

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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Let's go

#CiscoLive



The bridge to possible

# Business Automation Using Devnet

Soumya Dey – Systems Engineer(Sales)  
DEVNET – 2112

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# 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 9, 2023.



<https://ciscolive.ciscoevents.com/ciscolivebot/#DEVNET-2112>

# Agenda

- Digital Transformation – The “Value” Dilemma
- Potential for Automation
- Cisco DevNet Brief & Use Cases
- Demo
- Call to Action

# Digital Transformation – The “Value” Dilemma

## Cost Center or Profit Center ?

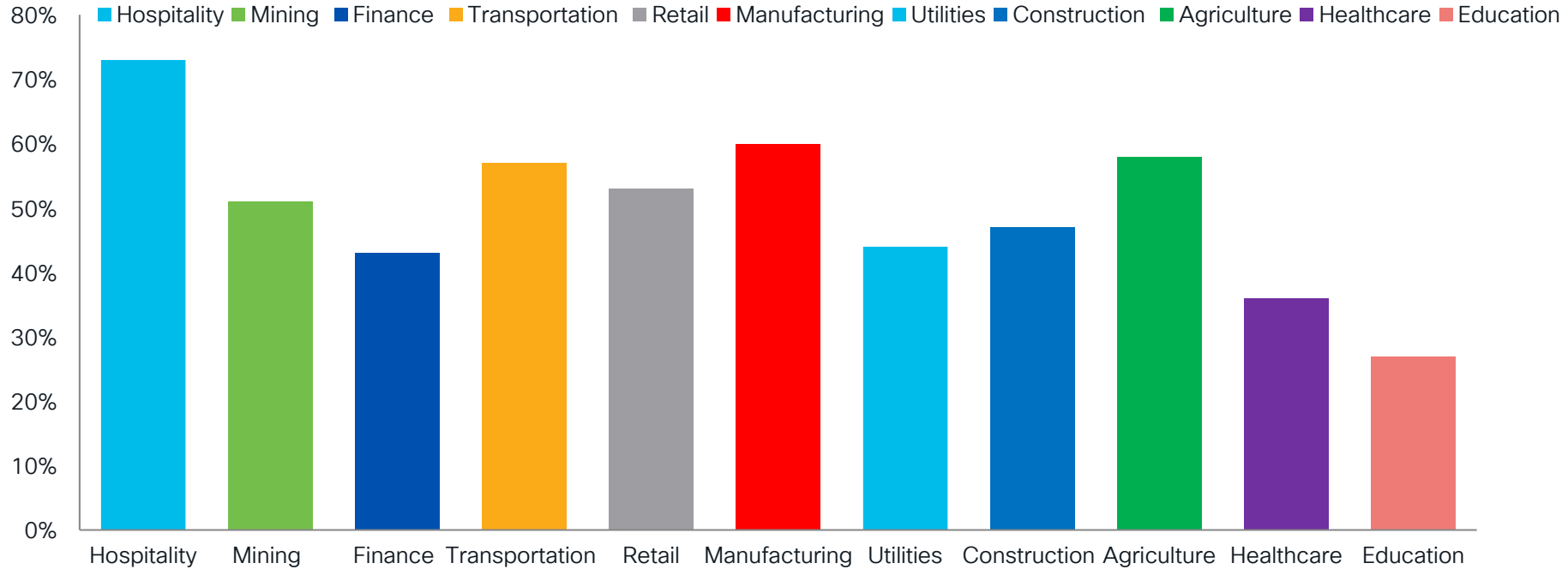


*“Automation is Voldemort:  
the terrifying force nobody  
is willing to name.”*

Jerry Michalski

Founder – Rex, The Relationship Economy Expedition

# Potential for Automation



Reference : [US Bureau of Labor Statistics; McKinsey Global Institute analysis](#)



# DEVNET

[developer.cisco.com](https://developer.cisco.com)



