

# Harness the power of simplicity

Generate business with a Cisco switching refresh



A warm, sunlit office scene with a wooden desk. In the foreground, a hand holds a black pen over an open notebook with handwritten notes. To the left, another hand writes in a notebook. On the desk are two glasses of iced coffee, a pair of glasses, and a laptop in the background.

A new opportunity to  
boost business is here

Business context



# Time to accelerate business

The 2960 Catalyst Series is one of Cisco's top selling product families. And with its End of Support (EoS) date having passed, now's the chance to spark a conversation with customers around their upgrade strategy.

Help customers pinpoint the best way to migrate their network:

- A new cloud-managed network using Cisco Meraki
- A traditional on-prem managed network with Catalyst 1K or 9K switches

## Refresh Sales Motion

	Switching	Wireless	Routing
LDoS	<b>LDoS Refresh Motion</b> Meraki & Cisco	<b>LDoS Refresh Motion</b> Meraki & Cisco	<b>LDoS Refresh Motion</b> Meraki & Cisco
Modem	<b>Modernize Motion</b> Meraki & Cisco shipped < 2016	<b>Modernize Motion to Wi-Fi 6</b> Wave 1, 11n (Meraki & Cisco)	<b>Modernize Motion to SD-WAN</b> ISR4K, ISR1K, MX w/no SD-WAN SW
<a href="#">Click here to see Small Business Play 'New Office' messaging</a>			
Clear Call to Actions: Free Trial, Webinar			



# Switching on to the benefits of the Cloud

Cloud vs on-prem



# Cloud, on-prem or the best of both?

Your small business customers need to keep powering forward. But it's a complex challenge – especially when it comes to their network. They want it to be:

- Secure, simple and scalable
- Easy to deploy and maintain
- Efficient and cost-effective

But does it really need to be on-prem? Could it be cloud-managed? There's no one right answer.

Are your customers' networking needs growing quickly? Do they have redundant network activities? Do they want analytics? Are they running lean on IT staff? If they answer 'yes' to any of those questions, the Cloud is where they need to be. It delivers:

- A predictable budget
- Centralised management
- The support they need

Meraki helps your customers create a future-proof cloud-managed network with smart and simple IT solutions unified on a single platform.

Of course, if your customers already have a significant capital investment, they might want to stay on-prem. Here they can customise, access extra features, and gain an enterprise solution for the long haul.

Whichever choice they make, Cisco can help your customers keep powering on.



Out-of-the-box configuration



Manage from anywhere



Robust security for peace-of-mind



Evolved intelligence with deep learning



Simple operations to reduce cost

# How to help your customers choose between cloud and on-prem networking

To help your customers find the right way forward for their business, you can ask 5 key questions:

To find out how to address these questions, [click here](#)

## **Are they ready to take the next step?**

Whether your customers go with cloud-managed, on-prem or hybrid, with Cisco you can help them build a solution that's right for their application strategy, IT staff capabilities, and business needs.

1

Where will their applications live?

2

Do they have local IT support in most locations, or are they struggling to scale their staff?

3

How do they buy IT solutions?

4

How are they supporting mobile devices?

5

What matters to them most?



# Tapping into a proven profits generator

Meraki Partner Program



# Meraki energizes customers and partners

Becoming a Meraki partner is easy. All Cisco partners are automatically eligible and all you need to do is complete a simple application form.

? [Start here](#)

See why it pays to be a Meraki partner.

? [Watch video](#)



## **Meraki stickiness**

60% of first time customers buy more Meraki products in the two years following their initial purchase. Their account size will grow 3x. (source: Meraki Strategy team).



## **Free lead generation tools**

You can take advantage of all our lead generation tools using a unique referral code that provides full visibility and control over all incoming leads. And you can manage them through the  
? [Meraki Partner Portal](#)



## **Meraki as a platform**

The Meraki Platform simplifies customer transformation of the IT and network infrastructure. It's designed for ease of use with out-of-the-box management and open APIs for deep analytics and intelligence. It's also built for ease of change with broad integration across Meraki, Cisco and

? [3rd party ecosystem system partners](#)

