



TURN IT UP

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The bridge to possible



Meraki Go

The Power of App-Managed Cloud Networking for
Small Businesses

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Agenda

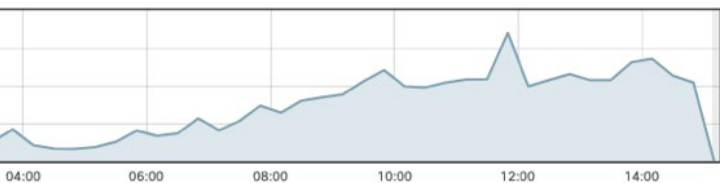
- What does simple mean to you?
- Small Business IT Challenges
- The Meraki Go Solution
- Who did we build Meraki Go for?
- Demo and the Techy Stuff
- Resources

What does
simple mean to
you?



3.5 TB (+2.11 TB, +1.39 TB)

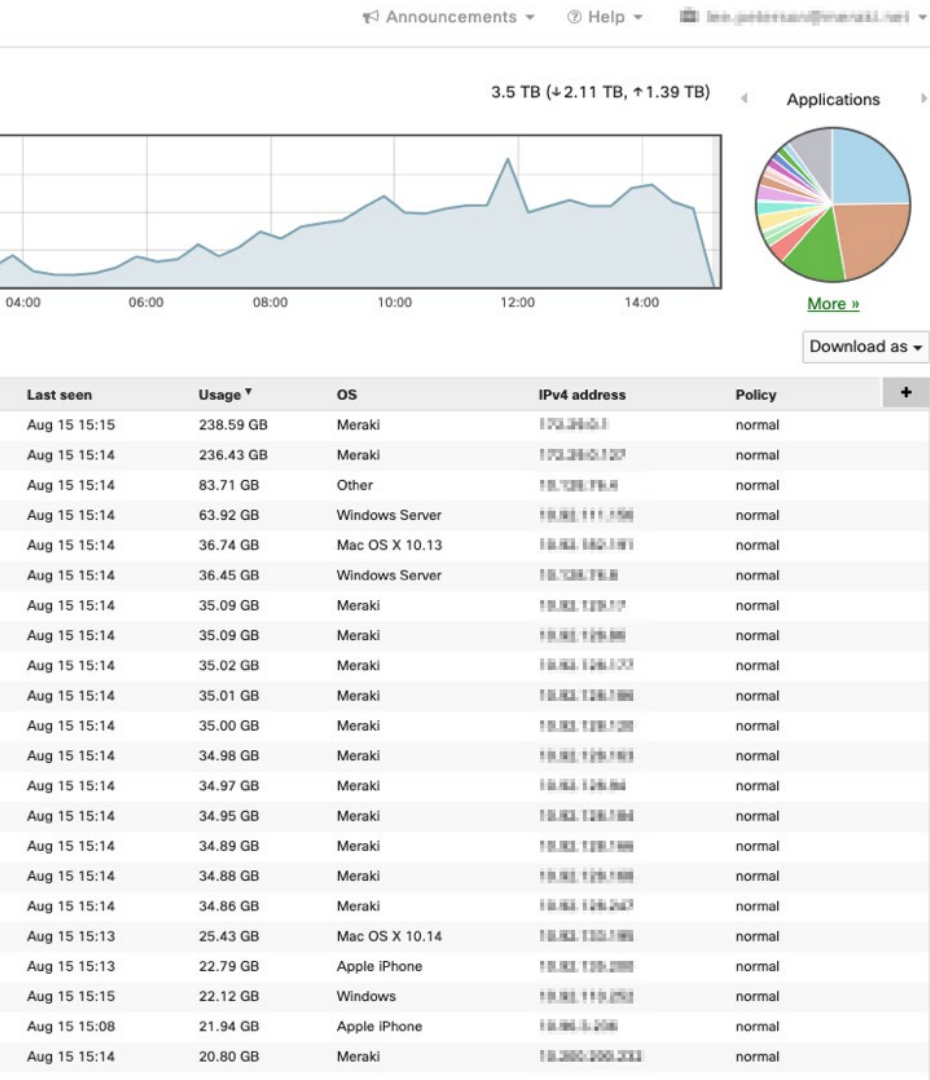
Applications



[More »](#)

