The bridge to possible

Solving Customer Problems with the Meraki Ecosystem

Jacky Lo, Business Development Manager
Global Ecosystem, Cisco Meraki

BRKMER-2011 - Achieve Business Outcomes with Meraki's API and Ecosystem

cisco Live!

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

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

Focus on strengths and **leverage ecosystem partner expertise to improve outcomes**

Align with companies seeking to **collaborate & compliment your business**

Key Takeaways ->

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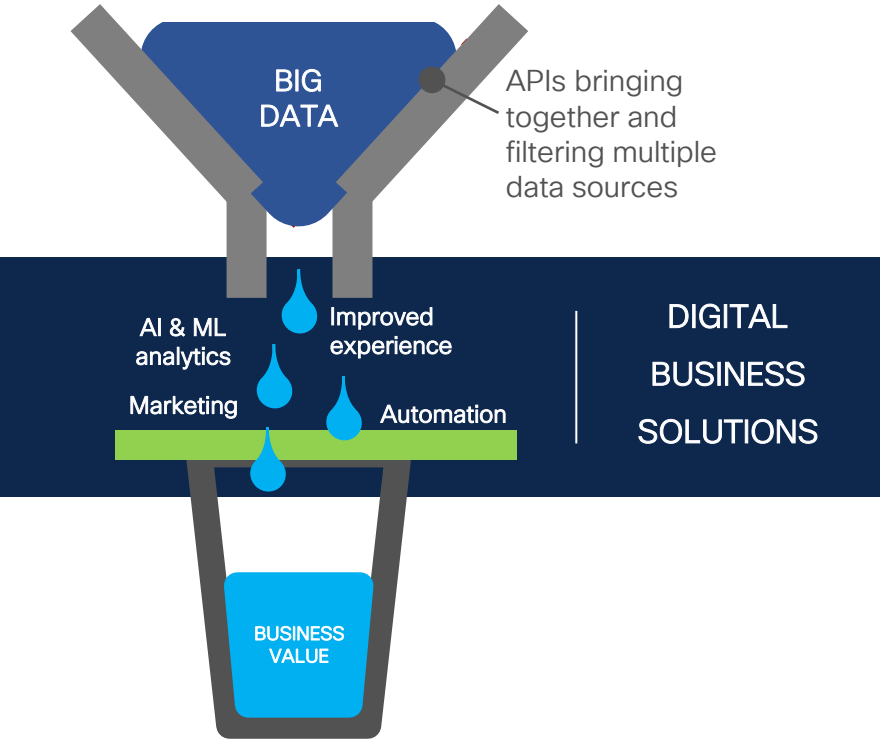
Big Data has Matured to Deliver Real Business Value



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]

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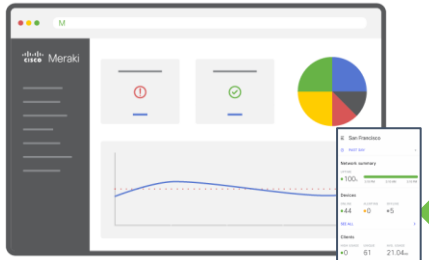
Cloud Platform & API Solutions



Meraki Dashboard
(single pane of glass)

Built-in solutions

Meraki Platform

7 Billion Monthly API Calls!

Tailored solutions

API

Custom Developed Apps

Ecosystem Partner Apps

Wireless

Switching

SD-WAN and Security

Gateway

Mobile Device Management

Environmental Sensors

Cameras

SD-Access | SD-WAN, SASE | IOT

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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

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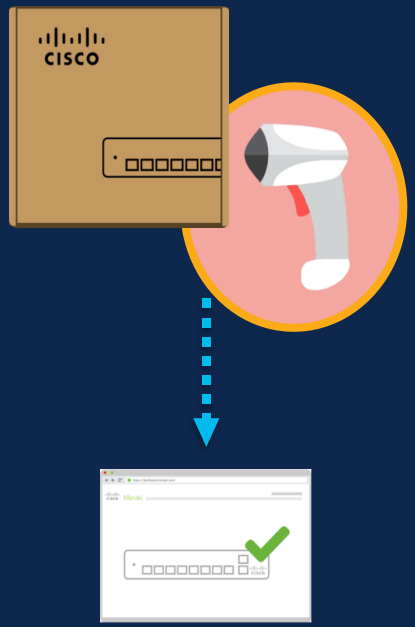
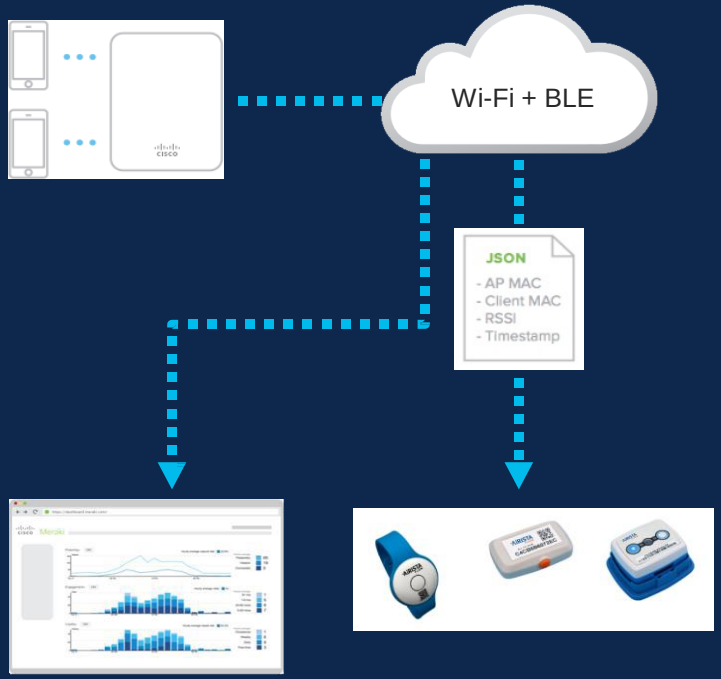
Meraki APIs

