

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: yellow, orange, red, pink, purple, blue, and green. Overlaid on this are large, soft, wavy shapes in shades of orange, red, and yellow, giving the impression of clouds or flowing liquid. The overall composition is dynamic and energetic.

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The bridge to possible

Transforming Data into business insights with Meraki



Marcello Ishida, Global Systems Architect

BRKMER-2107

CISCO *Live!*

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Who am i?



- Global Systems Architect
- +24Y of industry experience (consultant, instructor, architect, sales)
- 12Y at Cisco (5Y in sales, 8Y in CX as architect)
- Enterprise Networking & Business Architect lead within Americas CGEM at Cisco
- Speaker at various cisco's World Wide events:
 - Partner SEVT
 - Enterprise Networking & Account SEVT
 - Business Architect BAVT
- Brazilian barbecue lover




Agenda

- The power of data!
- A day in the life without Meraki
- A day in the life with Meraki
- A Sustainability Outcome with Meraki

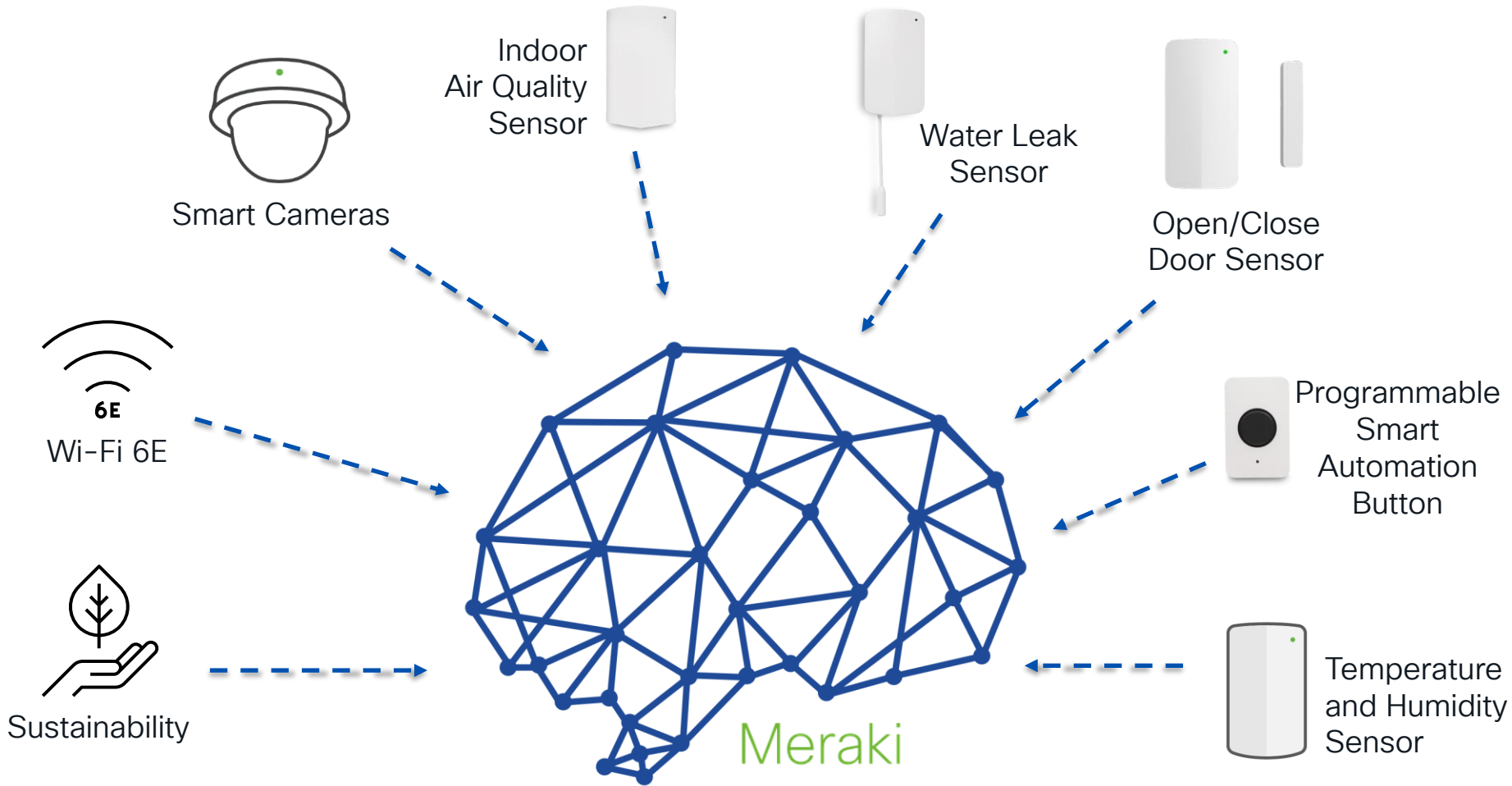
The power of data!



