

The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this are several large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

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Let's go

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The bridge to possible

Innovate with Meraki APIs and it's Partner Marketplace

Alicia Lorenzetti, Global Ecosystem & Marketplace Leader
Global Ecosystem, Cisco Meraki

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Global Ecosystem, Cisco Meraki

DEVNET-1338

CISCO *Live!*

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Agenda

- Growing demand for solutions powered by data
- Cisco Meraki platform poised to meet this demand
- Examples of business outcomes

Leverage Ecosystem to Enhance IT & IOT Investment



Situation Overview: *69% of technology leaders worldwide noted that they are very or extremely concerned about the growing amount of technology investments required to remain competitive*

IDC estimates that technology partner ecosystems will be a top vendor selection factor for **70%** of the **G2000** by **2026**, citing innovation, industry and technical expertise to address skills shortages and rapid business outcomes.

- IDC, 2022

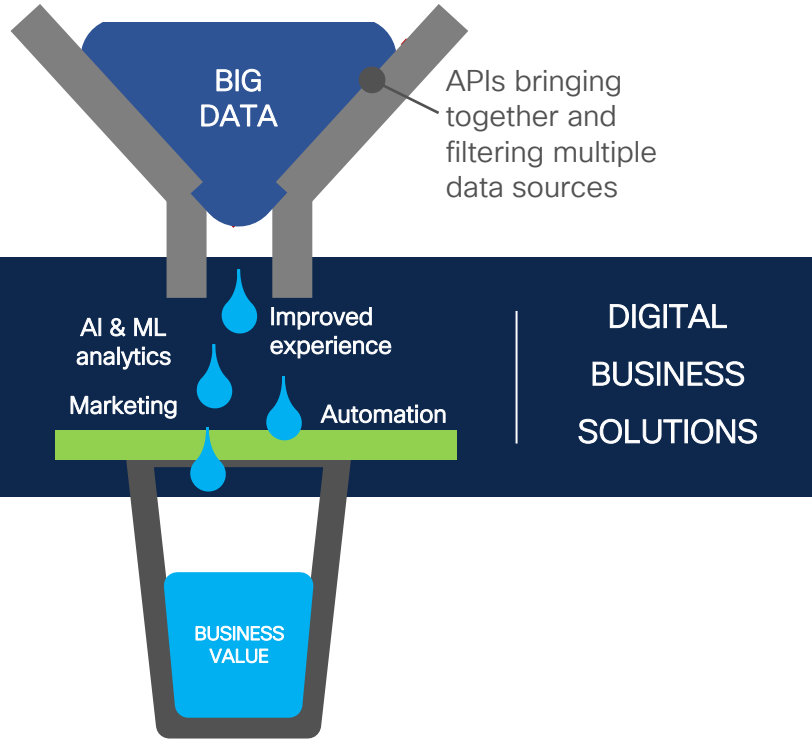
Focus on strengths and leverage ecosystem partner expertise to improve outcomes

Business transformation requires reduction in time, energy, resources, & budget

Align with companies seeking to collaborate & compliment your business

Key Takeaways ->

Big Data has Matured to Deliver Real Business Value



By 2025, the raw amount of data created will have grown to 180 Zettabytes (180 trillion GB)

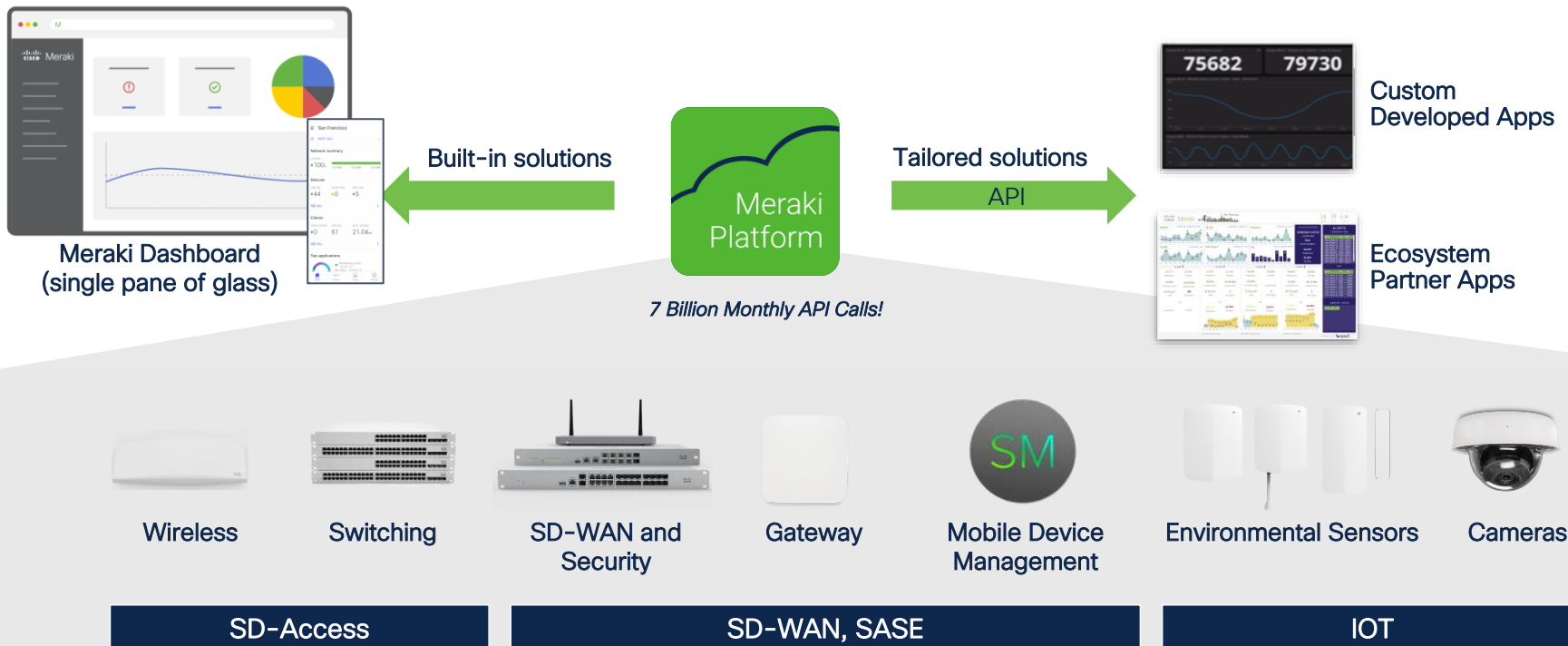
APIs will be integral in bringing together and filtering raw data from multiple sources to be analyzed into actionable data

Between 2020 to 2025, the volume of data that can be analyzed will grow by 4.8x and actionable data by 9.6x

Businesses can use the analyzable and actionable data to roll out customized solutions to add value to their organization

[Source: IDC, 2016]

Cloud Platform & API Solutions



Meraki APIs

Meraki API Services



{APIs}

DASHBOARD API

- Programmability
- Automation
- Monitoring
- Reporting
- Data Insights

WEBHOOK API

- Event stream
- Automation trigger

LOCATION STREAMING API

- Wayfinding
- Asset tracking
- Location analytics

CAPTIVE PORTAL API

- Guest Wi-Fi
- Secure Onboarding

MV SENSE API

- Real-time (4Hz) data stream
- Historical time-series via REST
- Current snapshot

Meraki Technology Partners

Meraki has the partners to solve today's business challenges

Meraki Ecosystem Partners

- ✓ Most expansive ecosystem community with 150+ partners
- ✓ Solve any business problem with any of the 300+ apps
- ✓ 25+ solution categories to address all lines of business
- ✓ Unique and exclusive integrations built on Meraki APIs

Built-on solutions



Open APIs + Ecosystem

Why Meraki Marketplace Apps?

