Meraki Go

The power of app-managed cloud networking for small independent businesses

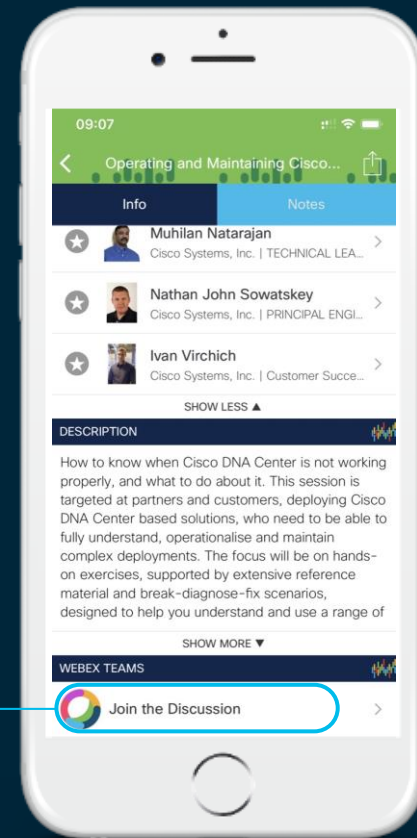Lee Peterson - Sr Manager, Product Management
@leejpeterson

PSO-2951

Cisco Webex Teams

Questions?
Use Cisco Webex Teams to chat
with the speaker after the session

How
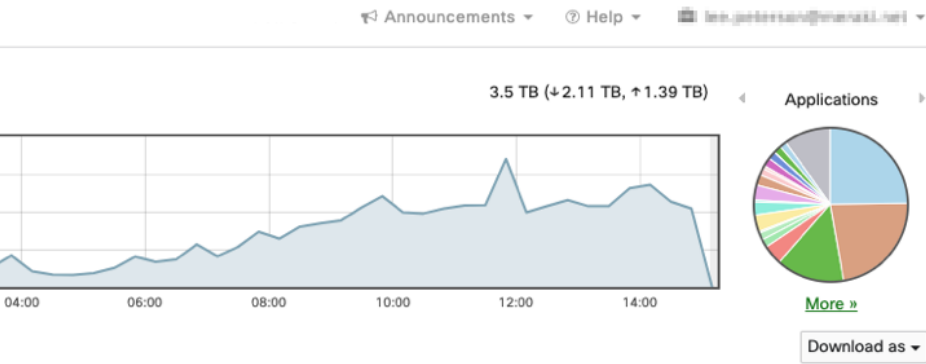
1. Find this session in the Cisco Events Mobile App
2. Click "Join the Discussion"
3. Install Webex Teams or go directly to the team space
4. Enter messages/questions in the team space

Agenda

- What does simple mean to you?

- Small Business IT Challenges

- The Meraki Go Solution

- Who can Meraki Go help?

- Demo

- The Techy Stuff

3.5 TB (↓2.11 TB, ↑1.39 TB)

Applications

◁ ▷

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| Last seen	Usage ▾	OS	IPv4 address	Policy	+
Aug 15 15:15	238.59 GB	Meraki		normal	
Aug 15 15:14	236.43 GB	Meraki		normal	
Aug 15 15:14	83.71 GB	Other		normal	
Aug 15 15:14	63.92 GB	Windows Server		normal	
Aug 15 15:14	36.74 GB	Mac OS X 10.13		normal	
Aug 15 15:14	36.45 GB	Windows Server		normal	
Aug 15 15:14	35.09 GB	Meraki		normal	
Aug 15 15:14	35.09 GB	Meraki		normal	
Aug 15 15:14	35.02 GB	Meraki		normal	
Aug 15 15:14	35.01 GB	Meraki		normal	
Aug 15 15:14	35.00 GB	Meraki		normal	
Aug 15 15:14	34.98 GB	Meraki		normal	
Aug 15 15:14	34.97 GB	Meraki		normal	
Aug 15 15:14	34.95 GB	Meraki		normal	
Aug 15 15:14	34.89 GB	Meraki		normal	
Aug 15 15:14	34.88 GB	Meraki		normal	
Aug 15 15:14	34.86 GB	Meraki		normal	
Aug 15 15:13	25.43 GB	Mac OS X 10.14		normal	
Aug 15 15:13	22.79 GB	Apple iPhone		normal	
Aug 15 15:15	22.12 GB	Windows		normal	
Aug 15 15:08	21.94 GB	Apple iPhone		normal	
Aug 15 15:14	20.80 GB	Meraki		normal	

Small Business IT Challenges

The messiness of DIY

- Far from simple

- IT is hard

- Budgets are tight

- Security threats growing

- Not purpose built for small business
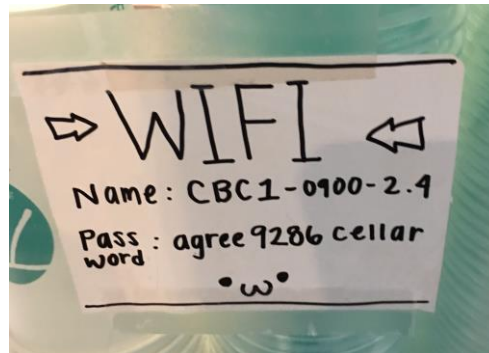
43% of small businesses use the same WiFi device at home.

