

The background features a vibrant, abstract design with a color gradient from dark blue on the left to bright yellow and white on the right. The design consists of overlapping, wavy horizontal bands and a radial pattern of lines emanating from a bright white point on the right side, creating a sense of motion and energy.

CISCO *Live!*

Let's go



The bridge to possible

# How to make the most of the Meraki platform

Managed Services

Alessio Valdez

Leader, Technical Marketing Engineering – Meraki Service Provider PM

# 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

# What do MSPs care about?

## Business



- Profitability
- Differentiation
- Sustainability
- Upsell
- Stickiness

## Technology



- Reliability
- Scalability
- Flexibility
- Simplicity
- Predictability



## 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

# Agenda

Introduction

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Why Meraki for MS?

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Meraki powered services

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Service evolution

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Updates

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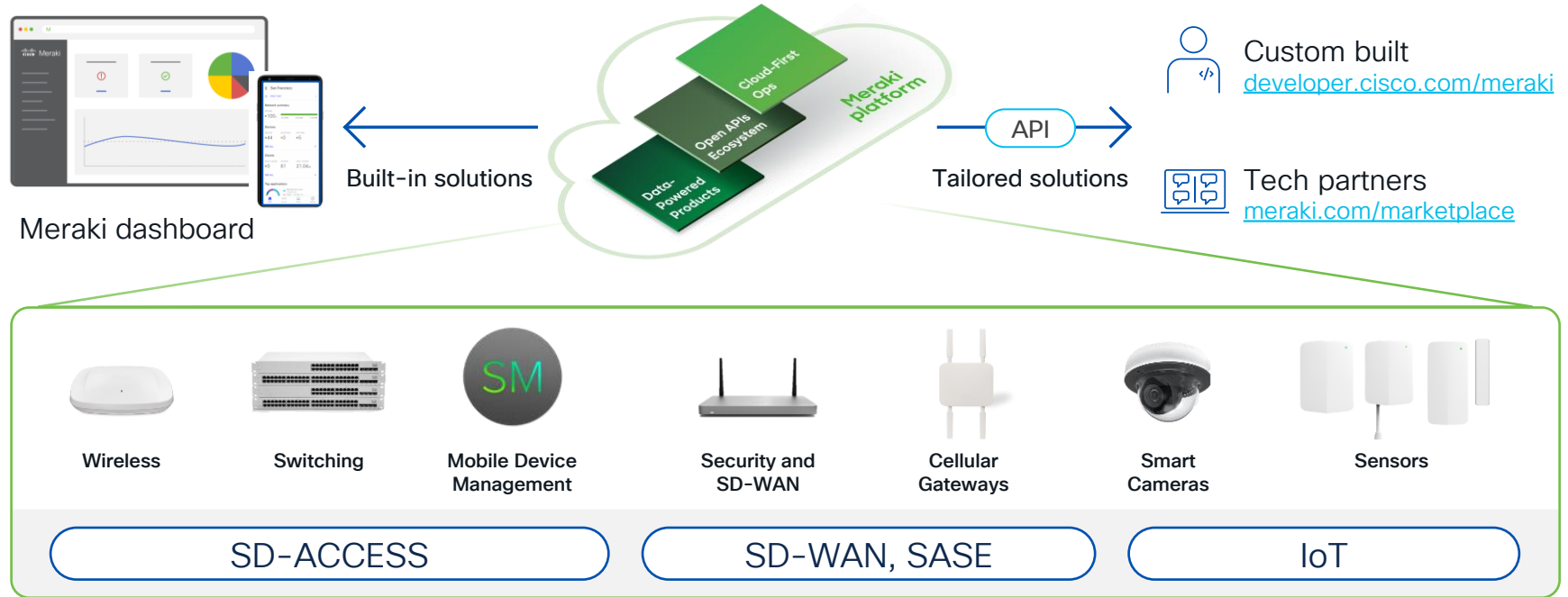
Conclusion