“Data is Gold”



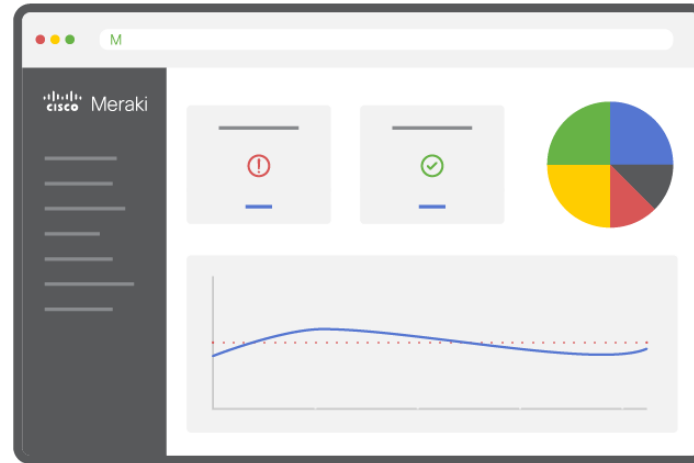
But a majority of this GOLD is
never going to be used...



Meraki cloud

A single, simple and secure platform

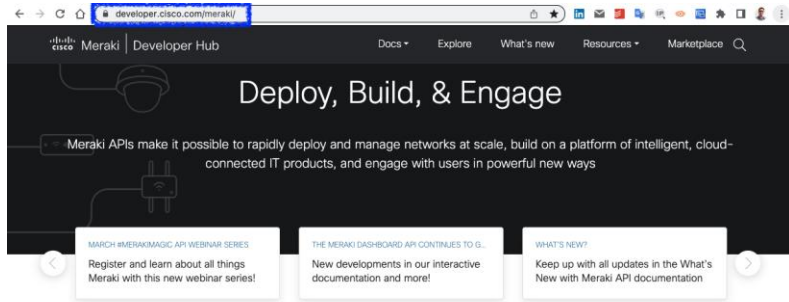
- **Simplicity** (easy installation/operation)
- **Access from anywhere** (computer, mobile, ipad, etc)
- Built-in **Intelligence** (AI/ML)



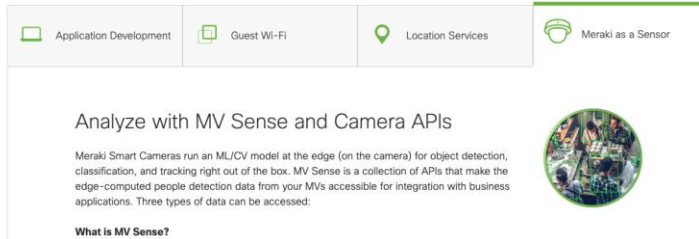
How to turn data into business insights

Do it yourself (DIY) or use pre-built devnet code exchange

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

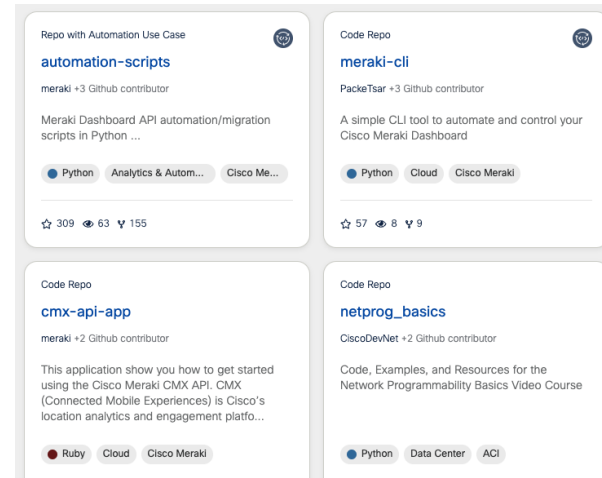


What can you do with the Meraki API?



Code Exchange

<https://developer.cisco.com/codeexchange/search/?q=meraki>



How to turn data into business insights (cont')

Using the partner ecosystem analytics

- Leverage the power of [Meraki API](#) and [partner ecosystem](#)



A day in the life without Meraki

A day in the life without Meraki

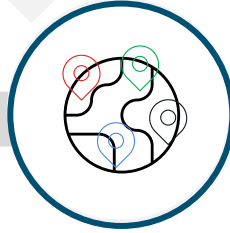
Idea on this slide is to go through a day in the life of Marcello. He speaks with a Global company CISO and listen to his main Pain Points with existing technology solution (not cisco)

Marcello starts his day

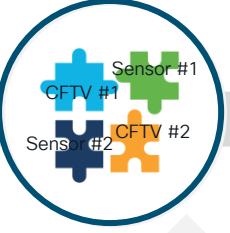


CISO not happy with existing WW global solution for physical cameras and sensors

Pain Point #1:
Decentralized management



Sensor #1
CFTV #1
Sensor #2
CFTV #2



Pain Point #2:
Too many puzzle pieces!