## **Need more information?**

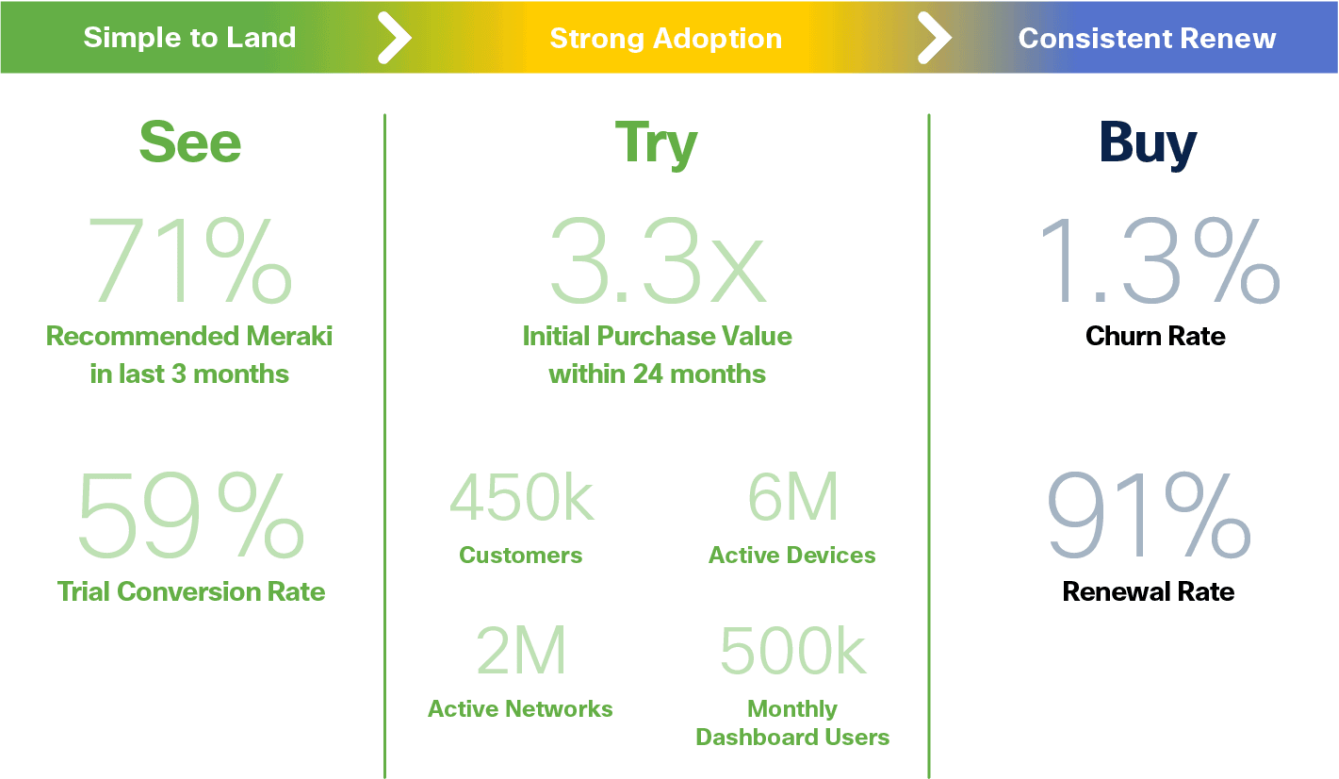
? [Visit Meraki Partner website](#)



# Powering partner profitability

Meraki has the power to add real value to sales and lead generation. It can help you break into new accounts and increase revenue.

## Why Meraki for Partners



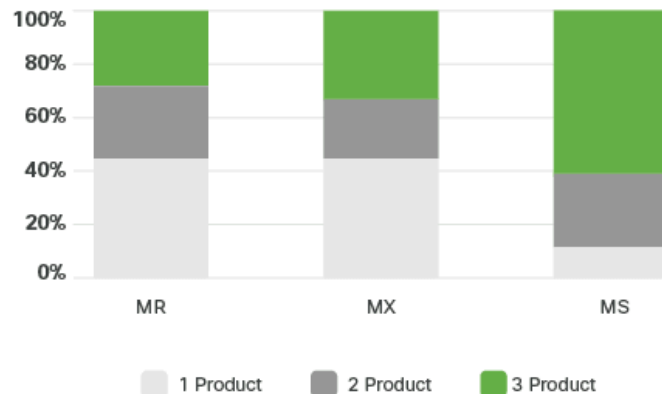
# And when you sell Meraki switches, the numbers look even better.