# Why Meraki for Managed Services?

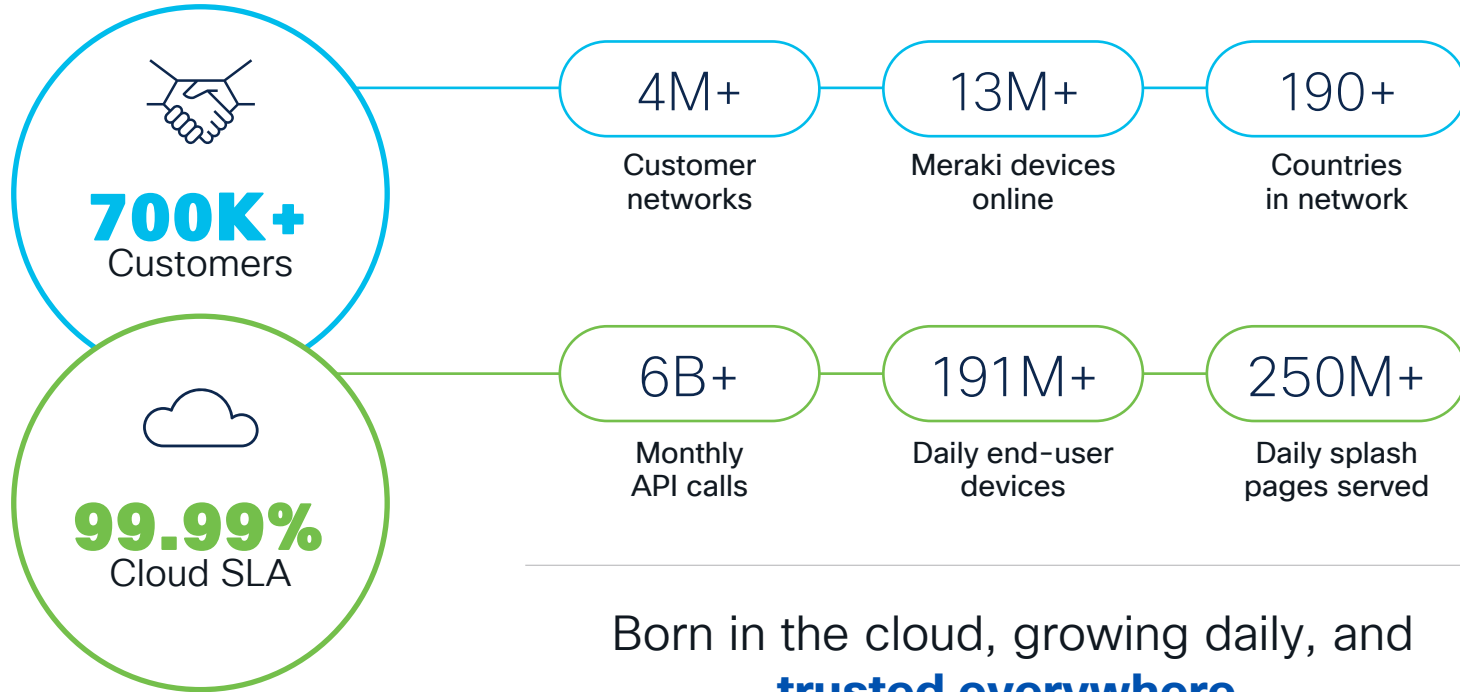


# The foundation for IT and IoT Managed Services

## The Meraki platform



# Trusted to simplify experiences everywhere