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

The Meraki Go Solution

Meet the Meraki Go Family
A complete cloud managed networking solution

Meraki GO

Meraki Go Mobile App

Easy, intuitive, and proactive networking

Quick Network Settings

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

Fast Onboarding

For wired and wireless clients on stationary and mobile devices

Network Health View

Monitor from anywhere and take actions when needed

Up-to-date and secure

Automatic feature, software, firmware, and security updates

Rich Guest Insights

Higher customer engagement and loyalty using the analytics

Brand Awareness

Drive customers to web or social channels with custom splash pages

Who can Meraki
Go help?

cisco *Live!*
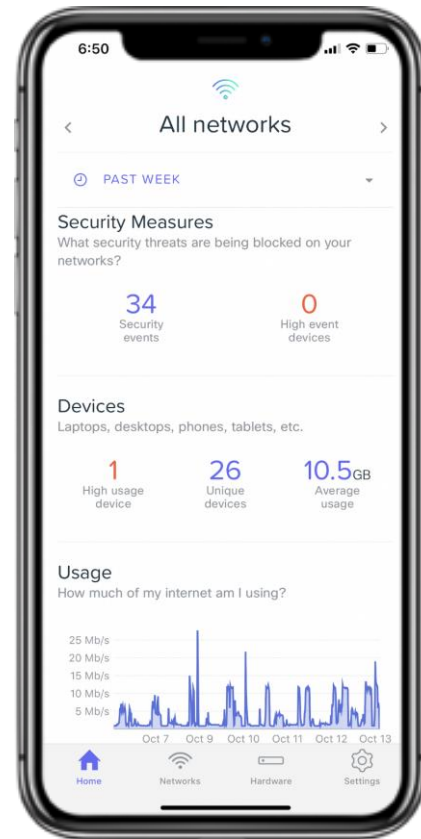
Our Customers

Small Office
Single-site offices with sub 50 employees

- Law Office
- Architecture / Design Studio
- Independent Real Estate Office
- Medical/Dental Office
- Accounting Office

Independent Retail
Local & independently owned storefronts

- Single-location Retail
- Independent Gym
- Locksmith
- Hair Salon
- Niche Retail

Hospitality Business
Local shops with less than 50 employees

- Cafe
- Coffee Shop
- Bar
- Restaurant
- Inn/B&B

Danny Garcia-Decoteau

Owner, Hair It Is Barbershop

Flawless Guest WiFi Is Not Optional
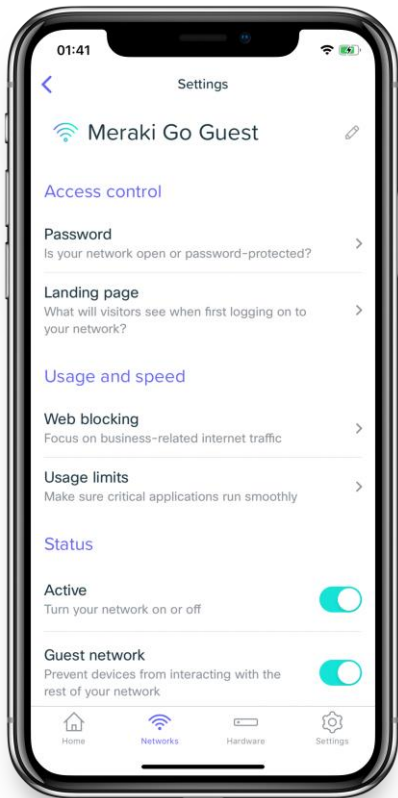## Without it, businesses are losing money and opportunities

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

Improving Guest Experience

- Modern consumers demand WiFi
  - Higher customer satisfaction increases return and referral rate
  - Reduces wait time tension
- Simple and secure setup
- Ensure performance of business critical applications aren't impacted by heavy customer use
- Custom landing pages provide marketing opportunities

Build a Better Business

- Leverage customer behavior and patterns to inform business decisions

- Customize your WiFi and internet to your business, it's not 'one size fits all'