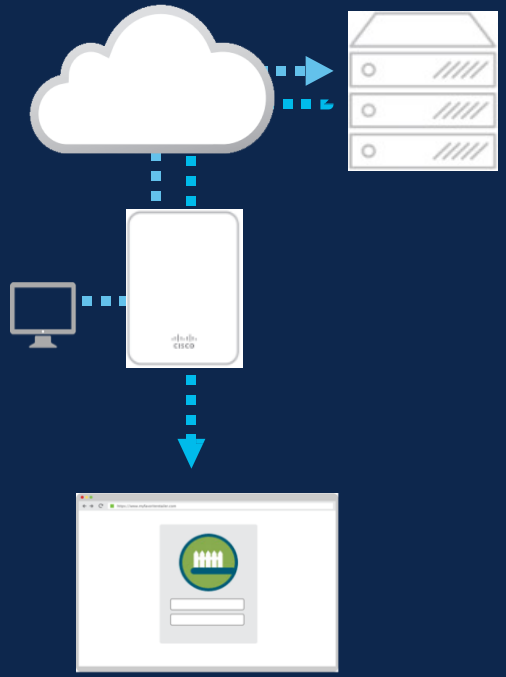
Dashboard API



Scanning API



Captive Portal API



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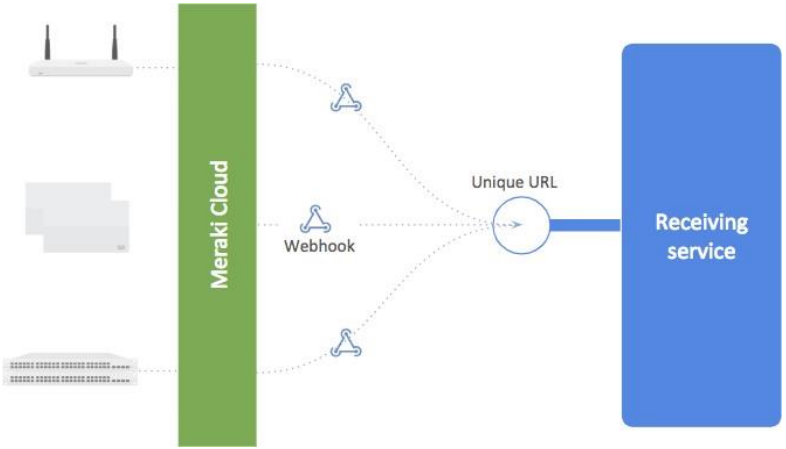
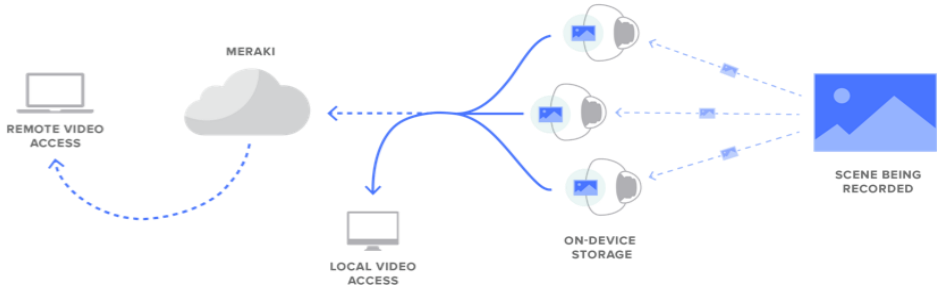
Meraki APIs

Webhook Alerts



MV Sense



https://developer.cisco.com/meraki/

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Enabling the Dashboard API

Organization > Settings > Enable API access

Go to **My profile** and generate an API key

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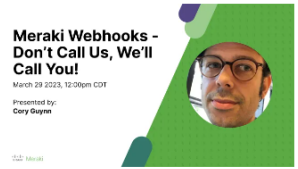
Discover More from the Meraki API Team

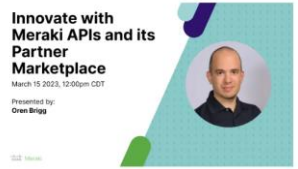


Meraki Webhooks - Don't Call Us, We'll Call You!

Cory Guynn

Programmability with the Meraki cloud has enabled countless solutions and opportunities. Much of our past focus has been on the "on-demand" REST API.....

2 weeks ago | 41 mins



Innovate with Meraki APIs and its Partner Marketplace

Oren Brigg

Build or buy? As easy as it is to get started with Meraki APIs, sometimes we don't have the time or knowledge to build entire solutions on our own. Th...

4 weeks ago | 54 mins

Monitoring at Scale with Meraki APIs

Shweta Palande

Do you want to take your network monitoring up a level? Combining the power of Meraki APIs with some open source tools, you can achieve what the art o...

1 month ago | 34 mins

Meraki 101 - Introduction to Meraki Integrations

Vasundhra Dewangan

This session will introduce the Meraki platform and its integration points. We will look at the three basic ways a developer can integrate with the Me...

1 month ago | 46 mins

Episode 9 - How automation and APIs help networks evolve

James McKee, IoT & Edge Intelligence Product Sales Specialist APJC, Cisco Meraki

Meraki Fast-Forward: Make Every Space a Sustainable Smart Space Watch our latest smart spaces series and hear from industry and IoT experts to learn ...

5 months ago | 15 mins

The Dashboard API is the new CLI

John Kuchta

Join us in this session to learn why IT engineers are investing more time on APIs and not CLIs. We will present multiple use cases in which Meraki API...

3 weeks ago | 45 mins

https://series.brighttalk.com/series/5608/

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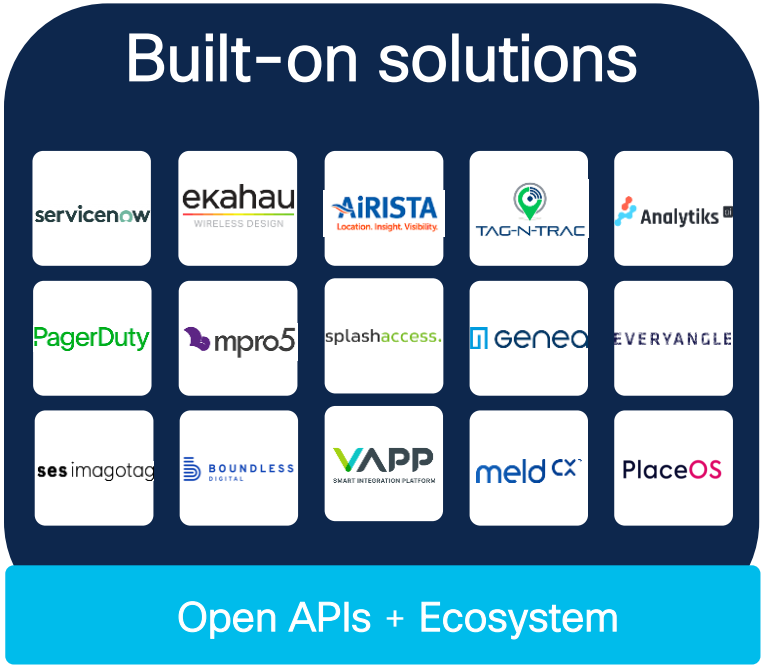
Meraki has the partners to solve today's business challenges

Meraki Ecosystem Partners

- ✓ **Most expansive ecosystem** community with 130+ 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**



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Why Meraki Marketplace Apps?

