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ALL IN

The bridge to possible

Meraki cameras and sensors

Video-centric IoT drive automation and improve experiences

Saralyn Dasig, Product Marketing
Matthew Marston, Product Management
Cisco Meraki

BRKMER-1006

Cisco Webex App

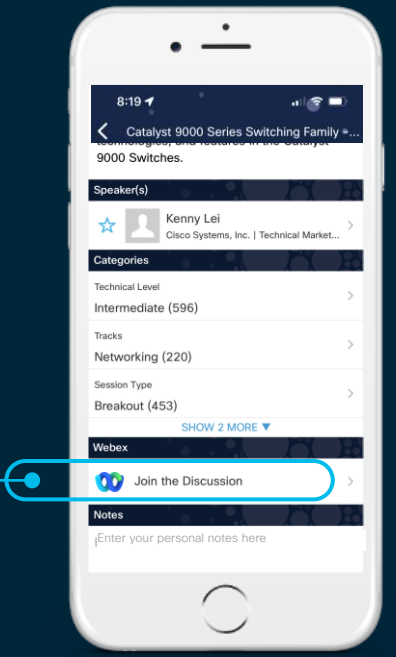
Questions?

Use Cisco Webex App to chat
with the speaker after the session

How

1. Find this session in the Cisco Live Mobile App
2. Click “Join the Discussion”
3. Install the Webex App or go directly to the Webex space
4. Enter messages/questions in the Webex space

Webex spaces will be moderated by the speaker until June 17, 2022.



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Understanding cups in a coffee shop

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What questions can you answer if you understand _____?

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Agenda

- Organizational challenges and the need for insight
- Meraki platform for data and information (demo)
- Customizing analytics (demo)
- Applications
- Implementation options

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Organizations are challenged to adapt to a changing world

How do I seamlessly...

Maximize assets and increase revenue?

Prepare for **supply chain issues**

Attract and keep **talent**

Make my workspaces healthier and **more sustainable**

Support **hybrid or remote work**

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Insight is needed to optimize

- Where can I **reduce costs** in production?

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Insight is needed to optimize

- Where can I **reduce costs** in production?
- How can we **improve employee productivity** in the workplace?

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Insight is needed to optimize

- Where can I **reduce costs** in production?
- How can we **improve employee productivity** in the workplace?
- Where can I **increase sustainability?**

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Insight is needed to optimize

- Where can I **reduce costs** in production?
- How can we **improve employee productivity** in the workplace?
- Where can I **increase sustainability?**
- How do we **enhance the customer's experience?**

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The challenges to understanding the journey of your “cup”

Getting the data isn’t easy

Cameras make lots of data, but current technology makes it **hard to use.**

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Getting the data isn't easy

Cameras make lots of data, but current technology makes it **hard to use.**

Heavy-duty infrastructure requirements can make solutions **hard to scale.**

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Getting the data isn't easy

Cameras make lots of data, but current technology makes it **hard to use.**

Heavy-duty infrastructure requirements can make solutions **hard to scale.**

Systems may be designed for specific needs, without a lot of flexibility, making them **hard to adapt.**

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Different spaces, different concerns

OFFICE SPACES

Improve the employee work experience and productivity

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Different spaces, different concerns

OFFICE SPACES

Improve the employee work experience and productivity

COMMERCIAL OR PUBLIC SPACES

Improve interactions and create a better guest experience

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Different spaces, different concerns

OFFICE SPACES

Improve the employee work experience and productivity

COMMERCIAL OR PUBLIC SPACES

Improve interactions and create a better guest experience

RESTRICTED SPACES

Improve compliance, increase efficiencies, and automate quality control

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How do you move from data

How do you move from data to information and action?

The Meraki platform: from analytics to outcomes

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A platform to build on

Smart, scalable, and easy to deploy

EVERYTHING-IN-THE-BOX

On-camera storage & processing, and cloud management

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A platform to build on

Smart, scalable, and easy to deploy

EVERYTHING-IN-THE-BOX

On-camera storage & processing, and cloud management

EDGE PROCESSING

Video is analyzed on the camera in real time

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A platform to build on

Smart, scalable, and easy to deploy

EVERYTHING-IN-THE-BOX

On-camera storage & processing, and cloud management

EDGE PROCESSING

Video is analyzed on the camera in real time

EASILY INTEGRATE

Open APIs for easy access to data, and integrations

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Meraki MV smart cameras

Scalable

- No NVR, VMS, or plug-ins
- Cloud management

Secure

- Hardware security
- Video encryption
- Automatic updates

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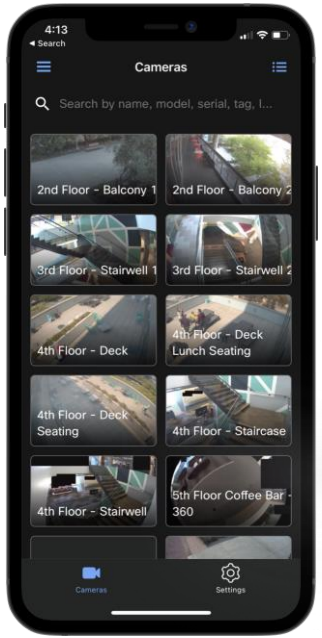
Meraki MV smart cameras