See It



Learn It

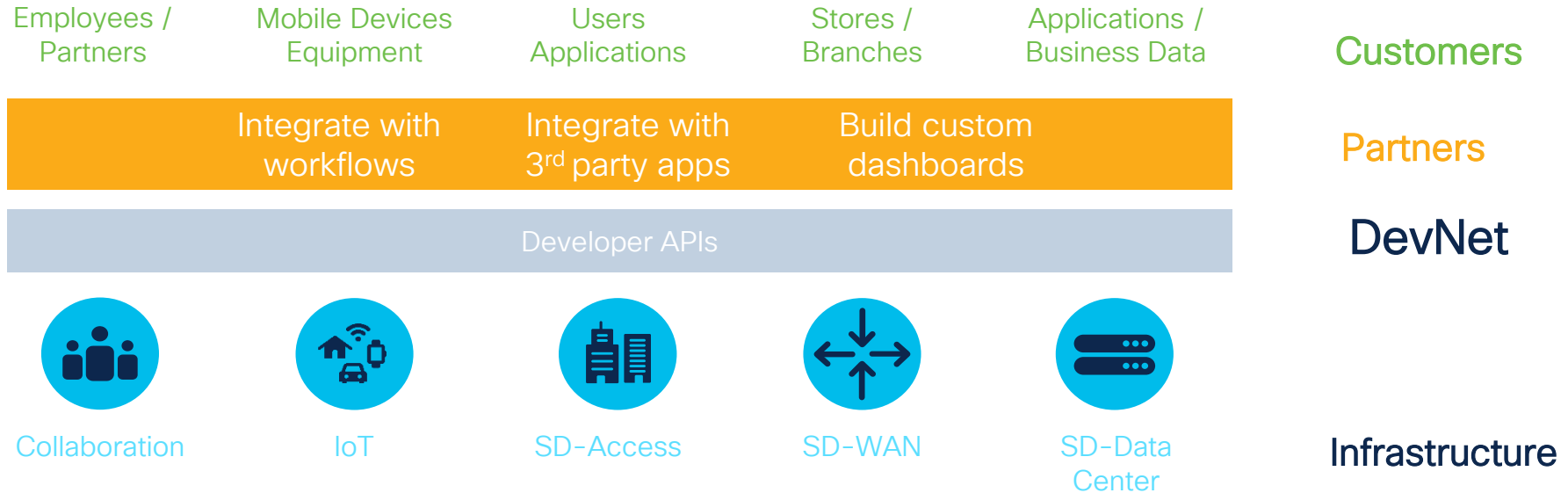


Code It



*Programmability and APIs  
are the engine that enable  
customers automate their  
business*

# Business Automation – Deliver New Experiences



# Use Cases

The spark you needed !!

# Use Case 1: Automation Enabling Congestion Avoidance



## The “3Cs”:

closed spaces  
crowded places  
close-contact environment

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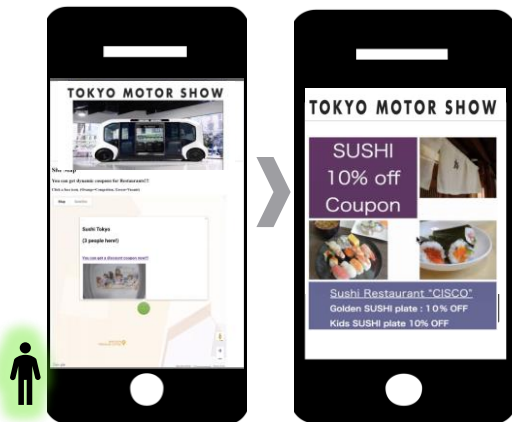


