



# The Meraki Platform

Executive Introduction

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Solutions Engineer | Cisco

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# Cisco networking portfolios

On Prem

Cloud

Enterprise



Small



# Ease through convergence with the Meraki platform

The power of the platform pulls IT, IoT, and physical security domains together



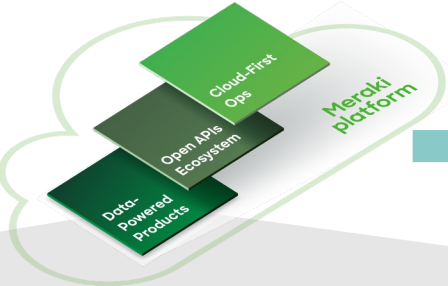
NEXT-GEN ACCESS | SASE | IoT | AI / ML

# The Meraki platform: A foundation for IT and IoT



MERAKI DASHBOARD

Built-in solutions



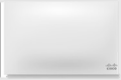
API  
Tailored solutions



CUSTOM BUILT  
[developer.cisco.com/meraki](https://developer.cisco.com/meraki)



TECH PARTNERS  
[meraki.com/marketplace](https://meraki.com/marketplace)



Wireless



Switching



Mobile Device Management



Security and SD-WAN



Cellular Gateways



Smart Cameras



Sensors

ACCESS

SECURITY AND IOT

# 75% of Fortune 500 companies trust Meraki.

See how IT leaders optimize their networks, secure locations, and connect people, places, and things—by partnering with Meraki.

SEE ALL STORIES



# 94%

of current Meraki users are repeat customers.

# 11.5M+

active Meraki devices, plus more than 191.3 million connected devices on our network.

# 84%

of our customers recommend Meraki to other industry professionals.

# Out-of-band **cloud management**



## Intuitive

- Simple browser-based dashboard
- Cloud-hosted centralized management platform

## Scalable

- Unlimited throughput, no bottlenecks
- Add devices or sites in minutes

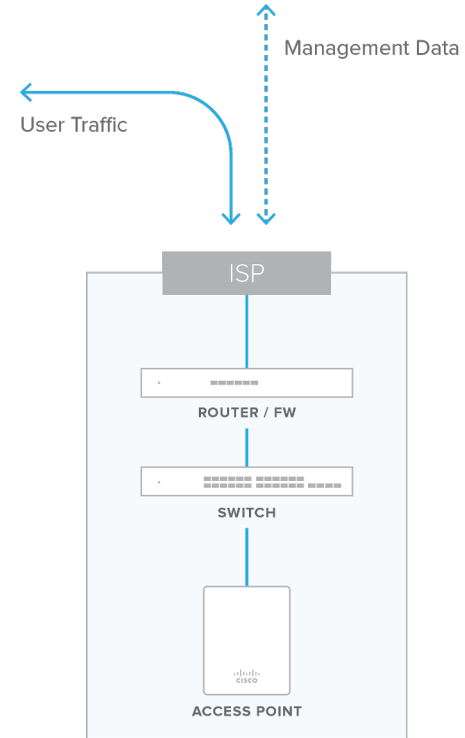
## Reliable

- Highly available cloud with multiple data centers
- Network functions even if connection to cloud is interrupted
- 99.99% uptime SLA

## Secure

- No user traffic passes through Meraki cloud
- Can fully support a HIPAA- / PCI-compliant network (level 1 certified)
- Third party security audits, daily penetration testing
- Automatic firmware and security updates (user-scheduled)

Reliability and security information at [meraki.cisco.com/trust](https://meraki.cisco.com/trust)



# Challenges facing our customers today

Reducing **complexity**  
in operations

**Automating** operations  
and business processes

Using **data** to improve  
customer/user experiences









Ensuring **safety and security** in  
all environments

Making operations more  
**sustainable** and **reducing costs**

Enabling staff to be more  
**productive** and **efficient**

# Differentiators

\* Source: TechValidate survey of 1661 Small Business users of Cisco Meraki | Oct 26, 2020