Long term business opportunity with Cisco Meraki

1

MS customers more likely to adopt full stack

**61% of MS customers turn into full stack customers vs. 21% for MR**



2

Hence, MS drives larger pull-through effect

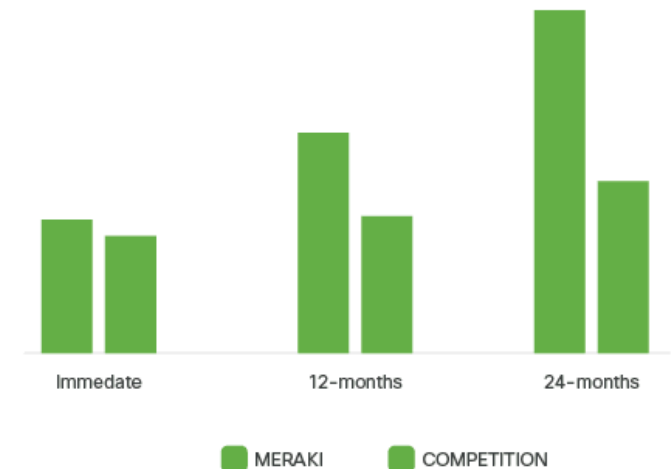
**3.6x**

Pull-through in 24 months when MS in initial purchase

3

The platform can increase your revenue

Long-term opportunity size per technology adopted (SM)<sup>®</sup>



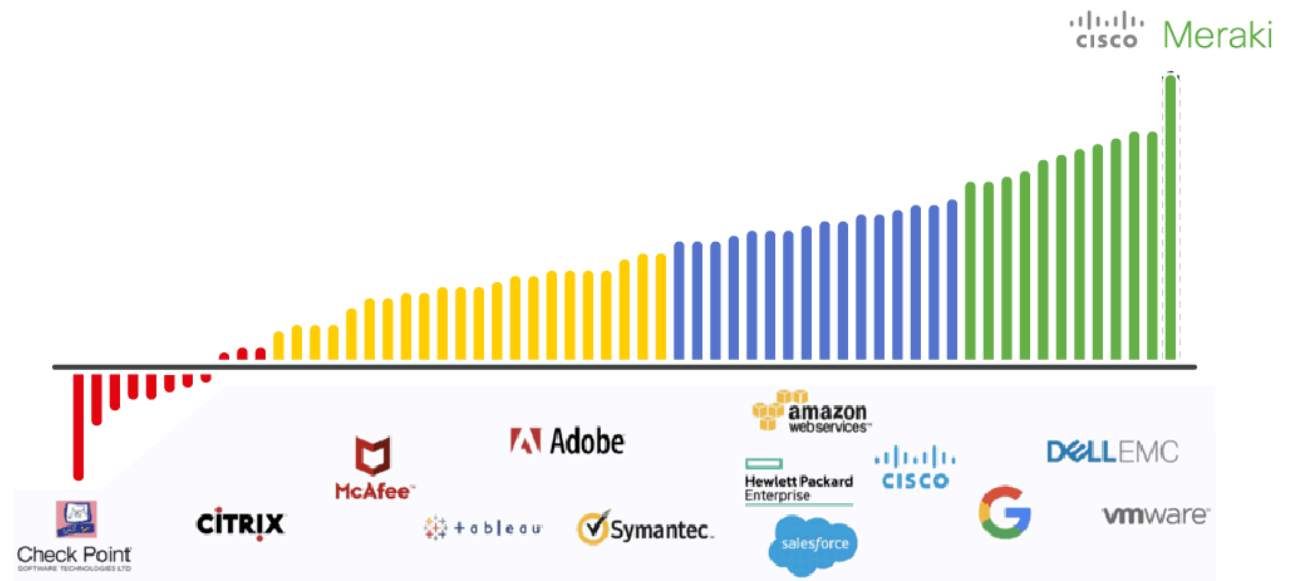
## What Meraki offers you

- Cisco discounts (OIP, TIP), plus access to exclusive Meraki programs
- Meraki Partner Portal for sales and marketing resources
- Continued access to Marketing Velocity Central
- Lead generation program to help you track and follow up leads
- An intuitive licensing model that delivers a recurring revenue stream
- A profitable and adaptable managed services solution