- Protect your business and users from malicious threats, attacks, and hackers

- Enhance collaboration and give your team the tools they need to succeed

Demo

The Techy Stuff

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

- Power
  - DC Power – Adapter included
  - POE capable

- 149 EUR/GBP 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

- Power
  - DC Power – Adapter included
  - POE capable

- IP67 Weather Protection

- 199 EUR/GBP MSRP

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
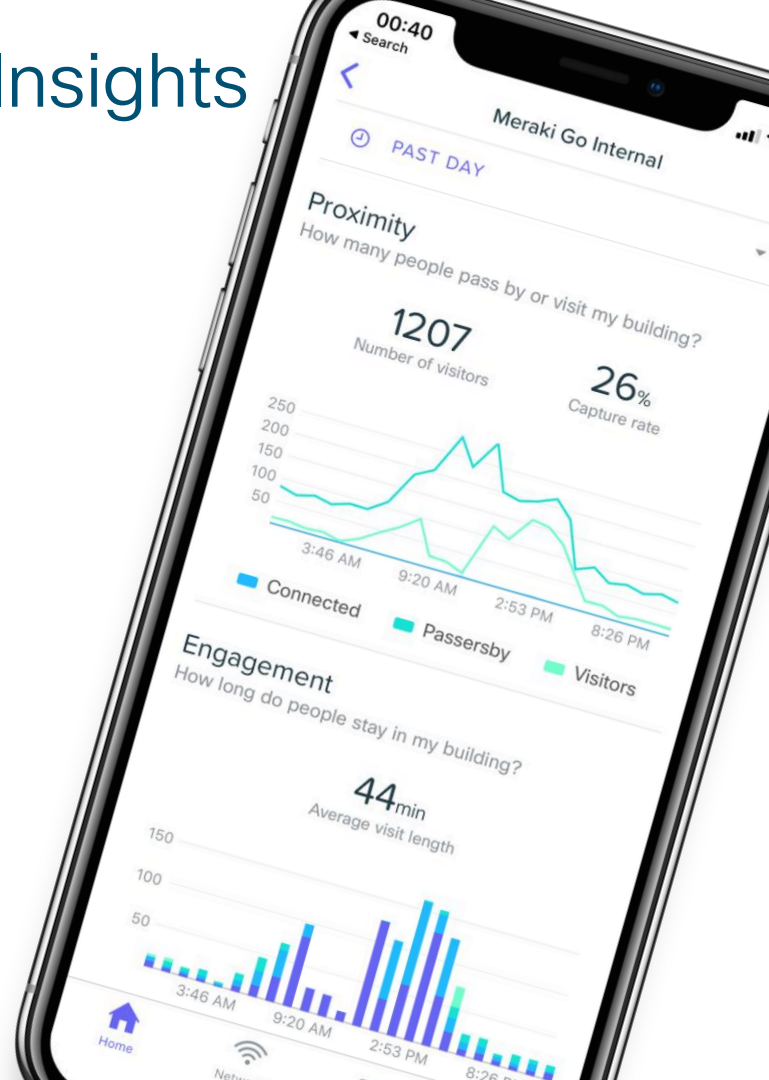
Network Switching

- Layer 2 Cloud Managed

- Models
  - 8 Port Ethernet - Desktop
  - 24/48 Port – 1U Rack Mountable
  - POE optional
  - 2 X 1G SFP

- 20-104 Gbps throughput

- LLDP and CDP

- 802.1p QOS

- MSRP (Non POE/POE)
  - 8 Port – 229/279
  - 24 Port - 399/549
  - 48 Port – 699/899

Switch Features

- Improved visibility:
  - Devices physically connected to the network
  - WiFi clients connected to downstream APs

- Disable unused ports

- Control POE

- Improved troubleshooting
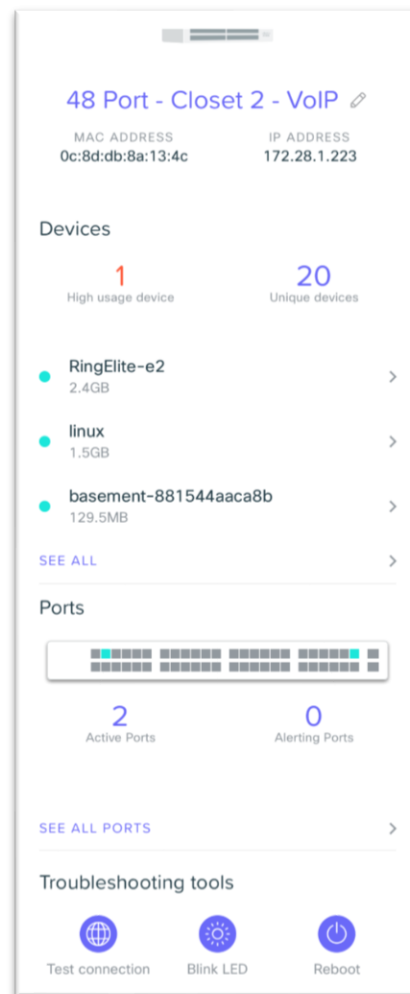
Security Gateway

- Stateful Firewall and Router

- Port Forwarding/DHCP

- 4 LAN Ethernet Ports (1 POE)

- 1 WAN Ethernet Port

- Optional Security Subscription

- 149 EUR/GBP

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

- 120 GBP/EUR per year

Experience Small Business at CLEUR

Small Business Selfie Run

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Thank you