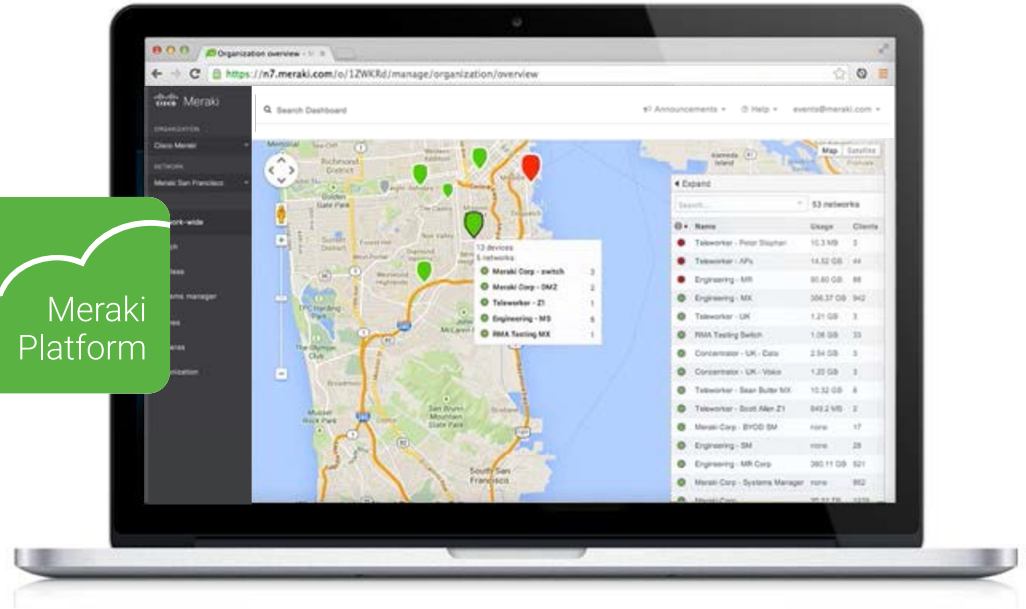
<b>Cloud Management</b> 	<b>Full Networking Stack</b> 	<b>Simplicity</b> 	<b>Reliability</b> 
<p>Meraki <b>invented cloud-managed networking technology</b> in 2006.</p> <p>There's no time-intensive controllers required on-site. SMBs who deploy Meraki see a 55% increase in profitability, efficiency, and security.*</p>	<p>Meraki has a <b>complete ecosystem of IT networking products</b> and continues to innovate to IoT solutions &amp; beyond, for any SMB need or use case.</p> <p>When you migrate to new products, you can <b>trade in</b> old gear for an additional 4% off.</p>	<p>True zero-touch provisioning &amp; configuration, with <b>easy plug-and-play</b> deployments.</p> <p><b>Remote management</b> from a single pane of glass, GUI-based dashboard. 88% of SMBs who deploy Meraki solutions see +24% time saved.*</p>	<p>We maintain a <b>99.99% cloud SLA</b>. This uptime availability is an industry benchmark for quality.</p> <p>Meraki <b>reduces 30% of bugs</b> year/year, saving you time and money.</p>
<b>Cost Savings</b> 	<b>Security</b> 	<b>Flexibility</b> 	<b>Resiliency</b> 
<p>Meraki can lower your TCO (total cost of ownership). Our per <b>device licensing model can save you up to 90% in OpEx</b> compared to traditional technologies, by providing lifetime warranty on most devices, automatic <b>firmware updates</b> &amp; upgrades, and more.</p>	<p>Meraki security is backed by <b>Cisco Talos</b>, one of the largest threat intelligence teams in the world.</p> <p>With 350+ researchers, analysts, and engineers, they make the internet safer and <b>block 20B global threats daily</b>.</p>	<p>Meraki Marketplace (125+ apps) is the <b>largest IT networking marketplace</b>, 3x larger than the largest competitor.</p> <p><b>Meraki APIs</b> let lean IT teams scale via automation, build custom solutions, and integrate with Meraki, Cisco, and 3rd party systems.</p>	<p>Meraki provides <b>24/7 technical support</b> (phone/email) and a <b>lifetime hardware warranty</b> (except cameras &amp; outdoor APs) with advanced replacement.</p> <p>25% of SMBs who deploy Meraki <b>launched new initiatives</b> not possible before.*</p>



WHY MERAKI

# Cloud-first ops

- **Simplicity** with intuitive management
- **Scalable**, SMBs to large enterprises
- **Intelligence** as IT and OT converge