## Why customers love Meraki

- Simple-to-use products with advanced analytics out of the box
- Free tech for eligible customers attending a webinar
- Open APIs allowing service build-out and network customisation
- Feature-rich dashboard that cuts operating costs
- Future-proof investment with seamless over-the-web firmware updates

# Industry NPS Benchmarks





# Driving the move to Meraki



# The Cisco Meraki Platform: designed for ease of new

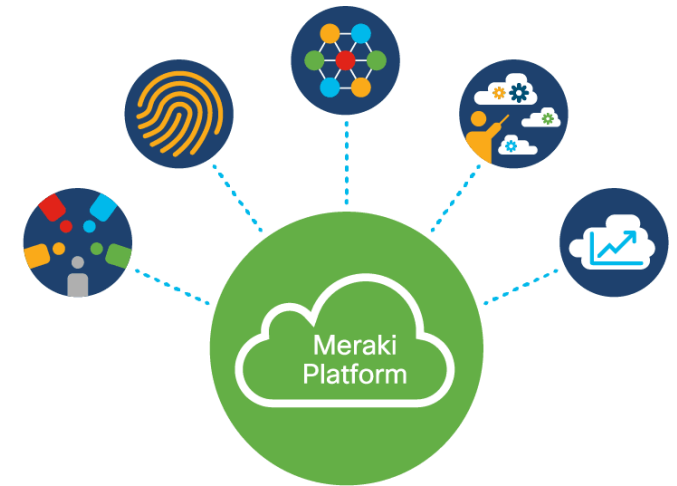
The Cisco Meraki cloud-managed platform empowers IT to thrive as digital transformation picks up pace amid constant change. Customers can do more with less, at scale, quickly, simply and with the confidence to win in their marketplace.

## **Ease of use**

- Crafted to be utterly simple to use
- Continually growing to accelerate specific use cases
- Constantly learning from new situations and vast data sources
- Evolved intelligence with deep insights and analytics

## **Ease of change**

- Configuration and monitoring from a single pane of glass
- Tight integration with the broadest range of networks, apps and devices
- Radically faster deployment, management, and troubleshooting
- Automation to dramatically improve outcomes and experiences



## **Supporting connected apps that fuel business innovation**

The Meraki platform provides APIs for exceptional programmability, helping developers create solutions rapidly. Whether custom-built or off-the-shelf, the Meraki marketplace is a thriving ecosystem of partner apps developed on top of the platform.



# Case Study

## Platform

Seconds matter in video games. So Platform, a small business gaming bar and restaurant in London, needed a solution that delivers the network performance and reliability high-bandwidth gaming demands. The company also wanted to simplify guest access to the wireless network and secure all customer data and devices.

Using the power of Meraki (as well as Cisco Purple and Cisco Umbrella), Platform got the right results:

- Successful launch of UK's number one social gaming experience venue
- Granular user data to inform marketing plans and support business growth
- Customer data and devices seamlessly secured
- Single-pane visibility into network health and performance
- Simple technology roadmap to support an engaging physical and digital experience





# A world power

If your customers need proof of the effectiveness of the Meraki Platform, the speed with which it's being embraced worldwide, cements its position as the industry's most trusted cloud-managed IT platform.

Over **2.5 million** active Meraki networks worldwide



Organizations that have rolled out a complete Meraki solution are part of an on-going success story.

