



Partner Onboarding Guide



Dear Partner,

Welcome to the Cisco Meraki partner family! We're looking forward to growing our business with you. The Cisco Meraki 100% cloud-managed networking solution, encompassing security, switching, wireless, and mobile device management, will help you grow your business with several unique advantages:

A product that is easy to sell

With only two SKUs, an industry-leading demand generation program, and an easy product to demo, Cisco Meraki sells itself. You'll get easy wins right off the bat!

A recurring revenue stream

The cloud management license offers you an opportunity to continue selling to your customers over and over again.

An ideal managed service networking solution

If you have an established MSP practice or are looking to start one, Cisco Meraki offers a high-quality managed service platform with low fixed investment and low operating costs.

An opportunity to expand your addressable market

Target the growing segment of businesses that seek simplicity and centralized management with Cisco Meraki cloud-managed networking.

In this document, you'll find a step-by-step on how to start winning with Cisco Meraki, useful information on cloud networking, and an overview of the cloud networking product line. We also offer you some powerful marketing tools with useful how-tos.

We hope that this document will help you drive growth and profitability for your company for many years to come.

Sincerely,

The Cisco Meraki Team

Table of Contents

6 How to Start Selling

7 5 Steps to Getting Started

8 Ready to Place an Order

12 Product Portfolio

13 Cloud Networking Overview

21 Product Information

22 MR Access Points

28 MX Security Appliances

34 MS Switches

40 SM Mobile Device Management

44 The Competitive Landscape

50 Engaging Your Customers

51 How to Identify Potential Customers

54 Lead Generation Tools

How to Start Selling

5 Steps to Getting Started

1 Get access to the Cisco Meraki Partner Portal

Register for the Partner Portal at merakipartners.com by clicking on “New User?” Fill out the form and follow the instructions you receive via email.

Insider Tip: Look for blue banners on the Partner Portal. They'll let you know what promotions are happening right now, what's new at Cisco Meraki, and offer tips to sell Cisco Meraki effectively!

2 Learn the basics

Attend a partner training webinar and/or watch recorded videos to familiarize yourself with Meraki. Available on the Training tab of the Partner Portal, these were created just for you: learn how to give a dashboard demo, take a technical deep dive, and discover new products and features!

3 Find your Cisco Meraki representative

Your rep is your best resource for technical questions, account planning, and any other help. Make sure to ask your rep to do a ride-along product demo or conduct a technical deep dive over the phone with your customer! Our sales team is dedicated to providing you with Meraki-specific support.

Additionally, speak with your Meraki rep to find your distributor and set up an account. Your rep will be your point of contact with the most up-to-date information on how to sync up with the right distributor and start purchasing Meraki products. Each country will have its own application process to get an account, so make sure you work through those steps with your rep.

How to find your Cisco Meraki representative:

On the Partner Portal homepage, you'll see “Find My Meraki Rep” on the left side. Just type in your prospective customer's geographic location (e.g. city, county, state, zipcode, or country), and you'll get a list of people to whom you can reach out.

- Inside Sales Reps are responsible for corporate accounts with less than 1,000 employees and education accounts with less than 4,000 students.
- Product Sales Specialists are located in territory and cover corporate accounts with more than 1,000 employee and education accounts with more than 4,000 students.

4 **Access sales collateral & tools and experience a dashboard demo**

Collateral can be found in the Partner Portal's Collateral tab under "Sales & Marketing Resources" as well as "Product Specific Collateral." These will help you hone your knowledge and help you effectively sell Cisco Meraki.

Because the Meraki solution is such an experiential product, you should get a tour of the Meraki dashboard, as demonstrated in [this video](#). Your Meraki rep can also give you a tailored demo. Additionally, check out the demo tool in the dashboard at meraki.cisco.com/form/demo to become familiar with the interface. Ultimately, getting a dashboard demo in front of your customer will be your fastest route to a closed deal!

5 **Find your referral code to start generating leads**

Identify target customers and use Meraki lead gen tools to get your customers excited about the product line. Your Partner Portal account has a unique referral code that you should use to protect your leads when you send them to our webinars and/or offer them a free trial. See the section on Engaging Your Customers in this guide for more details.