Turn-Key

- Turn-on, pre-built apps
- Customizable & tailored
- Time-to-Value

Expertise

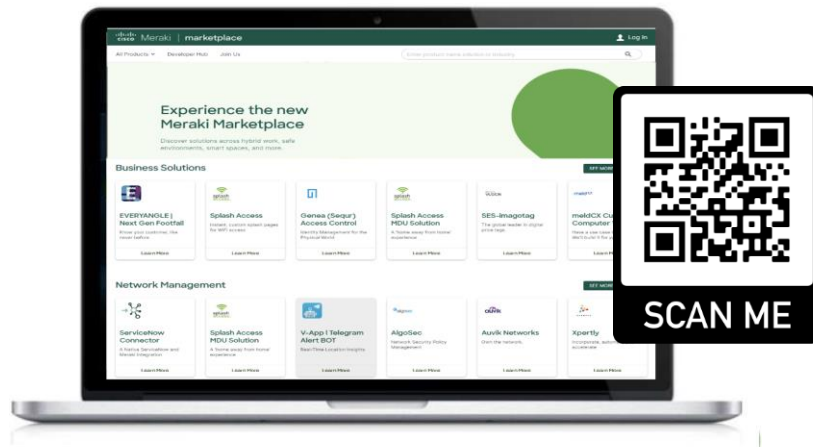
- New Innovation
- Industry Knowledge
- Tailored solutions

API Integration

- Secure Data
- Efficient Performance
- API Product Roadmap

Business Outcomes

- Capture Revenue
- Reduce Costs
- Limit Risks



Visit apps.meraki.io

Popular Business Outcomes



Capture New Revenue

Business intelligence, store optimization, proximity marketing, online/offline marketing



Cost-Savings

Loss prevention, sustainability



Reduce Risk

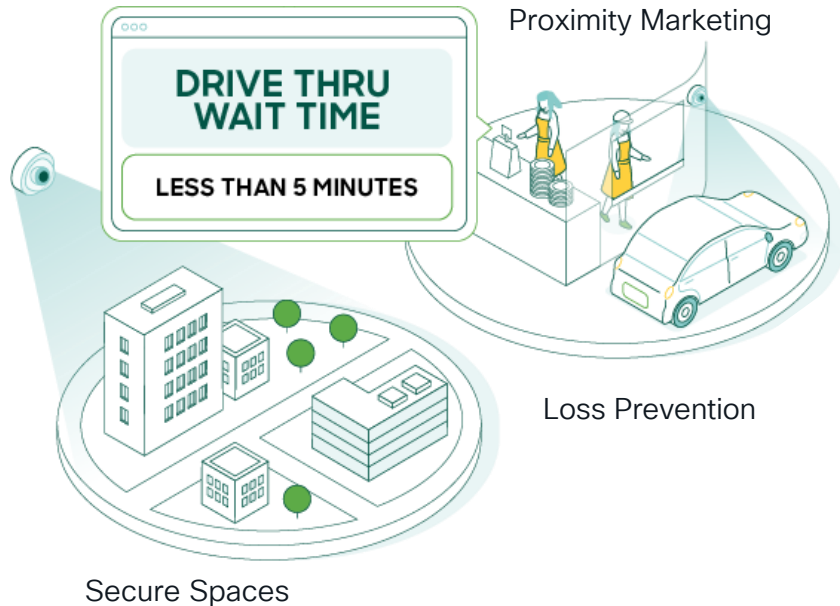
Physical security, network security, safety