Turn-Key

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

API Integration

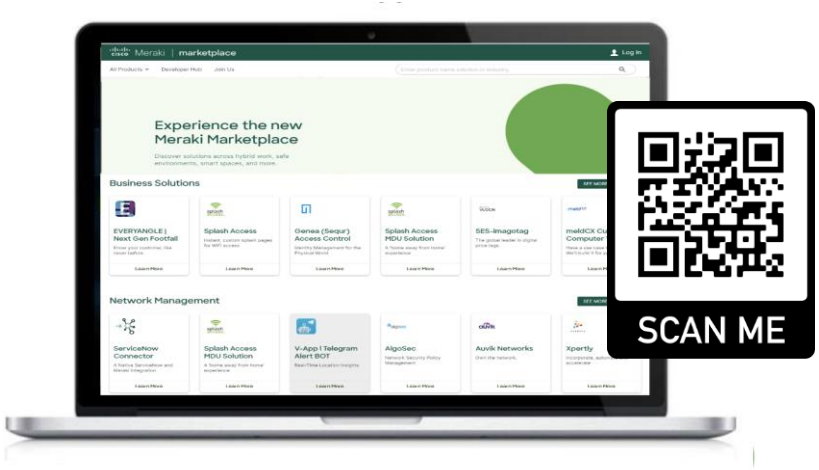
- Secure Data
- Efficient Performance
- API Product Roadmap

Expertise

- New Innovation
- Industry Knowledge
- Tailored solutions

Business Outcomes

- Capture Revenue
- Reduce Costs
- Limit Risks



Visit apps.meraki.io

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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

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Popular Business Outcomes

Capture New Revenue

Business Intelligence, Store Optimization, Proximity Marketing

Cost-Savings

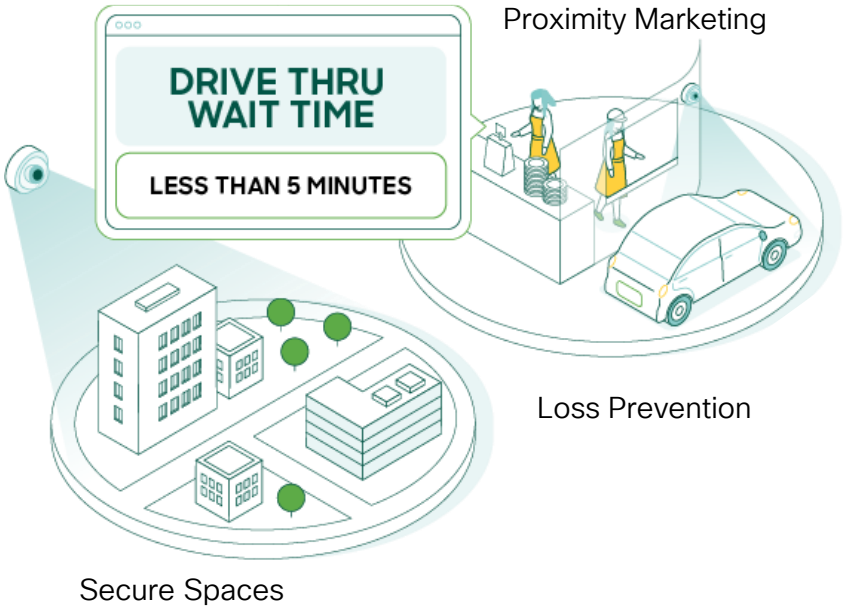
Loss Prevention, Sustainability

Reduce Risk

Physical Security, Network Security, Safety

Improved Experience

Hybrid Work, Smart Spaces



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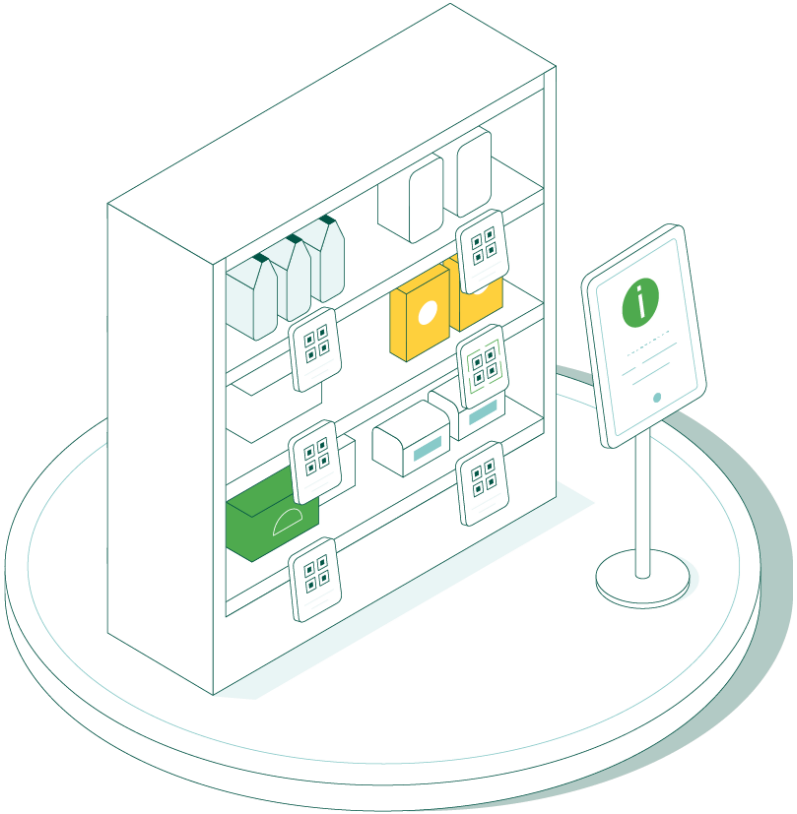
Solution Showcase: Digitize Physical Environments



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Smart Spaces Apps Overview

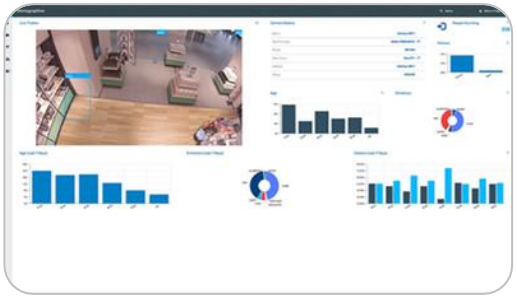
The Meraki ecosystem helps increase **profits** by **increasing sales opportunities** with turn-key solutions and custom integrations using Meraki APIs