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Last seen	Usage ▼	OS	IPv4 address	Policy	+
Aug 15 15:15	238.59 GB	Meraki	192.168.1.1	normal	
Aug 15 15:14	236.43 GB	Meraki	192.168.1.207	normal	
Aug 15 15:14	83.71 GB	Other	192.168.1.164	normal	
Aug 15 15:14	63.92 GB	Windows Server	192.168.1.150	normal	
Aug 15 15:14	36.74 GB	Mac OS X 10.13	192.168.1.167	normal	
Aug 15 15:14	36.45 GB	Windows Server	192.168.1.168	normal	
Aug 15 15:14	35.09 GB	Meraki	192.168.1.172	normal	
Aug 15 15:14	35.09 GB	Meraki	192.168.1.166	normal	
Aug 15 15:14	35.02 GB	Meraki	192.168.1.203	normal	
Aug 15 15:14	35.01 GB	Meraki	192.168.1.169	normal	
Aug 15 15:14	35.00 GB	Meraki	192.168.1.200	normal	
Aug 15 15:14	34.98 GB	Meraki	192.168.1.165	normal	
Aug 15 15:14	34.97 GB	Meraki	192.168.1.164	normal	
Aug 15 15:14	34.95 GB	Meraki	192.168.1.164	normal	
Aug 15 15:14	34.89 GB	Meraki	192.168.1.166	normal	
Aug 15 15:14	34.88 GB	Meraki	192.168.1.166	normal	
Aug 15 15:14	34.86 GB	Meraki	192.168.1.167	normal	
Aug 15 15:13	25.43 GB	Mac OS X 10.14	192.168.1.168	normal	
Aug 15 15:13	22.79 GB	Apple iPhone	192.168.1.208	normal	
Aug 15 15:15	22.12 GB	Windows	192.168.1.150	normal	
Aug 15 15:08	21.94 GB	Apple iPhone	192.168.1.208	normal	
Aug 15 15:14	20.80 GB	Meraki	192.168.1.203	normal	





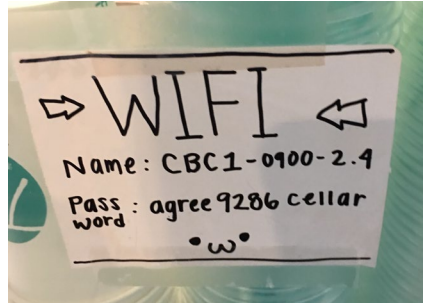
Small Business IT Challenges

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SMB IT is Messy

- Far from simple
- IT is hard
- Budgets are tight
- Security threats growing
- Not purpose built for small business
- COVID





43% of
small
businesses
use the same
WiFi device at
home.

51.2% of
small businesses
use someone
whose primary
job isn't IT to
handle IT issues

60% of small businesses say they're concerned about users downloading viruses, users browsing illicit websites, ransomware, or hacking

Who did we
build Meraki Go
for?