Improved Workforce Experience

Hybrid work, smart spaces

Physical Security, Network Security, Safety



Popular Business Outcomes



Capture New Revenue

*Business Intelligence, Store Optimization,
Proximity Marketing*



Cost-Savings

Loss Prevention, Sustainability



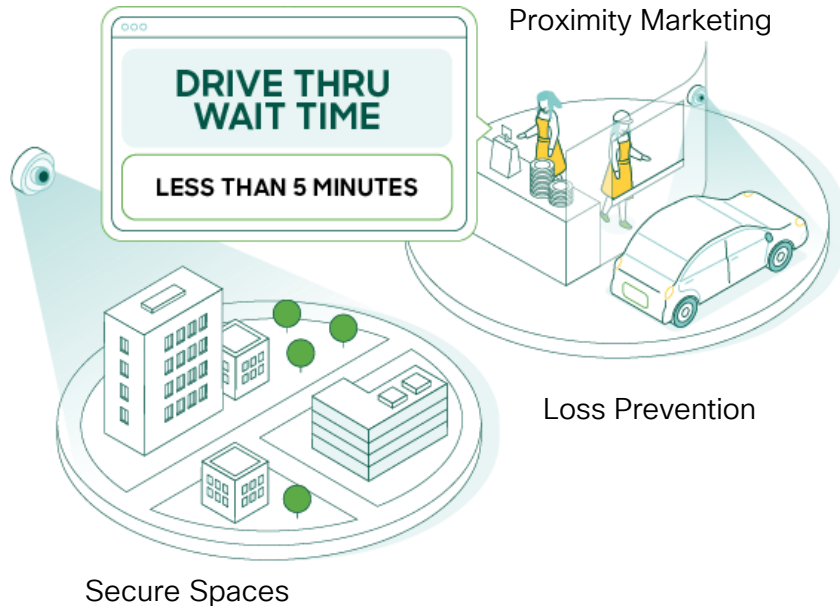
Reduce Risk

Physical Security, Network Security, Safety

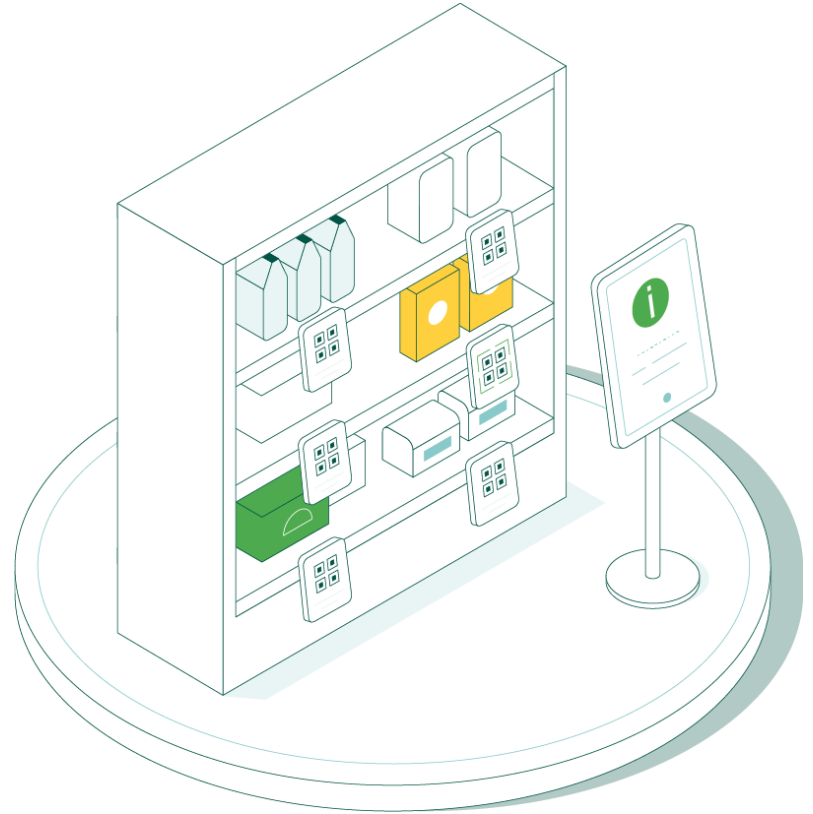


Improved Experience

Hybrid Work, Smart Spaces



Solution Showcase: Digitize Physical Environments

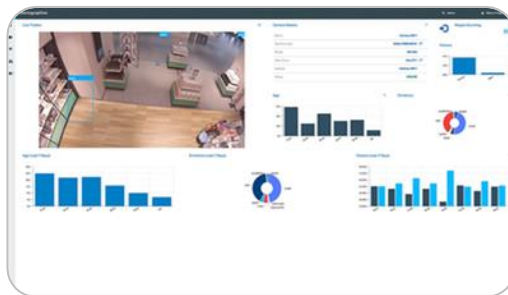


Smart Spaces Apps Overview

The Meraki ecosystem helps increase **profits** by **increasing sales opportunities** with turn-key solutions and custom integrations using Meraki APIs



Customer Journey & Experience



Store Performance



Electronic Shelf Labels

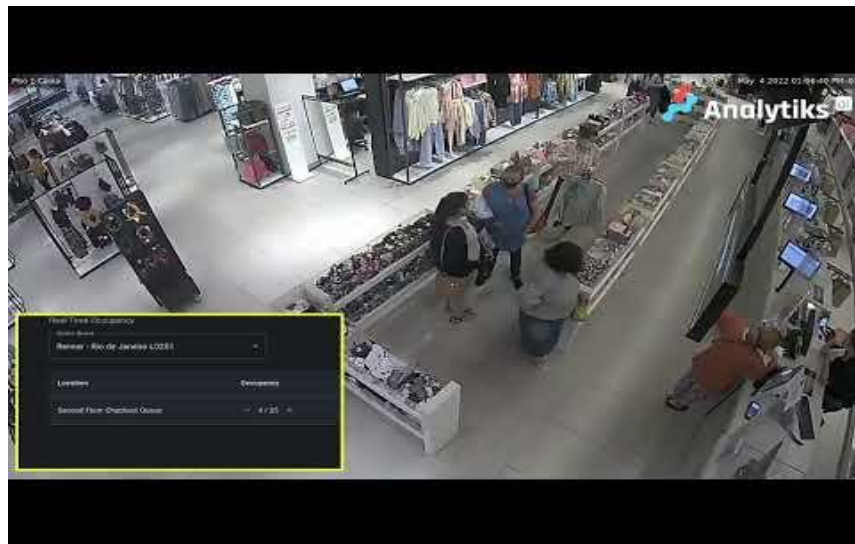
Capture New Revenue Business Intelligence



Analytik's Trends

Digitalizing the physical space

- Number of visitors that enter your store
- Time spent in-store
- Frequency of visits
- Traffic per hour & per day
- Segment visitor activity by demography
- Conversions such as throughway rates, visits to check out rates, visitor to staff ratios



The #1 WiFi and Camera analytics AI platform for both
SMB and Enterprise.

Capture New Revenue Proximity Marketing



Presence & Analytics

Make smarter marketing decisions and boost revenue

- Know when a sales promotion causes in-store traffic peaks
- Understand the customer journey within a store
- Know how many guests return to the same store and should be targeted for personalized offers or promotions
- Reach your customers via targeted display ads, mobile push notifications, and direct coupons



Providing real-time data giving an unprecedented level of insight into consumer behavior and opportunities to engage customers directly.

Capture New Revenue Store Optimization



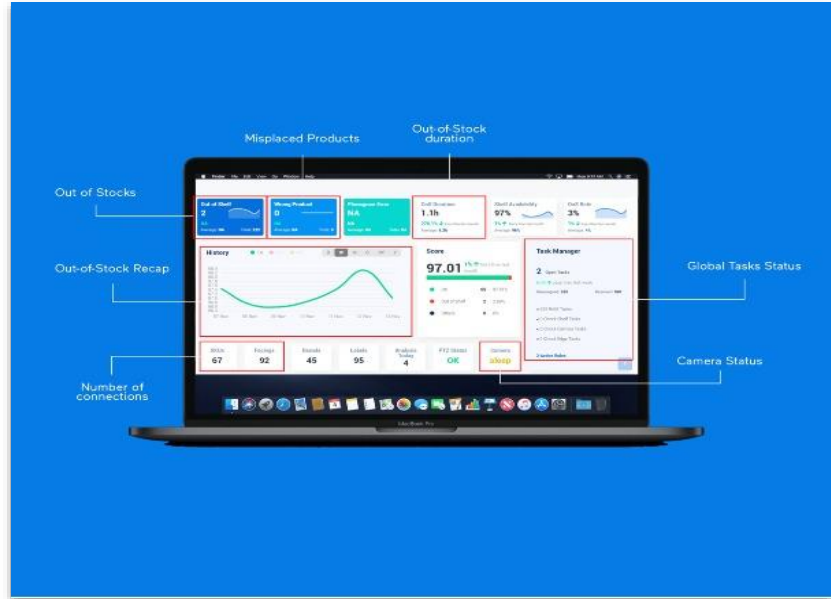
ses imagotag



Electronic Shelf Labels

The global leader in digital price tags

- In-Store Picking Optimization
- In Store On-Shelf Availability Optimization - Captana
- Enhanced In Store Shopper Experience in Consumer Electronics



SES-imagotag is a leading technology company in electronic tags and digital solutions for the physical retail industry