# Use Case 1: Automation Enabling Congestion Avoidance

## Addressing Challenges via APIs

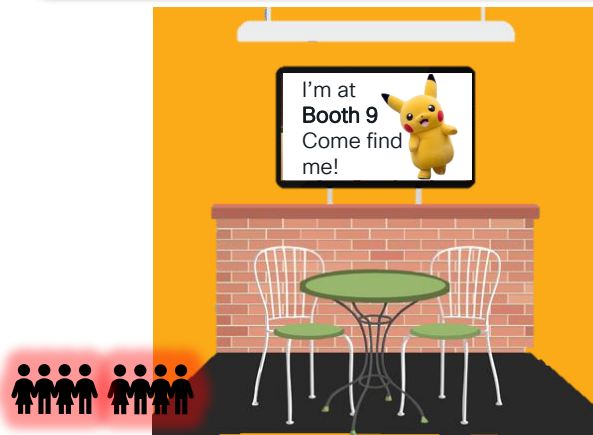
1.1

Guide attendees to uncrowded restaurants  
→ **Dynamic Pricing**



1.2

Move attendees out of crowded restaurants  
→ **Dynamic Digital Signage**

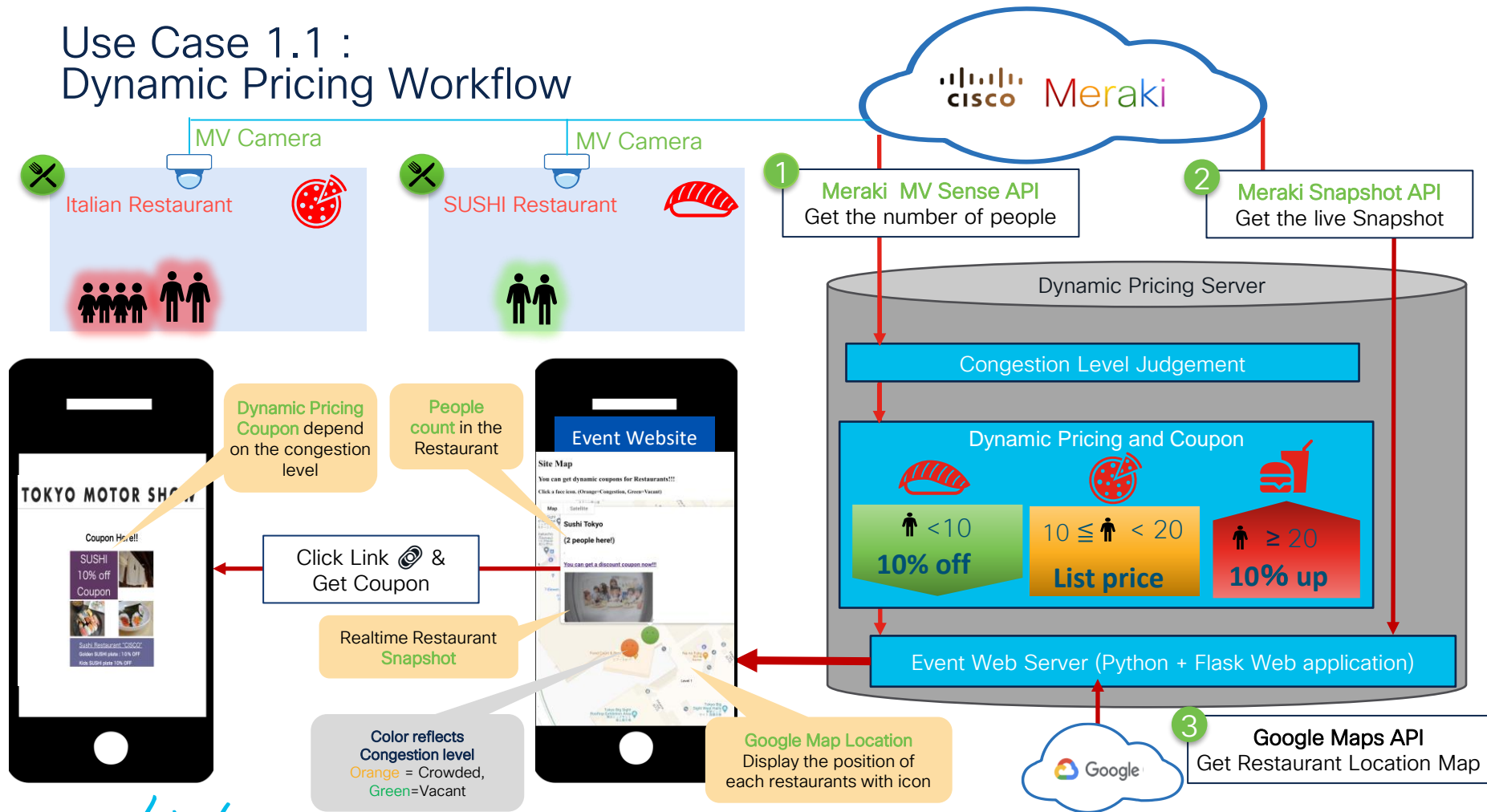


### APIs In use:

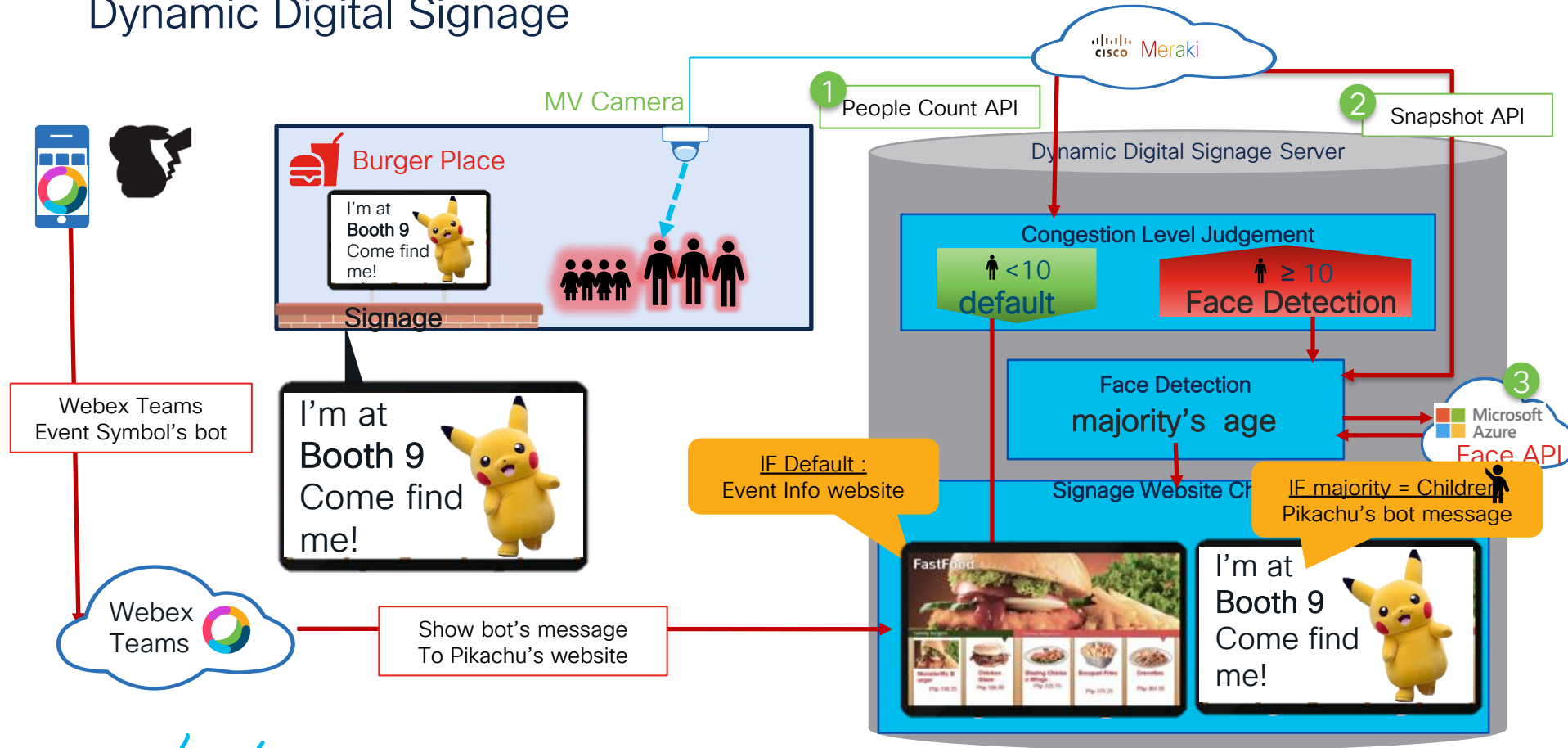
Meraki, Webex Teams, Google Maps & Microsoft Azure Face APIs