Once you submit your deal registration, Cisco Meraki will approve the deal so that you can request a quote from your distributor of choice. If you have specific questions, please reach out to your Cisco Meraki rep.

Standard Pricing

If you are not eligible for deal registration pricing, you can simply request a quote directly from your distributor of choice. If you need help with your bill of materials (BOM), your Cisco Meraki rep can assist you.

Special Pricing

Once you have received a quote, if your deal requires additional discounting, please contact your Cisco Meraki rep or your Cisco AM to obtain special pricing.

More details on ordering from the Cisco US GPL through CCW can be found in the US GPL Ordering Guide under Collateral > Sales & Marketing Resources > How to Buy in the Partner Portal.

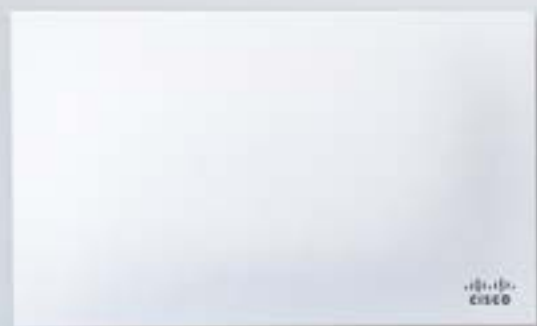
How to Place an Order

There are three ways to receive pricing for your order:

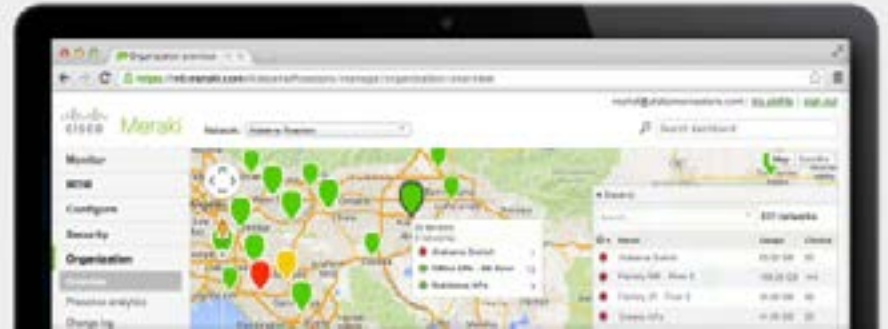
- Deal registration pricing: if you have uncovered the opportunity yourself
- Standard pricing: if you are simply placing an order for an opportunity that you did not uncover yourself
- Special pricing: after you register your deal or receive a standard price quote, you can request additional discounting

Deal Registration Pricing

If you've uncovered a new Meraki opportunity, it may be eligible for deal registration pricing. In the United States, you can register Meraki deals through Cisco's Global Price List (GPL) on the Cisco Commerce Workspace (CCW) by going to merakipartners.com or directly through the CCW webpage. For international orders, merakipartners.com is the only way to register Meraki deals.



Product Portfolio



Cloud Networking Overview

The Cisco Meraki product line is a complete cloud-managed networking solution, including wireless, switching, security (UTM), and MDM, all centrally managed over the web. Built from the ground up for cloud management, our hardware, software, and cloud services are completely integrated, providing your customers with a visibly unique and intuitive networking experience.

Cisco Meraki operates the industry's largest-scale cloud networking solution. With over seven years of experience in the cloud, the Meraki technology has been continuously active and evolving to meet customers' needs. Today, the platform is trusted by tens of thousands of IT professionals, from enterprises to hospitals, schools, banks, and retailers, powering global deployments with tens of thousands of active devices.

Cloud networking provides centralized management, unprecedented visibility, and seamless control over networking devices. Meraki products come out-of-the-box with centralized management, Layer 7 device and application visibility, real-time web-based diagnostics, monitoring, reporting, and much more. Meraki deploys quickly and easily, without the need for in-depth training or proprietary command line interfaces.



MR Wireless LAN



MX Security
Appliances



MS Ethernet
Switches



SM Mobile Device
Management

Product Overview

The Cisco Meraki product line includes:

- MR Access Points, including 802.11n and 802.11ac models
- MS Switches, including access and aggregation models
- MX Security Appliances, scaling from small branch to datacenter models
- Systems Manager, the fully integrated MDM solution (free up to 100 devices)

Cloud management gives your customers the ability to deploy, monitor, and manage their entire wired and wireless network via the Meraki dashboard. This web-based management platform offers a reliable and easy to use solution for managing your customer's network.