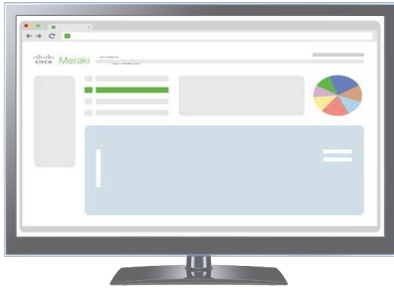


DESIGNED FOR  
Ease of new



BUILT FOR  
Ease of change

# True zero-touch provisioning out of the gate



**One-time remote,**  
web-based configuration.  
Templates **simplify** large  
multi-site deployments



**Unbox and plug in**  
appliances at  
required locations

# Management at scale

- Streamlined landing experience
- Improved performance: faster load times
- Handling 12+ million devices and 4+ million networks

The screenshot displays the Meraki Management Dashboard for an organization named 'Nook-HQ-SF'. The interface is organized into several key sections:

- Organization Summary:** Provides a high-level overview of the network's health. It includes four main categories: Uplinks (132 total, all online), Security Appliance (127 total, 02 recently offline), Switches (561 total, 15 recently offline, 11 A/crog), and Wireless (1773 total, 39 recently offline, 192 A/crog).
- Alerts:** A table listing recent alerts, including power supply issues, unreachable devices, and VLAN mismatches. The highlighted alert is 'Devices VLAN mismatch' for the 'Shanghai main hub' network, affecting 4 devices.
- Networks:** A table listing all 223 networks, showing details such as usage, tags, clients, and MX/MS/MR status. The 'NY2 - office 5' network is highlighted.
- Suggested Fix:** A sidebar on the right provides a detailed explanation of the VLAN mismatch alert, recommending a match between the Allowed VLAN settings of Upstream and Downstream devices.

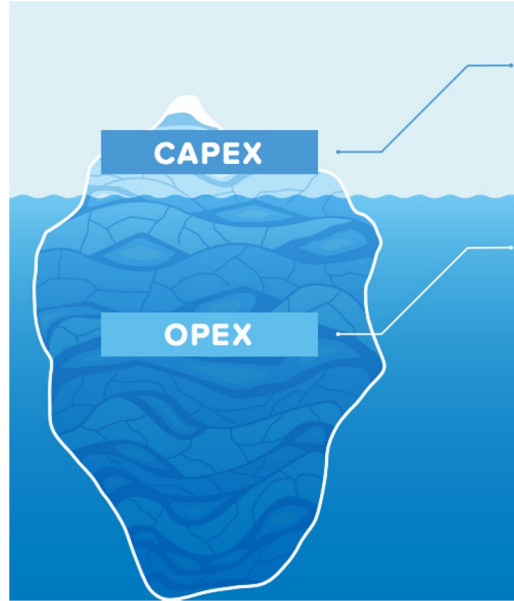
At the bottom of the dashboard, there is a footer with the following information:

- Let's begin
- about 3 hours ago from your current IP address
- Current session started about 2 hours ago
- Data for this organization is located in North America

# Save Resources

*Over 25% of IT decision makers define saving costs and having more budget as their biggest wish.*

Results from Cisco Meraki survey of IT professionals in the UK, Germany and France in June 2019



CapEx savings are largely dependent on pricing variations between vendors

Gartner estimates that **80%** of total IT costs occur after the initial purchase (OpEx)