Agile access

- Local and remote viewing
- Mobile app and PWA

Smart

- Intelligent alerts and sharing options
- Motion search and analytics



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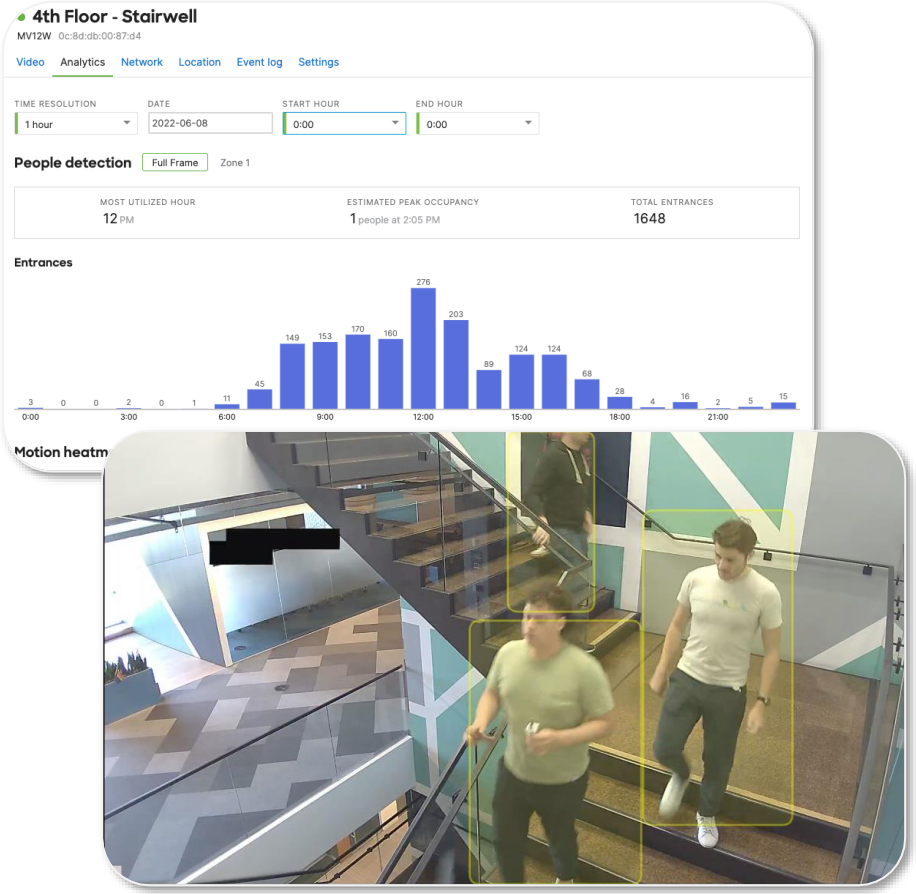
On-camera analytics

- Advanced analytics using **machine learning-based computer vision**



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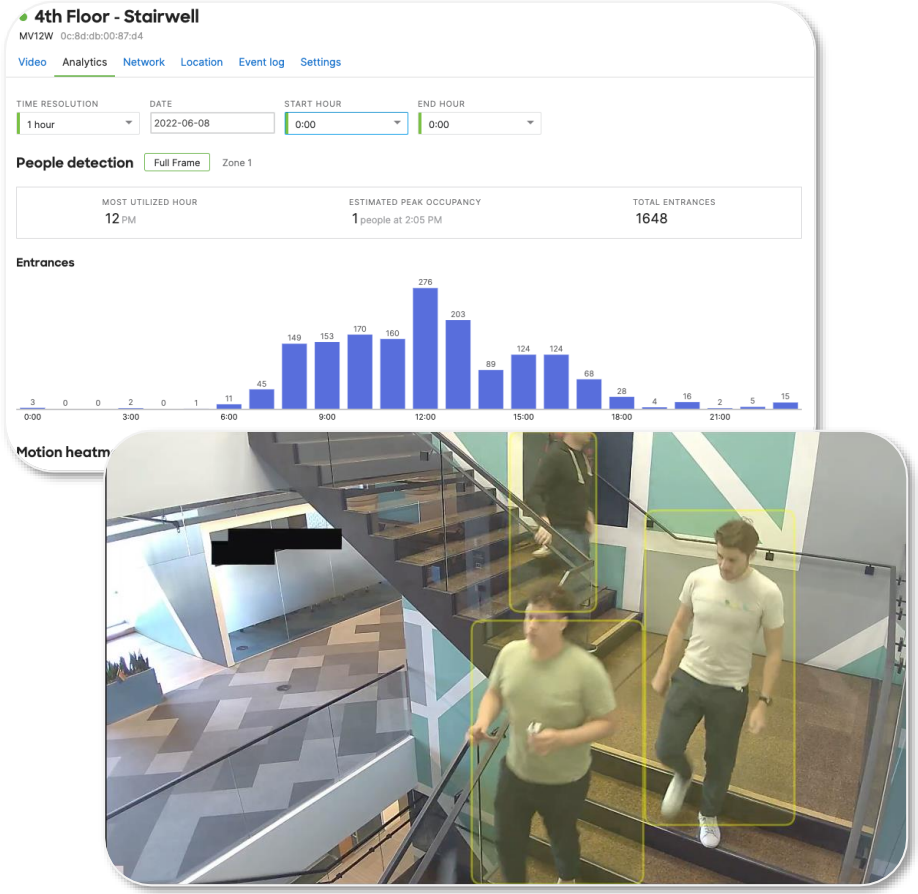
On-camera analytics

- Advanced analytics using **machine learning-based computer vision**
- **Object-detection models** for classification and tracking



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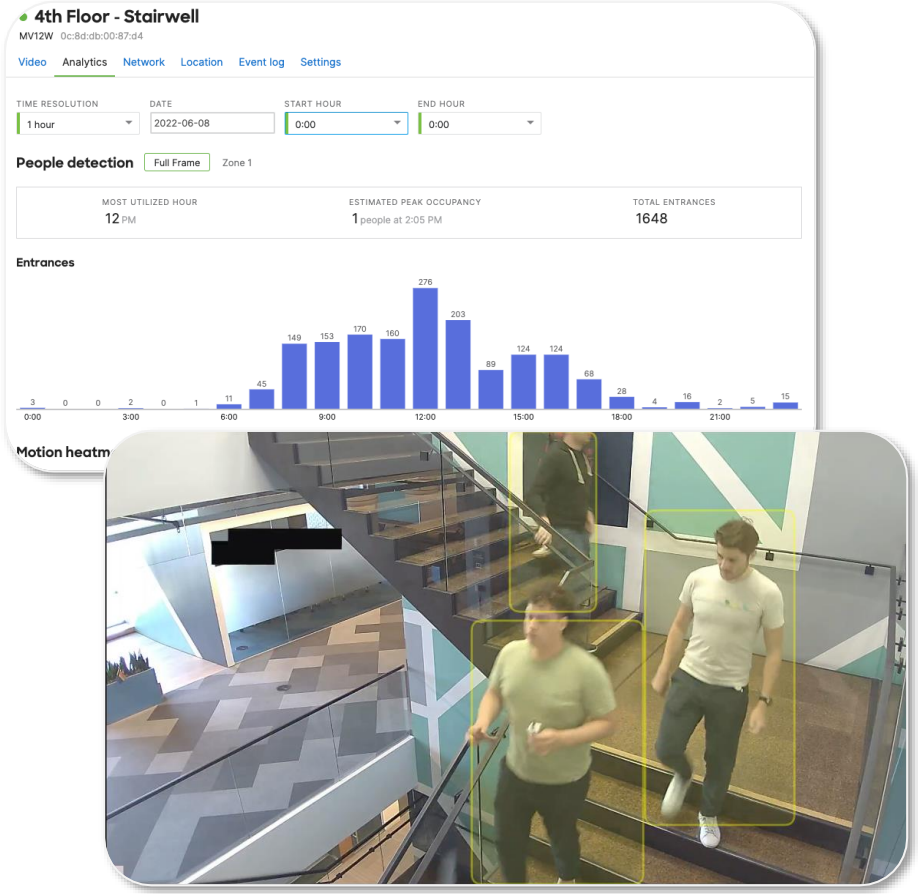
On-camera analytics

- Advanced analytics using **machine learning-based computer vision**
- **Object-detection models** for classification and tracking
- **Detect sirens and alarms** and overall noise levels



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Demo

MV Sense: Wide-ranging applications

Use people and vehicle detection, office occupancy, and audio analytics for a variety of use cases.