Cloud Networking Architecture

Our cloud-managed network endpoints connect securely to the Meraki cloud. Using the intuitive browser-based dashboard, network administrators can fully deploy, manage, and troubleshoot their network via the cloud-hosted centralized management platform.



Meraki cloud networking offers security, reliability, and scalability. Our out-of-band control plane separates network management data from user data. Management data (e.g. configuration, statistics, monitoring, etc.) flows from Meraki devices (wireless access points, switches and security appliances) to the Meraki cloud over a secure Internet connection. User data (web browsing, internal applications, etc.) does not flow through the cloud, instead flowing directly to its destination on the LAN or across the WAN.

Read more at meraki.cisco.com/products/architecture.



Key benefits of cloud networking for your customers

- Rapid deployment with self-provisioning and self-optimizing hardware
- Ability to monitor and control applications, users, and devices in real time
- Built-in multi-site management from a single web-based dashboard
- Automatic monitoring and alerts
- Scalability from small sites to million-user deployments
- Products that are future-proof and always up to date
- Seamless over-the-web firmware updates and new features delivered quarterly
- Complete, high-performance feature set and support at no additional cost

The Meraki product line has been recognized for innovation by leaders in the industry, such as Gartner Magic Quadrant, InfoWorld Technology of the Year, and CRN Coolest Technologies.

Frequently Asked Questions

What’s in it for me?

We know that you are not just selling hardware; you’re selling a complete customer network. With that in mind, Cisco Meraki makes it simple for you to add value for your customers. With an easy sales process and a compelling product for prospective customers with lean IT departments and/or distributed branch locations, you can increase your customer base and grow your sales using our complete cloud-managed networking solution. The Cisco Meraki cloud architecture simplifies network deployment, bringing in higher margins for your services. It also creates a source of recurring revenue through license renewals, simplified remote management & troubleshooting, as well as a managed services-friendly interface.

PARTNER REVENUE OPPORTUNITIES	Customer Network		
	Market Growth	Operating Efficiency	Recurring Revenue
	Product Sale	Deployment	Ongoing Service
	<ul style="list-style-type: none">• Easy to sell with 2 SKU's• Accelerate sale cycle with simple install• Grow sale with adjacent integrated products	<ul style="list-style-type: none">• Effortless installation and configuration• Streamlined and network design services• Line-of-business application development	<ul style="list-style-type: none">• Recurring license revenue• Simplified troubleshooting and trouble call• Managed services ready [NOC, and user support]
CISCO CLOUD NETWORKING ADVANTAGES			
CISCO MERAKI	On-premise network hardware, hosted management software, technical support		

Some of my customers are still getting on board with the idea of cloud. How can I ensure they are comfortable with Cisco Meraki technology?

At meraki.cisco.com/trust, you'll find information about the steps we take to ensure your customer's network is safe and secure, covering:

- Our datacenters, security processes, and certifications
- How we safeguard your customer's data
- Best practices for securing your customer's network
- How our networks continue to operate when disconnected from the cloud
- PCI compliance information, tools, and best practices
- Our 99.99% uptime Service Level Agreement

In brief, the Cisco Meraki service is collocated in tier-1, SSAE16 certified datacenters that feature state of the art physical and cyber security and highly reliable designs. All Cisco Meraki services are replicated across multiple independent datacenters, so that customer-facing services would fail over rapidly in the event of a catastrophic datacenter failure.