## Meraki Platform Success

Founded: 2006



Acquired: 2012

**99.99%**

Cloud SLA

Customer  
Experience

**+2.5**

Million

Customer  
Networks

**+8**

Million

Network Devices  
Online

**120**

Million

External Api Daily  
Requests

**150**

Million

Daily End User  
Devices

**250**

Million

Daily Splash  
Pages Served

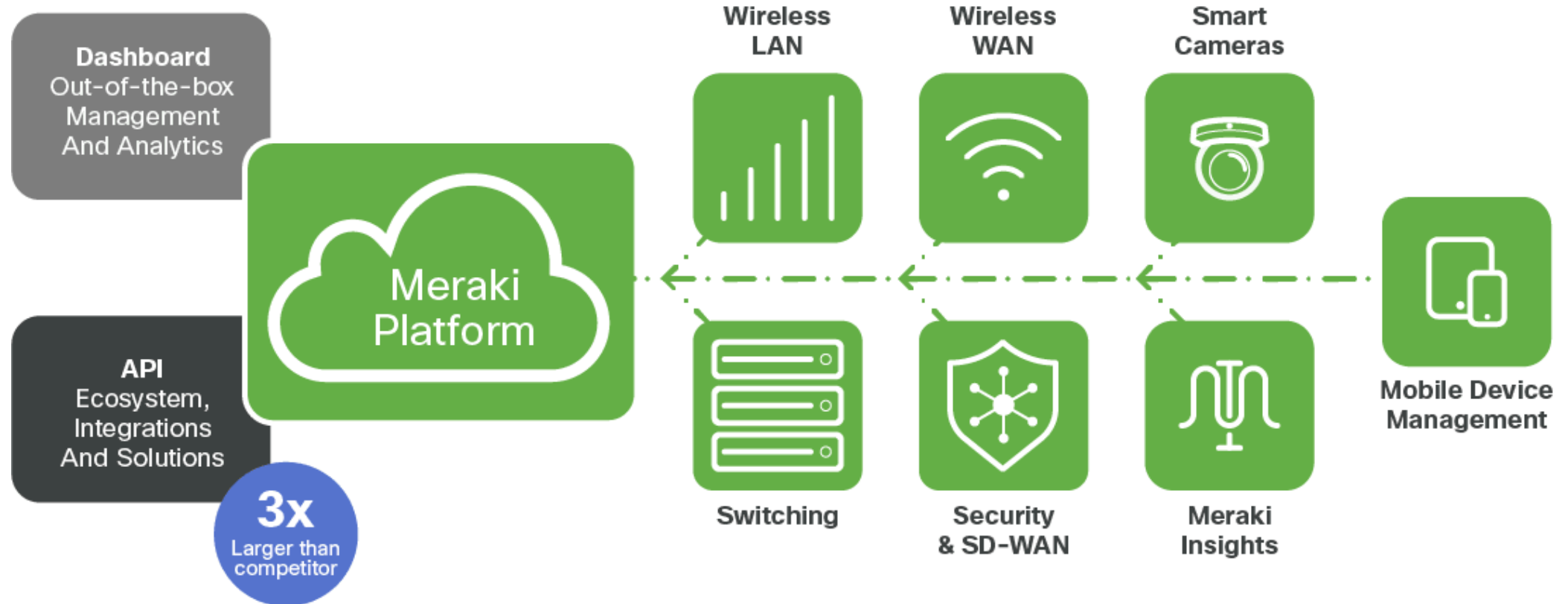


of surveyed organizations  
**saved 50-70% or more time**  
deploying, maintaining, and/or  
troubleshooting IT since  
using Meraki.

Source: TechValidate survey of 1107  
users of Cisco Meraki

Here's what the complete Meraki platform delivers

## Cloud, API/Ecosystem, NetOps





# Why Meraki

## Intuitive, centralized management

- All Meraki devices configured through a single pane of glass
- No complex command line script required
- Zero-touch provisioning

## Detailed network reporting

- Make informed decisions about infrastructure, expansion, staffing and site planning
- Integrate raw real-time data with business intelligence systems
- Perform in-depth analysis using built-in API to export comprehensive event logs

## Automatic cloud updates

- When a new software update becomes available, the Cloud will seamlessly upgrade network devices