# Use Case 1.1 : Dynamic Pricing Workflow



# Use Case 1.2 : Dynamic Digital Signage



# Demo

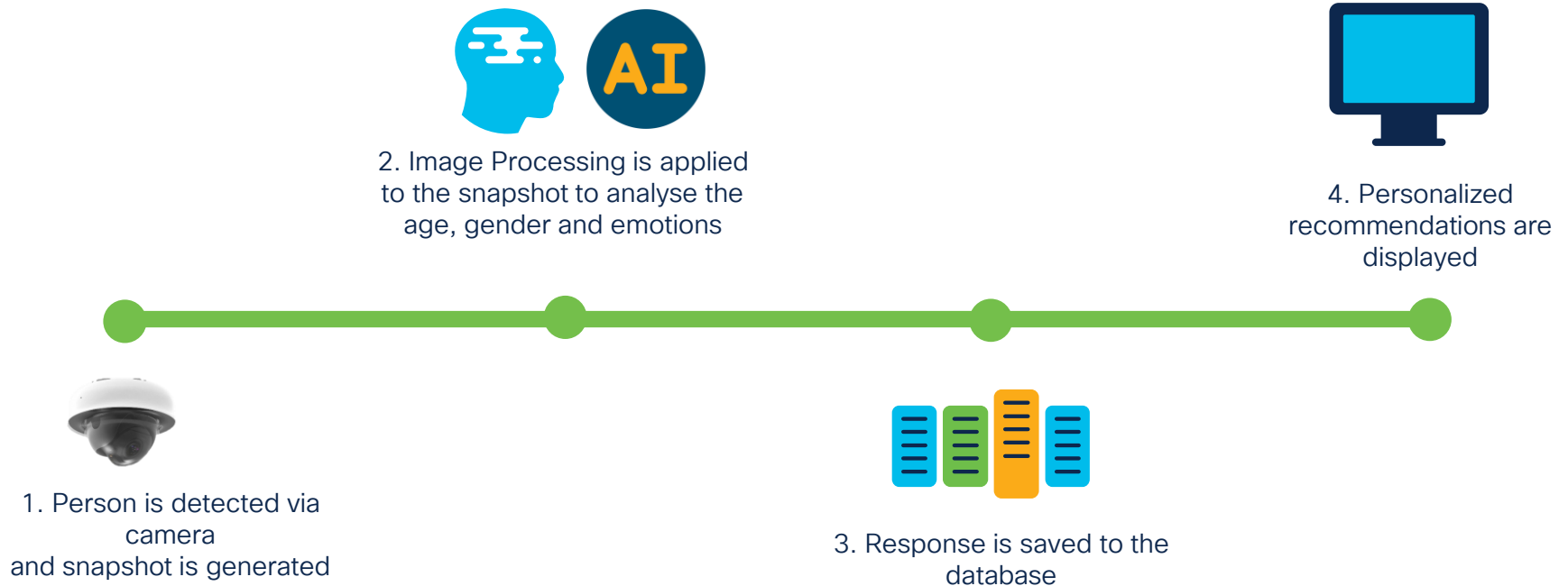
## Augmented Retail Merchandising with Cisco Meraki Camera

### Credits

- Raveesh Malyavantham V (Technical Solutions Specialist, Cisco)
- Shweta Palande (Software Engineer, Cisco)