Pain Point #3:
Isolated generated data per system



Pain Point #4:
No predictability causing business disruption

BEFORE



A day in the life with Meraki



A day in the life with

Idea on this slide is to show how Marcello addresses Cisco Meraki value to the CISO business, mentioning specific points and showing the outcomes

Centralized access
from anywhere



Pain Point #1:
Decentralized
management

Marcello starts
his day



CISO not happy with
existing WW global
solution for physical
cameras and sensors

Demo 1: Access from anywhere

Idea on this demo is to show
Meraki Dashboard focusing on
the topics :
· Single dashboard for multiple
locations and sites

A day in the life with

Centralized access
from anywhere

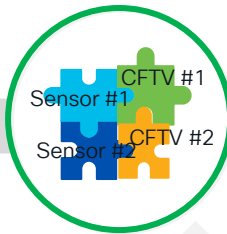
Marcello starts
his day



Pain Point #1:
Decentralized
management



CISO not happy with
existing WW global
solution for physical
cameras and sensors



Pain Point #2:
Too many puzzle pieces!

Single pane of glass,
integrated cameras
and sensors

Idea on this demo is to show Meraki Dashboard
focusing on the topics :
. Explore different devices within one site (ex.
Cisco San Francisco): Switching, Wireless,
Cameras, Sensors, etc

Demo 2: Integrated management

A day in the life with

Marcello starts his day

Centralized access from anywhere



Pain Point #1: Decentralized management

Integrated data systems allowing business insights



Pain Point #3: isolated generated data per system

CISO not happy with existing WW global solution for physical cameras and sensors



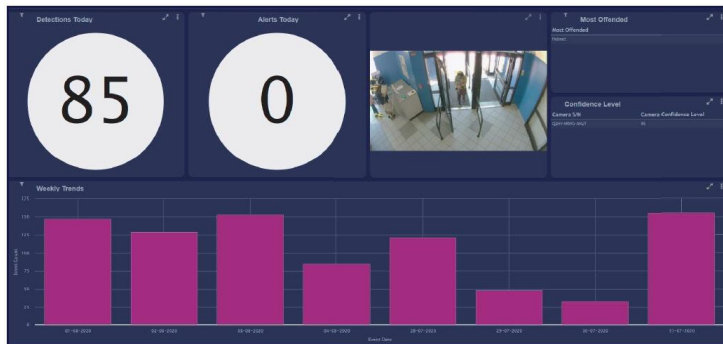
Pain Point #2: Too many puzzle pieces!

Single pane of glass, integrated cameras and sensors

Industrial PPE compliance

Verify workers and visitors are complying with Industrial PPE requirements

Business Outcome:
Eliminate the possibility of
non-compliant situations
related to regulatory safety



EVERYANGLE Assistant (@webex.bot) 2:12 PM



Access Denied

Missing Personal Protective Equipment:

- Boot
- Vest

Event Date Time: **2021-02-08 14:11:36**

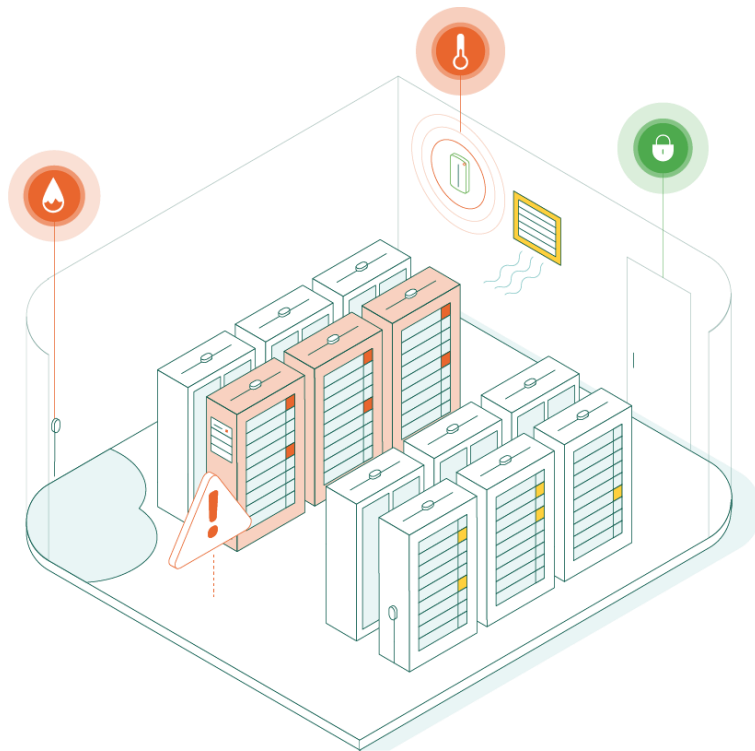
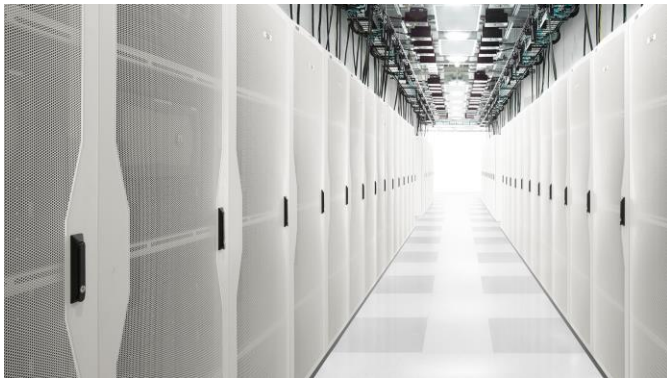
Minimum Level of Confidence: **50%**



