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Let's go

The bridge to possible

How to make the most of the Meraki platform

Managed Services

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Leader, Technical Marketing Engineering – Meraki Service Provider PM

cisco Live!

PSOMS-1124

Introduction

What is this session about?

- Meraki for Managed Services
- Understanding why Meraki is ideal for Managed Services
- Types of service offerings with Meraki
- Potential service evolution to capture more revenue with Meraki
- Overview of recent enhancements to optimize services in market
- For existing and potential Cisco Meraki MSPs

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What do MSPs care about?

Business

- Profitability
- Differentiation
- Sustainability
- Upsell
- Stickiness

Technology

- Reliability
- Scalability
- Flexibility
- Simplicity
- Predictability

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About me

- Telecommunications and network engineering background
- 12+ years of experience in the field
- Previous MSP experience
- Joined Meraki in 2015
- Network Support > Product Management
- TME Leader – Service Provider PM

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Agenda

- Introduction
- Why Meraki for MS?
- Meraki powered services
- Service evolution
- Updates
- Conclusion

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Why Meraki for Managed Services?

The foundation for IT and IoT Managed Services

The Meraki platform

Meraki dashboard

Built-in solutions

Cloud-First Ops

Open APIs Ecosystem

Data-Powered Products

Meraki platform

API

Tailored solutions

Custom built
developer.cisco.com/meraki

Tech partners
meraki.com/marketplace

Wireless

Switching

Mobile Device Management

Security and SD-WAN

Cellular Gateways

Smart Cameras

Sensors

SD-ACCESS

SD-WAN, SASE

IoT

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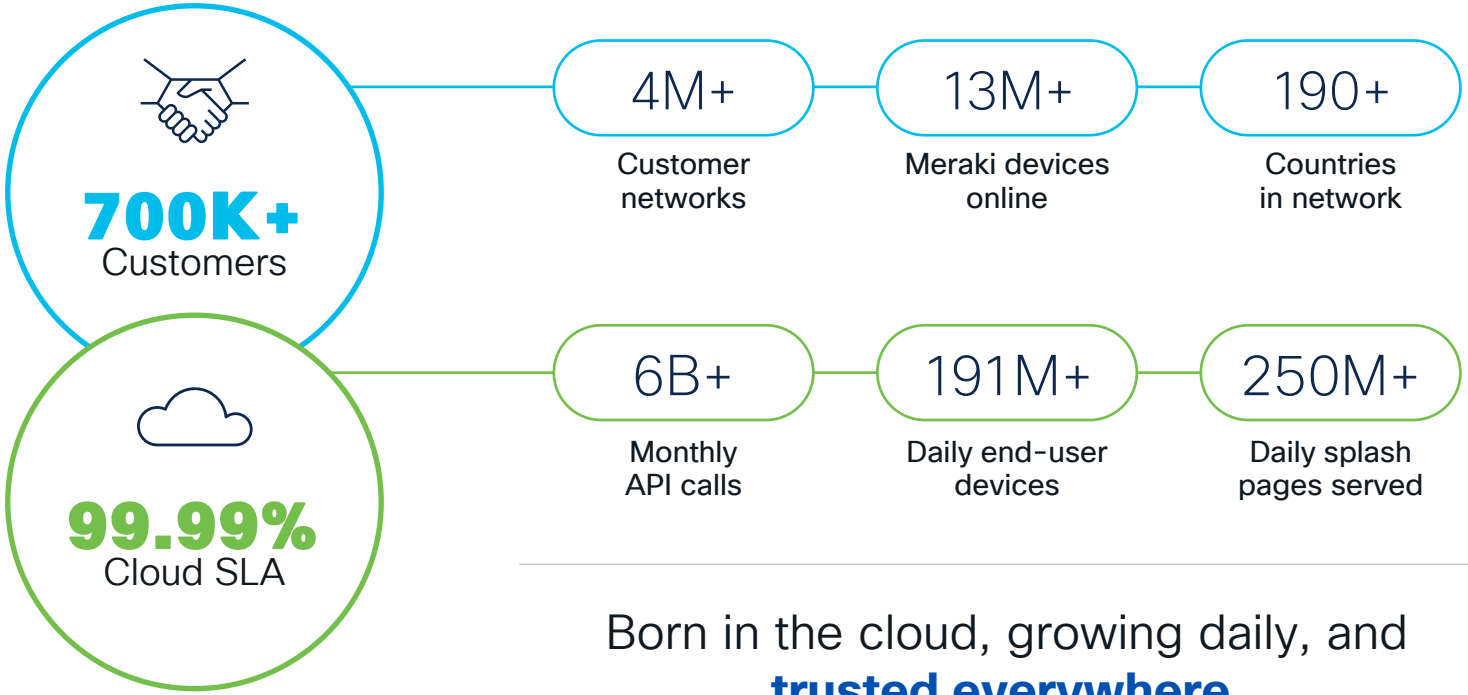
Trusted to simplify experiences everywhere



