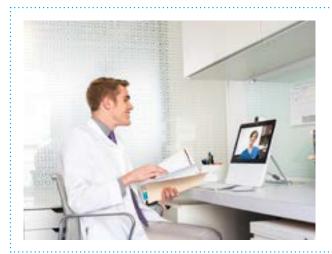**MERAKI MANAGED SERVICES:**

Customer Profiles

Small and Medium-Sized Business

Needs:

- They need to have a fully functional network launched quickly, allowing them to connect their systems and open for business
- They need to provide a secure connection for business systems, but also provide their guests with Wi-Fi at little, or no, extra cost
- They need more than just connectivity, they need to encourage loyalty, understand buyer behaviors, and grow their business

Provide:

- Quick-to-deploy enterprise-class IT, driving user experiences, data-driven customization, and business growth
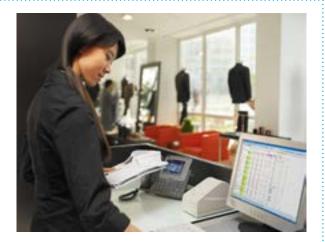
Distributed Small Branch

Needs:

- They have numerous small locations that require connectivity and the ability to quickly and securely share business resources
- They do not have local IT at each site and are looking to their ISP to provide a single, comprehensive solution that's easy to manage
- With many sites and users, maintaining security and preventing any malware or malicious threats is critical

Provide:

- Intelligent IT with configurations that can be easily cloned or templatized, providing reliable security, connectivity, and sharing

Bespoke Enterprise

Needs:

- Where every IT interaction drives engagement and innovation, they need a network that provides information to drive business growth
- They need to promote employee efficiency by prioritizing access to needed resources and encouraging digital transformation
- They need to support high capacity usage, reliable connectivity expectations, and an always up-to-date IT infrastructure

Provide:

- Customized and highly adaptable IT, enabling efficiency, innovation, and informed business decisions driven by network intelligence

Example Benefits by Vertical

RETAIL
<table><tr><td>Enable enhanced guest experiences while delivering the rich intelligence required to drive business decisions and increase customer loyalty</td><td>   - Enhance experiences with guest Wi-Fi solutions, including bandwidth control, Facebook login integration, and customized splash pages   - Rich analytics deliver breakthrough visibility into guest activity, shopper profiles, and insight into purchasing behavior   - Location analytics display real-time location statistics to improve customer engagement and loyalty across sites   </td></tr></table>

RETAIL	
Enable enhanced guest experiences while delivering the rich intelligence required to drive business decisions and increase customer loyalty	• Enhance experiences with guest Wi-Fi solutions, including bandwidth control, Facebook login integration, and customized splash pages • Rich analytics deliver breakthrough visibility into guest activity, shopper profiles, and insight into purchasing behavior • Location analytics display real-time location statistics to improve customer engagement and loyalty across sites
HOSPITALITY	
Help hotels go beyond guest wireless and deliver a customized experience, from more attentive staff to increased personalized interactions	• Built-in location analytics provide actionable insights into how guests move through properties, where they linger, and how often they return • Bluetooth BLE radios in Meraki APs provide seamless integration with third party apps for context and location-aware mobile experiences • Remotely configure secure guest Wi-Fi with custom splash pages in a few dashboard clicks, delighting the hotel and their guests
HEALTHCARE	
Optimize critical deployments typical of clinics, medical campuses, and assisted living facilities with accessibility, end-to-end visibility, and control	• Allow hospital guests and patients to stay connected to loved ones with APs that securely isolate guest wireless traffic from the core network • Limit patient/guest wireless access to specific APs and for scheduled times of day, while providing staff with bandwidth they need • Securely transfer sensitive patient data between locations with self-healing, auto-provisioning site-to-site VPN
MANUFACTURING	
Prevent production downtime with a solution that works to combat tough RF environments, open or high-ceiling spaces, and extreme temperatures	• Enable a more efficient mobile workforce with secure connectivity to fast Wi-Fi and APs built to overcome challenging environments • Rapidly expand connectivity to remote "dead zones" with zero-touch, automatic AP meshing, regardless of conditions at the site • Provide quality assurance and monitor the production floor with motion search tools and analytics built into cloud-managed security cameras
EDUCATION	
Improve student learning and school innovation with reliable connections and always-on coverage, while providing both IT and physical security	• Get up-to-date insights into client, student, and application usage thanks to cloud-automated classification and device fingerprinting • Create multiple student, teacher, and guest networks and assign varying levels of traffic shaping or firewall rules to each network • Seamlessly manage applications by blocking certain harmful sites, limiting bandwidth on other apps, and prioritizing educational apps

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