



B2E App Connects Remote Sales Force, Makes Selling Easier

Aruba Networks' Objectives

- Make it easy to onboard remote field employees
- Communicate news, updates and product offerings to educate remote employees

Aruba Networks, Inc. is a networking vendor that sells enterprise wireless LAN and networking equipment.

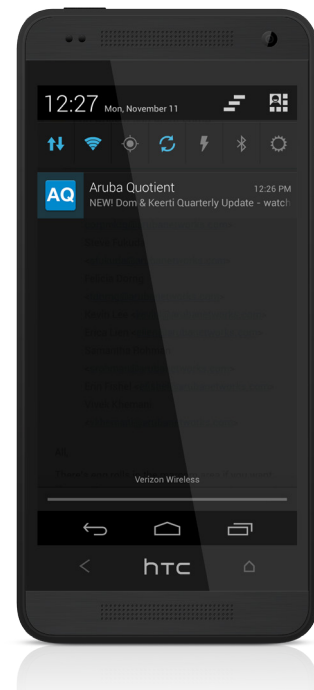
The brand uses its Aruba Quotient app to connect to its 20,000 person global sales team wherever they are to share the latest news and selling resources.

Recently, Aruba Network's CEO decided to double down and increase the sales force by 50 percent. Efficient onboarding and sales enablement were key to quickly educating new hires to set them up for success. Since much of the workforce is always on the go, a mobile app allowed them to access information that could be pulled up on the fly, such as during a customer meeting.

To communicate new product information, messages from executives and goals, the Aruba Quotient app uses push notifications to share content.

"We have an email marketing campaign, but people's inboxes get cluttered all the time. With an app, they can see the push notification, then go into the app and read up on the latest announcement," said Felicia Dornig, marketing manager at Aruba Networks.

The app has an audience of more than 1,500 across both



The Aruba Networks Quotient app uses push notifications to share new product offerings and news with its employees.

RESULTS

 **Increased revenue**

Since implementing the B2E Aruba Quotient app, the company has beat every quarterly sales forecast.

>81%

More than 81 percent of app audience is opted in to receive push notifications.

“With the app, our sales force is more engaged and readily has access to information. With push notifications, employees can pick up information faster and easier than they ever have with previous employees.”

*Felicia Dornig,
marketing specialist, Aruba Networks*

iOS and Android devices, meaning many employees have it on multiple devices. More than 81percent of staff with the app are also opted in to receive push notifications, leading to a more informed workforce.

“Because of the ease of access to information, employees with the app are selling faster and easier than ever. Many new hires have shown outstanding success, educating themselves and being able to aggressively sell and beat quotas within only the first few quarters of joining Aruba,” Dornig said.

The app has successfully trained Aruba Network’s employees and gotten them excited about making sales for the company. For example, when the Vice President of Worldwide Sales has an important message to share, the app sends a push notification to get his message out. These types of messages have a huge open rate.

The app also includes an educational quiz game that uses push notifications to increase participation. “People are addicted,” Dornig said. “When we send a push notification about it, we see a spike in people going back into the app to play the game and test their sales and product knowledge.”

In the future, Aruba Networks will integrate segmentation into the app so leaders can send push notifications to employees attending specific conference events, such as a reminder for certain groups to attend relevant sessions.

“The Aruba Quotient app is perfect for our employees,” Dornig said. “It’s something they always carry with them and push notifications allows quick access to product information and education, leading to more knowledgeable and successful employees.”