Born in the cloud, growing daily, and
trusted everywhere

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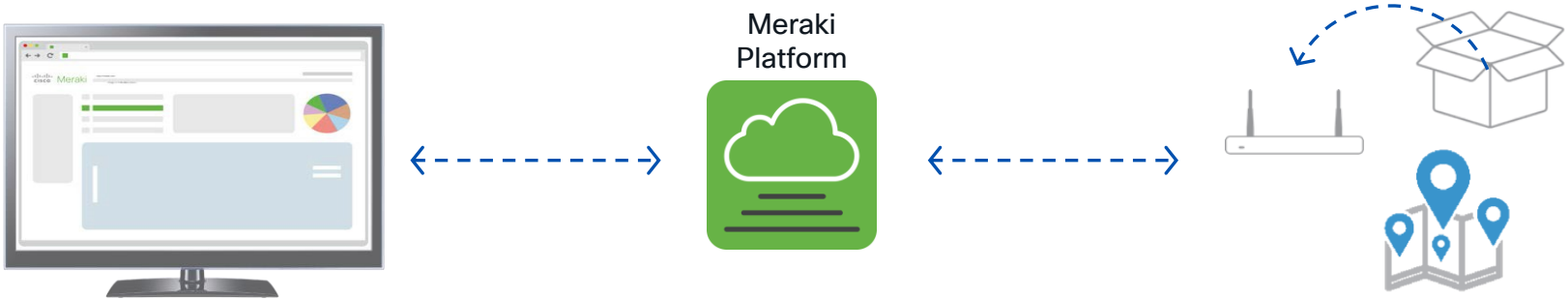
True zero-touch provisioning out of the gate