CISCO Meraki Technology Partner

Analytiks ai

Customer Journey & Experience

VAPP
SMART INTEGRATION PLATFORM



Store Performance

ses imagotag

Electronic Shelf Labels

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Capture New Revenue Business Intelligence

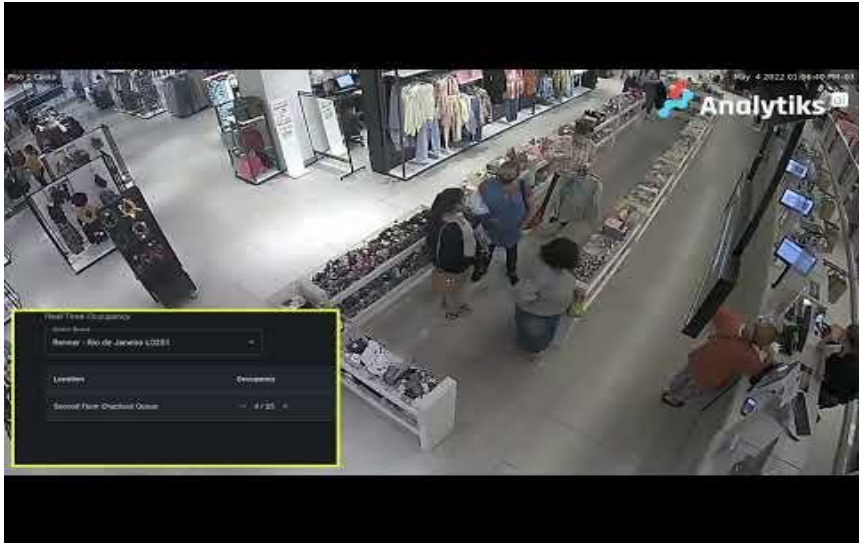
Analytiks ai

CISCO Meraki Technology Partner

Analytiks 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.

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Capture New Revenue Store Optimization

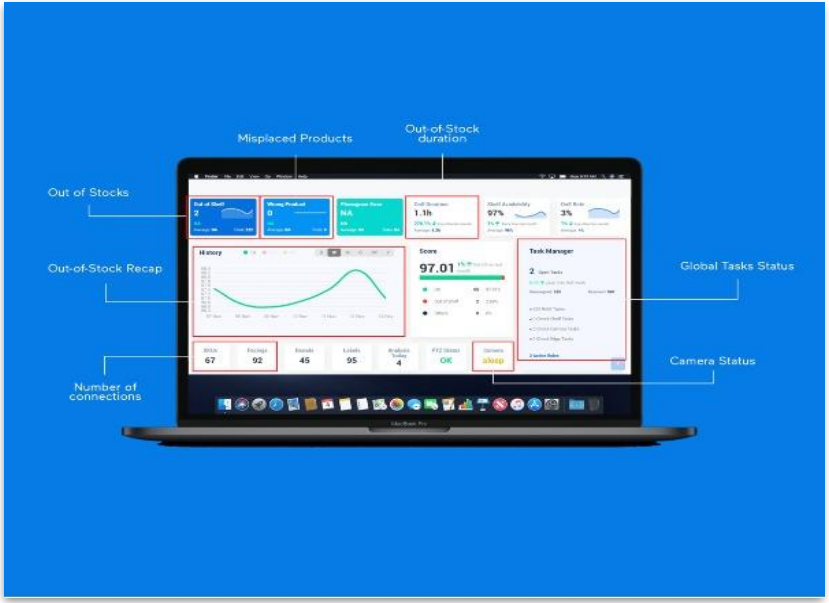
ses imagotag

CISCO Meraki Technology Partner

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

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Capture New Revenue Proximity Marketing

VAPP SMART INTEGRATION PLATFORM

CISCO Meraki Technology Partner

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.

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Popular Business Outcomes

Capture New Revenue

Business Intelligence, Store Optimization, Proximity Marketing

Cost-Savings

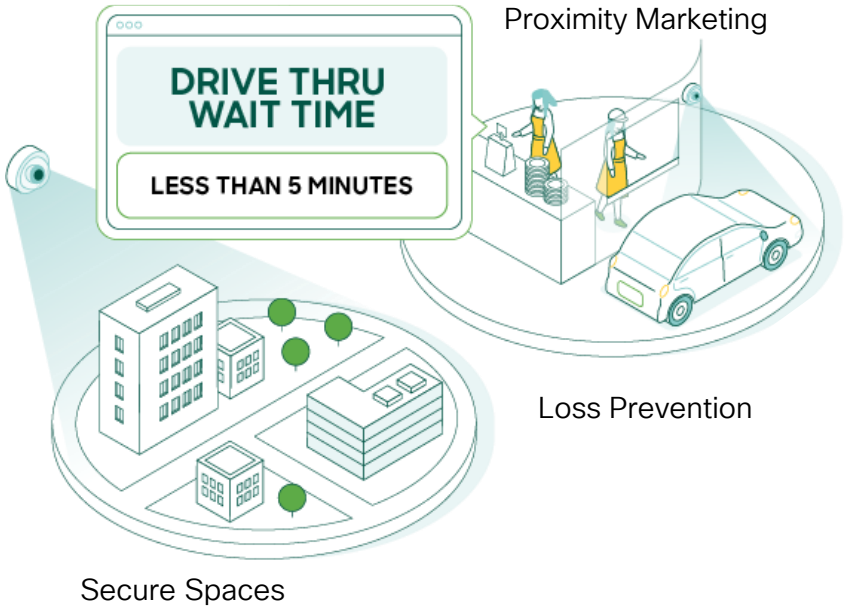
Loss Prevention, Sustainability

Reduce Risk

Physical Security, Network Security, Safety

Improved Experience

Hybrid Work, Smart Spaces



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Solution Showcase: Loss Prevention

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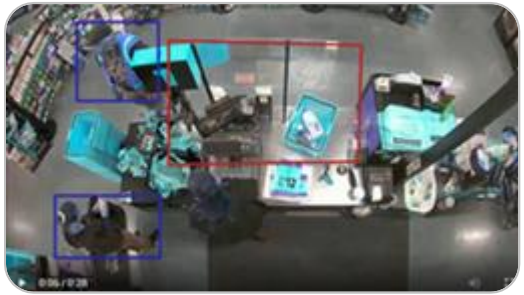
Loss Prevention Apps Overview