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Meet Danny



Owner

Hair It Is Barbershop

Customer and Employee Experience

Modernizing his Business

Customer Insight

The Meraki Go Solution

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Meraki Go Mobile App

Easy, Intuitive, and Proactive Networking



Quick Network Settings

Adjust settings on the fly
– web blocking, usage
limits, and guest WiFi



Automatic feature,
software, firmware, and
security updates



Fast Onboarding

For wired and wireless
clients on stationary and
mobile devices



Rich Guest Insights

Higher customer
engagement and loyalty
using the analytics



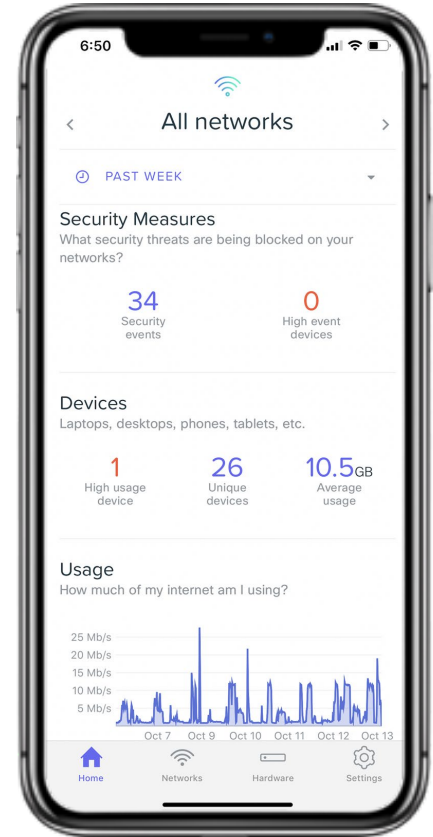
Network Health View

Monitor from anywhere
and take actions when
needed



Brand Awareness

Drive customers to
web or social
channels with custom
splash pages



Meet the Meraki Go Family

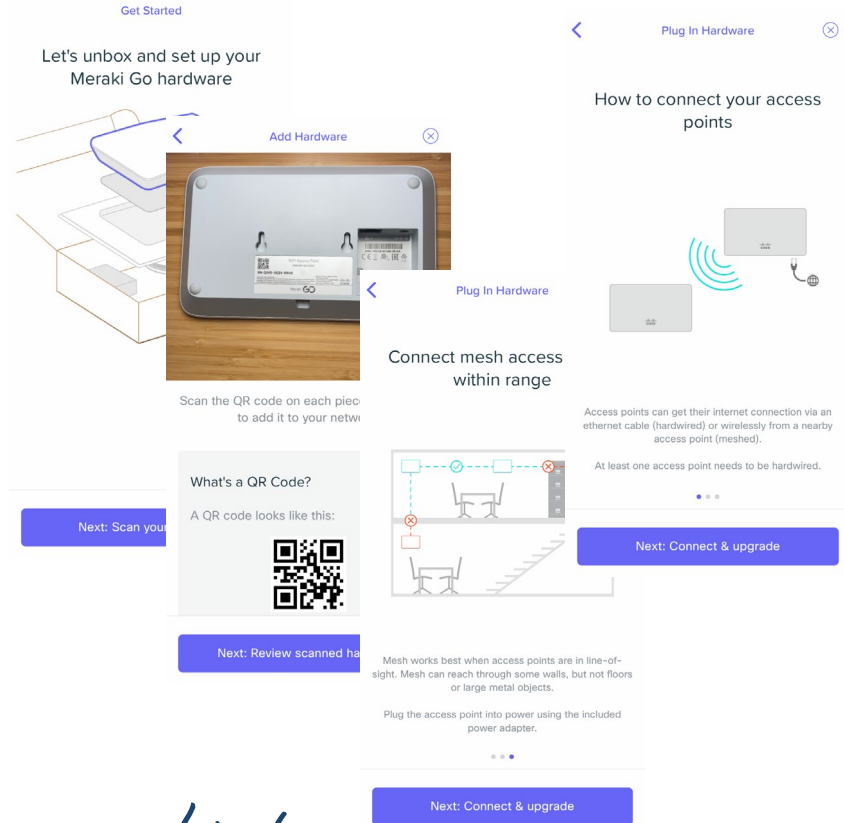
A complete cloud managed networking solution



The Techy Stuff



Simple Setup



- Up and running in < 5 minutes
- Add devices with QR code
- Step by step instructions
- Non-technical language

Indoor Access Point



- 802.11ac Wave 2
- Dual Band, 2X2 MIMO
- Desktop or Wall Mount
- Up to 4 SSIDs
 - Separate DHCP and VLAN config for each SSID, bridged and routed options
- POE or DC Power
- Supports Mesh
- 109 USD MSRP