One-time remote,
web-based configuration

No pre-staging
No onsite configuration

Unbox and plug in
appliances at
required locations

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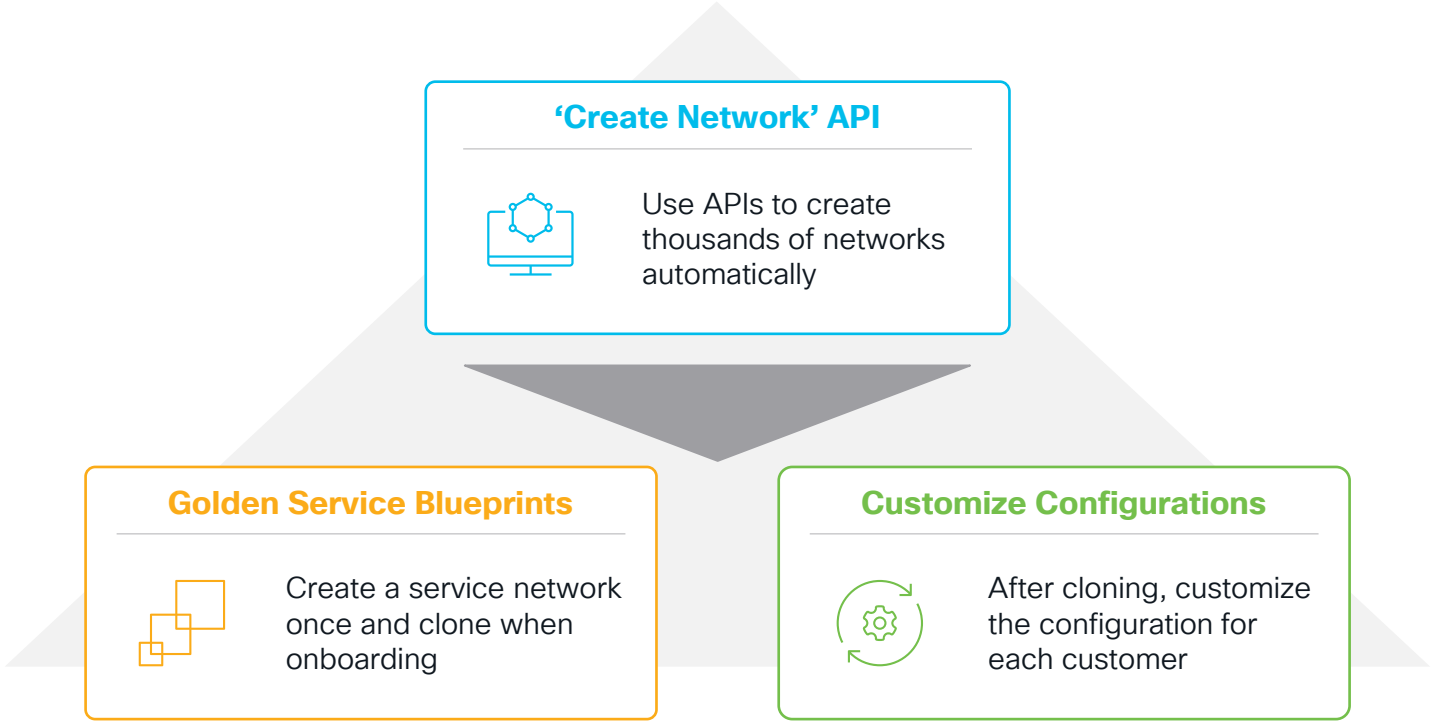
Service blueprints for standardization