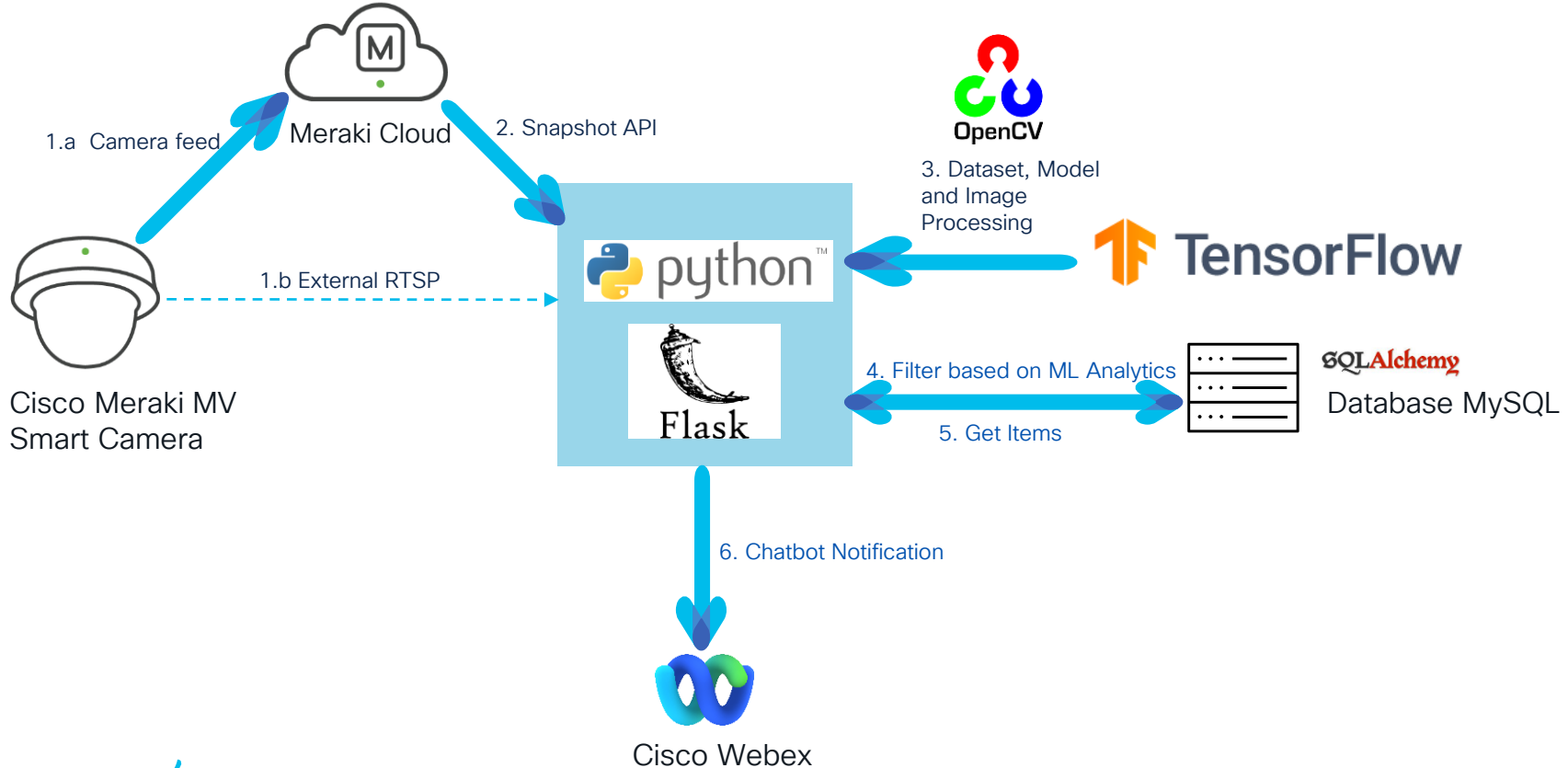
# Demo Workflow



soudey@SOUDEY-M-L4YS app %

4

# Demo Architecture



*Hmm What's Next ?*

# Call to Action – Start Your journey !

- Explore the platform

<https://developer.cisco.com/>

- Learning Paths (Start Now)