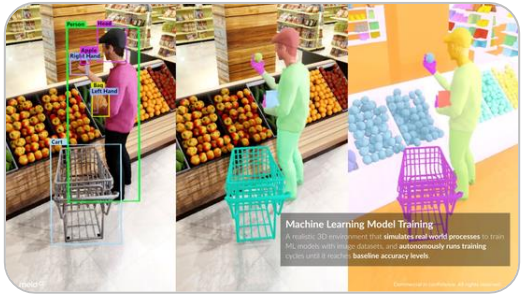
The Meraki ecosystem preserves profit by minimizing preventable loss with turn-key solutions and custom integrations using Meraki APIs

EVERYANGLE



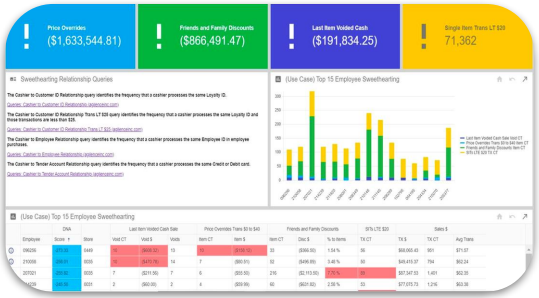
Anomalies at Checkout

meld CX™



Theft & Shoplifting

Agilence



Theft Analytics to POS

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Loss Prevention: Suspicious Transactions

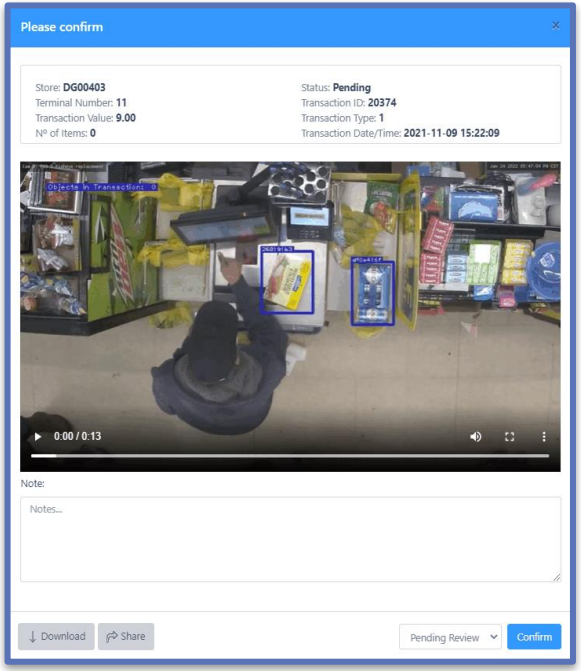
EVERYANGLE

CISCO Meraki Technology Partner

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.

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Loss Prevention: Theft Detection

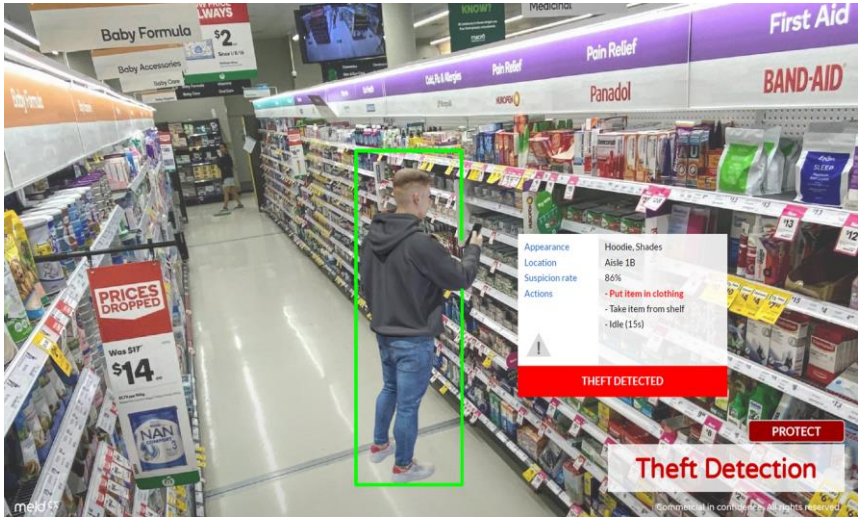
meld CX™

CISCO Meraki Technology Partner

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



Prevent or respond to customer theft of inventory.

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Loss Prevention:
Analytics and Reporting

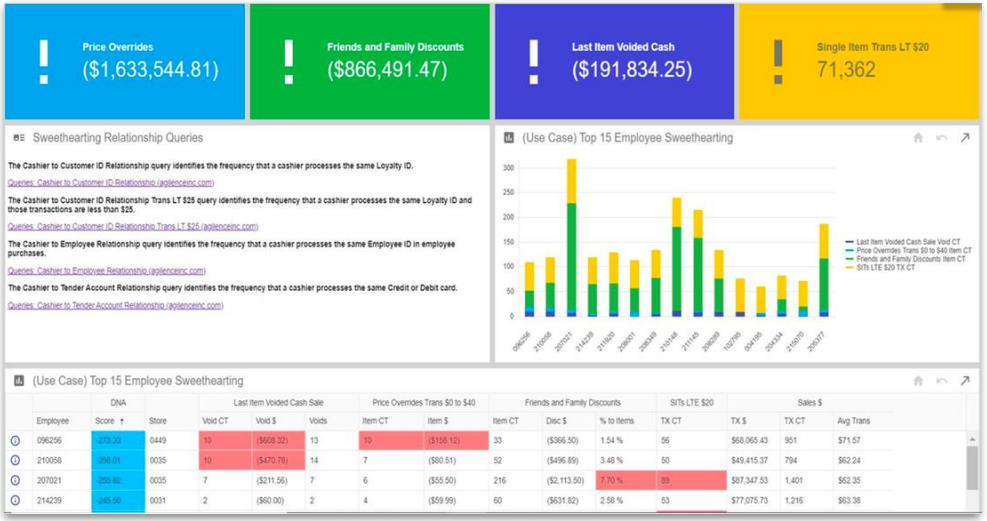
Agilence

CISCO Meraki Technology Partner

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.