Popular Business Outcomes



Capture New Revenue

*Business Intelligence, Store Optimization,
Proximity Marketing*



Cost-Savings

Loss Prevention, Sustainability



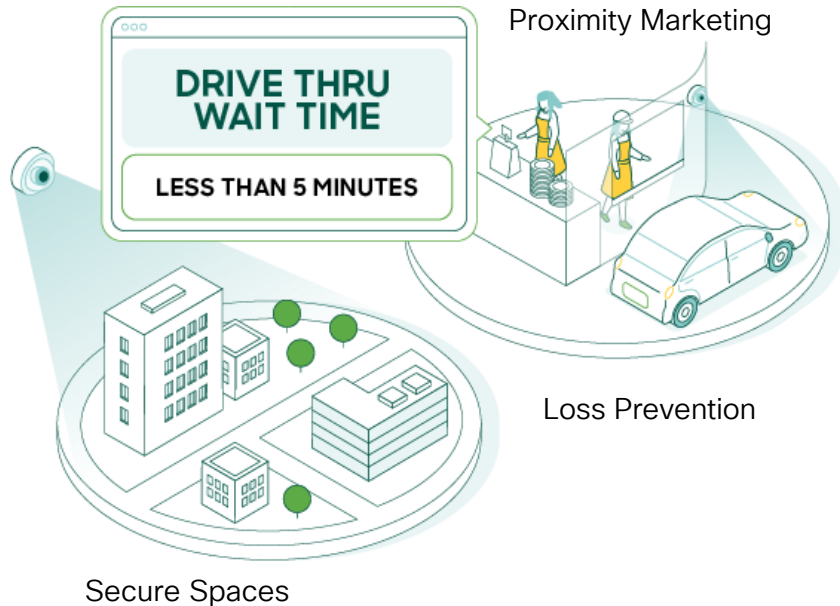
Reduce Risk

Physical Security, Network Security, Safety



Improved Experience

Hybrid Work, Smart Spaces



Solution Showcase: Loss Prevention



Loss Prevention Apps Overview

The Meraki ecosystem preserves profit by minimizing preventable loss with turn-key solutions and custom integrations using Meraki APIs



EVERYANGLE



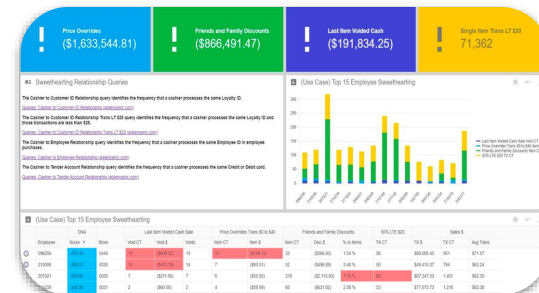
Anomalies at Checkout

meldcx™



Theft & Shoplifting

Agilence



Theft Analytics to POS

Loss Prevention: Suspicious Transactions



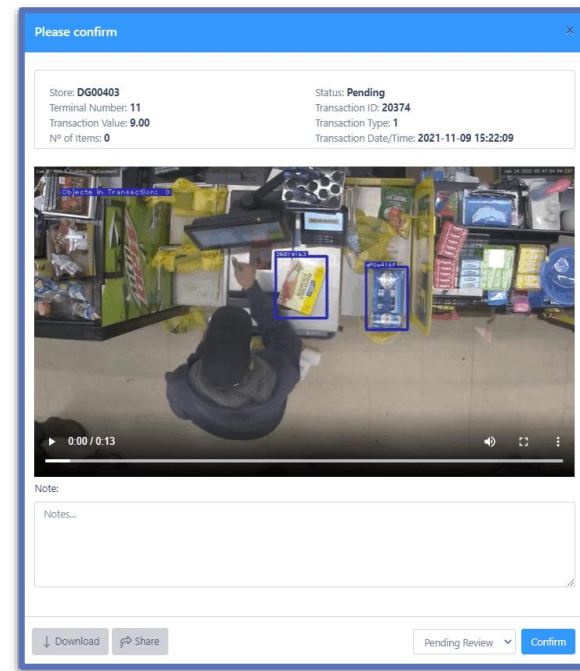
EVERYANGLE



Retail loss prevention

Detect suspicious transactions at Retail POS

- Customer-not-Present fraud detection at Retail POS
- Detect suspicious refund, void and prepaid card activation transactions
- Alert store management when suspicious transaction events occur
- Investigate scan avoidance events, with greater speed and precision
- Analytics dashboard to track and measure network wide behaviour



Prevent or respond to employee theft or negligence with at the point-of-sale.

LOSS PREVENTION

Please confirm

Site: DG02826

Terminal Number: 11

Transaction Value: \$0.95

Nº of Items: 1

Status: 2


Transaction ID: 60536

Transaction Type: 1

Transaction Date/Time: 03/03/2022 06:04 PM

Counted Items: 0

Uncounted Suspicious Items: 0



Note:

Notes...

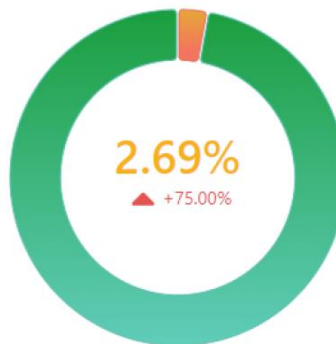
Download

Share

All Clear

Confirm

AUTOMATED SCAN AVOIDANCE



Transactions of Interest

14

Previous	Change	Trend
8	+6	▲ +75.00%

Total Transactions

520

Previous	Change	Trend
486	+34	▲ +7.00%

Transactions of Interest by Clerk

Clerk 2012280 23 / 4 (17.39%)

Clerk 2808000 21 / 3 (14.29%) ▲ +100.00%

Clerk 2267476 174 / 7 (4.02%)

Loss Prevention: Theft Detection

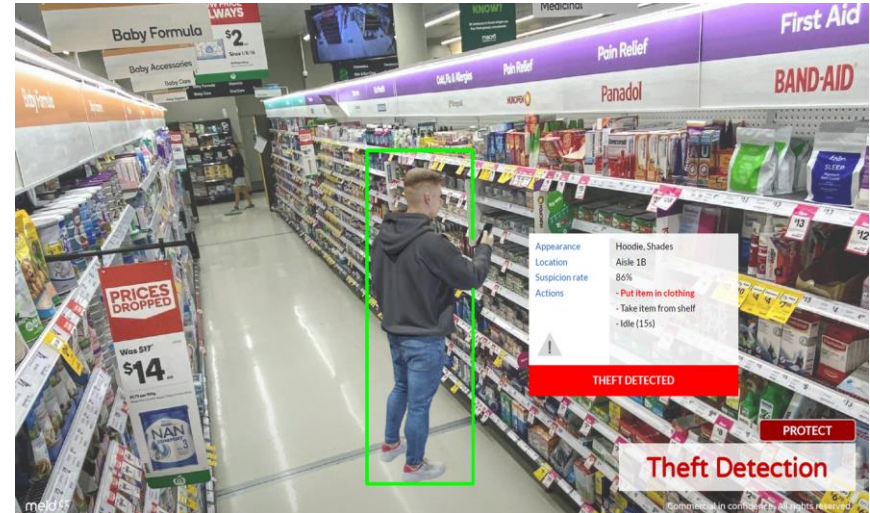
Viana™ Loss Prevention

Detect suspicious activity via vision analytics

- Customer-not-Present fraud detection at Retail POS
- Restricted zone monitoring
- Product theft detection
- Blunt theft detection
- Anonymous re-identification



meld cx™



Prevent or respond to customer theft of inventory.