Avoid Business disruption

By proactively monitoring your environment

Business Outcome:
Proactively monitor your data center to avoid business disruption



Hybrid Work Occupancy

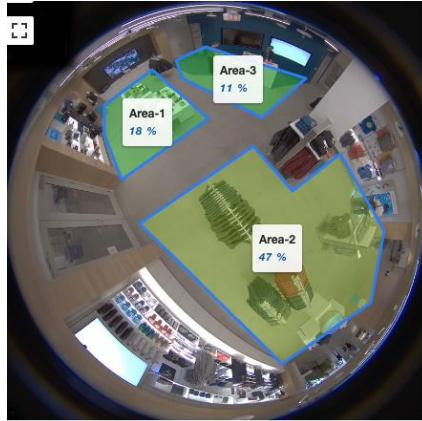
Track occupancy for safety and long-term facilities planning



Business Outcome:
Better financial management
for the facilities teams

Business Intelligence

Using data analytics on retail to better take business decisions



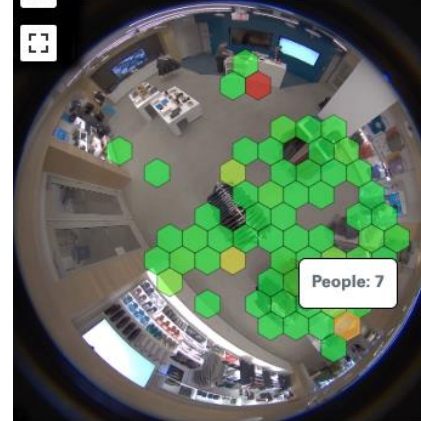
0.00 100.00

Business Outcome:
Adjust what to sell/where



0.00 100.00

Business Outcome:
Understand people's product interest and adapt

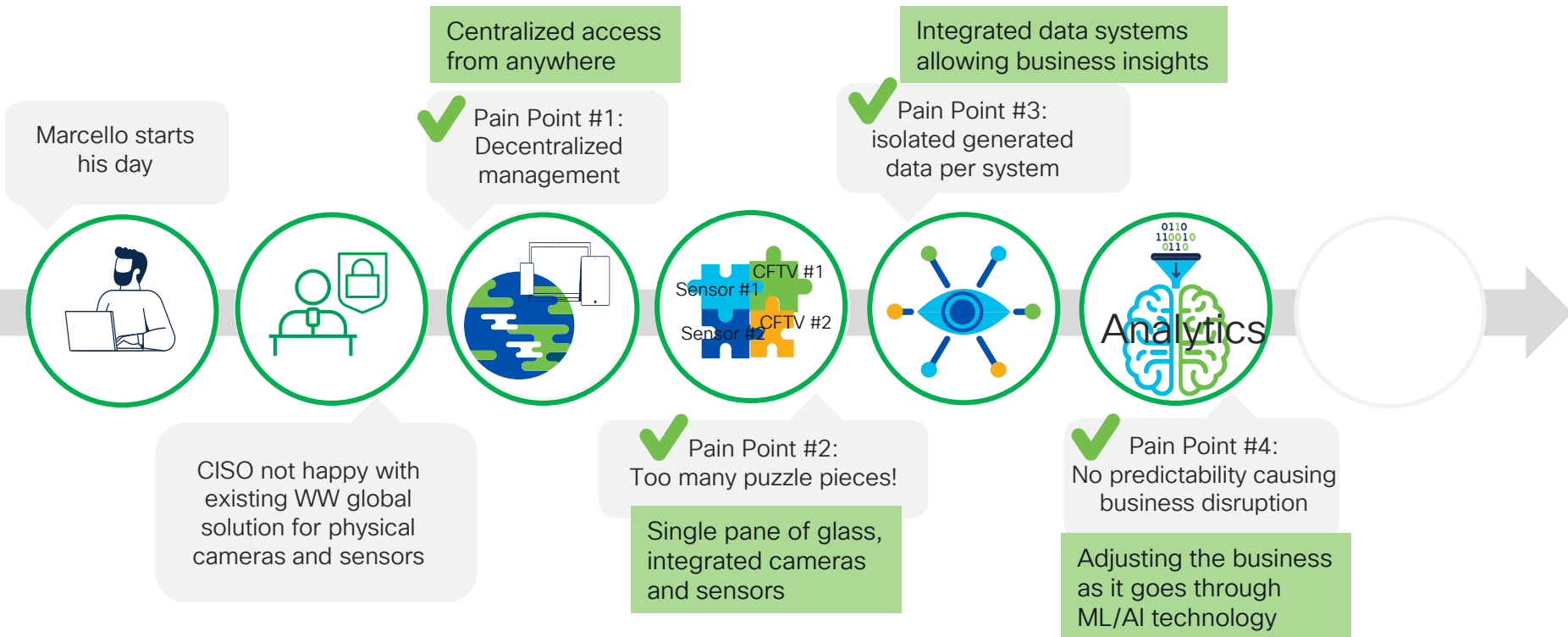


0.00 100.00



Business Outcome:
Understand consumer
interest for better
combined sales

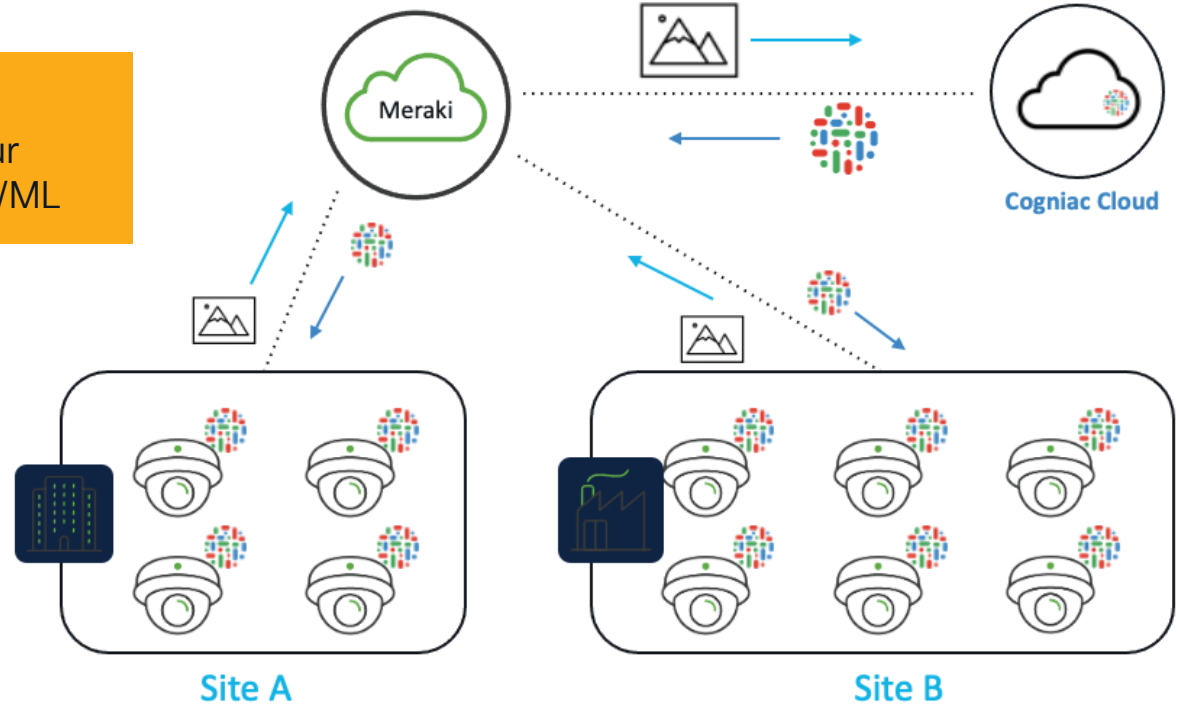
A day in the life with



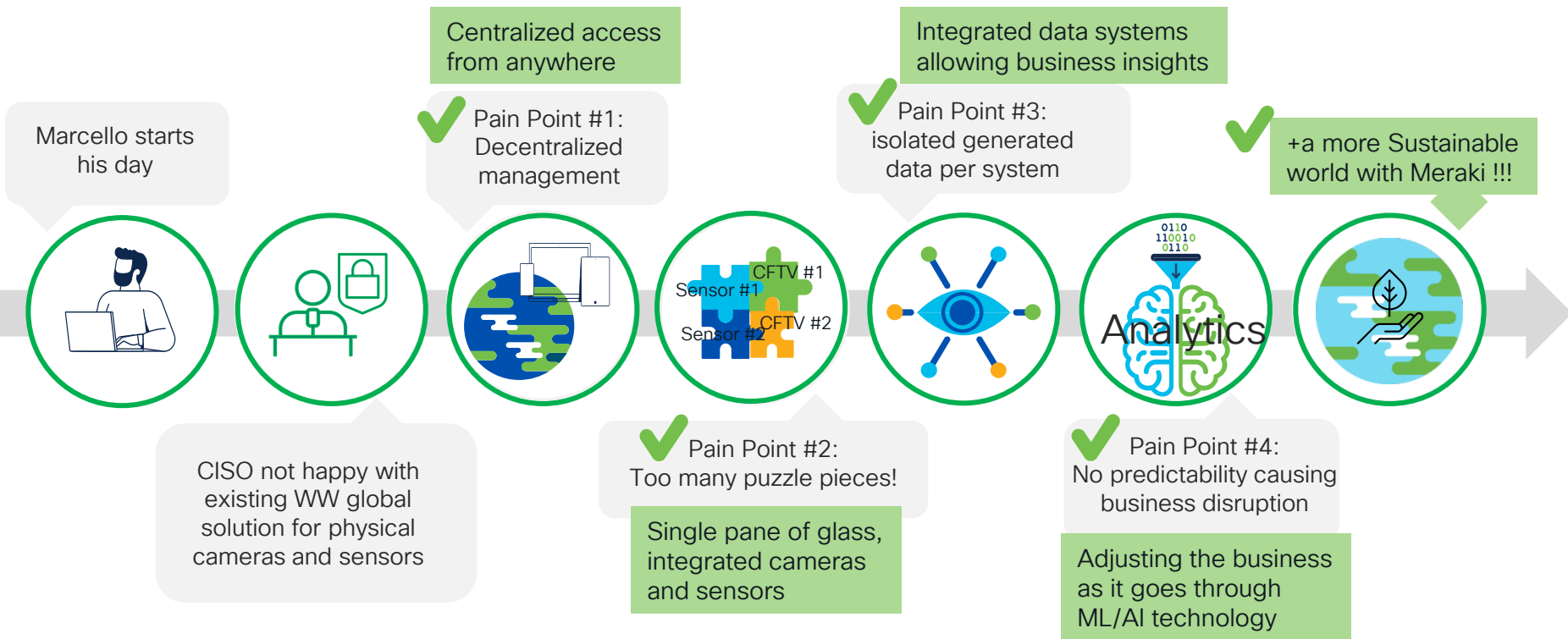
Computer Vision AI/ML technology

Identify/learn new patterns and quickly adapt to your business

Business Outcome:
Improve the performance of your
production line by leveraging AI/ML



A day in the life with



A Sustainability Outcome with Meraki





Let's keep evolving the world
without impacting the beauty of it

Sustainability trends

01

Sustainability has become a **top priority** for every business

02

Institutional investors **punish inactivity** against climate change

03

Regulations for companies to lower their emissions

04

Green initiatives required to **get access to government funds**

80%

of Millennial business buyers say that a vendor's social, environmental and philanthropic efforts are an important consideration for them.

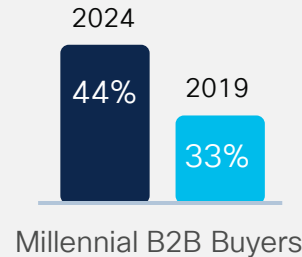
Forbes

Accenture

\$4.5T

Economic potential of Circular Economy by 2030

Forrester



EY

+50%

Higher brand value of sustainably engaged companies

Sustainability outcomes driven by Meraki

Energy Savings



- Cloud-delivered backend
- HVAC* Efficiency
- Switchport Schedules

Commercial buildings contribute to 6.6% of global Co2e Emissions

Waste Reduction



- Protect perishable goods
- Protect IT Infrastructure
- Avoid food and water waste