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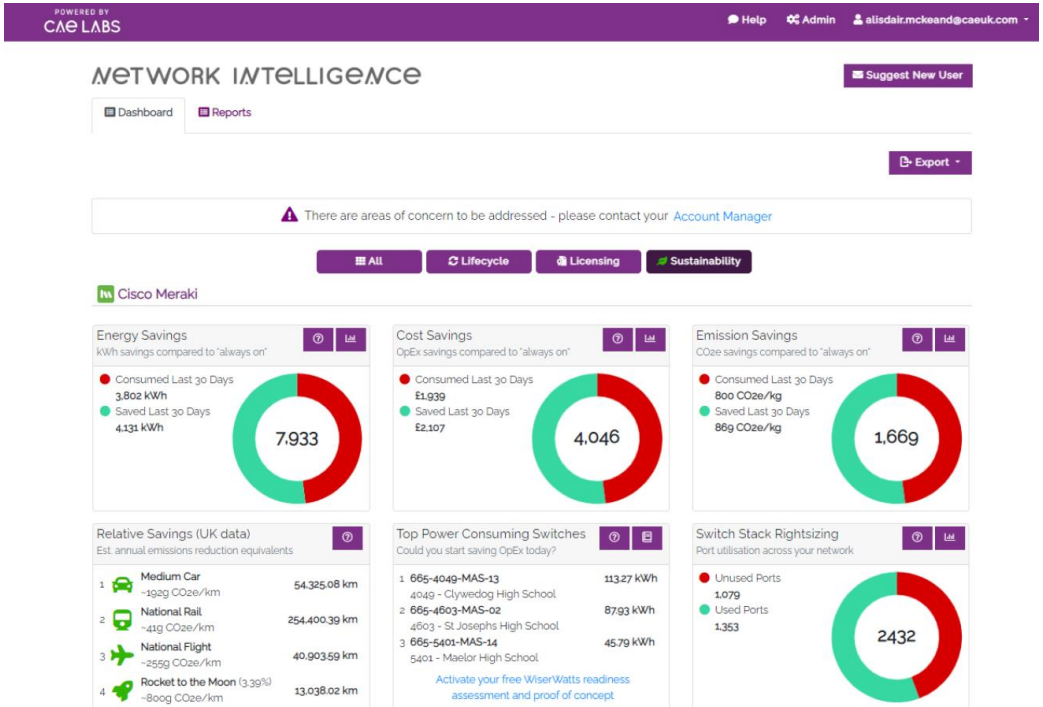
Sustainability

Decarbonizing Cisco Technology



#1

Obstacle to driving sustainability efforts is difficulty measuring environmental impact

(Deloitte, 2022)

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Popular Business Outcomes

Capture New Revenue

Business Intelligence, Store Optimization, Proximity Marketing

Cost-Savings

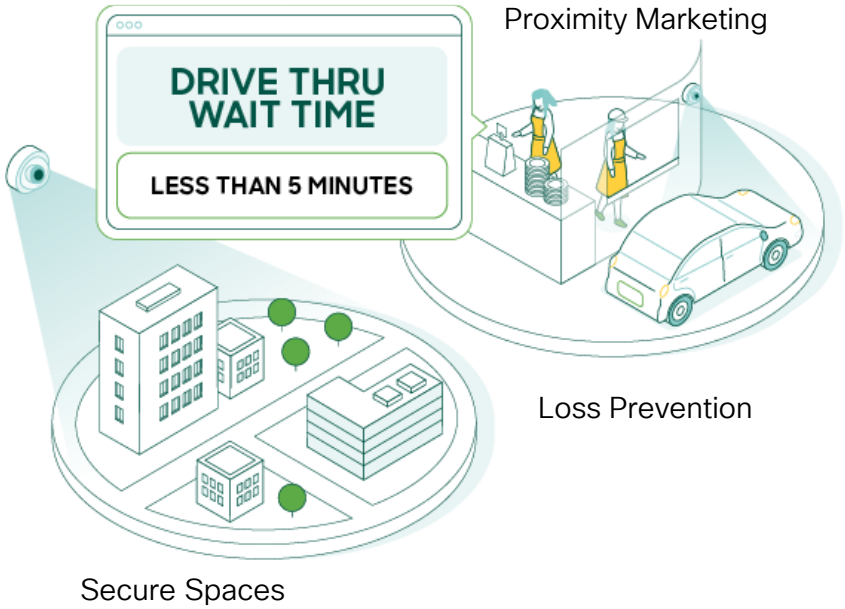
Loss Prevention, Sustainability

Reduce Risk

Physical Security, Network Security, Safety

Improved Experience

Hybrid Work, Smart Spaces



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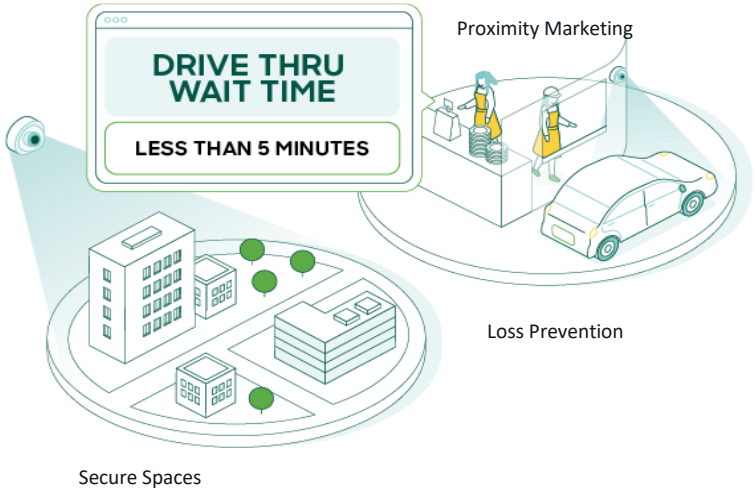
Solution Showcase: Physical Security



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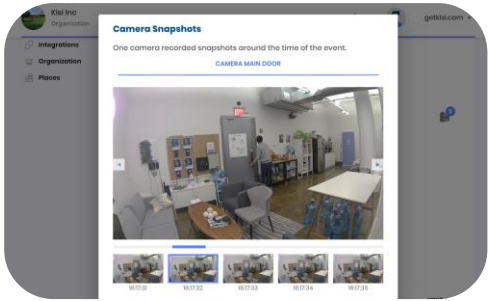
Physical Security Apps Overview

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

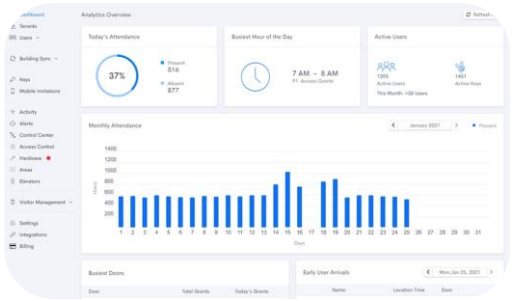
Cisco Meraki Technology Partner

kisi



Access Control

genea



Integrated Access Control

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Reduce Risk:
Physical Security