- Customer **behavior patterns**
- **Staffing** needs or **queue** wait times

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MV Sense: Wide-ranging applications

Use people and vehicle detection, office occupancy, and audio analytics for a variety of use cases.

- Customer **behavior patterns**
- **Staffing** needs or **queue** wait times
- Conference and meeting room **occupancy**
- Long-term **facilities planning**

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MV Sense: Wide-ranging applications

Use people and vehicle detection, office occupancy, and audio analytics for a variety of use cases.

- Customer **behavior patterns**
- **Staffing** needs or **queue** wait times
- Conference and meeting room **occupancy**
- Long-term **facilities planning**
- **Alarm system** or **access control** integration

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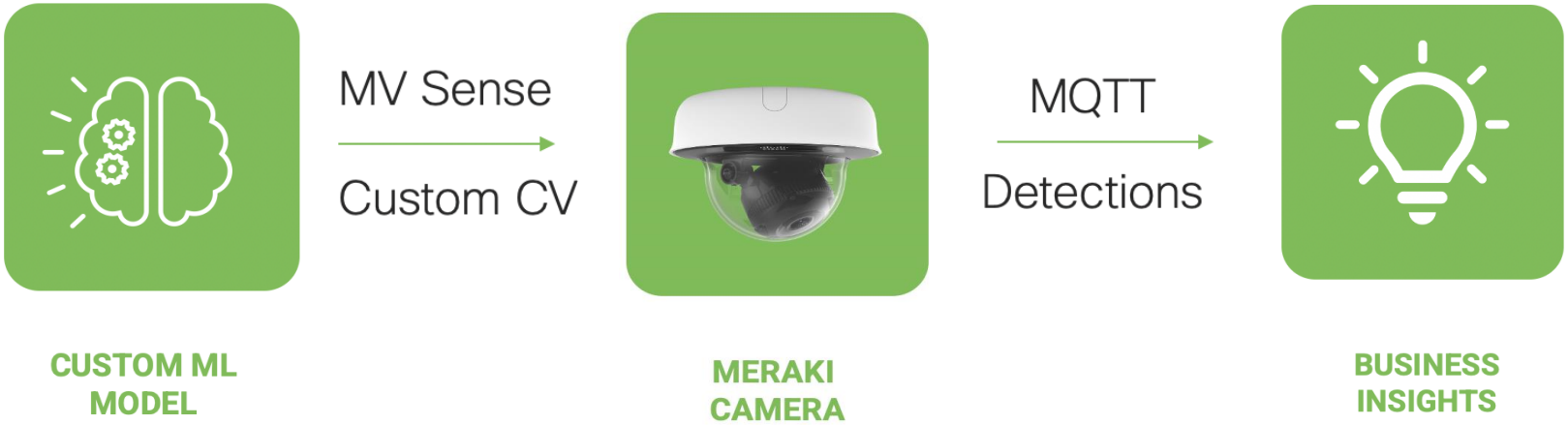
The next step for camera-as-a-sensor



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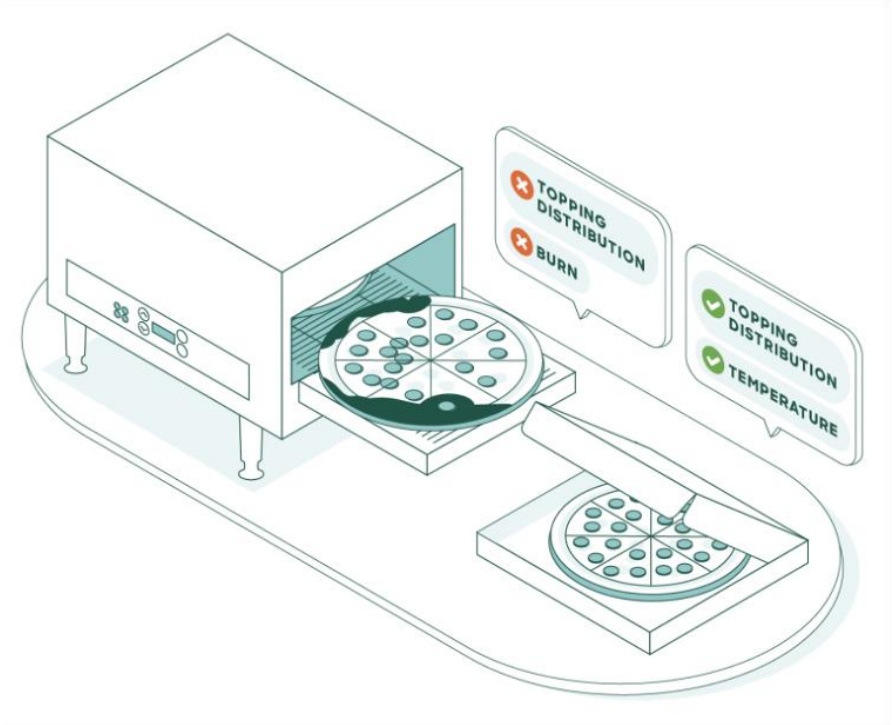
MV Sense Custom Computer Vision (CV)

Enables organizations to use **video analytics** to address a wide variety of use cases, including:

- Automating quality control to **reduce waste**
- Improving warehouse **efficiency**
- Increasing **safety** and compliance



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Custom models made easy

Cogniac partnership supports endless applications

- AI **visual intelligence platform**
- No-code solution
- Drive value from 100 images
- Highly agile and scalable

