

# Launching a Service with Meraki

## GETTING STARTED



### WHY: Increase revenue with superior and differentiated experiences

- Capture market share by being the first to market with innovative services, exceeding customer expectations and minimizing churn
- Launch services faster by accelerating proof-of-concept testing and empowering sales teams with an intuitive cloud management GUI
- Delight customers with a fully operational service that can be self-installed or deployed by a low-cost technician within days of ordering
- Maximize margins and create additional revenue with existing Meraki hardware, e.g. tailored services via APIs or public Wi-Fi and managed business Wi-Fi using the same APs
- Reduce operating costs and time with best-in-class cloud management, while expediting case resolution with remote troubleshooting

#### MYTH

*“Managing all aspects of a service deployment internally is costly and time-consuming...”*

#### FACT

Cisco Meraki acts as an extension of the Service Provider team, offering a powerful and intuitive management dashboard with advanced automation to address critical challenges. Service Providers benefit from increased visibility and control while reducing time, complexity, and lowering total cost of ownership.

*“Launching new services to stay relevant requires significant back-end resources and time...”*

Services with Cisco Meraki can be launched quickly, utilize existing deployments, or adapt post-launch, allowing SPs to stay at the leading edge of innovation while simultaneously optimizing their own business and increasing revenue.

*“There is little a Service Provider can do to prevent churn...”*

A Cisco Meraki service provides added value for end-customers, increasing overall customer satisfaction. Advanced automation, proactive monitoring, and availability to the latest technology enable key competitive differentiators.

*“Balancing profitability, innovation, and customer experience is challenging and cost-prohibitive...”*

Cisco Meraki makes it possible for SPs to develop services where every interaction can lead to higher user investment and where every service can be flexible to fit the ever changing demands of digital transformation.

## Cisco Meraki Products



**Wireless (MR):** Powerful, centrally managed indoor and outdoor APs, scalable from small to high density deployments



**Security (MX):** Centrally managed security, networking, and application control make it easy to deploy protected and interconnected multi-site networks



**Switching (MS):** Bulk configuration changes, automatic firmware updates, and remote troubleshooting reduce complexity and enhance network visibility and control



**Endpoint Management (SM):** Locate devices, deploy software and applications, deliver content, and enforce security policies in a matter of clicks



**Insight (MI):** End-to-end visibility into end users' experience on the network, significantly reducing the time to isolate network or application problems that lie beyond the LAN



**Security Cameras (MV):** Built for simplicity with remote viewing, integrated analytics, motion control searches, and edge storage, reducing cost and complexity

## Key benefits for Service Providers

### A platform for managed services



Easy to setup, leading to quicker services launch and reduced time to market



Lower cost for Service Providers to remotely monitor and manage any number of distributed customer deployments with dashboard



Simple provisioning of network elements for added customization, differentiation, and business value



Trusted in service offerings globally for customers of every size and industry



Ongoing product and feature development providing a rapidly expanding list of value add features

### Add value through features



In-depth insights into IT deployments and full control over network usage



Dashboard API can be used to create opportunities, from streamlining bulk configurations to creating unique offerings which combine Meraki and SP data



Co-brand dashboard and provide customers monitor-only access to customized, real-time analytics



Leveraging scalable deployment options, provides customers with flexibility without added complexity



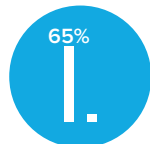
Remote troubleshooting through live tools reduces time to resolution, increasing customer satisfaction

## Market Trends

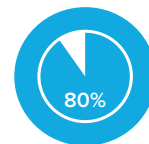
Businesses are increasingly migrating to cloud-based solutions with an overwhelming preference to purchase managed IT solutions from their service providers and a willingness to pay extra for these services.



Worldwide managed cloud services will grow at a rate of 18% every year



65%+ of businesses prefer to purchase Wi-Fi from Service Providers



Businesses are 80%+ more likely to buy connectivity and Wi-Fi from the same SP