

HP Buys Into Enterprise Mobility

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HP makes its biggest acquisition since 2011's Autonomy buy as it coughs up \$2.7 billion for next-generation enterprise mobility and wireless networking solutions provider Aruba Networks.



Aruba holds a 10-13% share of the enterprise WLAN market according to FBN Capital Markets, while HP holds just 4-5%. As such, HP's aim of the buy is no doubt to gain a greater foothold on the market by leveraging on the Aruba brand.

Aruba CEO Dominic Orr and CTO Keerti Melkote will retain leadership of the company, while reporting to HP Enterprise Group leader Antonio Neri.

"Enterprises are facing a mobile-first world and are looking for solutions that help them transition legacy investments to the new style of IT," HP CEO Meg Whitman says. "By combining Aruba's world-class wireless mobility solutions with HP's leading switching portfolio, HP will offer the simplest, most secure networking solutions to help enterprises easily deploy next-generation mobile networks."

However, one has to keep in mind that HP has a record in big acquisitions best described as dismal, having written off its two major multi-billion Autonomy and EDS buys. Will it strike lucky with Aruba, we wonder?

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