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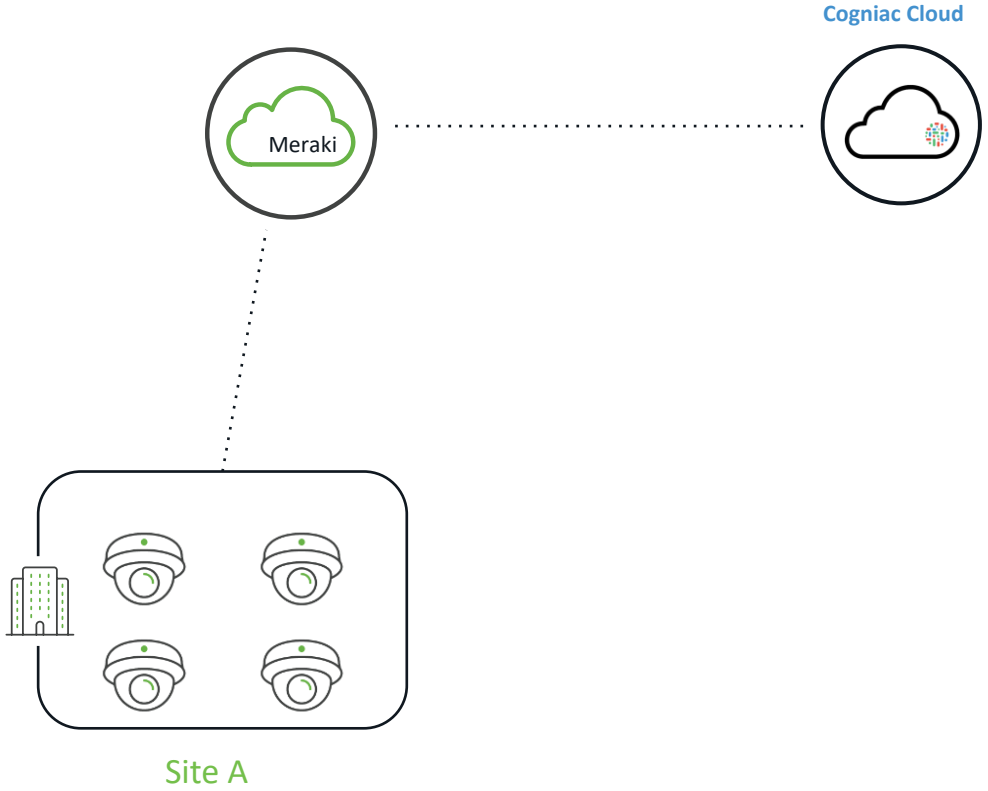
Meraki + Cogniac deployment

Cogniac's native integration with MV smart cameras enables a **seamless build-and-deploy workflow** for custom CV models



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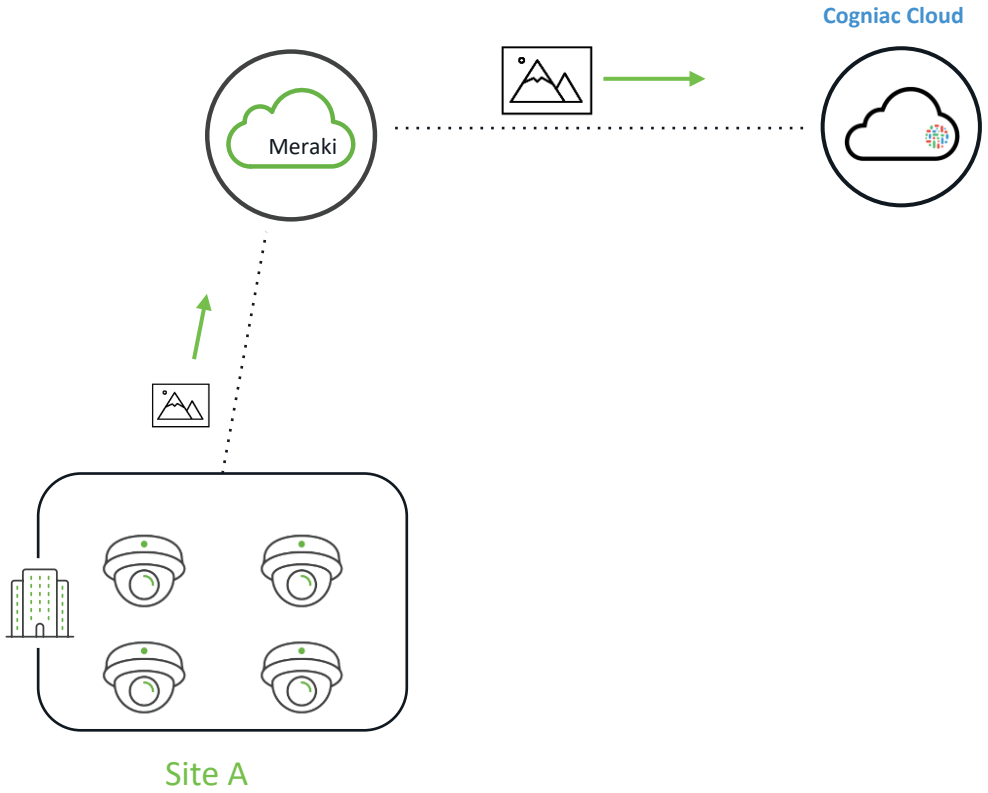
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- **Images** from MV cameras sent to the **Cogniac cloud**