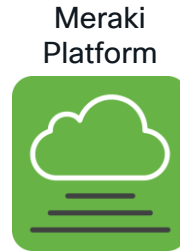


Born in the cloud, growing daily, and  
**trusted everywhere**

# True zero-touch provisioning out of the gate



One-time remote,  
web-based configuration

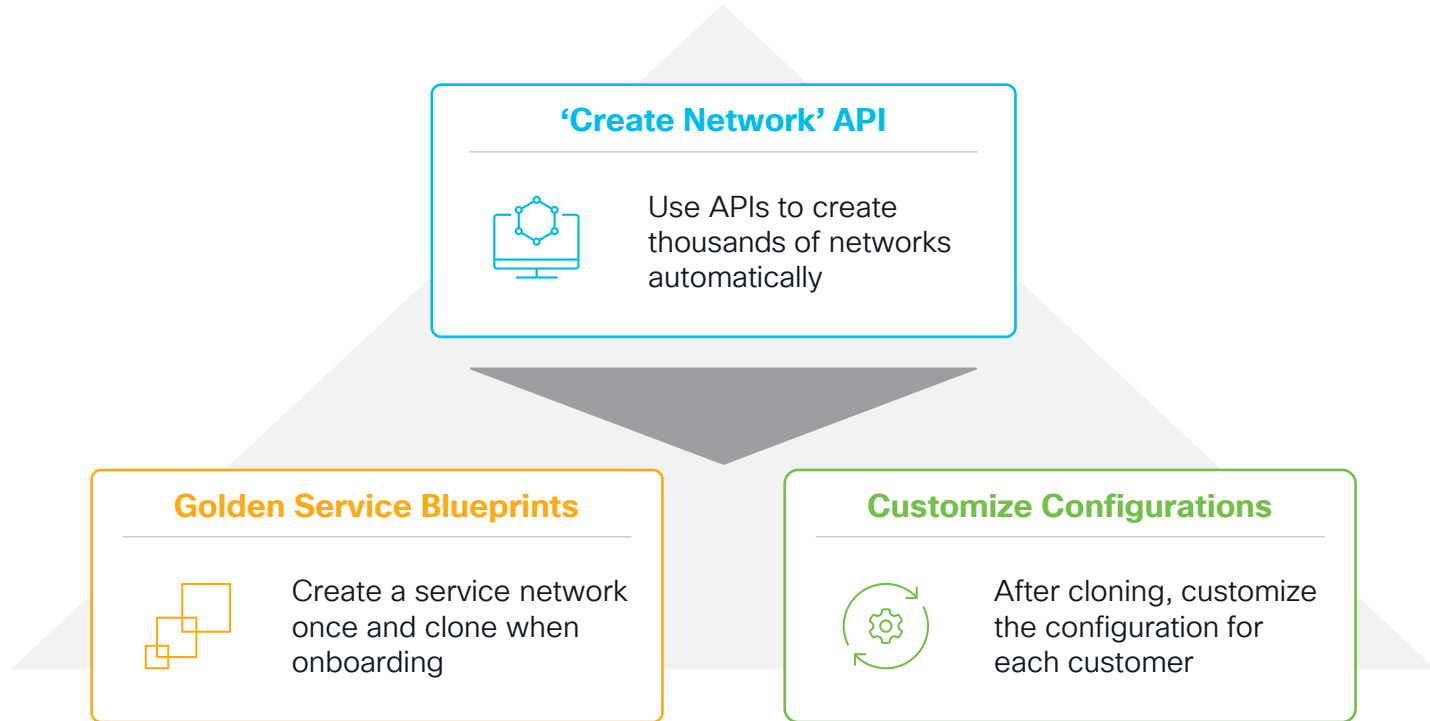


No pre-staging  
No onsite configuration



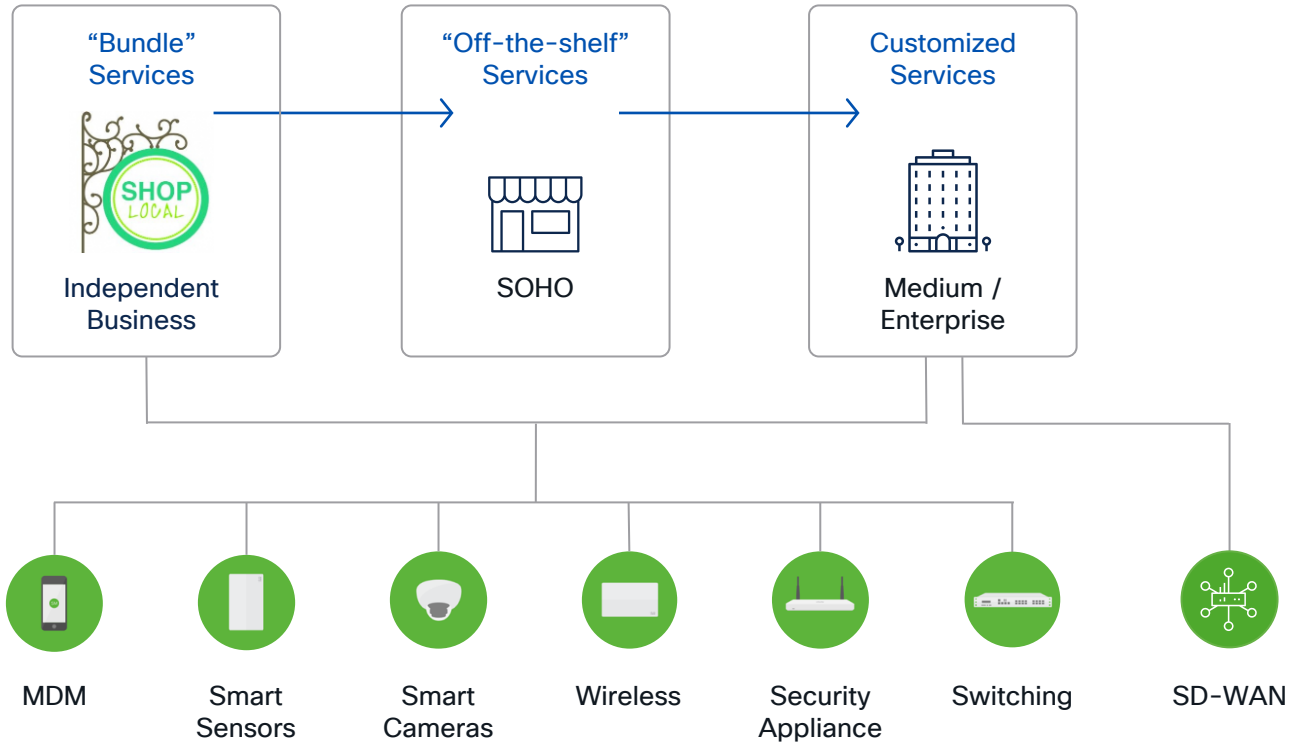
Unbox and plug in  
appliances at  
required locations

