



Business agility

Capacity ahead of demand

Active capacity metering and management

Quick upgrades and add-ons

Simple change order process

Fuel innovation

Offload 'heavy lifting'

Takes on routine IT tasks to free up staff

Specialized resources

Leverage HPE expertise and ecosystem

Lower IT costs

Reduce overprovisioning

Save on IT costs

No upfront capital

Pay only for the services you use¹

Greater control

Choose your technology

Deliver greater performance

Control your risk

Deploy on-premises or at the edge



Technology

Let's accelerate your transformation

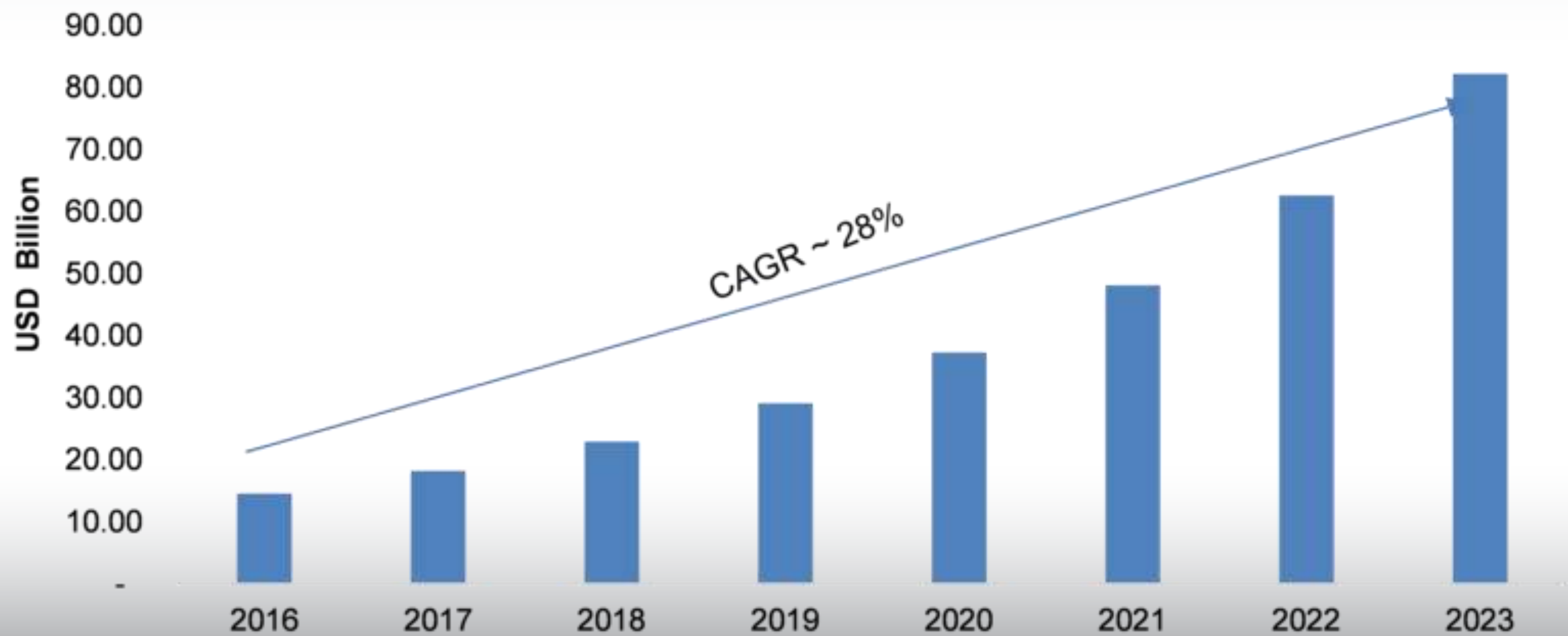
People

Economics

Accelerating Next

Thalia Tsalkitzi, MLA Solutions Dpt Manager

Global Location Based Service Market Size, 2017-2023 (USD Billion)



Mobile & Location-based Services use on the rise

9% of internet users have configured their social network accounts on sites like Facebook, Twitter or LinkedIn to include their location in posts to those sites

40% of people surveyed reported having been in an emergency situation in the last month in which having their cell phone helped them

68% of smartphone owners access email or internet on a typical day

Local content now dominates mobile usage behaviors

5% of cell phone owners use their phone to check into locations on services like Foursquare

28% of cell phone users use their device to get directions or recommendations

42% of people use their phone when they were bored as a form of entertainment



What Do Location Services Mean For You?