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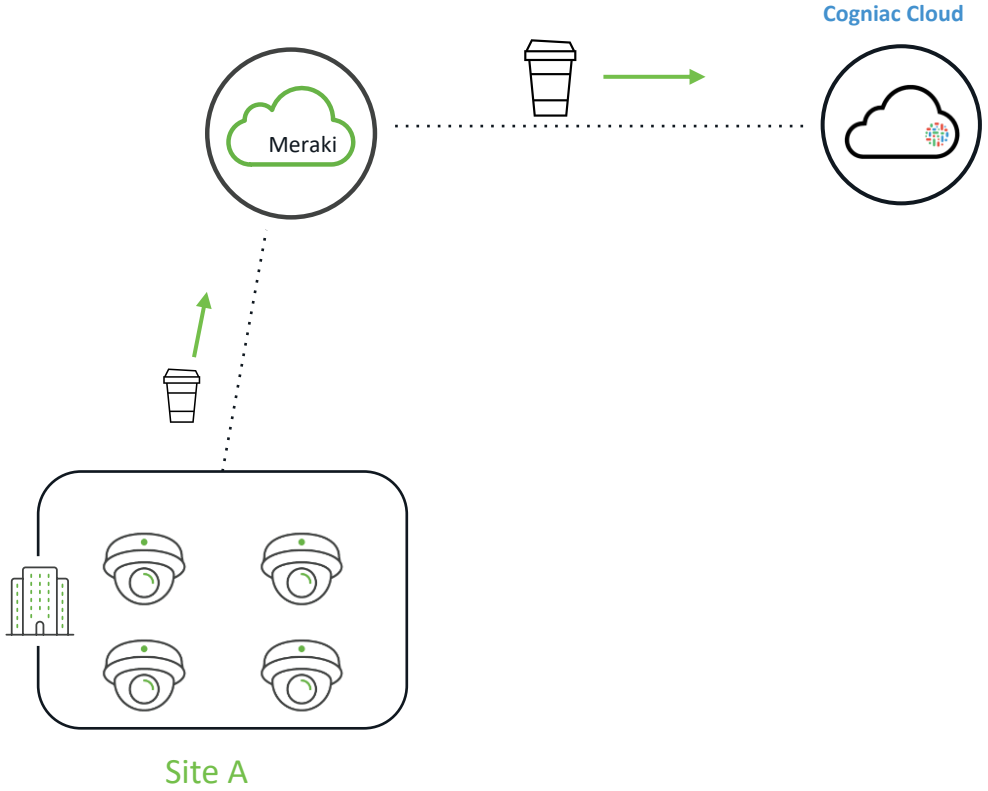
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- **Coffee cups** from MV cameras sent to the **Cogniac cloud**



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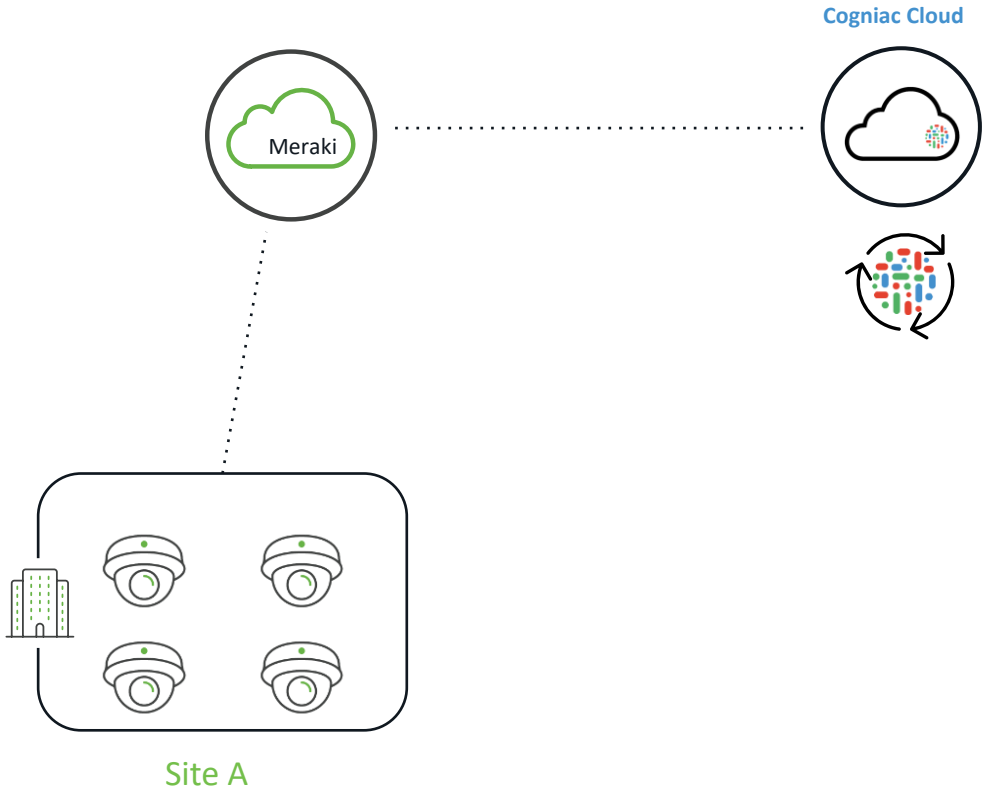
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- Images from MV cameras sent to the Cogniac cloud
- Custom **models** are **trained** in the Cogniac Cloud



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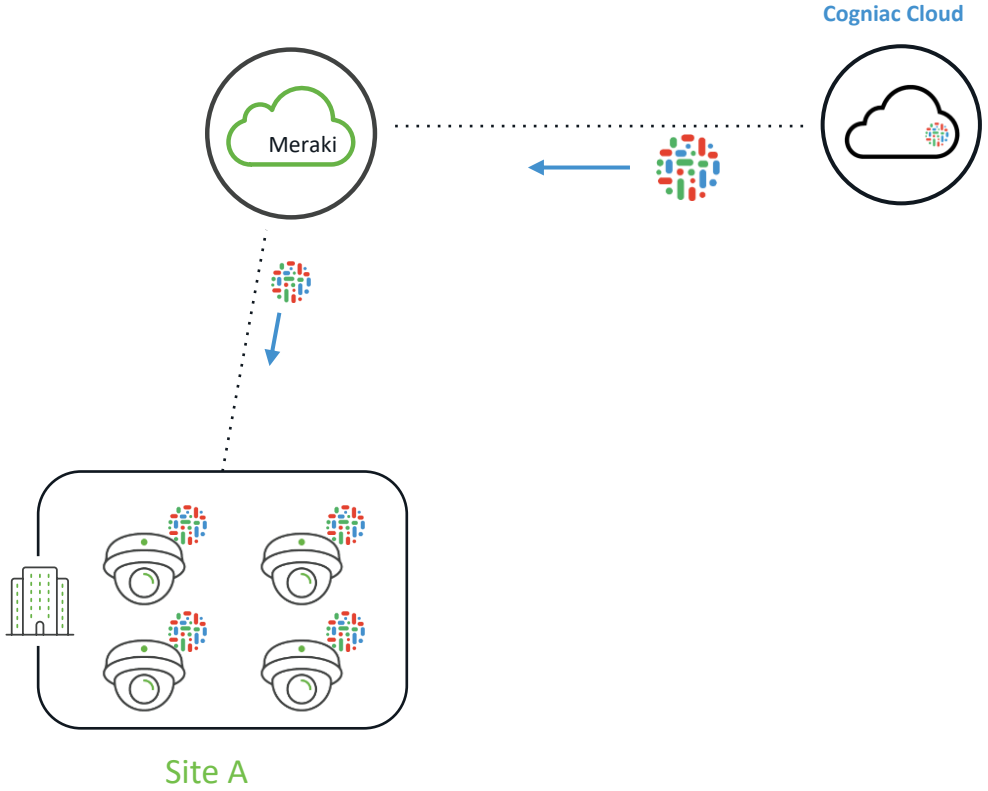
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- Images from MV cameras sent to the Cogniac cloud
- Custom models are trained in the Cogniac Cloud
- Models are deployed to MV cameras