# Service blueprints for standardization



# Meraki powered services

# Flexible service creation



# Meraki managed services



## Networking

Managed SD-WAN

Cloud Managed CPE

Managed LAN

Managed Wi-Fi

Managed Network



## Security

Managed Security

Managed Firewall



## IoT & Analytics

Video Surveillance

Managed IoT

# 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



# 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

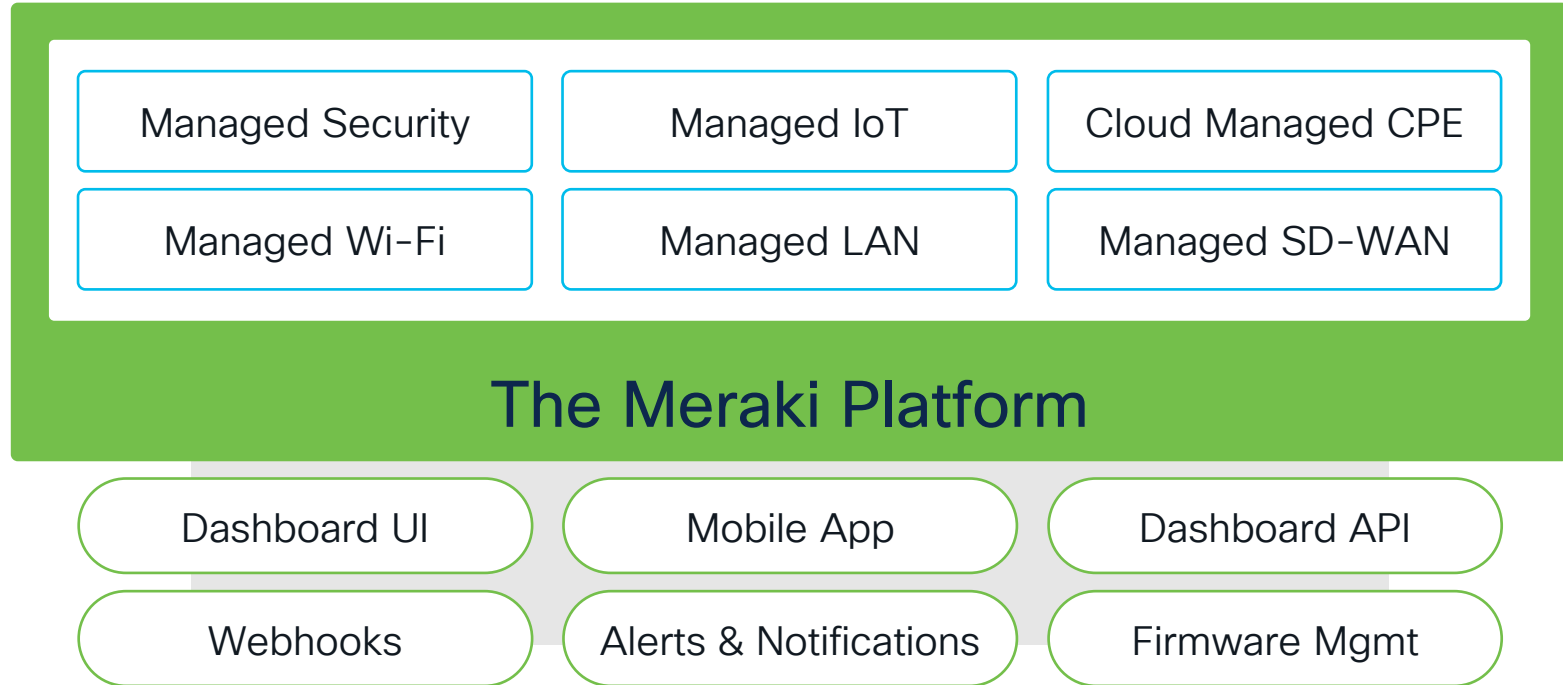
Content filtering

Malware protection

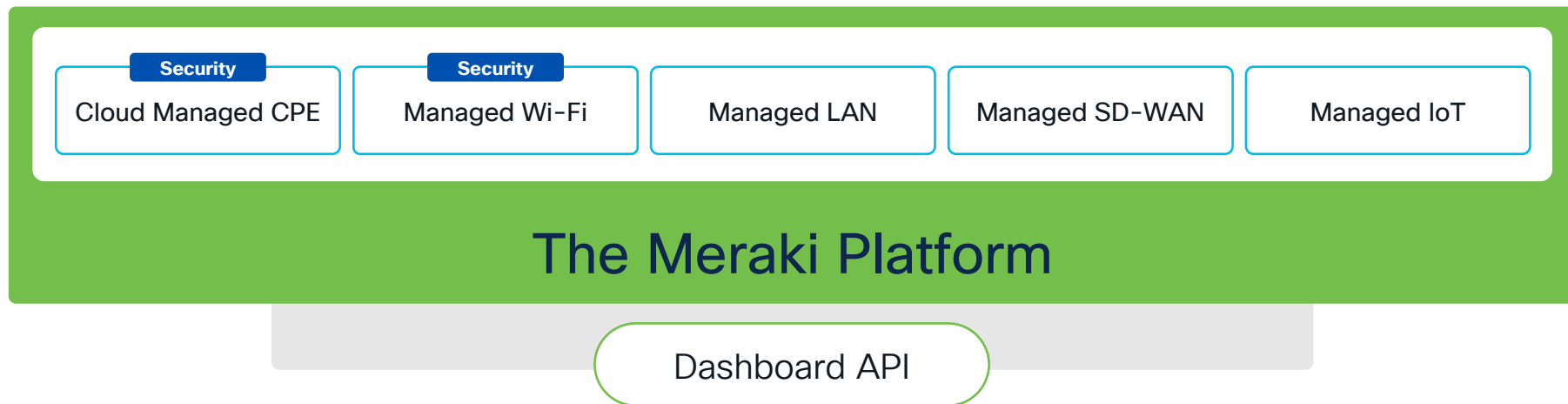
\*Advanced Security License

# Service evolution

# Service evolution



# Meraki MX as the starting point



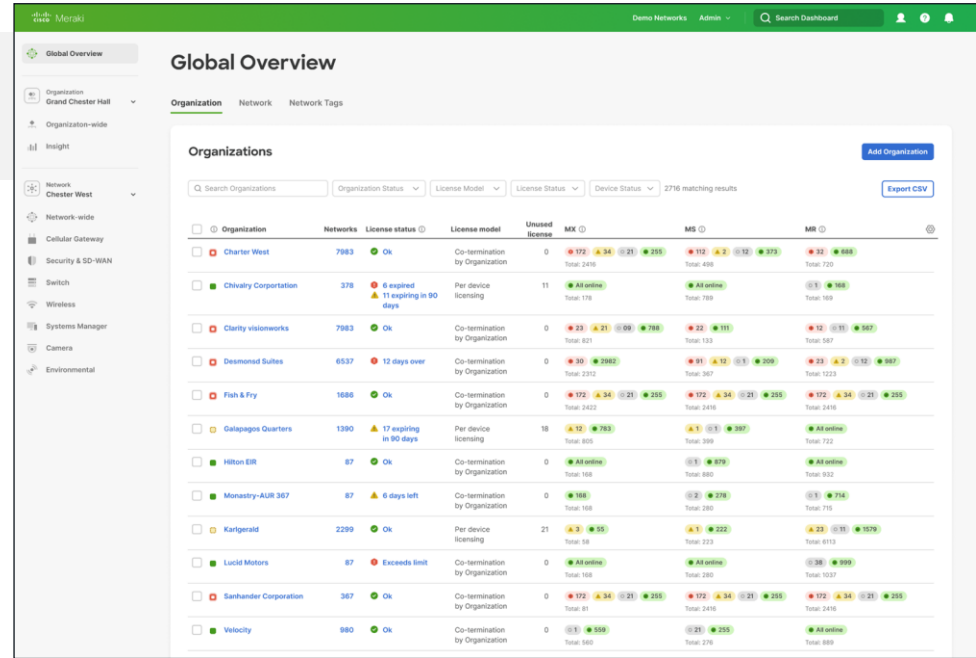
# Updates

# 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



The screenshot displays the Meraki Global Overview dashboard. On the left is a navigation sidebar with categories like Organization, Network, and Network-wide. The main content area is titled 'Global Overview' and shows a table of organizations. The table has columns for Organization, Networks, License status, License model, Unused license, MX, MS, and MR. Each row represents an organization with its respective counts and status indicators (e.g., 'Ok', 'Expired', 'Exceeds limit').