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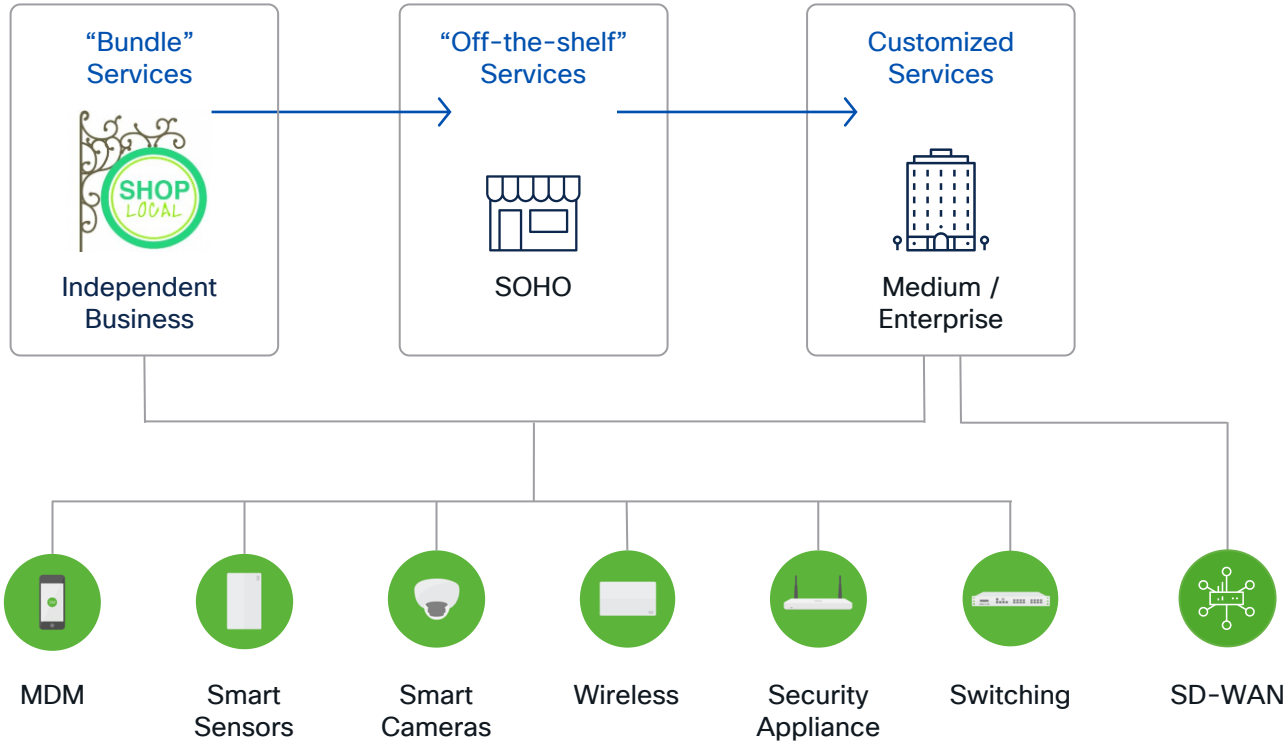
Meraki powered services

Flexible service creation



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Meraki managed services

- Managed SD-WAN
- Cloud Managed CPE
- Managed LAN
- Managed Wi-Fi
- Managed Network

- Managed Security
- Managed Firewall

- Video Surveillance
- Managed IoT

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Meraki managed services

Networking

Cloud Managed CPE

Meraki MX Security Appliance

- L3/L7 firewall
- Network Address Translation (NAT)
- Traffic shaping
- Cellular Failover
- **Service tiers:** 150Mbps, 500Mbps, 1Gbps

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Meraki managed services

Networking

Cloud Managed CPE

Meraki MX Security Appliance
L3/L7 firewall
Network Address Translation (NAT)
Traffic shaping
Cellular Failover
Service tiers: 150Mbps, 500Mbps, 1Gbps
*Security add-on:
IDS/IPS
Content filtering
Malware protection