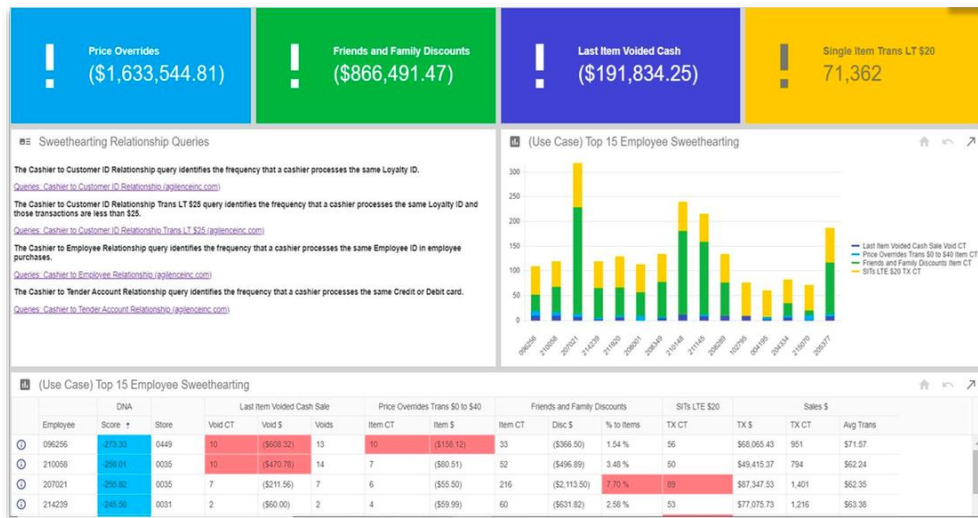


Loss Prevention: Analytics and Reporting

Agilence Analytics Platform

Minimizing preventable loss in all forms

- Unite digital and physical transactions to look beyond traditional theft and fraud
- Increase compliance of line voids, price overrides, and discounting
- Sync your video footage with POS data
- Control perishable shrink

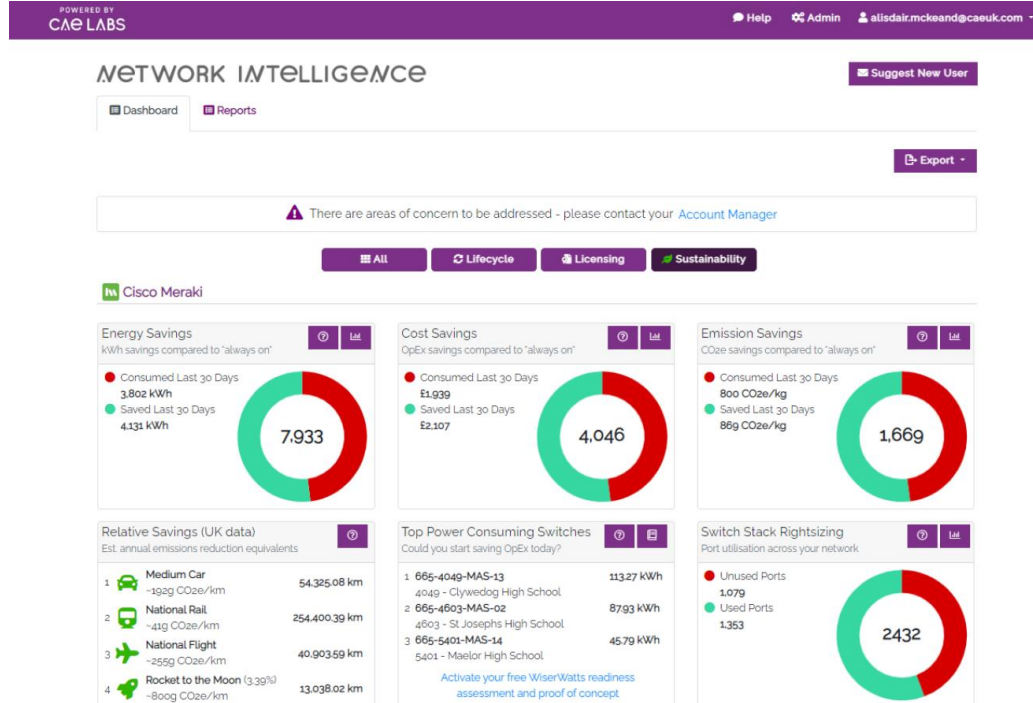


A Fresh Perspective on Loss Prevention

Leader in loss prevention analytics, helping prominent retail, restaurant, and grocery companies increase their profit margins by reducing preventable loss.

Sustainability

Decarbonizing Cisco Technology



#1

Obstacle to driving sustainability efforts is difficulty measuring environmental impact (Deloitte, 2022)