Organization	Networks	License status	License model	Unused license	MX	MS	MR
Charter West	7983	Ok	Co-termination by Organization	0	172, 34, 21, 215	112, 2, 12, 373	21, 881
Chivalry Corporation	378	6 expired, 11 expiring in 90 days	Per device licensing	11	All online	All online	105
Clarity visionworks	7983	Ok	Co-termination by Organization	0	23, 21, 208, 368	22, 111	12, 361, 347
Deemedon Suites	6537	12 days over	Co-termination by Organization	0	30, 2642	11, 1, 209	21, 1, 102, 347
Fish & Fry	1686	Ok	Co-termination by Organization	0	172, 34, 21, 215	172, 34, 21, 215	172, 34, 21, 215
Galapagos Quarters	1390	17 expiring in 90 days	Per device licensing	18	12, 753	1, 1, 347	All online
Hilton ER	87	Ok	Co-termination by Organization	0	All online	1, 379	All online
Monastery-AUR 367	87	6 days left	Co-termination by Organization	0	188	2, 276	1, 714
Karlgerat	2299	Ok	Per device licensing	21	13, 35	1, 222	13, 11, 1079
Lucid Motors	87	Exceeds limit	Co-termination by Organization	0	All online	All online	1, 369
Sanhander Corporation	367	Ok	Co-termination by Organization	0	172, 34, 21, 215	172, 34, 21, 215	172, 34, 21, 215
Velocity	980	Ok	Co-termination by Organization	0	1, 558	21, 255	All online