PRESENCE of people & things on the move

1

Powered by motion detection & computer vision

INTEREST in brand & the space

3

Powered by web and mobile app stats

INTENTION to connect & spend time

2

Powered by Wi-Fi connectivity

INTERACTING and SENSING

4

Powered Aruba Beacons, Tags & APPs

- Acting as a bridge between mobile & IoT
- Discover nearby places, people and things

aruba meridian



Improving the User Experience with a Glowing Blue Dot

Help users discover amenities and services
that are closest to where they are

3m of accuracy, 3s of latency
with BLE beacons deployed every 10m

Allow users to share their location
with options to pause or delete at any time



Marketers need to remember the words of Steve Jobs: *“You’ve got to start with the customer experience and work backwards to the technology.”*

Using Aruba Beacons & Meridian in Creative Ways



Solution for your Customer Experience

Indoor guided tour within a museum

Beacons do more than push

Allow your audience to enjoy a unique visitor experience at your venue



We accelerate visitor engagement within a Museum

- ✓ Guided tour
- ✓ Comprehensive work information
- ✓ Turn by turn directions to any point of interest
- ✓ Enable users to personalize, optimize and socialize the experience

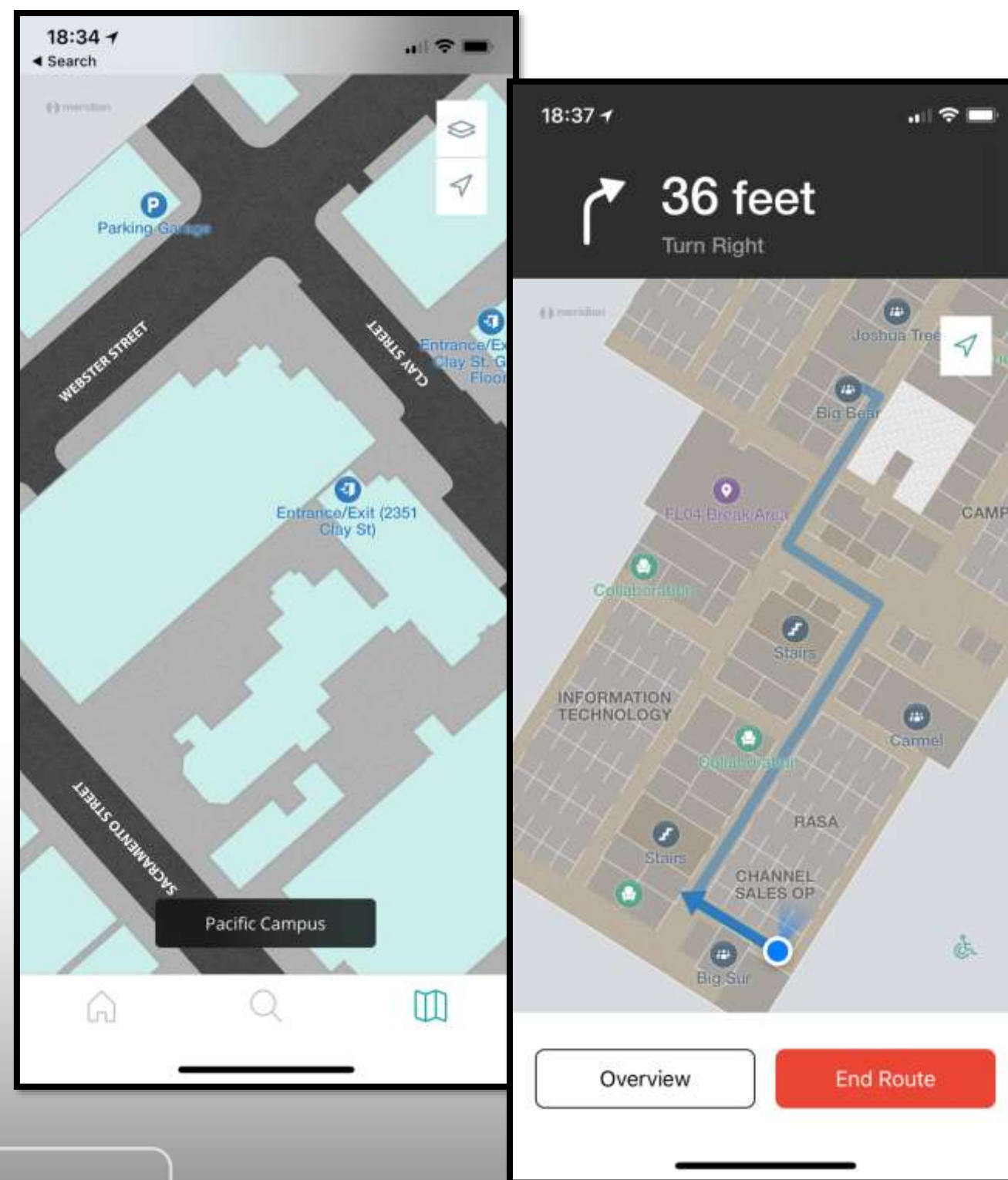


Solution for your Customer Experience

Indoor navigation within a large-footprint retailer.

Beacons do more than push

Allow your visitors to see themselves on a digital indoor map



Unified blue-dot & GPS navigation indoors & outdoors

- ✓ Users can utilize GPS in outdoor maps AND
- ✓ transition back to using Aruba Beacons for indoor blue dot as they navigate across buildings.