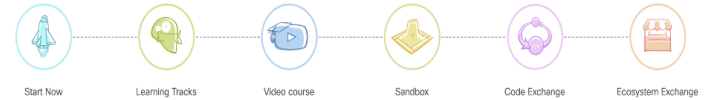
<https://developer.cisco.com/startnow/>

- Reserve FREE Sandbox Environments

<https://developer.cisco.com/site/sandbox/>

- Join the DevNET Community

Get started with what DevNet has to offer



Explore our platforms



# Cisco DevNet Marketplace

## DevNet Marketplace



### DevNet Code / Automation Exchange

*Discover, learn, build & collaborate with the developer community*



Community



Applications



API Integrations



Automation



Dev  
Centers



Developer  
Tools



DevNet  
Sandbox



Learning  
Labs

Code Exchange

Automation Exchange



### DevNet Solutions Marketplace

*End to end tested & packaged solutions to solve our customers' business problems*

Vertical



Healthcare



Education



Government



Automation



Management

Infrastructure

SolutionsPlus

Ecosystem Exchange

Cisco Products & APIs

# Cisco DevNet + Meraki Marketplace

## Meraki Developer Hub

Deploy, Build, & Engage

Meraki APIs make it possible to rapidly deploy and manage networks at scale, build on a platform of intelligent, cloud-connected IT products, and engage with users in powerful new ways

What can you do with the Meraki API?

Application Development Guest Wi-Fi Location Services Meraki as a Sensor

Automate with Dashboard API

**BUILD**

APIs

APIs

## Meraki Marketplace

Explore apps for Meraki products

Track assets, measure behavior, build marketing campaigns, and more.

Search for apps

Discover All apps Most popular New apps Meraki picks

Filters Product Industry Region

Categories All categories Hybrid SaaS

**BUY**

# Engage with us !



 soudey@cisco.com

 [Soumya Dey](#)



 <https://github.com/CiscoDevNet>

 [Cisco Devnet](#)

 @CiscoDevnet

 [Cisco Devnet on Youtube](#)



# 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 Challenge** for every survey completed.



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

# Continue your education



- Visit the Cisco Showcase for related demos
- Book your one-on-one Meet the Engineer meeting
- Attend the interactive education with DevNet, Capture the Flag, and Walk-in Labs
- Visit the On-Demand Library for more sessions at [www.CiscoLive.com/on-demand](https://www.CiscoLive.com/on-demand)



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# Thank you

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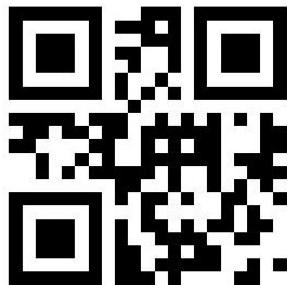
#CiscoLive

# Cisco Live Challenge

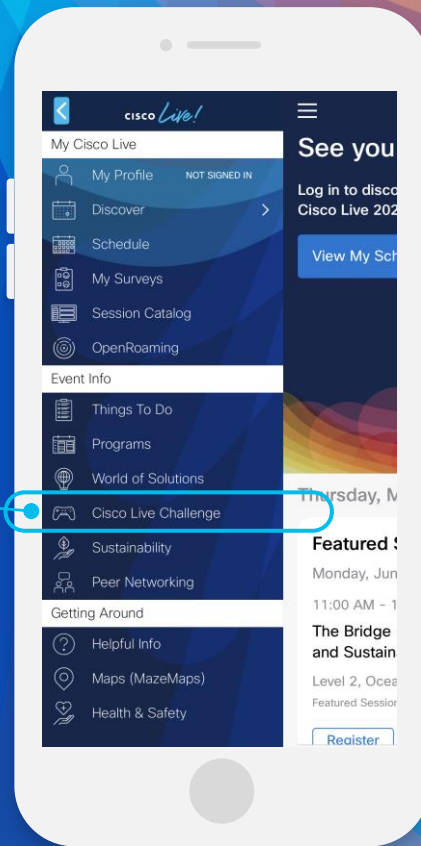
Gamify your Cisco Live experience!  
Get points for attending this session!

## 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:



**CISCO** *Live!*



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Let's go

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