

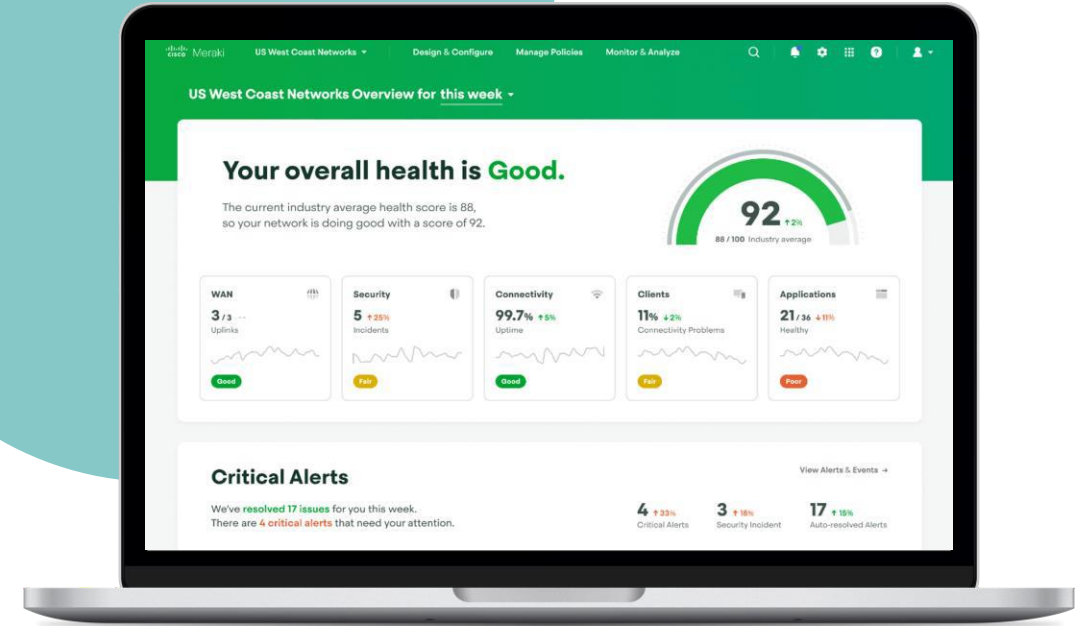
Supercharge Cisco Meraki




Josh Rennick

The Meraki Platform



94% of customers save time from a single, easy-to-use dashboard



Access

- Wi-Fi 
- Switching 
- Mobile Device Management (MDM) 



Secure SD-WAN

- Security and SD-WAN 
- Secure Connect
- Cellular gateways 

Cloud Security

- Cisco Duo
- Cisco Secure Client (AnyConnect)
- Cisco Secure Endpoint (AMP)