Popular Business Outcomes



Capture New Revenue

*Business Intelligence, Store Optimization,
Proximity Marketing*



Cost-Savings

Loss Prevention, Sustainability



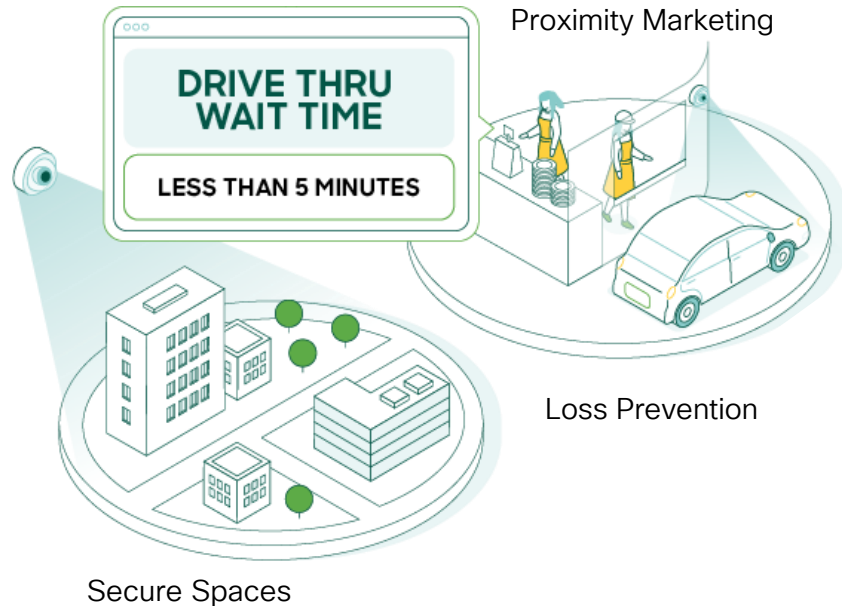
Reduce Risk

Physical Security, Network Security, Safety

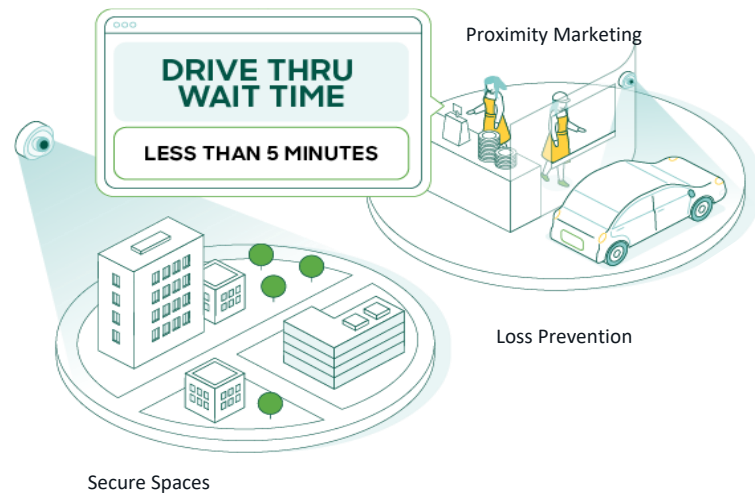


Improved Experience

Hybrid Work, Smart Spaces

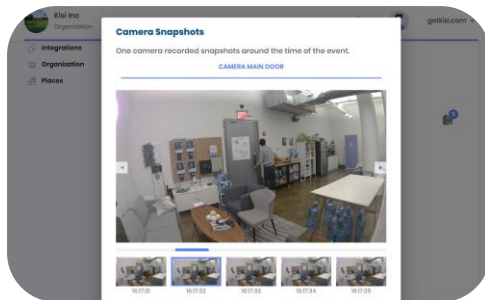


Solution Showcase: Physical Security

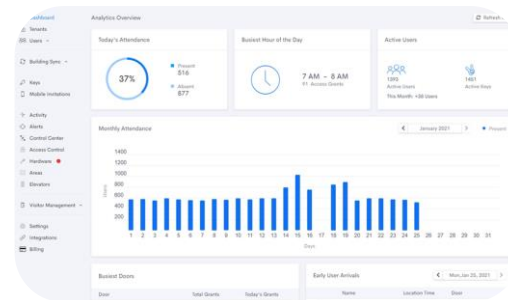


Physical Security Apps Overview

The Meraki ecosystem helps increase secure spaces by adding increases insights with turn-key solutions and custom integrations using Meraki APIs



Access Control



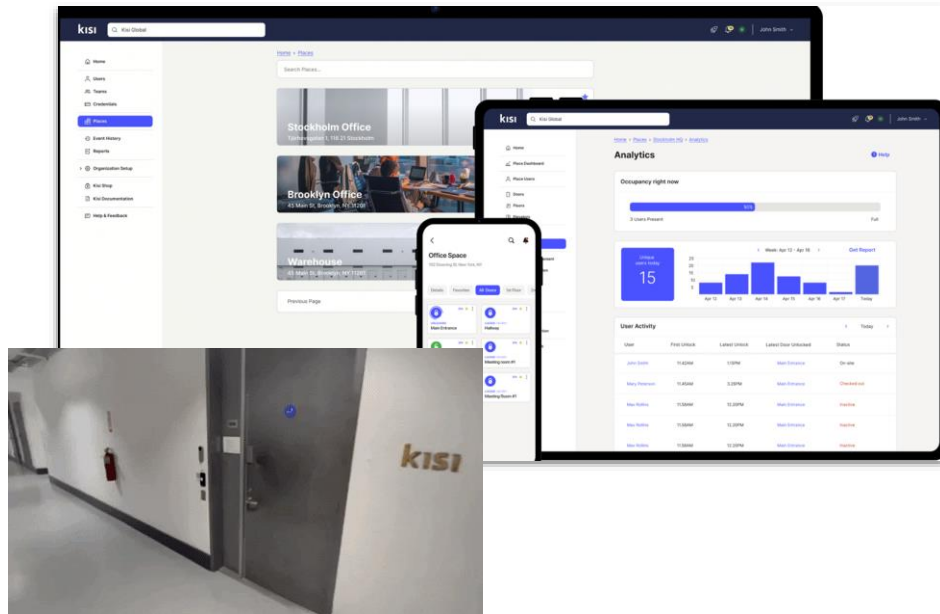
Integrated Access Control

Reduce Risk: Physical Security

Pre-registered Access

Time-based door access

- “Fast-Pass” like mobile access at the booked time or exclusive off-hour access.
- Mobile based health surveys for compliance enforcement by tying successful submission to access rights.
- Daily capacity monitoring and reporting.
- Customer trust in enhanced, proactive safety measures.
- Predictable traffic through advanced bookings.



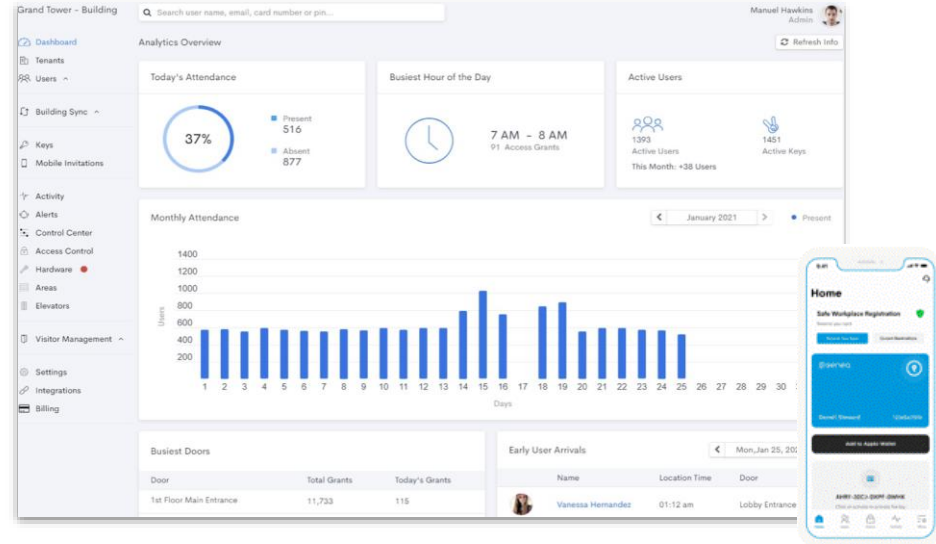
As controlling space occupancy becomes a necessity, booking the location in advance is enabling an "on demand experience."

Reduce Risk: Safety

Genea Access Control

Identity Management for the Physical World

- Camera Mapping Directly to Doors
- Video GIFs and Event Snapshots
- Microsoft Teams and Slack Notifications and Alerts
- Camera Link Offset



Built on a state-of-the-art cloud platform, Genea is a modern, automated all in one access control solution. With integration to Cisco Meraki™ video management system, organizations can use video to verify access control logs for auditing and investigations.