Meraki customers could save up to **90%** on OpEx

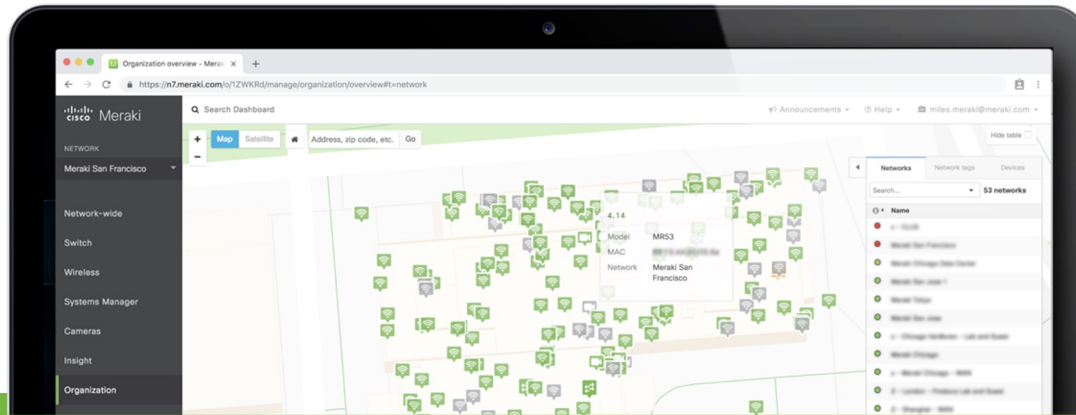
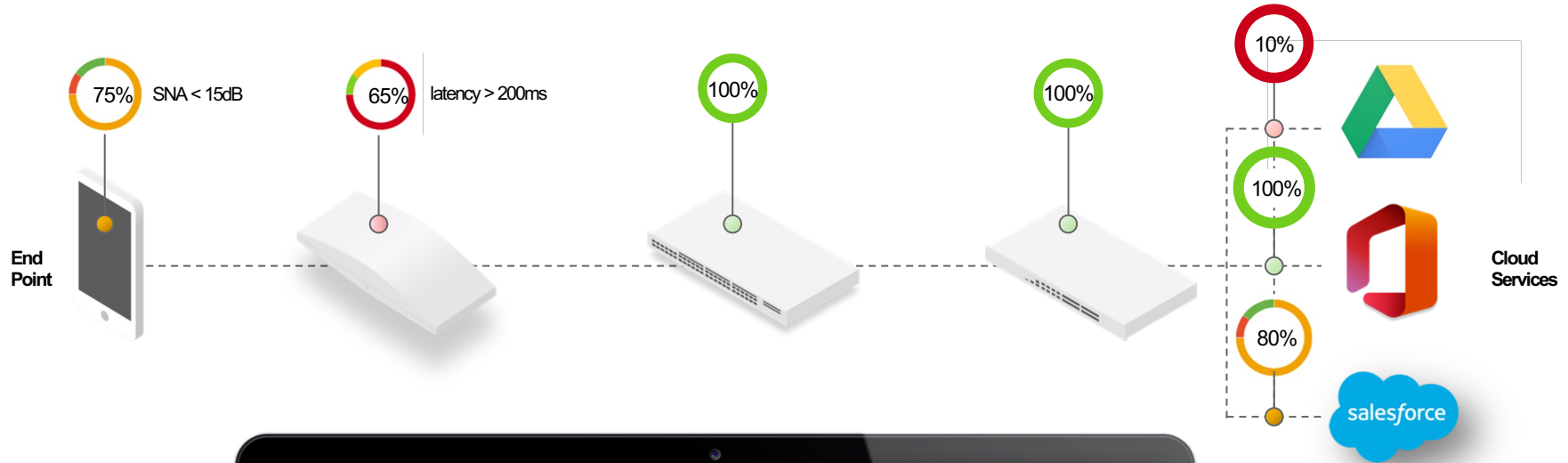
**TCO = CAPEX + OPEX**