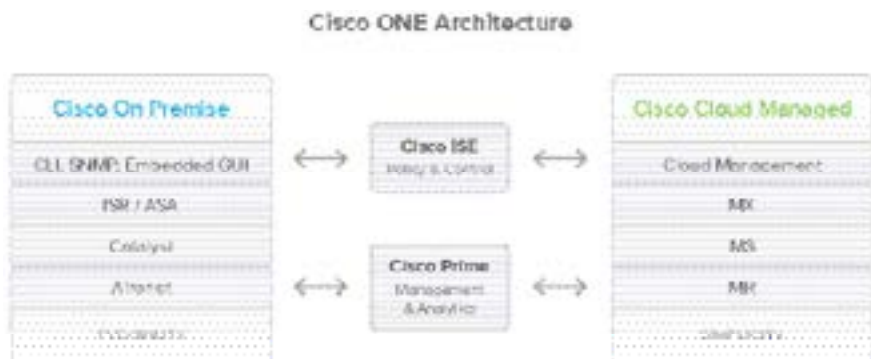
In addition to the Cisco Meraki secure out-of-band architecture and secure datacenters, Cisco Meraki offers a number of tools for administrators to maximize the security of their network deployments. These include enabling two-factor authentication, strengthening password policies, enforcing the principle of least privilege with role-based administration, enabling configuration change email alerts, periodically auditing configurations and logins, verifying SSL certificates, and idle time out. Use of these tools provides optimal protection, visibility, and control over your customers' Cisco Meraki networks. For more information, Cisco Meraki product manuals are available at meraki.cisco.com/library.

What happens if the network temporarily loses connection to the cloud?

If the network loses connection to the Meraki cloud, wireless clients would continue to be able to use the WLAN, have access to local LAN resources (e.g., printers and file shares) and, if an Internet connection is available, to the Internet as well. However, your customer would not be able to make any configuration changes to the network until the connection to the cloud is restored. Any configuration changes made during the connectivity loss would come into effect once the connection is restored. If a Meraki data center experiences an outage, your customer's network would automatically fail over to another Meraki data center. And if your customer has set up email alerts, he or she would receive an email when a Meraki node loses connectivity to the cloud, allowing you or your customer to take corrective action if necessary.

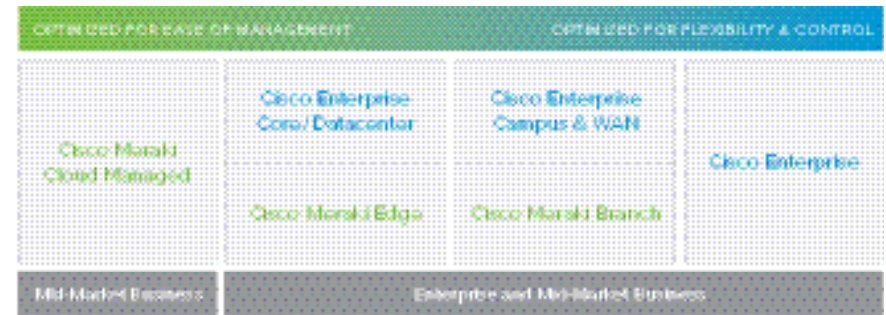
Where does the Meraki line fit within Cisco Enterprise Networking?

In the diagram below, you will find information on equivalent Cisco On-Premise products to Cisco Cloud-Managed products, and the key differentiating factors. This will allow you to have a better understanding of which networking solution is the best fit for your prospective customers.



At Cisco, we pride ourselves on being able to offer your customer a range of options, from an incredibly flexible solution with Cisco On-Premise, to an incredibly easy to use solution with Cisco Cloud-Managed.

With these two solutions, you can offer your customer the greatest range of options, from a fully cloud-managed network to a fully on-premise network. There are many hybrid options as well, such as deploying Cisco Enterprise at the organization's datacenters or core HQ and Cisco Meraki at their edge network.



The Cisco Meraki Cloud-Managed Networking Solution is an excellent fit for organizations with distributed sites and lean IT that are transitioning to cloud technology. Cloud-Managed Access Networks generally favor simplified management over the depth and extensibility offered by On-Premise Managed Networks.

The initial focus and most receptive customer segments for Cloud Networking technology are distributed organizations such as Education (K-12 in particular), Retail, and Professional Services.

Cisco On-Premise Networking

- Flexible deployment and configuration options
- Highly customizable and advanced feature set
- Advanced professional services, extended support
- Extensive integration capabilities

Cisco Meraki Cloud-Managed Networking

- Easy to deploy and manage over the web
- Out-of-the-box optimized feature set
- Ongoing managed upgrades and enhancements
- Optimized for lean IT, with limited requirement for 3rd Party integration



Product Information

Cisco Meraki offers four product lines: MR access points, MS switches, MX security appliances, and Systems Manager MDM. All of these products are managed via the same web-based dashboard, providing your customers with a single-pane-of-glass view across their entire network.