*Advanced Security License

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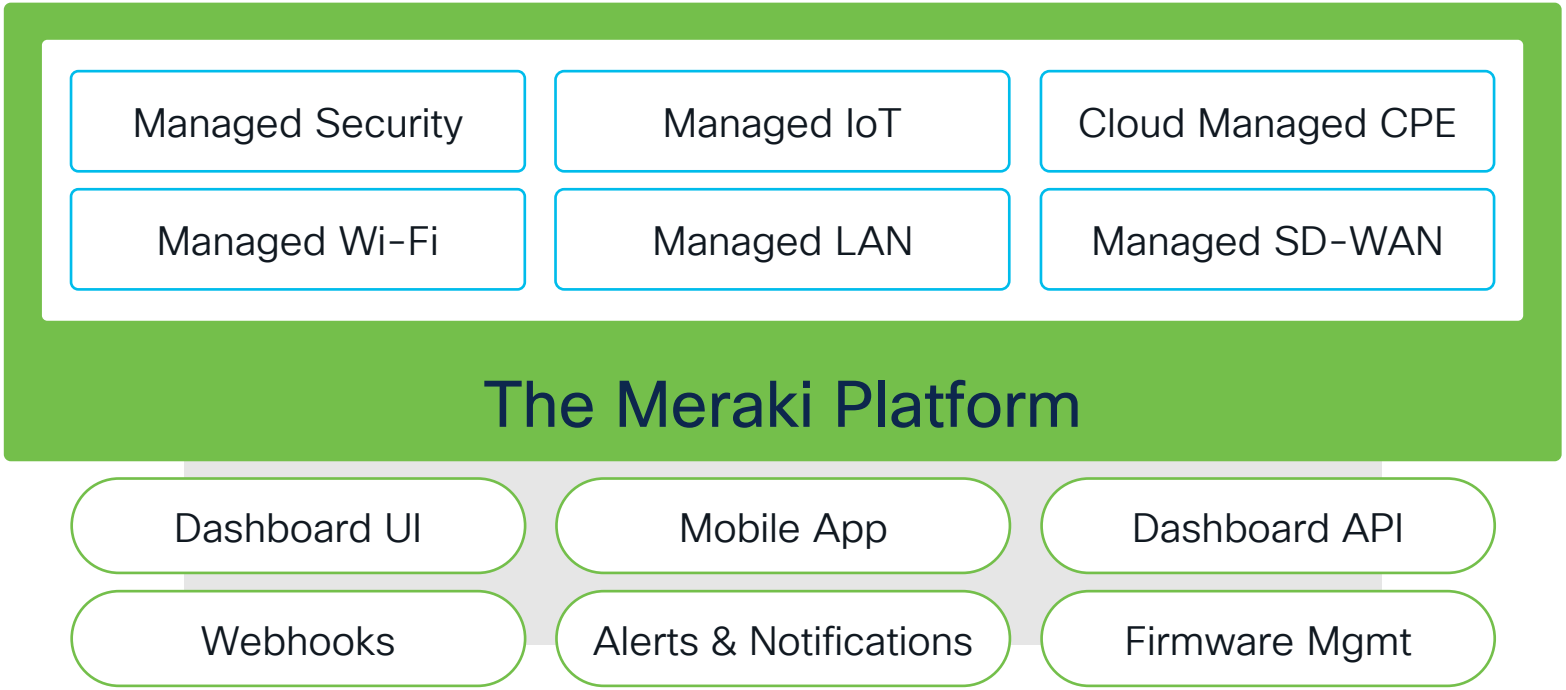
Service evolution

Service evolution



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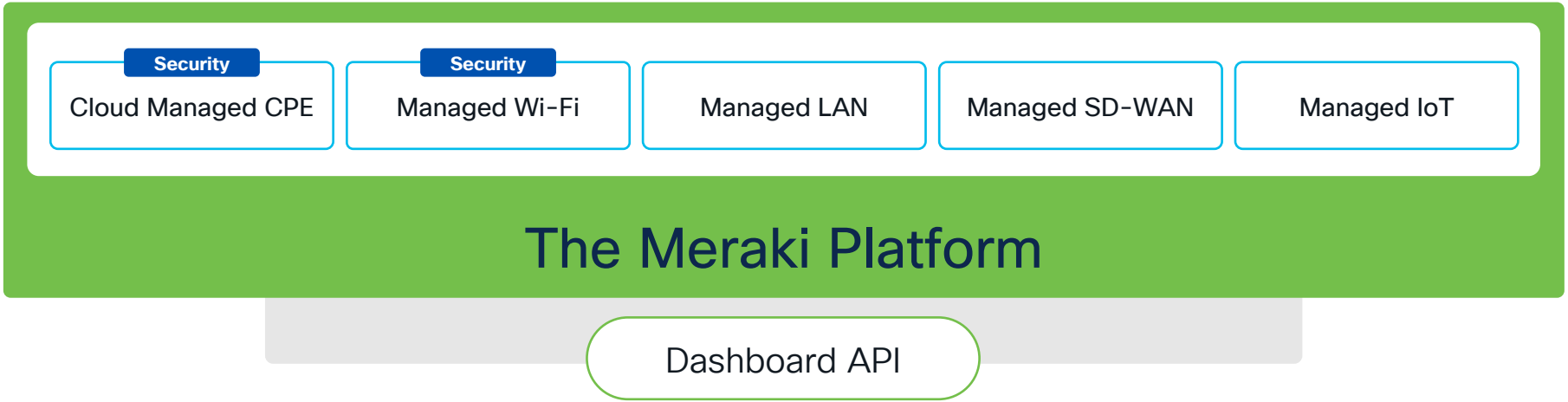
Meraki MX as the starting point