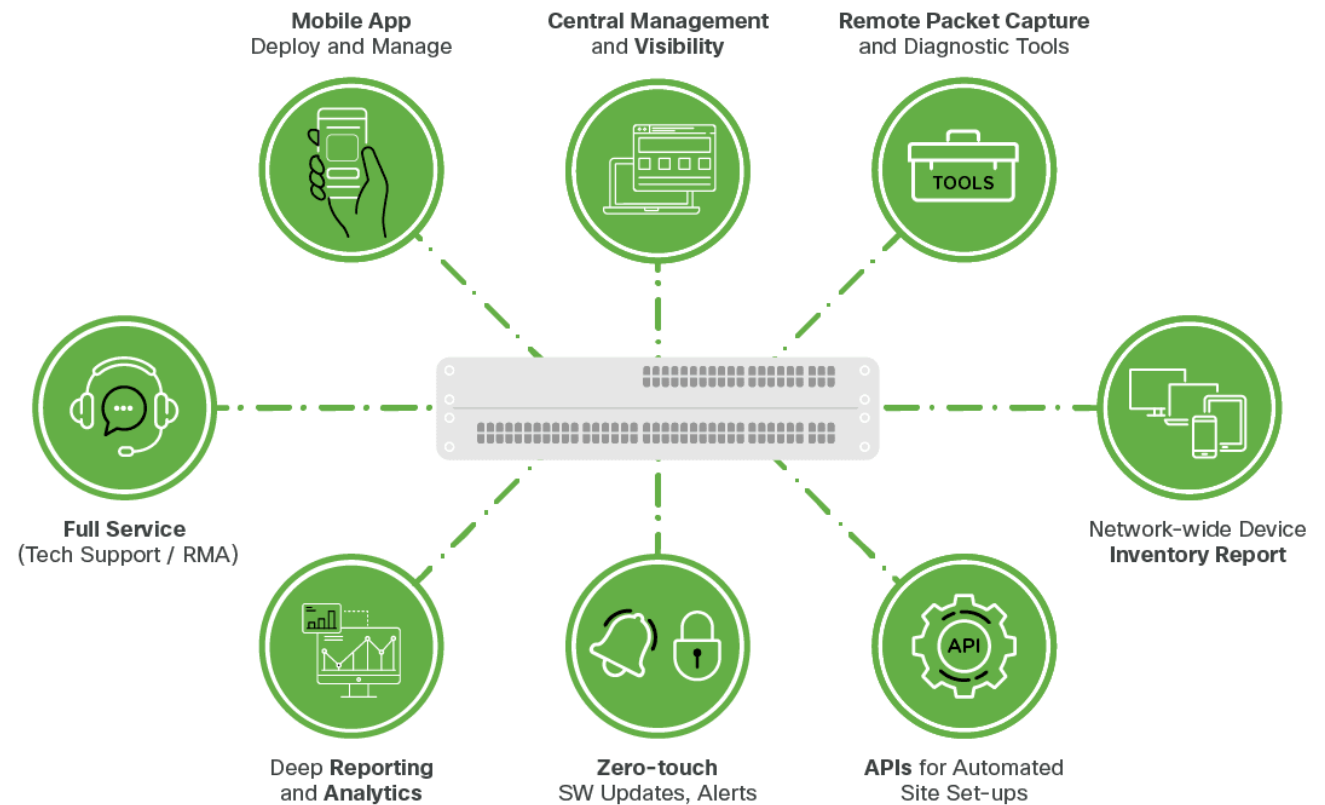
# Meraki switches unite lots of unique features

To help you and your customers make the switch, we've created a series of decision-making maps across a variety of scenarios.

? [Find out more](#)

Need more information on Meraki MS switches and the features that make them stand out?