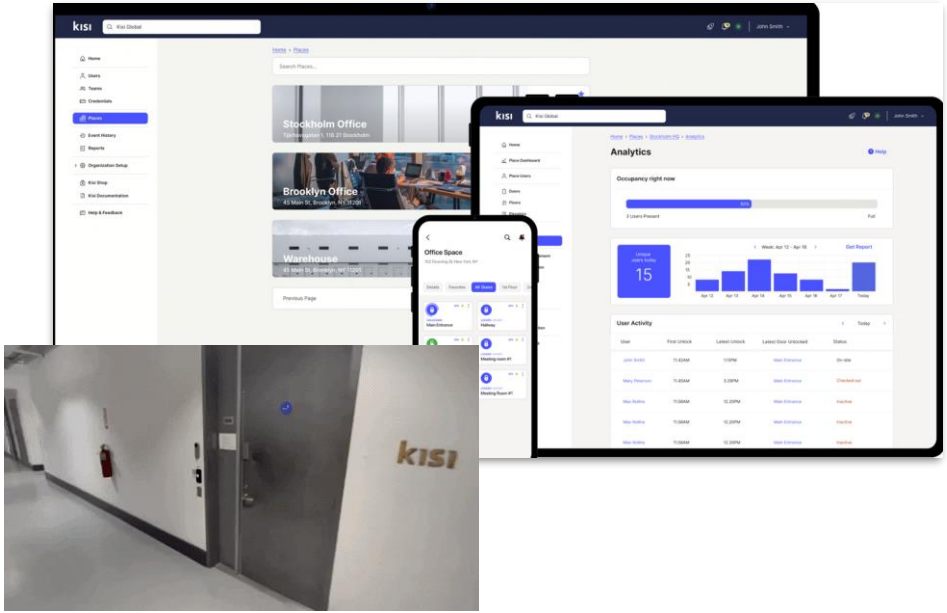
kisi

CISCO Meraki Technology Partner

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."

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Reduce Risk:
Safety

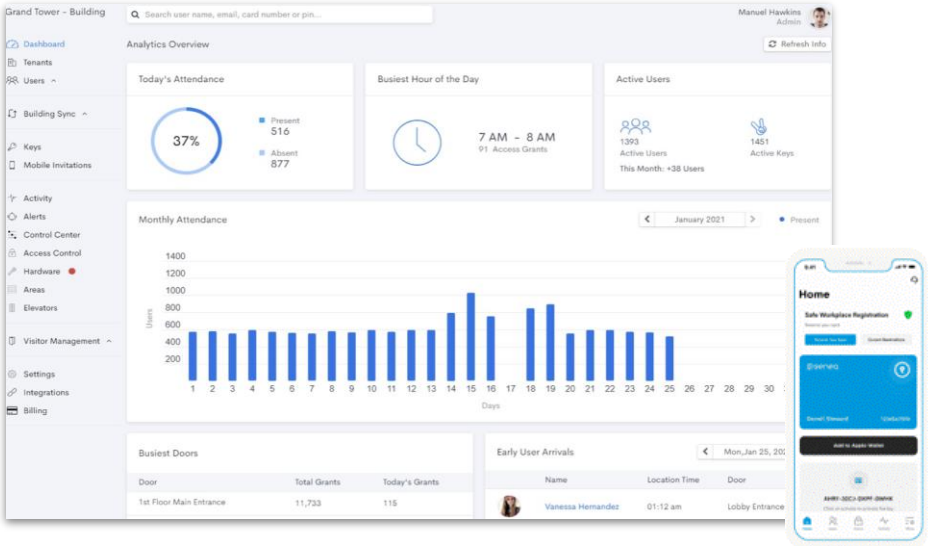
Genea Access Control

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

genea

CISCO Meraki Technology Partner



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.

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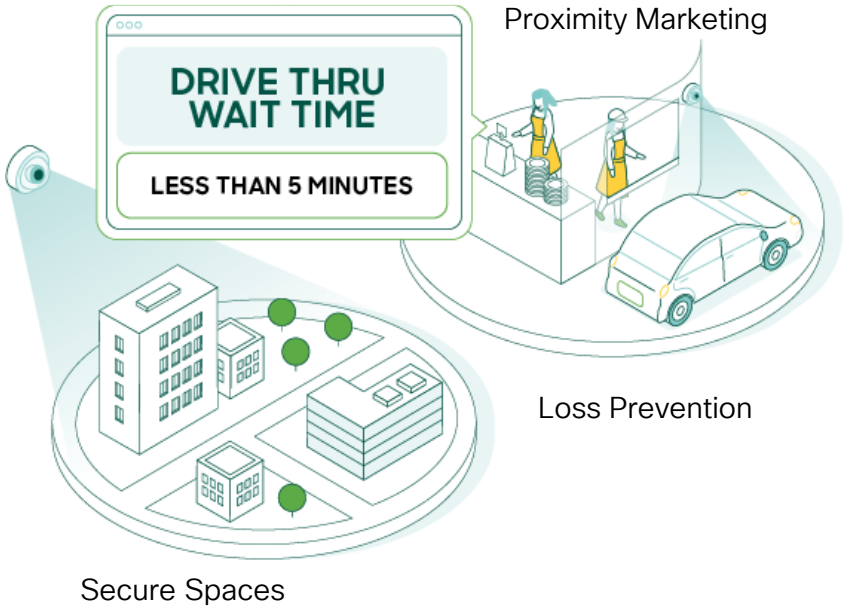

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Solution Showcase: Hybrid Work

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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

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Improved Workforce Experience: Hybrid Work

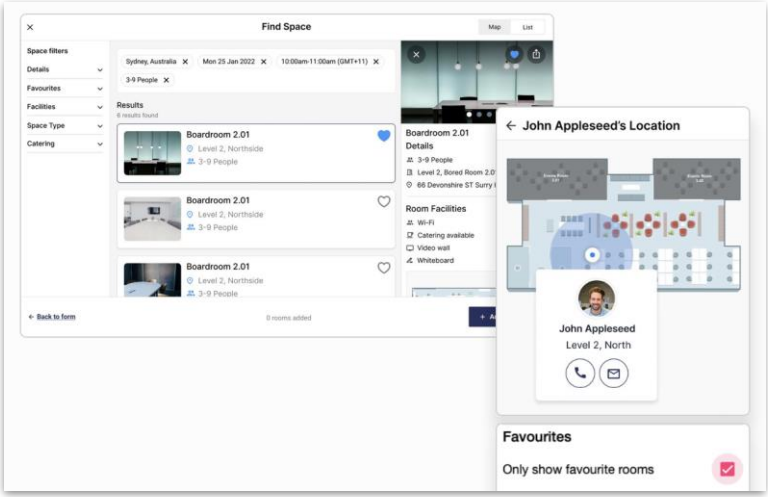
PlaceOS

CISCO Meraki Technology Partner

Smart Workplace

The operating system for your workplace

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



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.