TOTAL COST  
OF OWNERSHIP

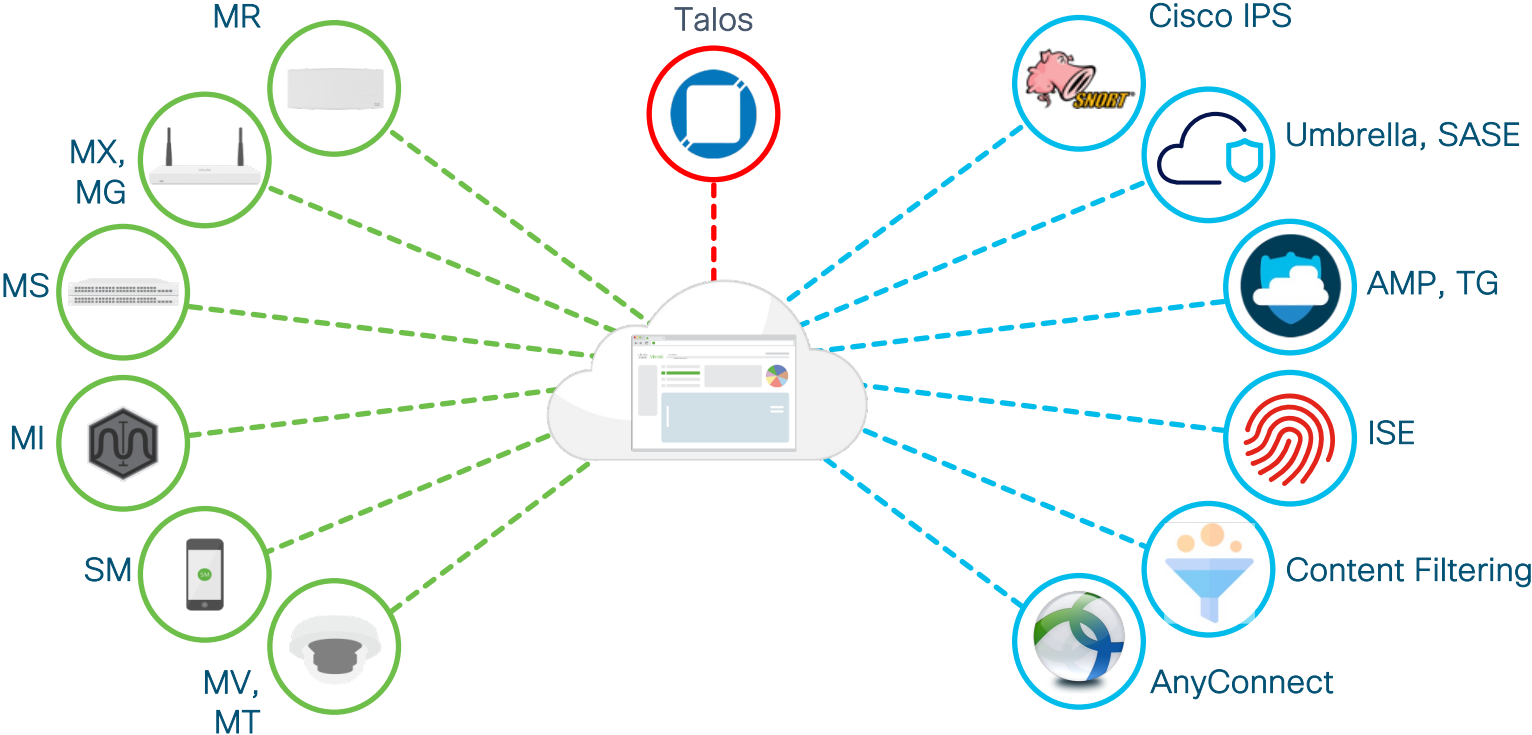
CAPITAL  
EXPENDITURE

OPERATIONAL  
EXPENDITURE

# Automating assurance with Meraki Health



# Leveraging Cisco Security Solutions



# Meraki MX + ThousandEyes network assurance



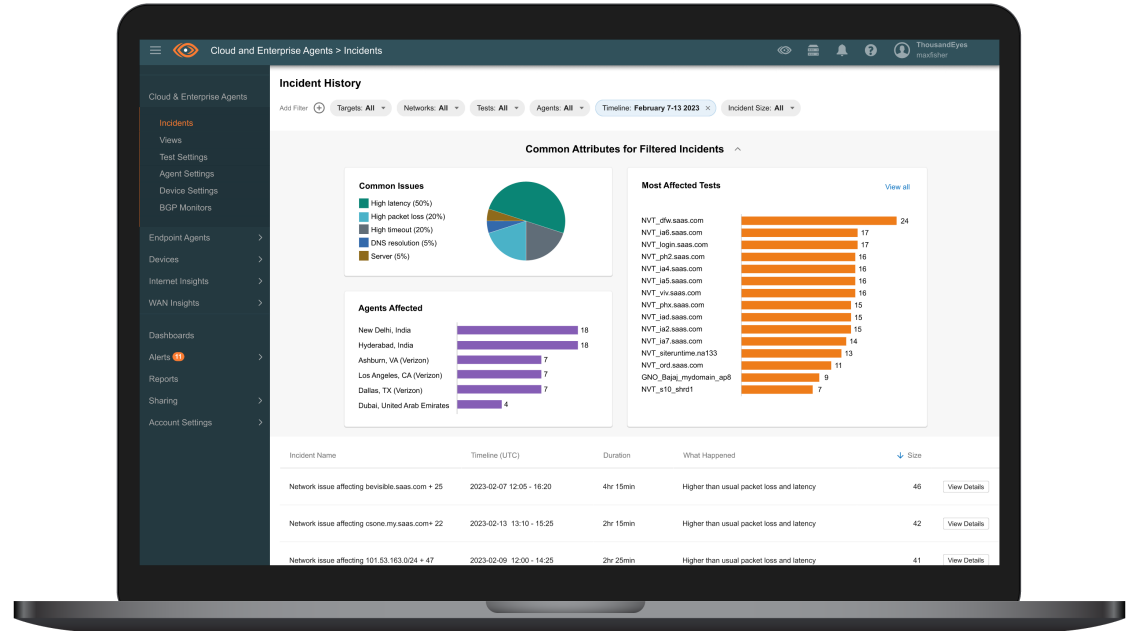
Broad data collection



Proactive intelligence

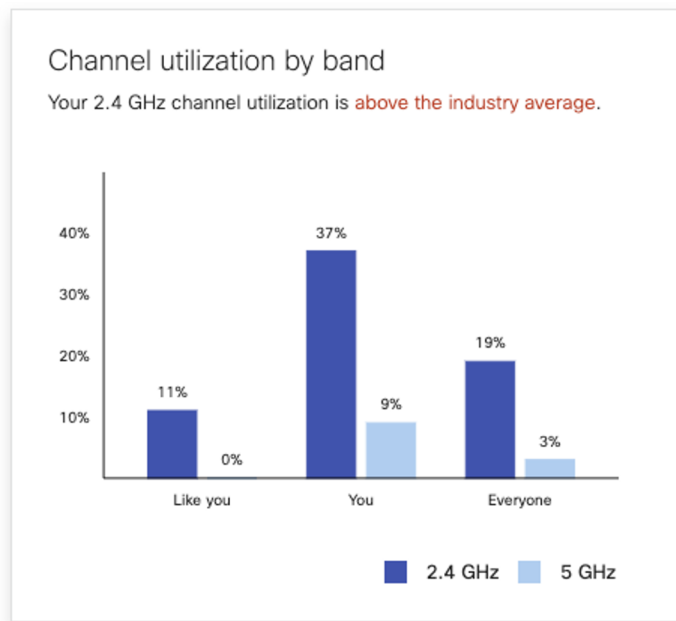


Operational workflows



# Networks like **Yours** powered by **AI**

Improve with customized recommendations for each diagnostic



## Channel utilization by band



**Tip:** Moving clients to the 5 GHz band reduces latency by up to 100% and can also significantly improve data rates.

## Your individual ranking

Your 2.4 GHz channel utilization is **37%**. There are **916** dual band clients with **10 MB of usage or more**, which is not ideal. Migrate these clients to 5 GHz for better network performance.

37%

2.4 GHZ CHANNEL  
UTILIZATION

916

DUAL BAND CLIENTS  
> 10 MB 2.4 GHZ USAGE

## Clients with > 10 MB usage on the 2.4 GHz band



Search...



# Meraki IoT is built with **security** in mind



Protected by  
Trust Anchor  
module (TAM)