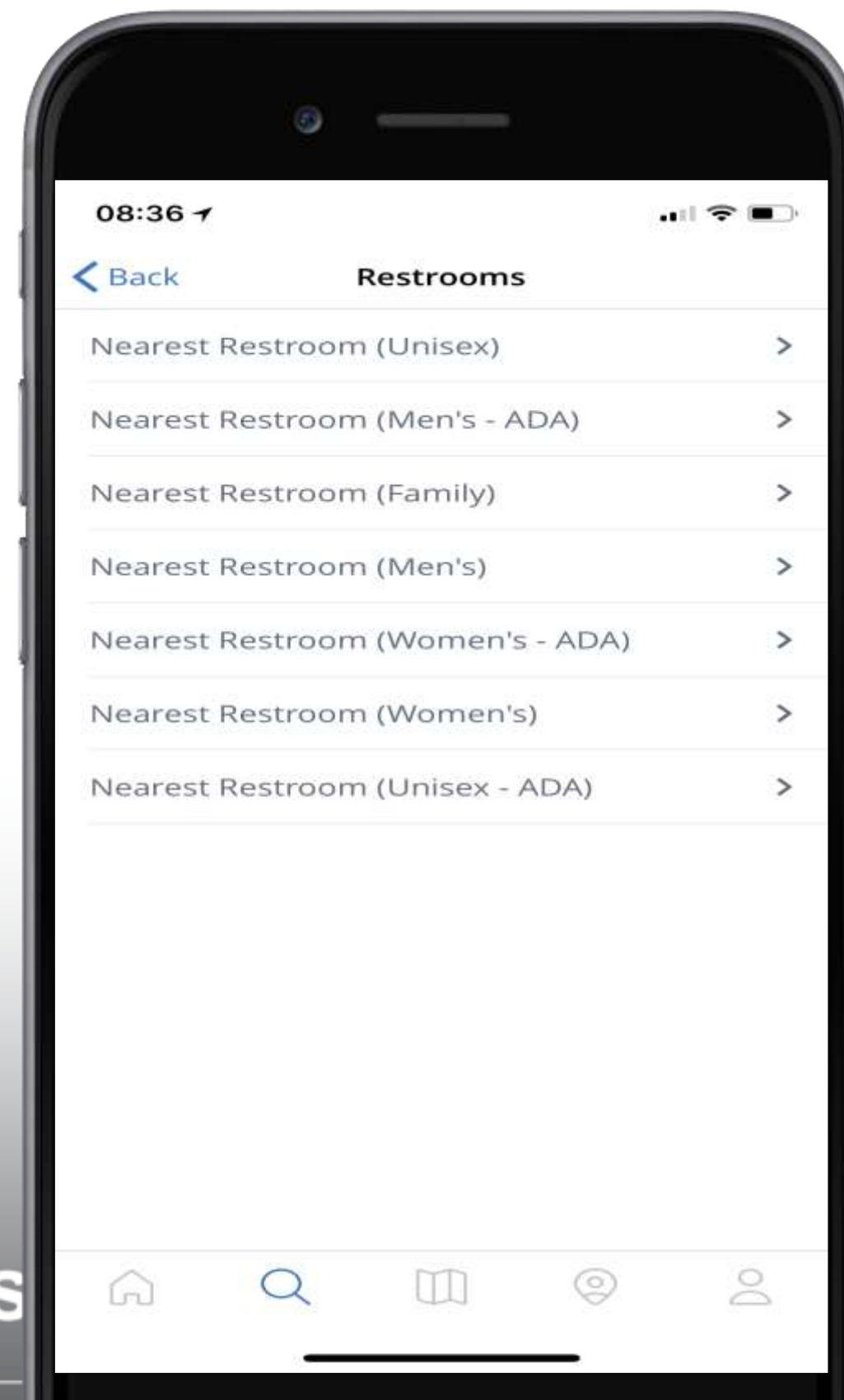


Solution for your Customer Experience

Waiting time is critical
“Which bathroom has the shortest line or which vendor
has the shortest wait”
(predictive analytics)

Beacons do more than push

Allow your public to find the way to exit and restroom



Discover nearby amenities such as exits & restrooms

Users can discover amenities that are
closest to their blue dot indoors and GPS
location outdoors, improving
productivity and increasing efficiency in
service delivery.