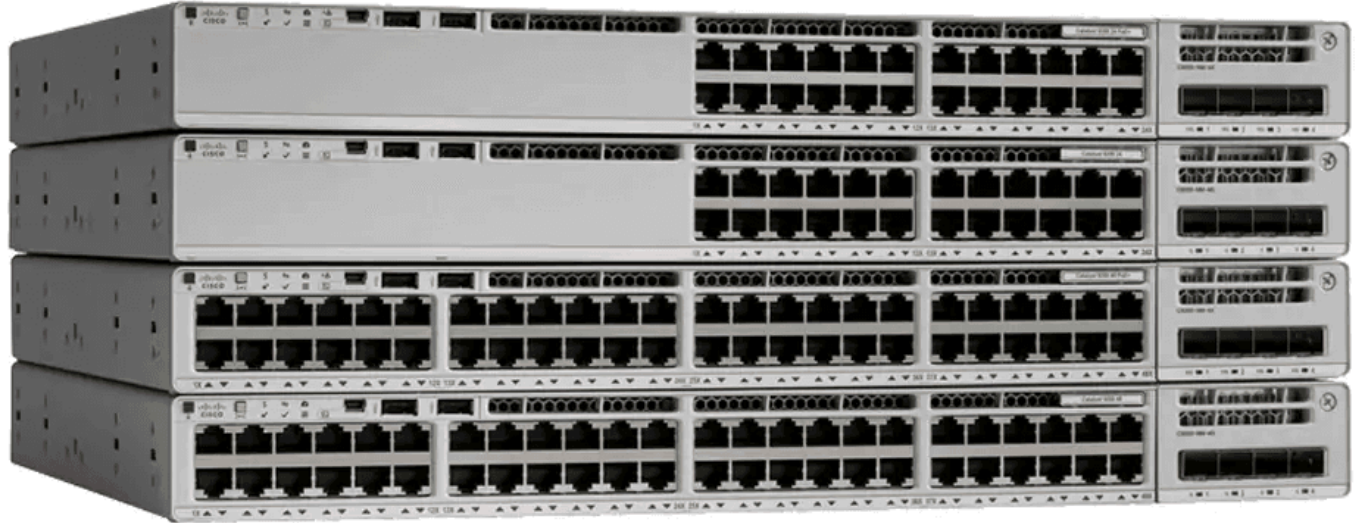
Download the [Meraki MS Partner Guide](#)



# Finding the switches your customers need is easy.

Our comprehensive Cisco Catalyst 2K Series Refresh Guide can help you quickly and clearly identify the new switches your small business customers will need when moving to Meraki.

? [View Refresh Guide](#)





# The power to smooth the way

Two powerful migration tools are at your fingertips. Use them to help customers move from Cat2K to Meraki.

- Gain the ability to examine Catalyst switch configuration and verify that features currently in use will be supported on Meraki MS.
- Easily migrate Catalyst switch configuration to Meraki MS – using the Meraki Dashboard API to automatically configure Meraki switches.

? [Config Check and Migration Tools](#)

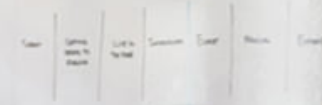


Marketing assets to  
help you energize  
your customer base

EXPERIENCE

- ☒ Model
- ☒ Vision
- ☐ Influencer/Marketing

Journey



RESEARCH LEARNINGS

MARKET TRENDS



VALUES

People -> Behavior Shift  
Product -> Core Transformation  
Place -> Community Transition



# Start a conversation

To help you connect with your customers and encourage a dialogue around their upgrade strategy, we've created a whole array of useful tools and assets. They'll make your life easier, with a clear call to action to complete a free trial (See, Try, Buy motion):

- Email copy, headers and banners
- Copy blocks – use these to update your website
- Social media copy
- Discovery questions to engage customers
- Responses to help you handle any objections
- Coming soon: Webinar templates to help you drive demand

Feel free to use as many assets as you want. You can access them at [Sales Connect](#).



# Harness the power of simplicity

## Take advantage of this opportunity

### 1. Identify customers

- Work with your Cisco and Meraki account teams
- Use the [Cisco Ready](#) tool.

Find your way around.

? [Download the How to Use Cisco Ready guide](#)

### 2. Talk to customers

- Use this e-book and the tools you need to start the conversation e.g. pitch deck, email templates, objection handling tips

### 3. Use free trials

- Make the most of the [Meraki free trial](#) program
- Attach wireless products to the trial to accelerate growth

## Coming soon: Free webinars

### Radius

Are you a Radius Partner? Leverage our new “Harness the Power of Simplicity” webinar to engage your customer base.

Not a Radius Partner but would like to be one? Simply talk to your Cisco Distributor.

Radius Digital is a digital marketing program created to help you accelerate growth by reaching more small business customers. You'll receive

training on how to create an engaging webinar. This is then automated by the Radius Digital team so it's always available and promoted through digital channels. Every webinar ends with a strong call to action urging attendees to sign-up for one of our trials, or to arrange a one-to-one consultation with you.

### Useful resources

Explore a whole range of Small Business Plays and campaigns to help you connect with more customers than ever.

? [Work from home](#)

? [New office](#)

? [Always-on business](#)

? [Cybercrime protection](#)

? [Workplace monitoring](#)

? [Meraki for Small Business](#)

Thank you for reading

# Harness the power of simplicity