Certificate-  
based  
authentication

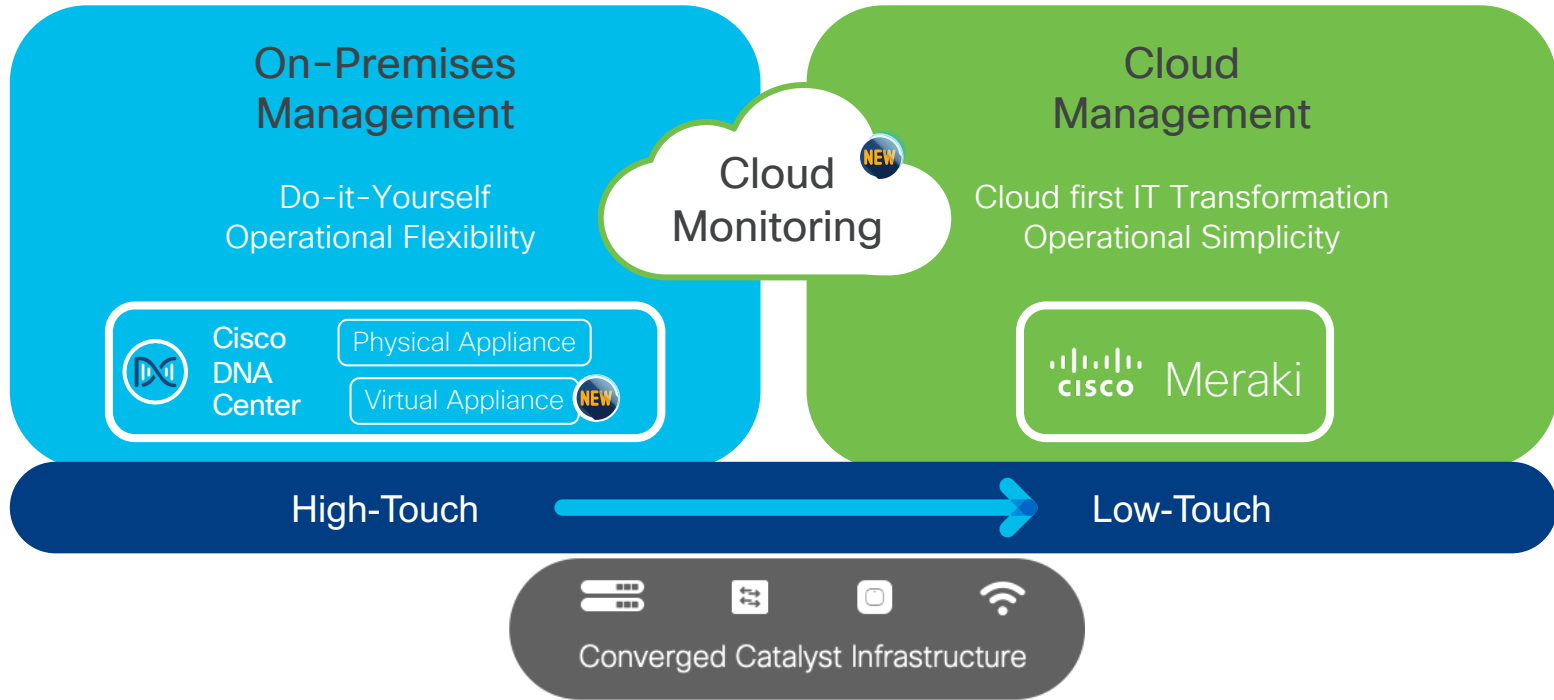


Encrypted  
by default



Secure OTA  
updates

# Your IT Operation Model, Your Way



# Converged Wi-Fi 6E hardware



CW9166

Ultra High Performance 6E  
Four 4:4 MU-MIMO



CW9164

High-Performance 6E  
Two 2:2 and 4x4:4 MU-MIMO



CW9162

General Purpose 6E  
Two 2:2 MU-MIMO



Choice of management mode: [Meraki](#) or [DNA](#)