IoT

- Smart cameras 
- Sensors 

APIs

- Meraki APIs
- Partner ecosystem

Trusted by 75% of Fortune 500 companies globally

799k customers

99.99% Cloud SLA

Best-in-class 24/7 global support

Lifetime hardware warranty

4M+ customer networks

14M+ Meraki devices online

190+ countries in network

10B+ external API monthly calls

639M+ daily end-user devices

3.4M+ active API users

The Jam Experiment



VS





Platform UX simplification

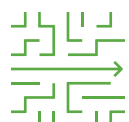
Same navigation between all platforms



Single sign on across all platforms



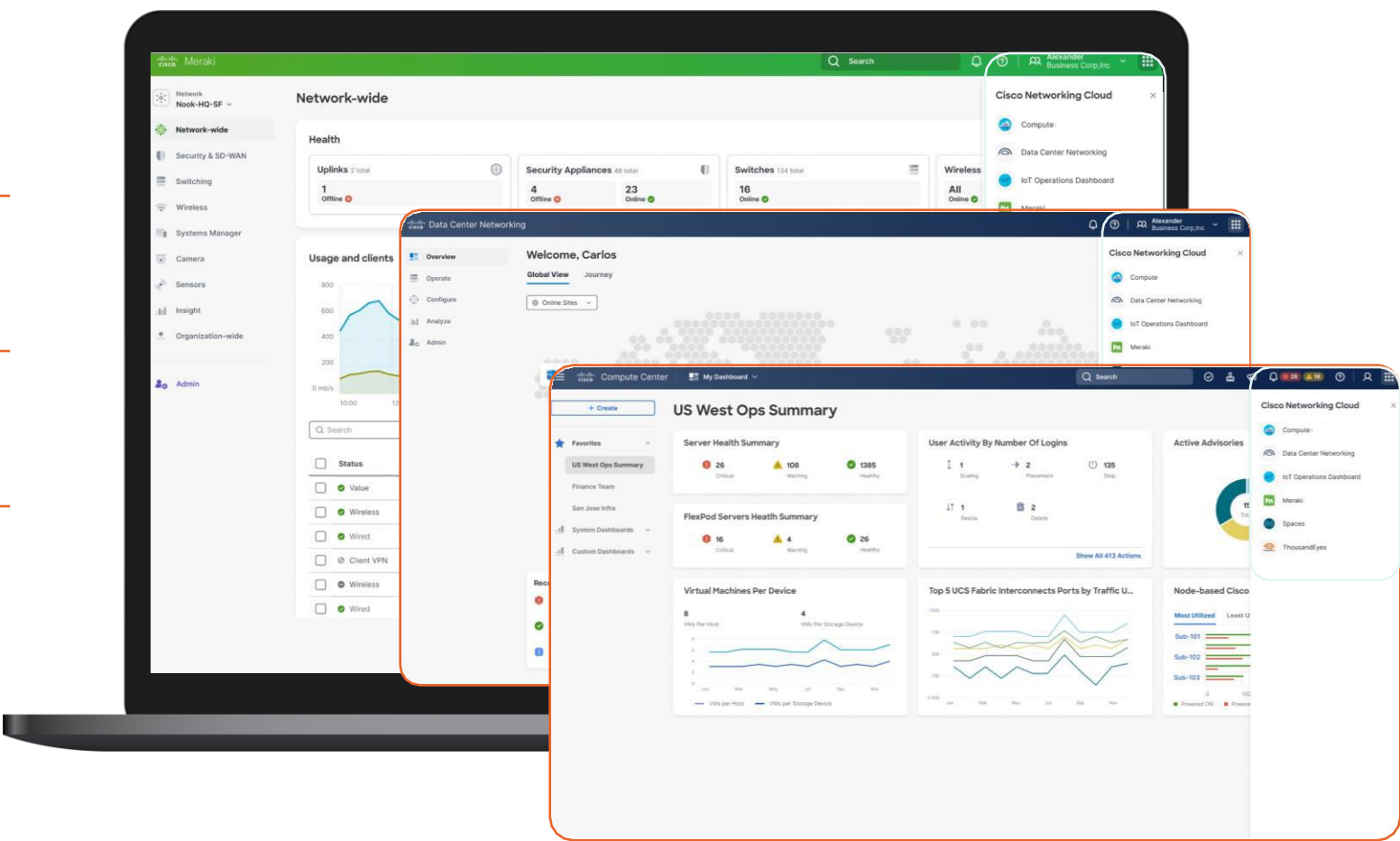
Easily switch between applications



Streamlined management



Unified design system for Cisco Networking and Security



Got Scalability?





The Digital Sandwich Experience



Overview

Took WiFi connectivity and transformed it into a marketing platform

Location-based messaging

Once a customer opted-in, SUBWAY® had the ability to message them based on their location and demographics



Campaigns

Two types of campaigns were promoted as customers entered/exited stores

Loyalty

Customers were sent offers based on the # of monthly visits to encourage returns

Churn

Offers triggered when a customer had not visited location for a set period of time