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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

mpro5

CISCO Meraki Technology Partner

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.

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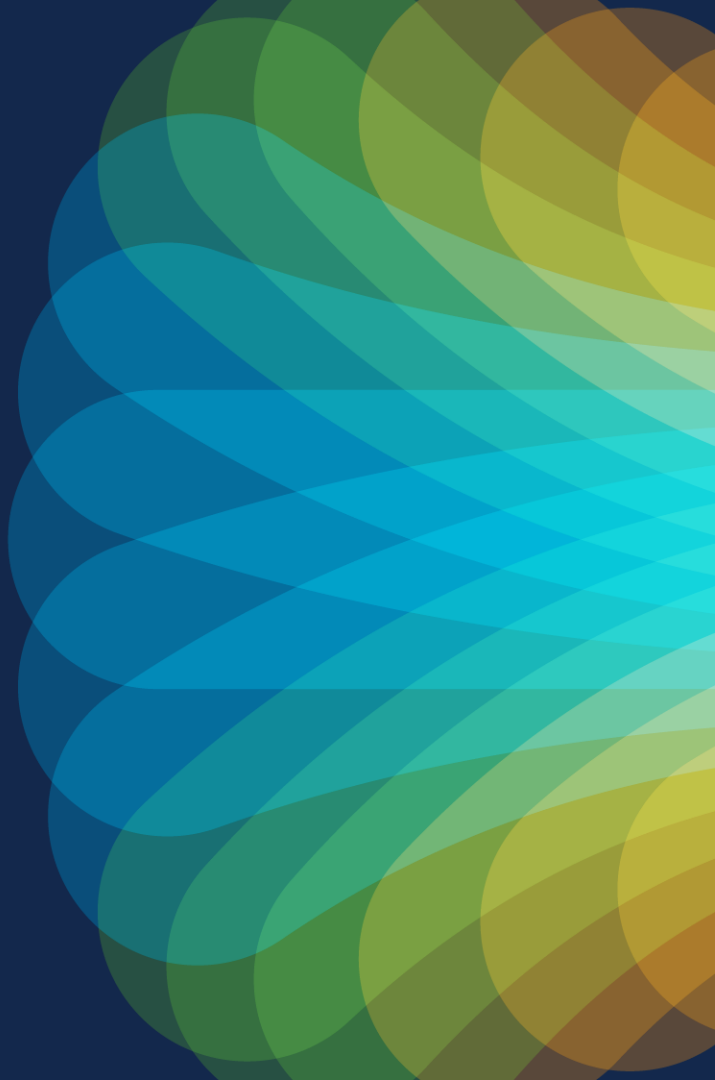
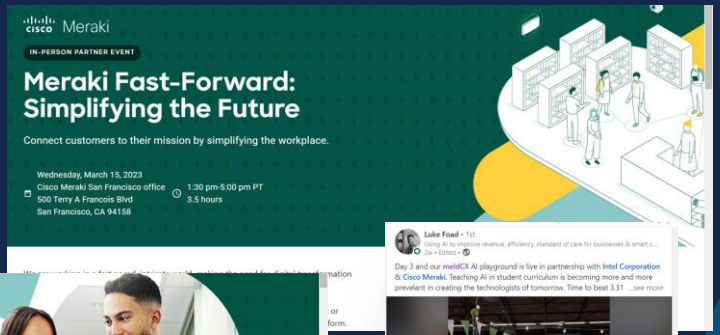
How do I learn more?

Next Steps



Learn more!



cisco Live!

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
- Schedule a Cisco Meraki Funded trial for your business

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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

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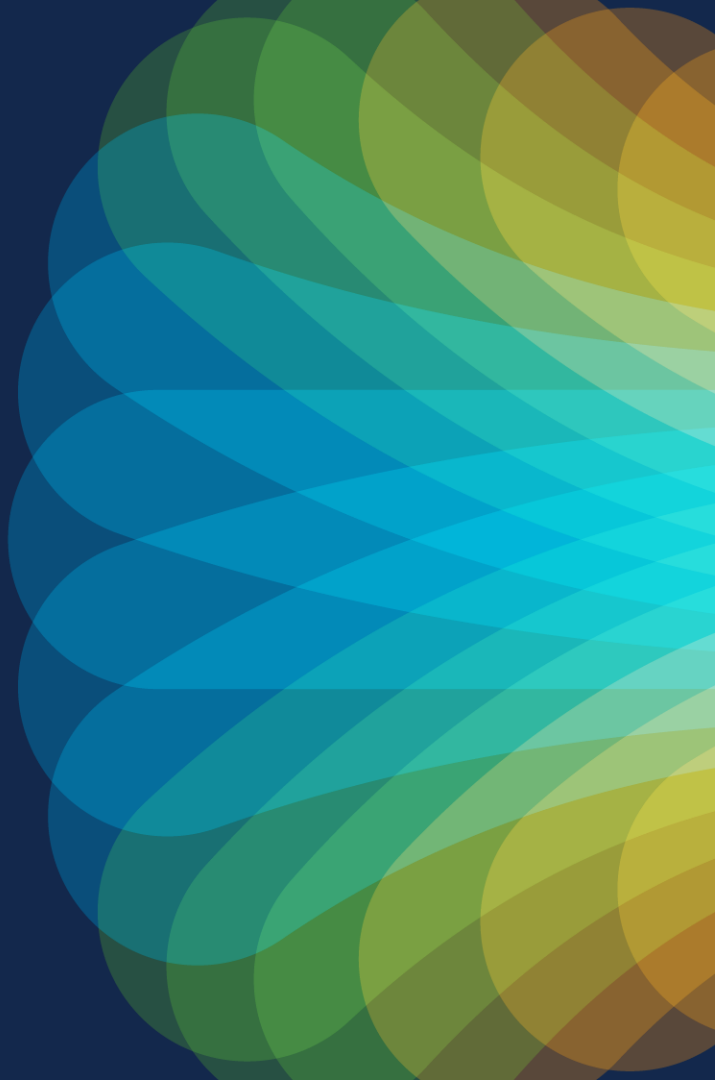
The bridge to possible

Thank you