Popular Business Outcomes



Capture New Revenue

*Business Intelligence, Store Optimization,
Proximity Marketing*



Cost-Savings

Loss Prevention, Sustainability



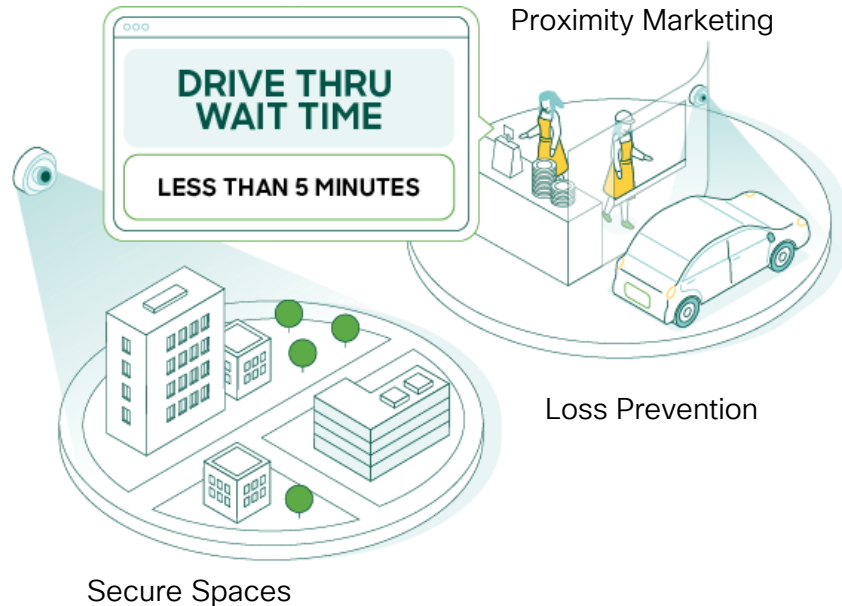
Reduce Risk

Physical Security, Network Security, Safety



Improved Experience

Hybrid Work, Smart Spaces



Solution Showcase: Hybrid Work



Hybrid Work Apps Overview

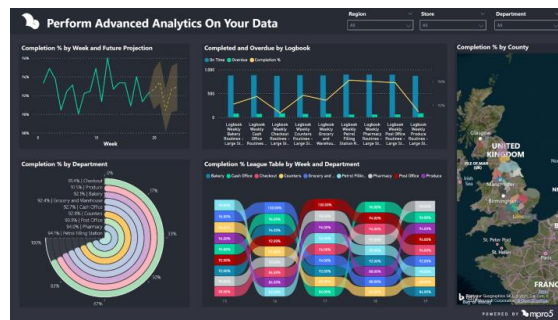
The Meraki ecosystem helps improve spaces by creating a better experience with turn-key solutions and custom integrations using Meraki APIs

PlaceOS



Office Solutions

mpro5



Business Systems

Improved Workforce Experience: Hybrid Work

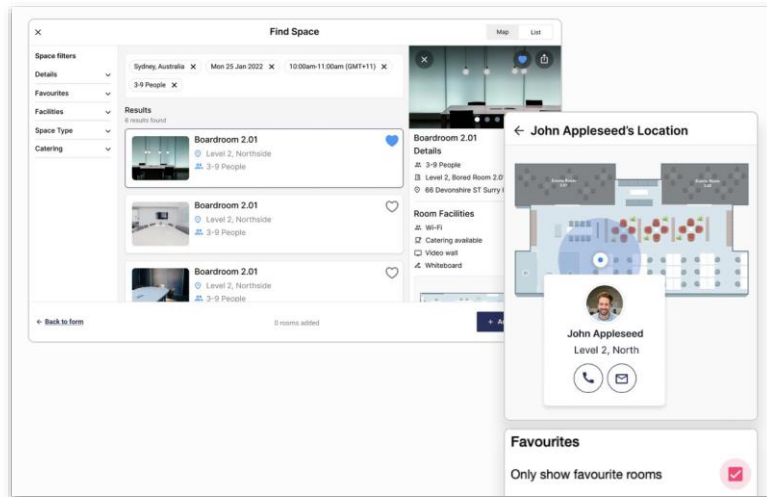
Smart Workplace

The operating system for your workplace

- Desk Booking Analytics
- Find & Book Rooms
- Manage Meetings & Occupancy
- Visitor Management
- Catering Features



PlaceOS



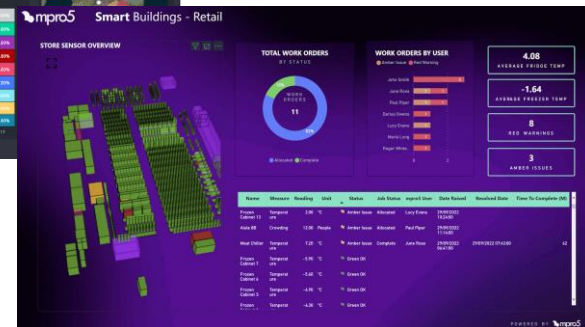
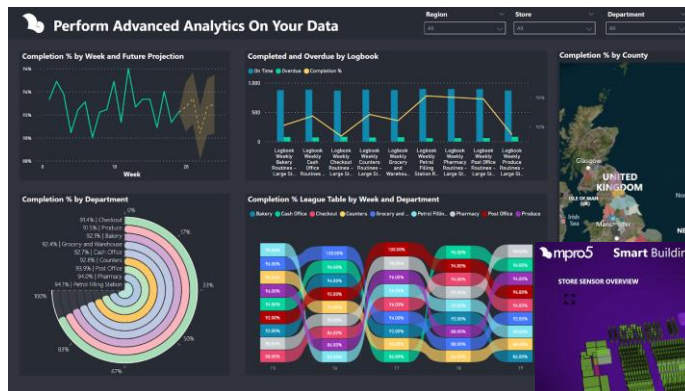
PlaceOS unlocks the hidden potential in the workplace allowing you to have a centralized control-hub, automate workflows, improve workplace performance, break down workplace silos, maximize space utilization, extract untapped data streams, and gain long-term insights about the way users are engaging with your workplace.

Improved Workforce Experiences: Smart Spaces

Smart Buildings

Turning IoT products into smart solutions

- Cleaning on Demand
- Meeting Room and Desk Occupancy
- Security and Incident Reporting
- Legionella and Health & Safety Checks
- Compliance and Auditing
- Planned and Reactive Maintenance
- HVAC Management



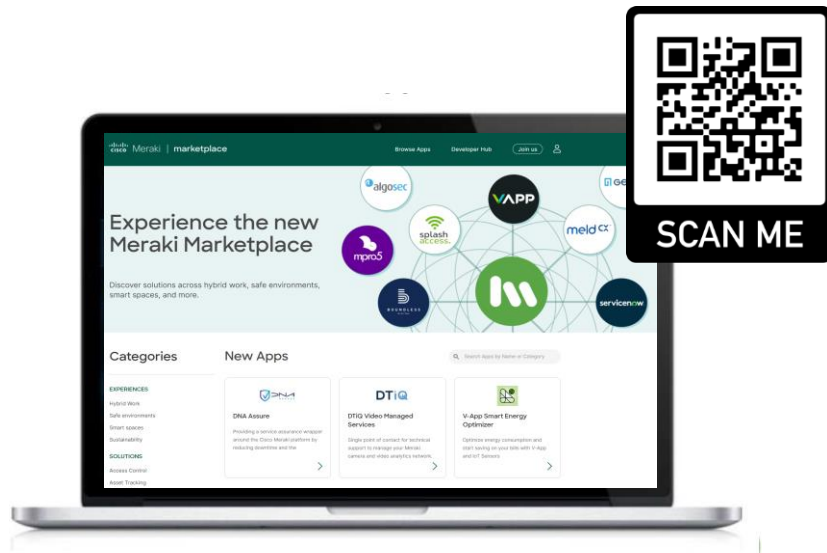
An innovative, configurable platform, mpro5 unifies cloud, mobile and smart IoT technologies to enable the quick implementation of tailored, digital processes, turning complex jobs, workflows and scheduling into simple, effective and continuously compliant processes.

How do I learn more? Next Steps

Visit the Meraki Marketplace Today

Meraki Ecosystem Partners

- ✓ Most expansive ecosystem community with 150+ partners
- ✓ Solve any business problem with any of the 300+ apps
- ✓ 50 solution categories to address all lines of business
- ✓ Unique and exclusive integrations built on Meraki APIs



Visit apps.meraki.io

Ecosystem Partners at Cisco Live



Learn more!

Meraki
IN-PERSON PARTNER EVENT

Meraki Fast-Forward: Simplifying the Future

Connect customers to their mission by simplifying the workplace.