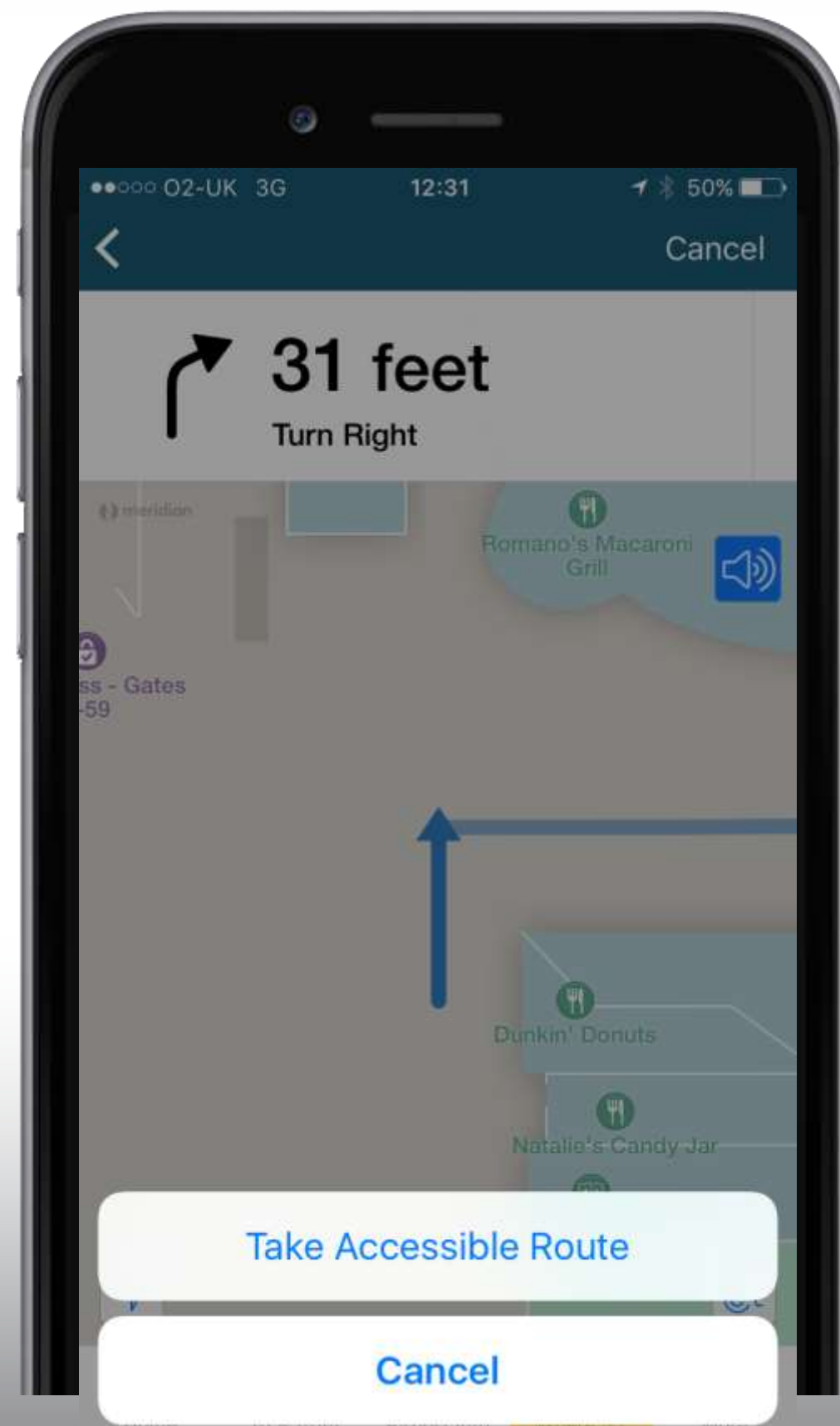


Solution for your Customer Experience

Choose the proper path for ADA

Beacons do more than push

Allow an end-user to find optimum path



ADA suitable routes and navigation on mobile

Users in a wheelchair are guided through routes that has no stairs, no steep inclines and is generally known to be suitable for wheelchairs.