# Meraki subscriptions

## Simplified licensing

The screenshot displays the Cisco Meraki dashboard interface for a 'Corporate Subscription'. The top navigation bar includes 'Demo Networks', 'Admin', a search bar, and user profile icons. The main content area is titled 'Subscriptions & License Info' and features a 'Corporate Subscription' status with an 'Active' indicator and a 'Modify' button. Below this, a 'Licenses' section provides a summary: Total 1,399, In Use 1,191 (85.2%), and Available 208 (14.8%). A category filter bar shows 'Security & SD-WAN', 'Switching' (selected), 'Wireless', 'Camera', and 'Environmental'. Three license packs are listed: 'MS200 Large' (115/120 in use, 5 available), 'MS300 Large' (109/230 in use, 121 available), and 'MS300 Medium' (50/100 in use, 50 available). Each pack includes a list of included models. On the right sidebar, the 'Details' section shows the Subscription ID (SUB-1234567890), Activation Date (Jun 30, 2021), End Date (Jun 30, 2028), and Notes. The 'Networks' section lists three bound networks: New York HQ (34% / 473 Licenses), Philadelphia Office (29% / 408 Licenses), and Atlanta Office (22% / 310 Licenses). The 'Recent Changes' section tracks three events: 'Environmental licenses added' (Mar 4, 2022), 'Security licenses added' (Mar 1, 2022), and 'Cloud Archive licenses added' (Jan 30, 2022), all added by Joe Smith. A 'View Change History' button is at the bottom of the sidebar. The footer contains login information, copyright notice (© 2022 Cisco Systems, Inc.), and a 'Give your feedback' button.

← Subscriptions & License Info

### Corporate Subscription Active Modify

**Licenses**

Total 1,399	In Use 1,191 85.2%	Available 208 14.8%
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Security & SD-WAN **Switching** Wireless Camera Environmental

**MS200 Large**

Includes: MS210-48, MS225-48, MS250-48

115 / 120 in use 5 available

**MS300 Large**

Includes: MS350-48, MS355-48, MS390-48

109 / 230 in use 121 available

**MS300 Medium**

Includes: MS350-24, MS355-24, MS390-24

50 / 100 in use 50 available

Last login **about 2 hours ago** from your current IP address  
Current session started **about 2 hours ago**  
Data for this organization is hosted in **North America** Give your feedback

© 2022 Cisco Systems, Inc. [Privacy](#) [Terms](#)

### Details

Subscription ID SUB-1234567890  
Activation Date Jun 30, 2021  
End Date Jun 30, 2028  
Notes This subscription covers all US based corporate offices

### Networks

There are 3 networks bound to this subscription.

- New York HQ** (34% / 473 Licenses)
- Philadelphia Office** (29% / 408 Licenses)
- Atlanta Office** (22% / 310 Licenses)

### Recent Changes

**Environmental licenses added** Mar 4, 2022  
1,000 MT-Sensor licenses were added to the subscription  
Added by: Joe Smith

**Security licenses added** Mar 1, 2022  
25 MX-Large Premiere licenses were added to the subscription  
Added by: Joe Smith

**Cloud Archive licenses added** Jan 30, 2022  
20 90-day Cloud Archive licenses were added to the subscription  
Added by: Joe Smith

View Change History

# 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)



# 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!

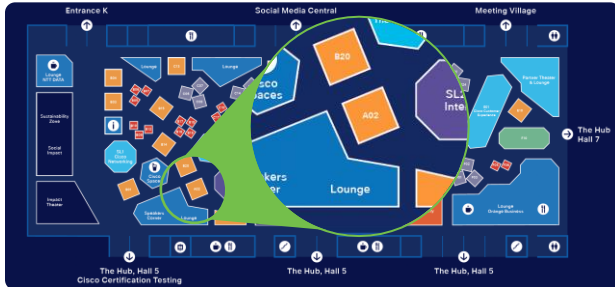
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Continue leveraging our platform and serving your customers

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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](mailto:PartnerManagedServices@cisco.com)



## Attend our sessions at Cisco Live Amsterdam

### Monday, February 5<sup>th</sup>

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 6<sup>th</sup>

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 7<sup>th</sup>

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 8<sup>th</sup>

PSOMS-1124 - Managed Services: How to Make the Most of the Meraki Platform	12:10 - 12:40
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**Missed our earlier sessions?**  
**Watch the recording after Cisco Live!**



The bridge to possible

# Thank you

CISCO *Live!*

The background features a vibrant, multi-colored abstract design. On the left, there are horizontal, wavy bands of color in shades of red, orange, yellow, and green. On the right, a bright white light source emits a series of sharp, radiating lines in various colors, including blue, green, and yellow, creating a sunburst effect.

cisco *Live!*

Let's go