Wednesday, March 15, 2023
Cisco Meraki San Francisco office
500 Terry A. Francois Blvd
San Francisco, CA 94158

1:30 pm-5:00 pm PT
3.5 hours

HYBRID EVENT

Meraki Fast-Forward: Make every space a sustainable smart space

Date: Wednesday 6th July, 2022
Time: 13:00-17:15 SGT, HKT | 15:00-19:15 AEST | 10:30-14:45 IST
Where: Marina Bay Sands, Singapore & broadcast live across Asia Pacific

The future of workspaces is already here. Join like-minded professionals and industry experts to see what the future has in store at our upcoming hybrid event.

Luke Foad • 1st
Using AI to improve revenue, efficiency, standard of care for businesses & smart cities

Day 3 and our merakiCX AI playground is live in partnership with Intel Corporation & Cisco Meraki. Teaching AI in student curriculum is becoming more and more prevalent in the technologies of tomorrow. Time to beat 3.11 ...see more



Ana Cano Nemlig
@canonana

Shout out to Miranda AbiDyer from @CoginacAI for her fantastic interview with @jpfutrell in the @CiscoDevNet Media Zone about the partnership with @MerakiMediaZone at the @CiscoLiveMEA @meraki #MerakiMagic. Our Ecosystem partners truly rock! 🙌

DevNet Zone

8:43 AM · Feb 9, 2023 from Amsterdam, The Netherlands · 127 Views



Meraki Ecosystem Presents:

SOLUTIONS SESSIONS

MARKET OVERVIEWS

LEARN WHAT IS IMPORTANT TO INDUSTRY PROFESSIONALS

CUSTOMER BUYER PERSONAS

SOLVE BUSINESS CHALLENGES

USE CASES AND WIN STORIES

SALES ENABLEMENT & CUSTOMER EVENTS
Q3 FY23

SUSTAINABILITY SOLUTIONS

Sales Enablement
February 21

Customer Event
March 14

FEATURING: CHRISTIAN ZACHRIAT

CAE
VAPP
mpro5
PlaceOS
ses imagotag
MERAKI SOLUTIONS

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Call to Action

- Identify business outcomes your company is looking to solve within the next 12-24 months
- Visit the Meraki Marketplace & identify applications for your business i.e. ServiceNow
- Learn about the APIs mentioned earlier via Cisco DevNet
- Reach out to your Meraki Account Team and setup a Cisco Meraki funded trial for your business



Fill out your session surveys!



Attendees who fill out a minimum of four session surveys and the overall event survey will get **Cisco Live-branded socks** (while supplies last)!



Attendees will also earn 100 points in the **Cisco Live Game** for every survey completed.



These points help you get on the leaderboard and increase your chances of winning daily and grand prizes

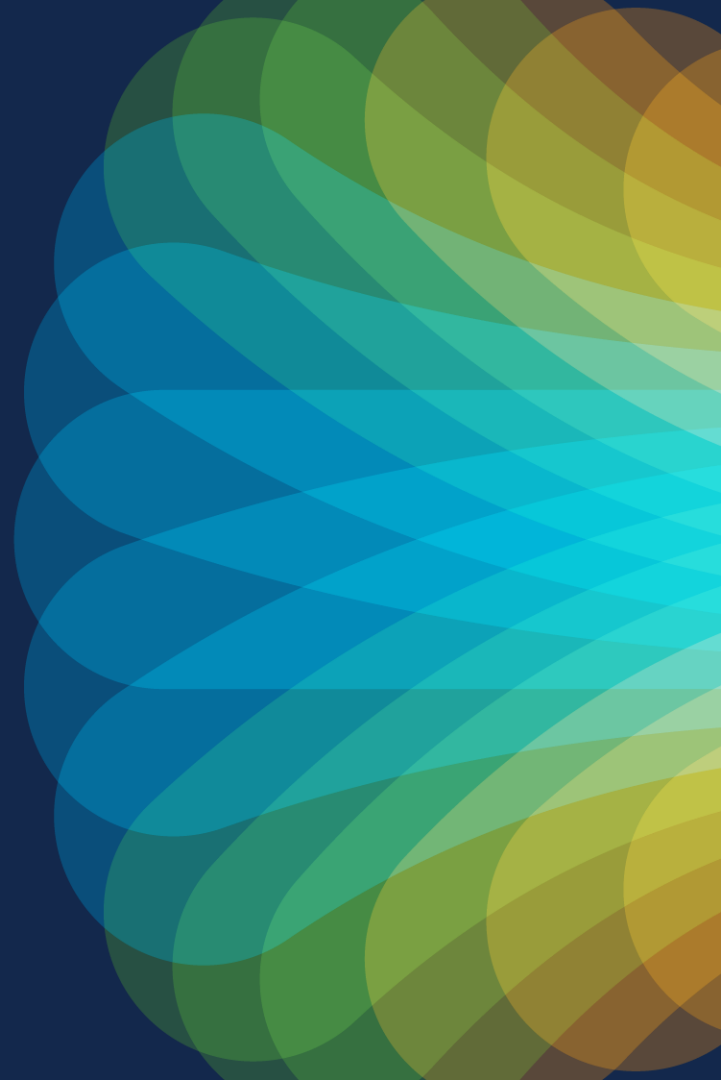


The bridge to possible

Thank you

CISCO *Live!*

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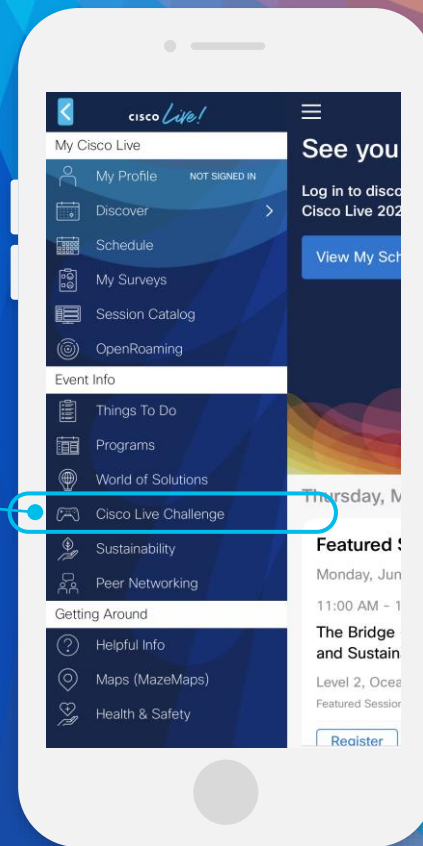


Cisco Live Challenge

Gamify your Cisco Live experience!
Get points for attending this session!

How:

- 1 Open the Cisco Events App.
- 2 Click on 'Cisco Live Challenge' in the side menu.
- 3 Click on View Your Badges at the top.
- 4 Click the + at the bottom of the screen and scan the QR code:



The background is a vibrant, abstract graphic. It features a central bright white light source from which numerous colorful rays emanate, creating a sunburst or starburst effect. The rays transition through a spectrum of colors including yellow, orange, red, and various shades of blue and green. Overlaid on this background are large, semi-transparent, wavy shapes in similar color tones, giving the overall image a sense of motion and energy.

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