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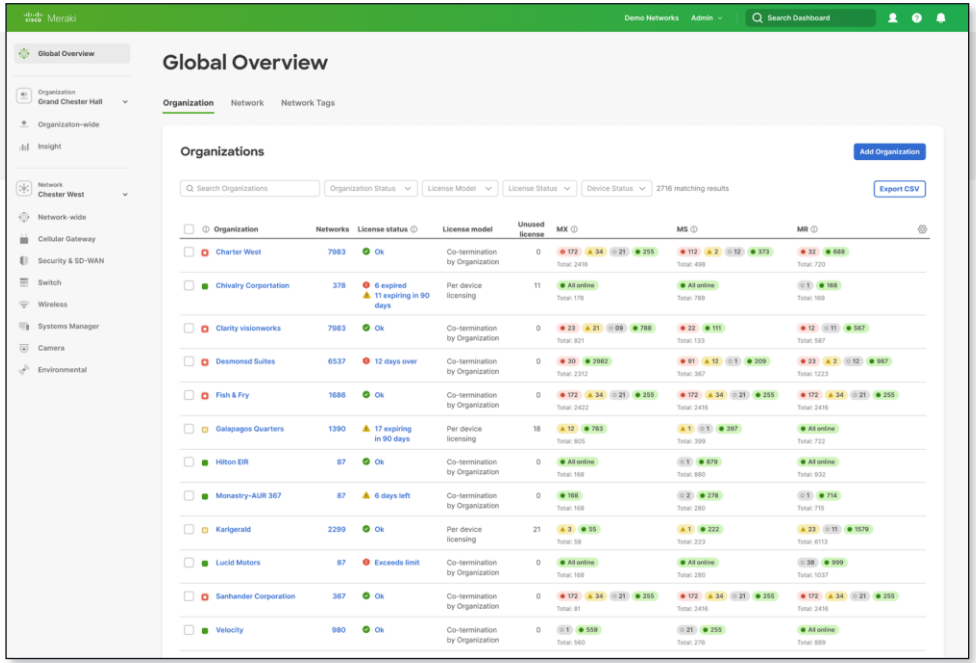
Updates

Management at scale

Global overview

A single dashboard to manage your global deployment

- Cross links to other pages
- Licensing status
- Export
- Filters
- Device status
- Improved flow to add organizations



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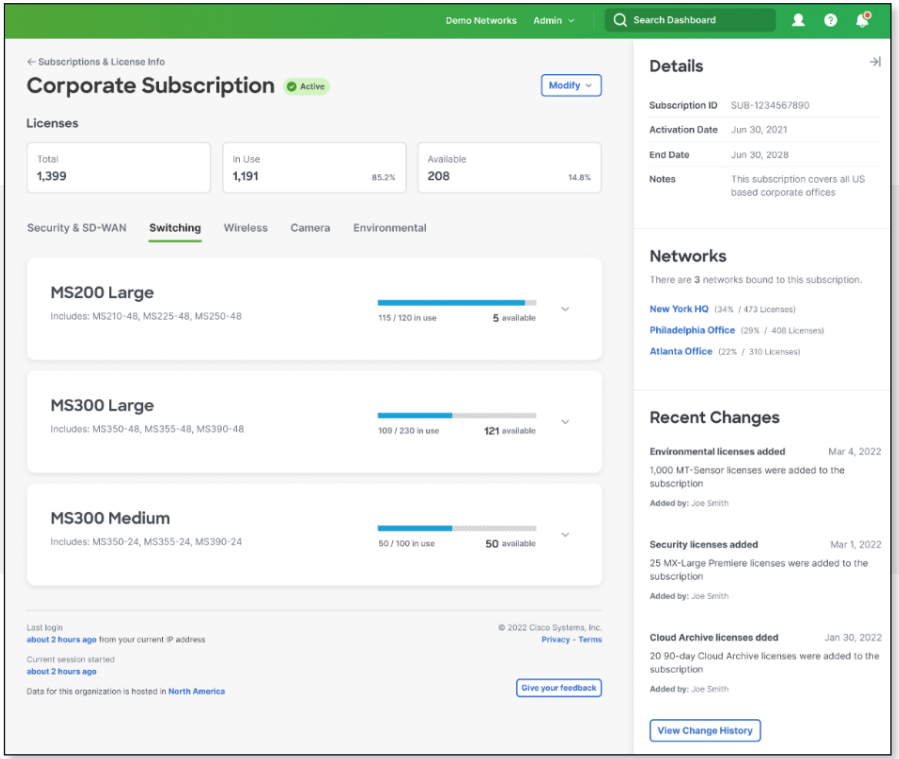
Meraki subscriptions