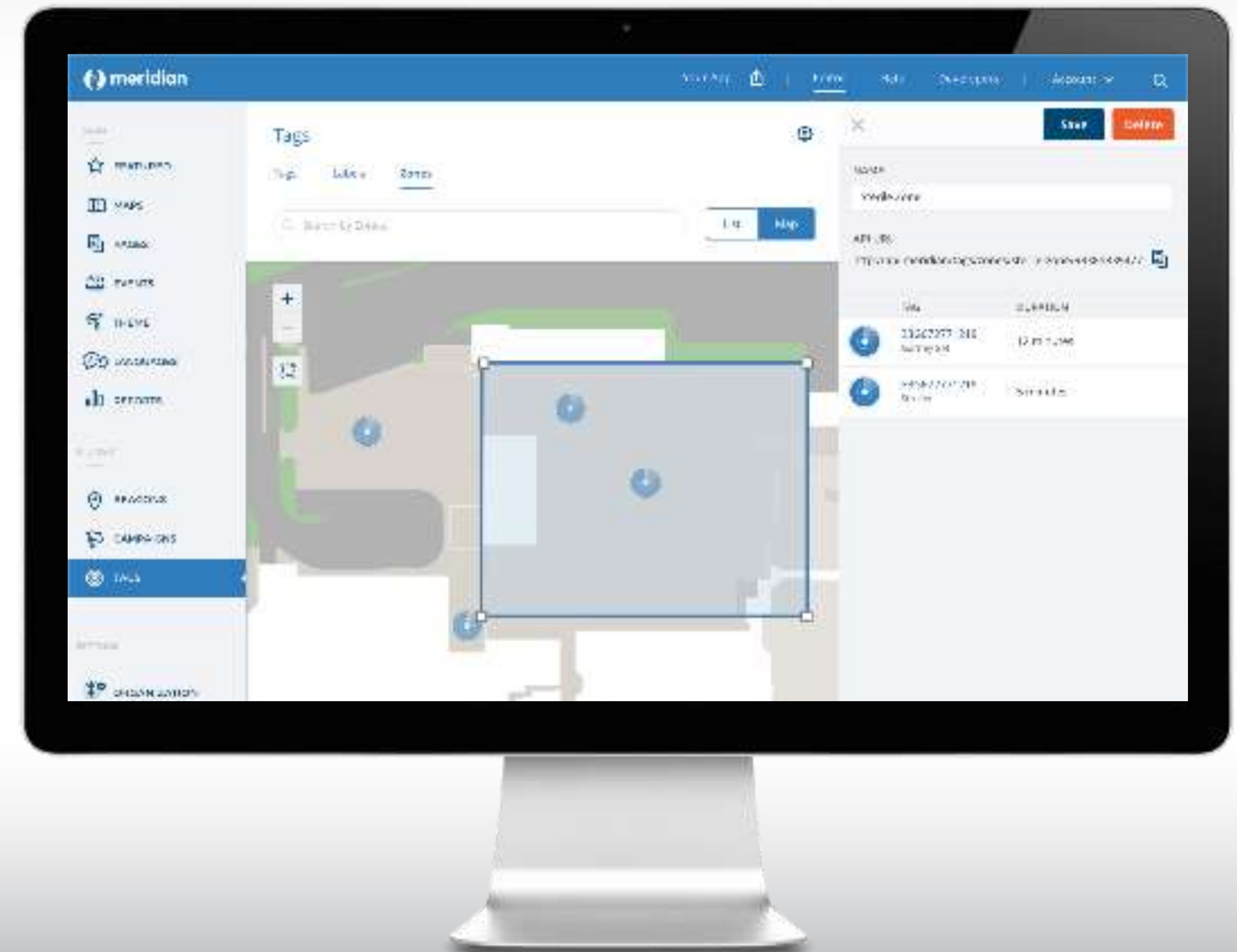


Asset Tracking and Improved Staff Efficiency

Presence and duration analytics
with zone entry and exit notifications

5m of accuracy and 2-min latency
with Aruba APs deployed every 15m

Use Aruba WLAN to track
Aruba Tags (3-4 year battery life) with BLE

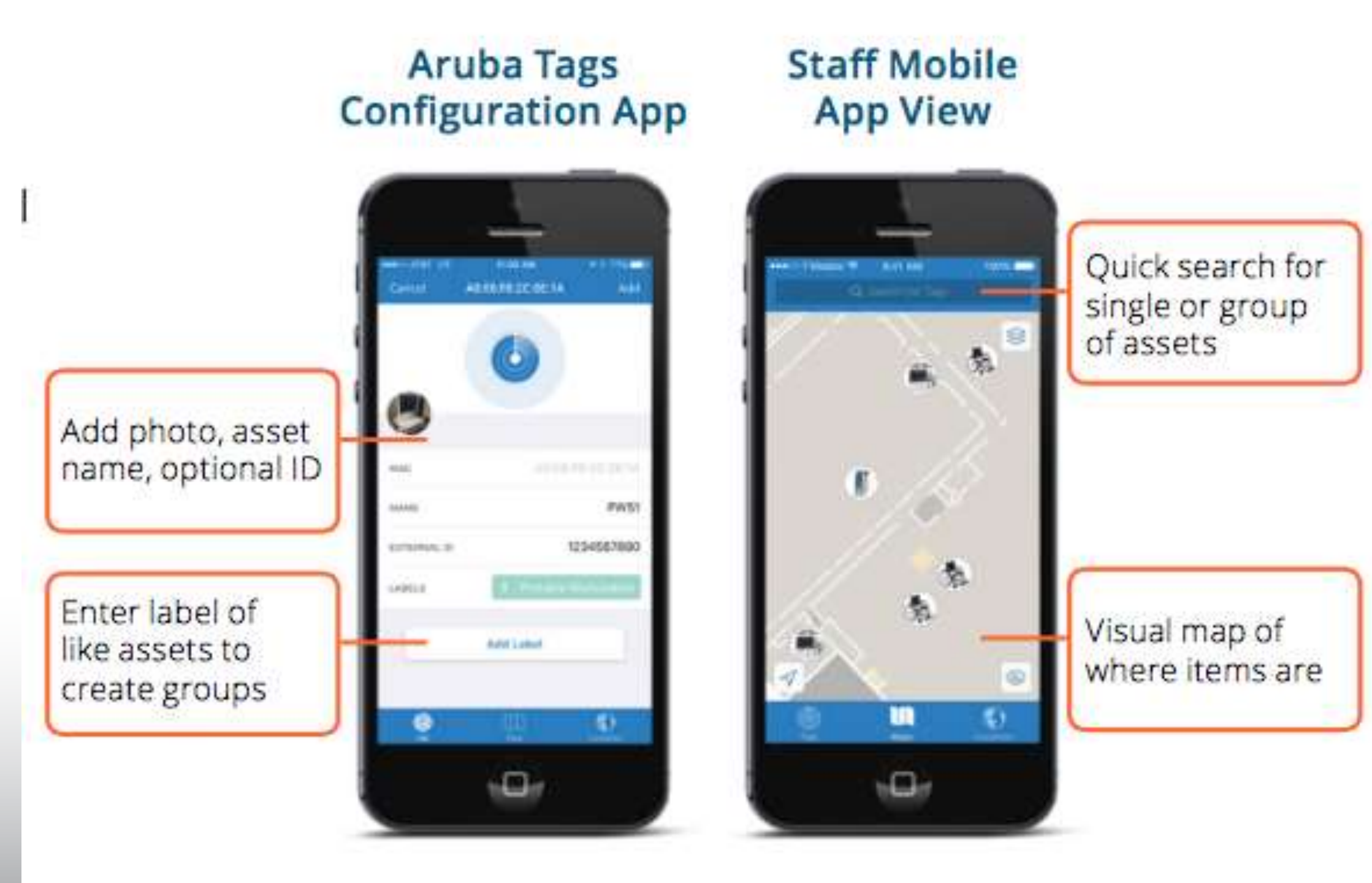


Solution for your Staff Experience

Locate & track moving assets

Beacons do more than push

Allow your staff to identify fast and easy your valuable assets



Staff mobile app for quick search of assets on the map

- IT Equipment
- Cleaning equipment
- Special moving equipment
- Bikes
- Projectors
-



Software as a Service



Meridian software licenses:

- Mobile app content management
- Mapping engine for indoors and outdoors with south- and north-bound APIs
- Proximity-based triggers with BLE
- Real-time location with BLE / GPS
- Zone-based asset tracking, extending to ecosystem partners

Via Meridian, we gain access to:

- Streaming APIs for Meridian asset tracking
- South- and north-bound mapping engine APIs on Aruba Meridian
- Aruba Meridian mobile and web SDKs for end-user applications



Multi-Tenancy for Beacons with Meridian Maps

Map Hierarchy

Parent
e.g. Asset Tracking map

Child 1
e.g. Visitor map

Child 2
e.g. Workplace map

Content

Proximity and blue dot experience,
asset tracking, maps, placemarks and
routes **unique to parent maps**

Proximity and blue dot experience,
maps, placemarks and routes **unique to
this first child location**

Proximity and blue dot experience,
maps, placemarks and routes **unique to
this second child location**

Apps

Apps for operations

Apps for guests

Apps for workplace productivity




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