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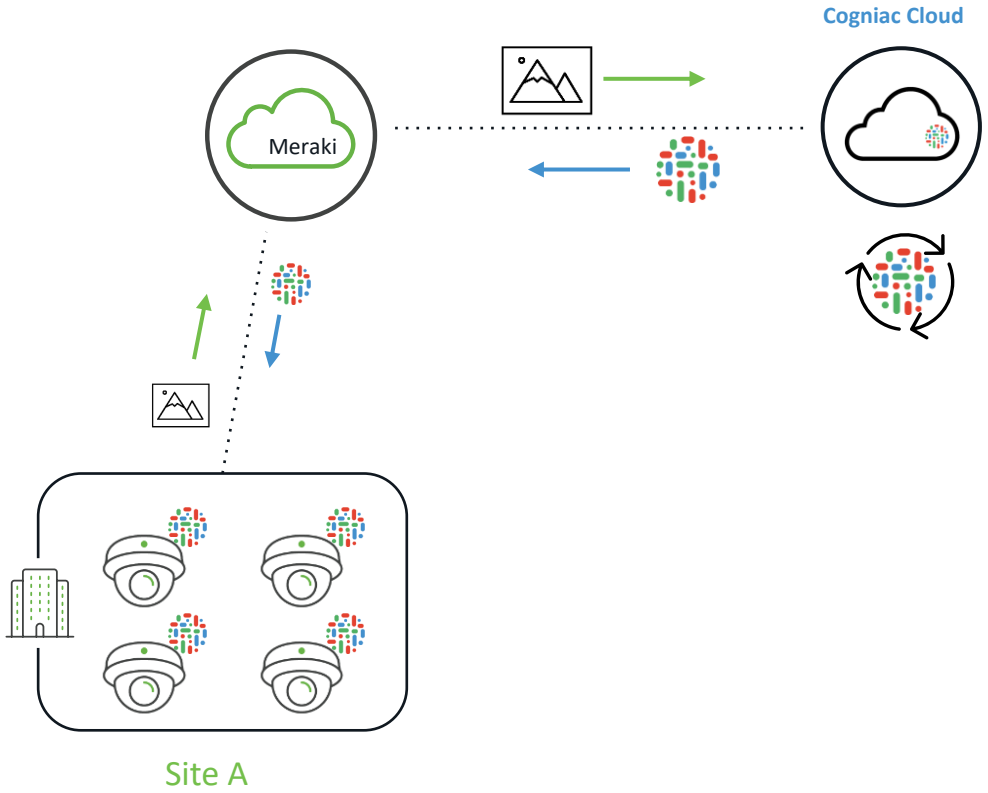
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- Images from MV cameras sent to the Cogniac cloud
- Custom models are trained in the Cogniac Cloud
- Models are deployed to MV cameras
- Constantly learning and improving



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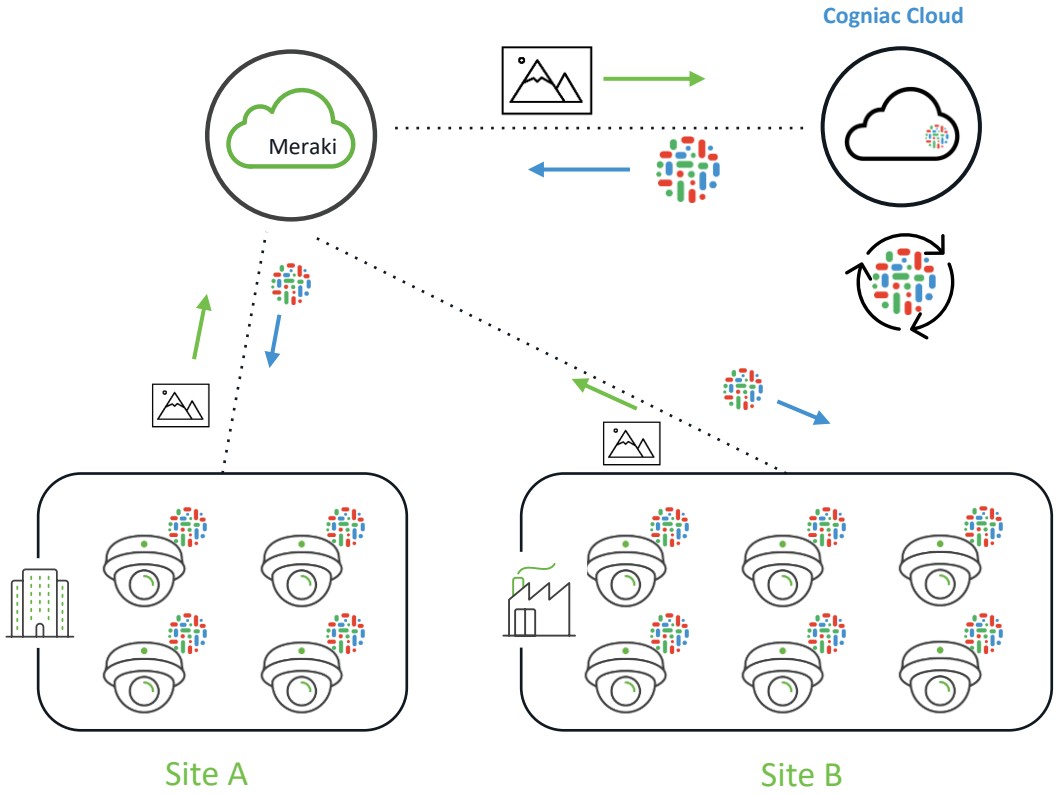
Meraki + Cogniac deployment

Seamless build-and-deploy workflow

- Images from MV cameras sent to the Cogniac cloud
- Custom models are trained in the Cogniac Cloud
- Models are deployed to MV cameras
- Constantly learning and improving
- Scales easily with you