Simplified licensing



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Meraki MX updates

Features for managed services

Cloud Managed CPE

- Improved performance
- Routed mode BGP
- Backup WAN
  (2 Active + 1 backup)
- IPv6 support

Managed Security

- Realtime firewall logging
- Trusted traffic exclusion
- Adaptive policy
- Z4 Security license

Managed SD-WAN

- Web App Health
- ThousandEyes Agent
- vMX-L in Azure
- vMX in NAT mode
- Cloud Onramp (AWS)

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Conclusion

Recap

The Meraki platform is:

- Trusted everywhere
- Scalable and secure
- Flexible and open
- Launchpad for new services

Launch a Meraki powered service if you haven't done so already!

Continue leveraging our platform and serving your customers

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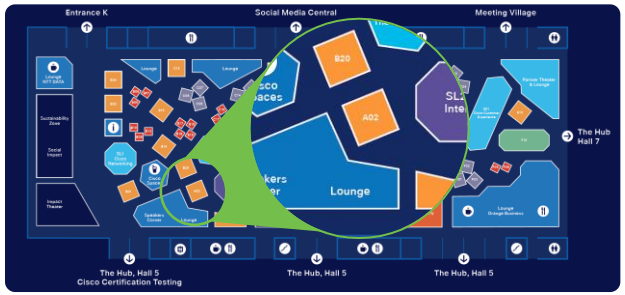
Next steps

Visit our Partner Managed Services booth (A02) in the World of Solutions



Ready to get started or have questions?

Reach out to us at:
PartnerManagedServices@cisco.com

Attend our sessions at Cisco Live Amsterdam

Monday, February 5th	
DEVWKS-2991 - Day 2 Automated Dashboard for Multi-Domain Monitoring and Observability	9:30 – 10:15
DEVNET-2011 - Cloud Native Application Observability API: An Introduction for Beginners	14:30 – 15:15
Tuesday, February 6th	
DEVWKS-2768 - Demystifying Cisco FSO Stack APIs	12:30 – 13:15
PSOMS-1121 - Why should you consider Outcome-Based Security? – Managed Security Services	12:50 – 13:20
PSOMS-1122 - Bringing Managed Services to Life – From Ideation to Outcomes	16:50 – 17:20
Wednesday, February 7th	
PSOMS-1123 - From Platform to Profit: How MSPs can Leverage Cisco to Deliver Performance, Impact, and Experience	9:30 – 10:00
BRKSEC-1645 - Struggling Operating Security in Complex Distributed and Multi-Org Environments? Cisco Has Your Back.	12:30 – 13:30
Thursday, February 8th	
PSOMS-1124 - Managed Services: How to Make the Most of the Meraki Platform	**12:10 – 12:40**

Missed our earlier sessions?
Watch the recording after Cisco Live!

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Thank you
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