# Cloud monitoring for **Catalyst**

New cloud-first troubleshooting capabilities



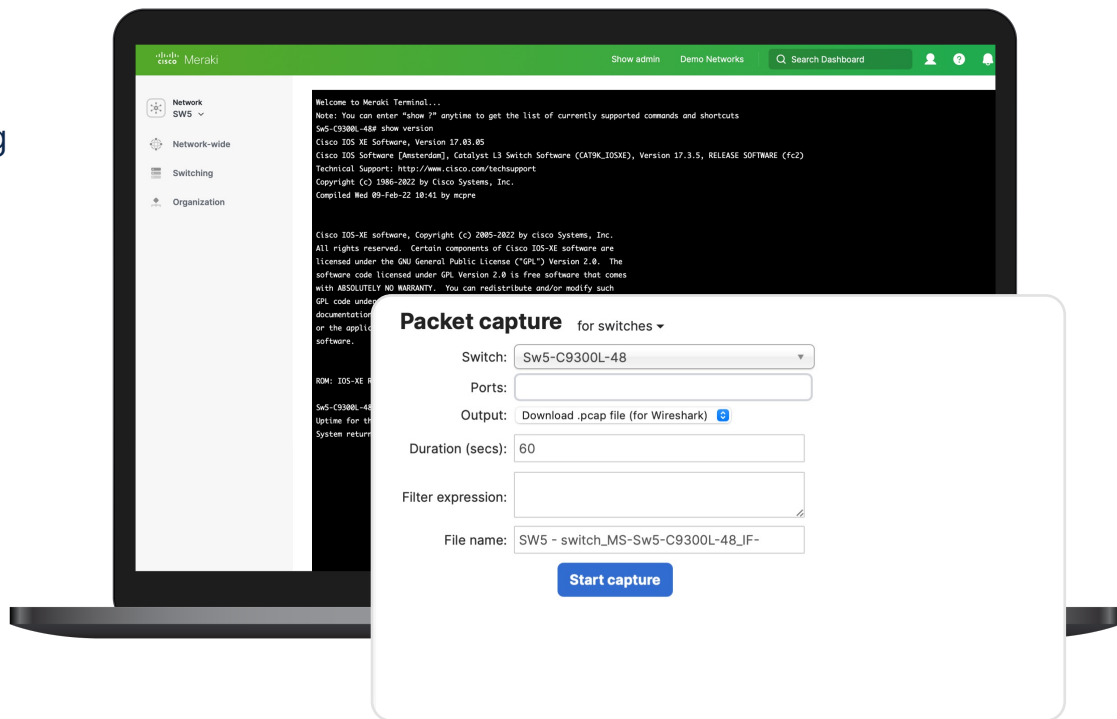
Customizable, proactive alerting



Read-only CLI to accelerate troubleshooting



Streamlined packet capture and download in the dashboard



# Introducing... Meraki Subscription Licensing

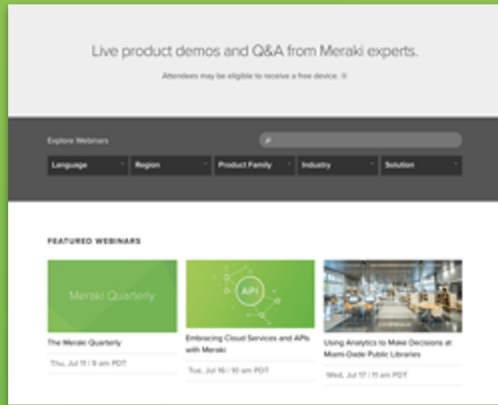
The screenshot displays the Meraki Corporate Subscription management interface. At the top, it shows 'Demo Networks Admin' and a search bar. The main heading is 'Corporate Subscription' with an 'Active' status and a 'Modify' button. Below this, a 'Licenses' summary shows a total of 1,399 licenses, with 1,191 in use (85.2%) and 208 available (14.8%). The interface is categorized by 'Security & SD-WAN', 'Switching', 'Wireless', 'Camera', and 'Environmental'. Three license types are listed: MS200 Large (115/120 in use, 5 available), MS300 Large (109/230 in use, 121 available), and MS300 Medium (90/100 in use, 50 available). A right-hand sidebar contains 'Details' (Subscription ID: SUB-1234567890, Activation Date: Jun 30, 2021, End Date: Jun 30, 2023), 'Networks' (3 networks bound: New York HQ (34% / 473 Licenses), Philadelphia Office (29% / 408 Licenses), Atlanta Office (22% / 310 Licenses)), and 'Recent Changes' (Environmental licenses added Mar 4, 2022; Security licenses added Mar 1, 2022; Cloud Archive licenses added Jan 30, 2022). A footer section shows 'Last login' (about 2 hours ago), 'Current session started' (about 2 hours ago), and 'Data for this organization is hosted in North America'. A 'Give your feedback' button is also present.

A subscription is a group of licenses bound to the same terms  
Subscription enforcement will **restrict the management** of devices **not** bring the network down

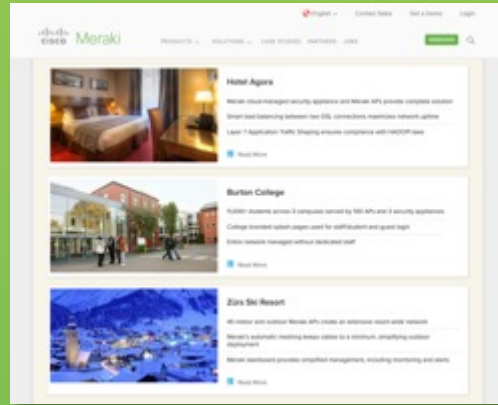


# Next steps

Product specific webinars  
[meraki.com/webinars](https://meraki.com/webinars)



Inspiring case-studies  
[meraki.com/customers](https://meraki.com/customers)



Risk-free evaluation  
[meraki.com/eval](https://meraki.com/eval)



# Power and simplicity without compromise