Select Outcomes

80%

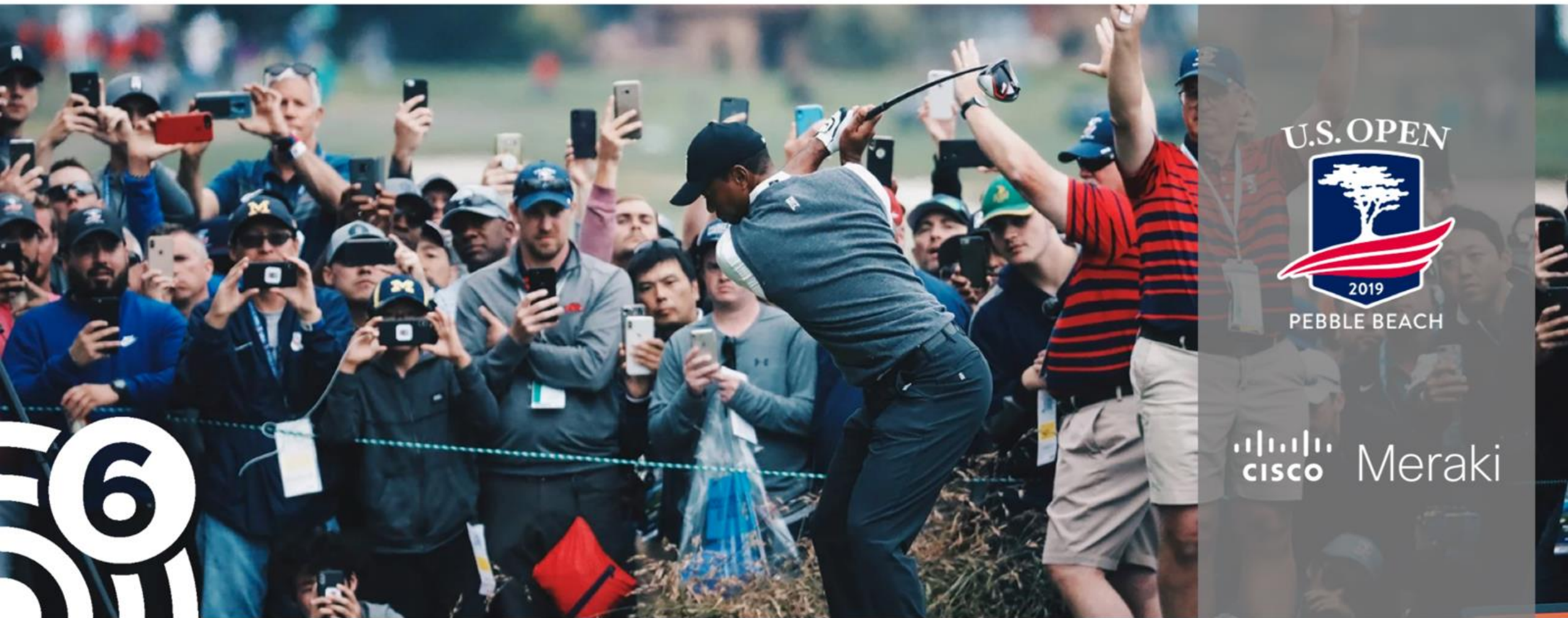
Visitors who opt-in return to venues 80% more frequently

23%

Visitors who sign into WiFi spend 23% more time in SUBWAY®

15-30%

15-30% opt-in to PII analytics and proximity marketing over 1 year



U.S. OPEN



PEBBLE BEACH



Meraki

US Open Cisco Meraki



38.93 terabytes
total traffic



366
APs online



Peak unique client count:
28,043 on June 15



69,077
unique clients



Top traffic category:
Secure Web traffic with 9.04TB

Focus Areas

Take action | What we want to see you leave with:



Education

- Teach the teacher
- Resources



Put it in Action

- Technology
- Ease of transacting business



Partnership and Execution

- Offers
- See Try Buy
- Partnership and Execution

Meraki Partner Portal

Visit MerakiPartners.com

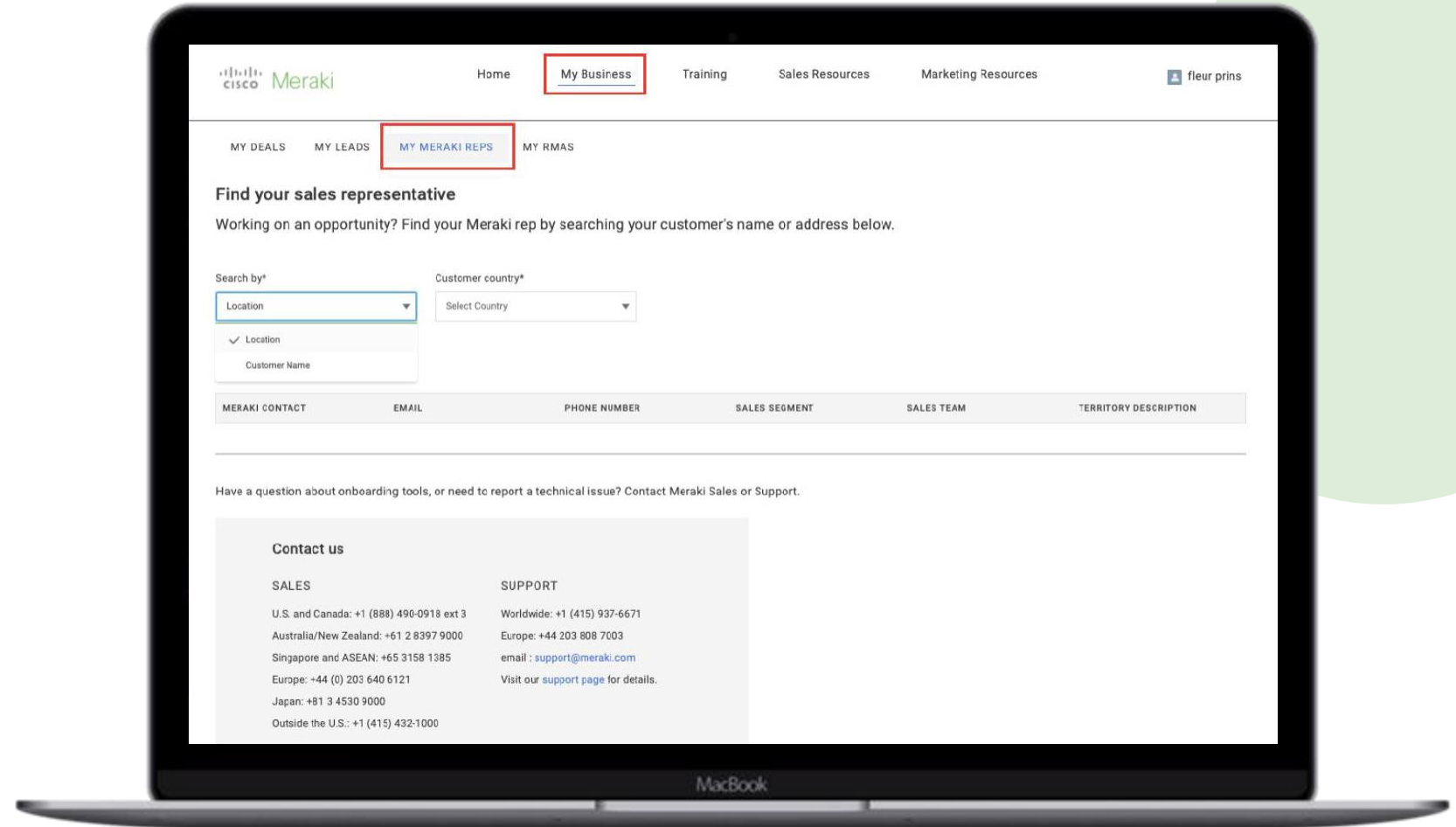
Technology Offerings

Marketing Resources

Training/s

Promotions | Fastrack

POTP



Leverage a simple, high velocity sales model

SEE

TRY

BUY





Next steps



Try a **free demo**

Get started with a **free trial**

Watch **product webinars** on-demand