Outdoor Access Point

- 802.11ac Wave 2
- Dual Band, 2X2 MIMO
- Wall or Pole Mount
- Up to 4 SSIDs
 - Separate DHCP and VLAN config for each SSID, bridged and routed options
- POE or DC Power
- Supports Mesh
- IP67 Weather Protection
- 149 USD MSRP



Flawless Guest WiFi Is Not Optional

Without it, businesses are losing money and opportunities

A man and a woman are standing outdoors, looking at their smartphones. The man is wearing a blue and white checkered shirt, and the woman is wearing a white top and blue jeans. They are both smiling and looking at their phones. The background is a blurred outdoor setting with greenery and a building.

50% of
customers
will spend
more money
if there's WiFi

87% of
customers
access the
internet when in
a restaurant or
bar

41% of
millennials
won't even
go to a bar
that doesn't
have WiFi

37% of
customers actively
choose a coffee
shop based on it
having good WiFi,
not good coffee

Change the Game with Guest Insights

- Understand customer behavior
 - Number of visitors
 - Number of passersby
 - Dwell time in business
 - Busy times and days
 - Returning vs new
- Tools to help plan staffing levels, choose promotions, even greet VIP customers
- Meraki Go APs passively scan for all WiFi- capable devices within range, even if they don't connect to the AP



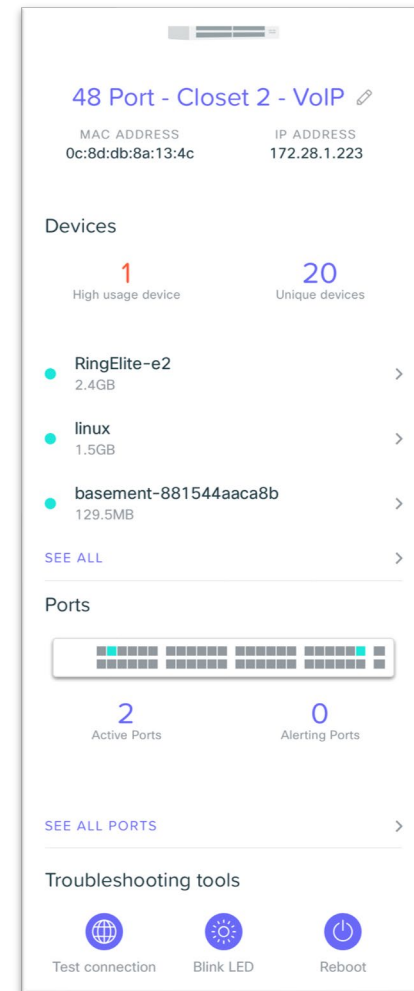
Network Switching



- Layer 2 Cloud Managed
- Models
 - 8 Port Ethernet – Desktop – Fanless
 - 24/48 Port – 1U Rack Mountable
 - POE optional
 - 2 X 1G SFP
- 20-104 Gbps throughput
- MSRP (Non POE/POE)
 - 8 Port – \$206.10/\$251.10 USD
 - 24 Port – \$359.10/\$494.10 USD
 - 48 Port – \$629.10/\$809.10 USD

Switch Features

- Improved visibility:
 - Devices physically connected to the network
 - WiFi clients connected to downstream APs
- Disable unused ports
- Control POE
- LLDP and CDP
- VLAN
- Improved troubleshooting



Security Gateway

- Stateful Firewall and Router
- Port Forwarding/DHCP
- 4 LAN Ethernet Ports (1 POE)
- 1 WAN Ethernet Port
- VLAN
- \$134.10 USD



Meraki Go Security Subscription

- Best in class enterprise security by leveraging Cisco Umbrella
- Single toggle activation
- Anti Malware Protection
- Anti Phishing Protection
- C2 Callback Blocking
- Content Filtering
- \$108 USD per year MSRP

Demo

Learn more



meraki-go.com



community.meraki-go.com



help@meraki-go.com



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Thank you

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