Food loss and waste contribute to 6% of global Co2e Emissions

Travel Reduction

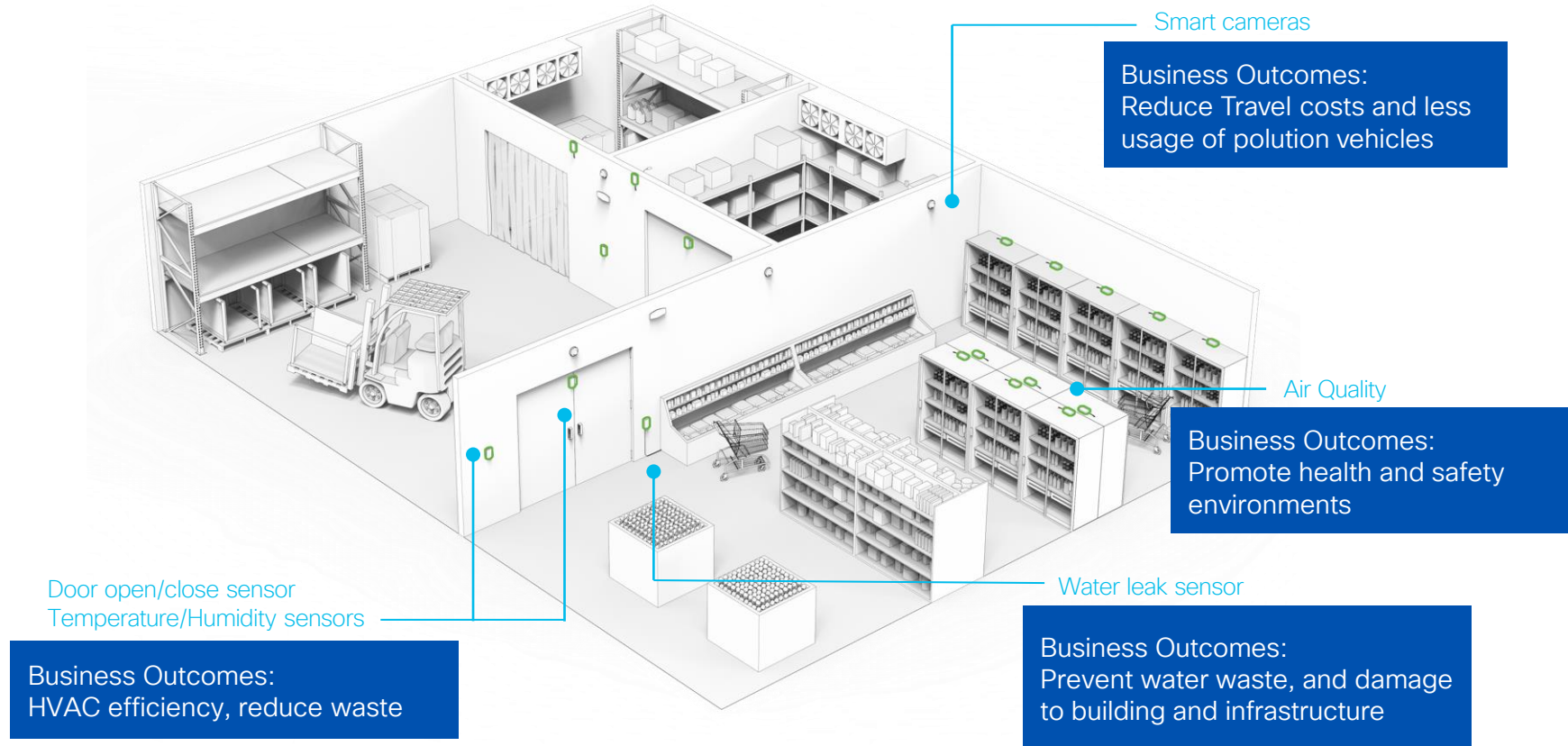


- Cloud-management
- Zero Touch deployment
- Cameras and Sensors

Medium car: ~192g CO2e/km
Nat. Flights: ~255g CO2e/km
National rail: ~41g CO2e/km
(UK data)

*Heating, Ventilation, and Air Conditioning

Meraki as a Sustainable solution





Cisco on Cisco: New York One Penn plaza
Virtual Tour: <https://vr.yulio.com/B4QVFJBs00>



Welcome to PENN 1, New York

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BRKMER-2107

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Meraki Switch Port-Schedules

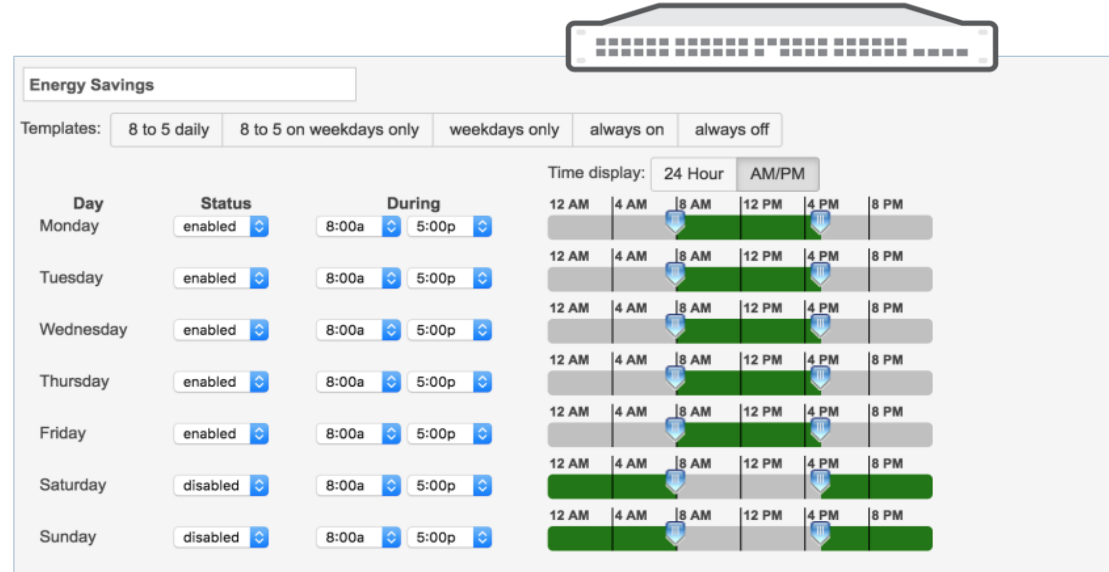
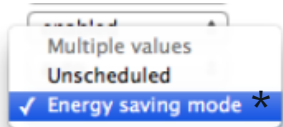
Automate your power consumption usage

Business Outcome:
Less energy consumption!