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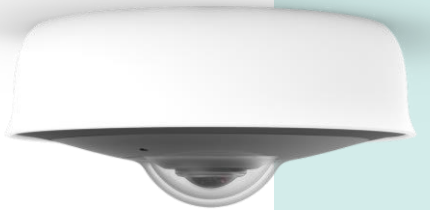
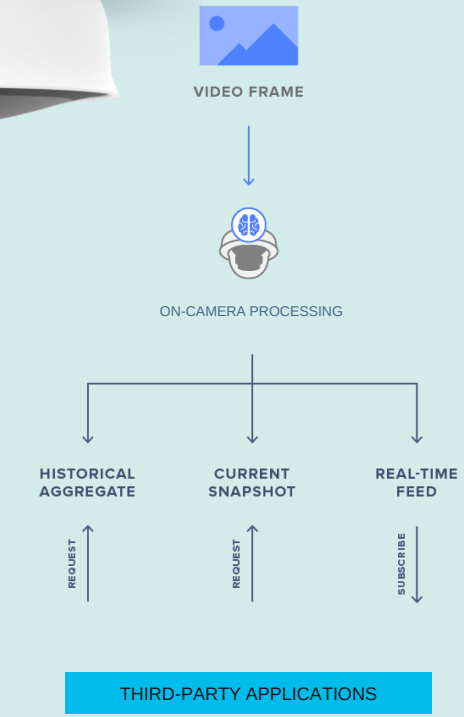
Demo

MV Sense



- Access **video analytics** insights from the cameras using open APIs
- Use MV machine-learning computer vision outputs **without additional software** or infrastructure
- Enable **ecosystem technology partners** to offer amazing solutions for any business



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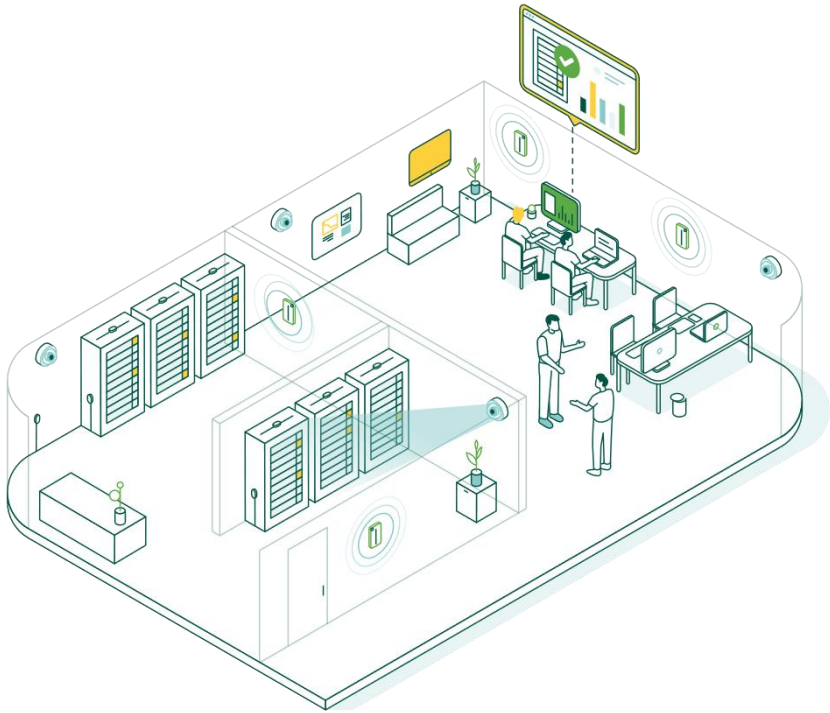
Complete visibility

Combine **camera, sensor, and network** data for a complete picture of the physical world



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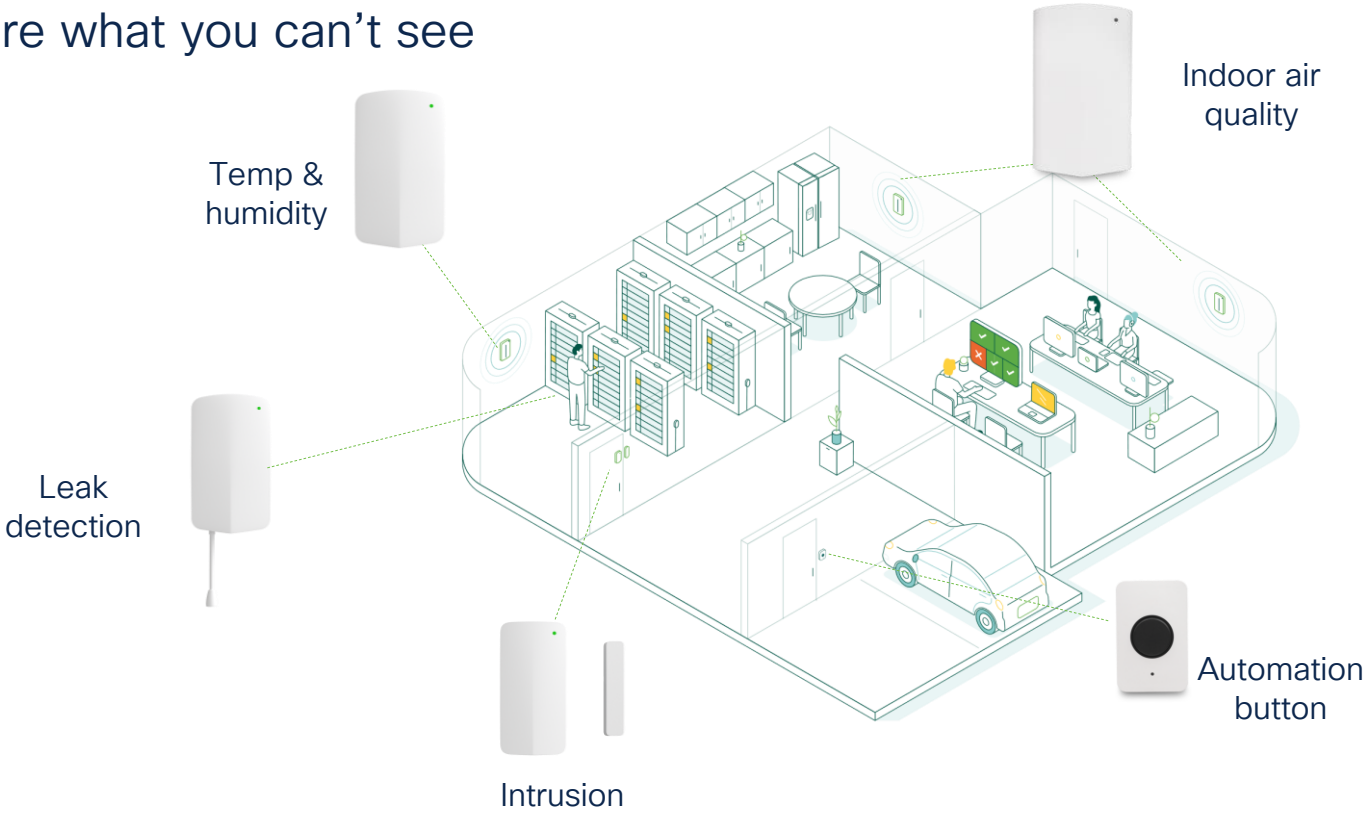
MT sensors