POE:

Link: ⓘ

Port schedule:



*Muted Notification BETA NEW feature: ports disabled by Energy saving mode won't be generating alerts (masking unintended alerts) during the time they are disabled

Native Electronic Shelf Label (ESL) integration

Business Outcome : Meraki + Imagotag (less power, switch ports, manufacturing, purchasing, shipping – smaller footprint)

Single Infrastructure for ESL and Wi-Fi with Cisco Meraki Wi-Fi Access Points and Imagotag ESL



WiFi+ESL AP

Separate Wi-Fi and ESL Infrastructure with other vendors required

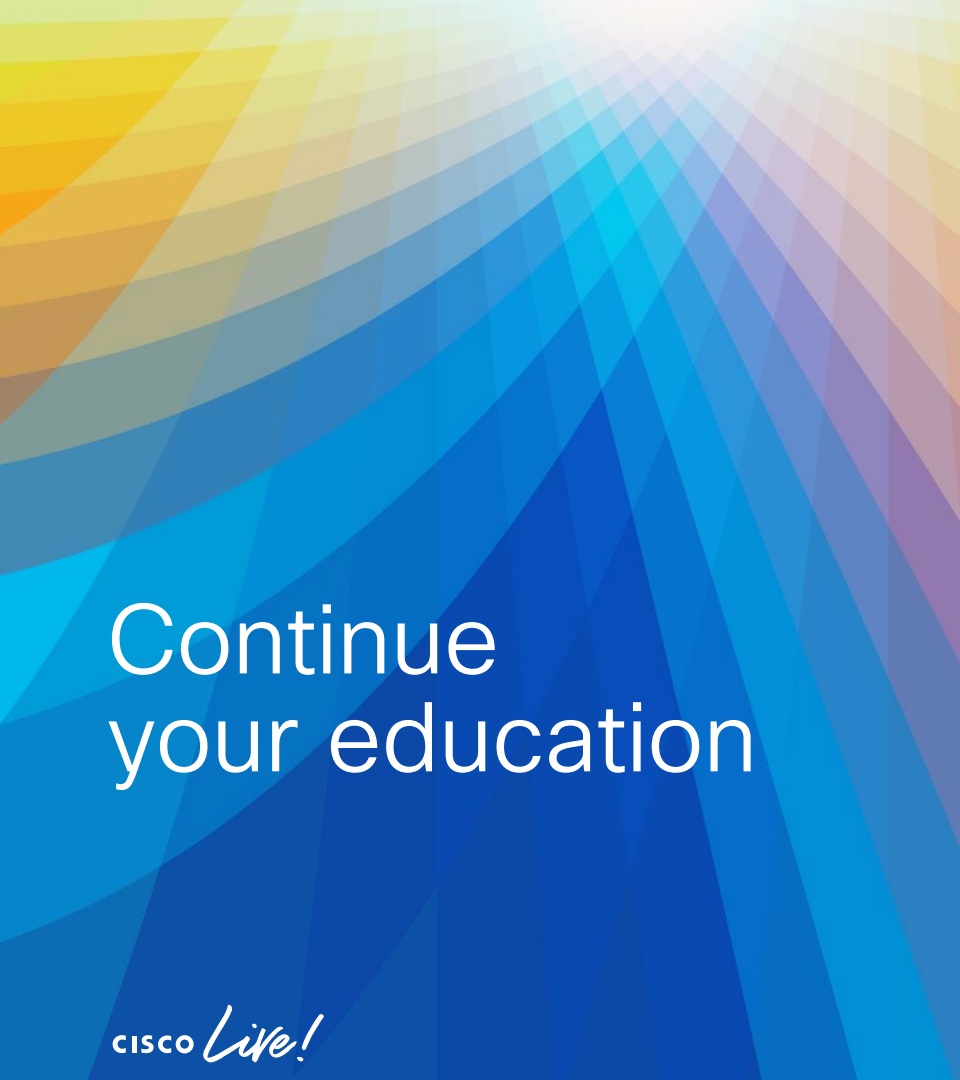


WiFi AP

ESL AP

Key takeaways!

- The power of data!
- What are the key benefits of using that data with Meraki
- How Meraki is leveraging technology in favor of a more sustainable world



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



The bridge to possible

Thank you

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