Measure what you can't see



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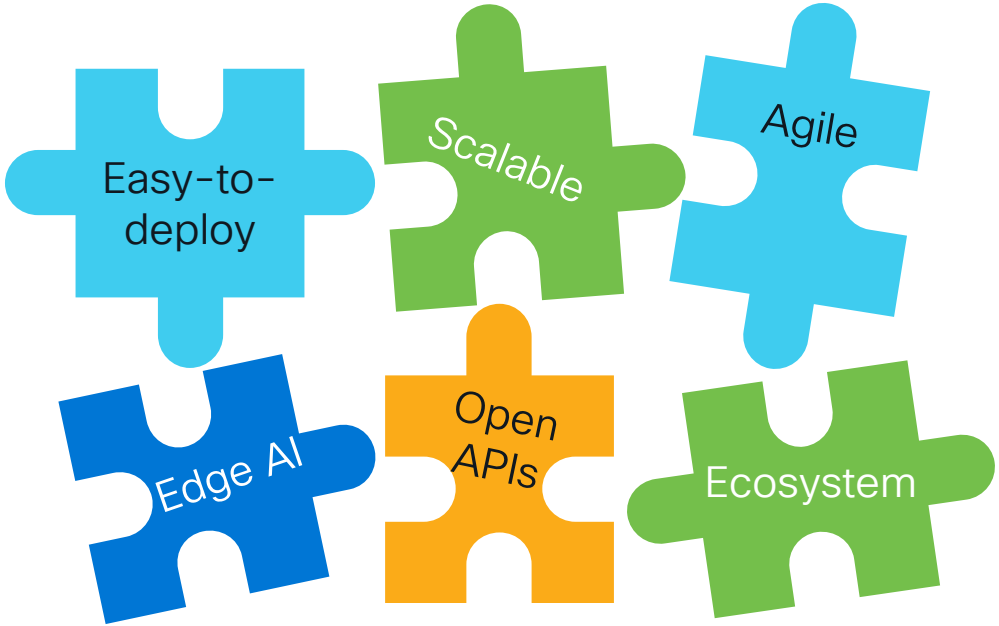
The Meraki platform

All the pieces you need to build smart spaces solutions for your organization



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Different cups for different occasions

Office spaces

Leverage video to create smart workspaces

Occupancy — Track occupancy for safety and long-term facilities planning

Resource use — Manage desk and meeting room availability to improve employee productivity

Security — Integrate with access control to monitor for tailgating or suspicious entry activity

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Manufacturing and warehouses

Safety — Manage PPE compliance to improve worker safety

Quality Control — Detect defects in manufacturing to monitor and improve quality

Resourcing — Detect pallets to get insight into current capacity

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Retail

Leverage video to create better customer experiences

Occupancy

Get insight into occupancy and wait times in order to adjust staffing needs

Quality experiences

Optimize store layouts and improve order quality

Reduce loss

Track high-value assets to prevent theft, or integrate with PoS systems to help identify fraudulent returns

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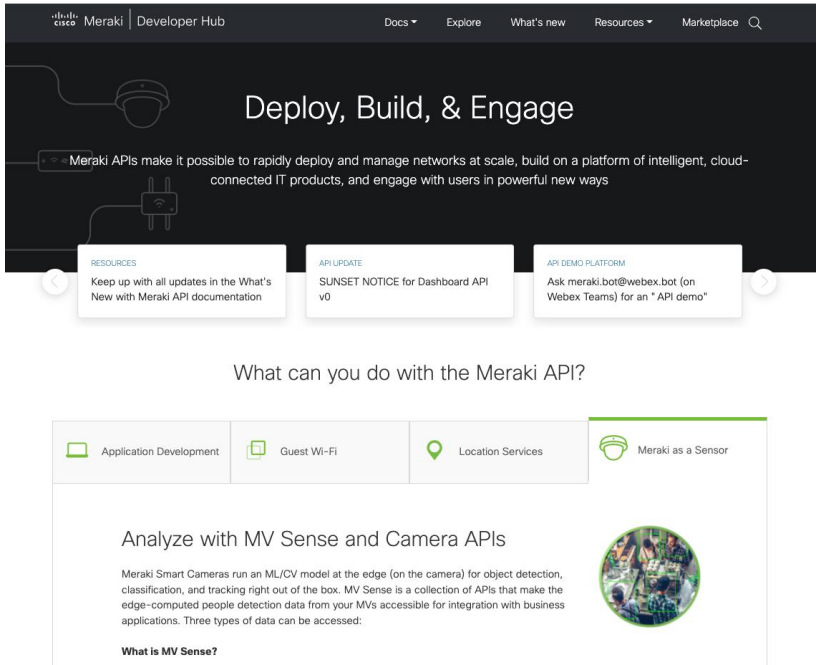
Options for everyone: DIY or made-to-order

MV Sense APIs



- Access video analytics via REST and MQTT API endpoints
- Enable Custom CV capabilities
- 10 licenses included in every organization

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The Meraki ecosystem

Technology partners that provide custom and off-the-shelf applications

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Want some coffee?

Visit the Meraki Lounge, booth 974

- See a **live demo** of with MV, MT and custom CV
- Meet our **ecosystem partners** or chat with **Meraki**
- Get **free coffee**!

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Questions?

Technical Session Surveys

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Cisco Learning Network
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Cisco Learning Partner Program
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Accelerated curriculum of product, technology, and certification courses

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Cisco Continuing Education Program
Recertification training options for Cisco certified individuals

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The bridge to possible

Thank you

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