Each product line includes unique features that differentiate Cisco Meraki from any other networking vendor. In the next few pages, we'll take you on a tour of all our products, including key differentiators, product models, conversation starters, and objection handling.

Cisco Meraki Blog

News about the product line will be posted on our blog. Check out meraki.cisco.com/blog frequently and share the cool stories you find with potential customers.



MR Access Points

Cisco Meraki offers seven 802.11n and 802.11ac access point models, including indoor and outdoor, high performance, and value-priced models. These enterprise-class APs include RF optimization, PoE, voice / video support, and many other built-in features. We offer a lifetime warranty on all indoor APs.

Key Features

- Cloud-based centralized management
- Fully integrated: no additional hardware, software, or modules
- Enterprise security, identity-based firewall, and BYOD policies
- Layer 7 Application Traffic Shaping to prioritize business critical apps like VoIP, limit P2P file-sharing apps (e.g. BitTorrent), and reduce Internet costs
- Secure guest access
- Real-time WIDS / WIPS to detect and neutralize wireless threats
- CMX location analytics and customer engagement solution
- Integrated mobile device management

Read more at meraki.cisco.com/mr



MR18

Two-stream 802.11n
600 Mbps radio rate
3 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS

Recommended for

General use wireless LANs
Mobility-intensive organizations



MR32

802.11ac
1.2 Gbps radio rate
3 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS

Recommended for

General purpose deployments
High-density environments



MR34

3-stream 802.11ac / 802.11n
1.75 Gbps radio rate
3 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS

Recommended for

Performance critical wireless LANs
High-density environments



MR42

802.11ac Wave 2
1.9 Gbps radio rate
3 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS

Recommended for

Performance-critical wireless LANs
High-density environments



MR52

802.11ac Wave 2
2.5 Gbps radio rate
4 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS, BLE

Recommended for

Performance-critical wireless LANs
High-density environments



MR53

802.11ac Wave 2 Multigigabit
2.5 Gbps radio rate
4 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS, BLE

Recommended for

Performance-critical wireless LANs
High-density environments



MR62

802.11n
300 Mbps radio rate
Single-radio

Recommended for

Harsh, rugged, and outdoor environments that require IP67 rated hardware (tested for dust, shock, vibration, and moisture)



MR66

802.11n
600 Mbps radio rate
Dual-radio

Recommended for

Harsh, rugged, and outdoor environments that require IP67 rated hardware (tested for dust, shock, vibration, and moisture)
High-density deployments



MR72

802.11ac
1.2 Gbps radio rate
3 radios: 2.4 and 5 GHz, dual-band WIDS/WIPS

Recommended for

Harsh, rugged, and outdoor environments that require IP67 rated hardware (tested for dust, shock, vibration, and moisture)
High-density deployments
Voice, video, and performance-intensive networks

Customer Conversation Starters

How long do you expect deployment to take? What if it was just a few hours, with zero ongoing maintenance?

Meraki networks are designed to be incredibly easy to deploy and manage, with self-configuring APs and intuitive web-based management from anywhere. No expensive certifications are required and management overhead is minimized, freeing up IT admin time to work on other projects.

With your current solution, can you instantly track down a particular device or user? Do you have the tools to see what is happening on the network in real time?

The Meraki dashboard offers complete, real-time visibility into your network. Use Google-like searches and filters to instantly find specific APs, clients, or devices. Drill down from a multi-network overview and summary reports to granular reports per client or per AP, and receive real-time alerts about events like APs going down, rogue APs, or network configuration changes.

Is your organization adding new mobile devices or expanding to new sites?

Since there is no hardware controller and no tiered licensing, there are no network scalability limits. The cloud platform is scalable beyond 10,000 APs in a single network. You can add 1, 100 or 1,000 APs as required.

Does your environment have so much wireless congestion that you can't seem to find a clear channel for your APs?

Meraki networks use built-in intelligence in the cloud to run constant, system-wide RF optimizations. Auto RF with spectrum analysis runs frequent scans of the environment and can select the optimal channel and transmit power for each AP to mitigate interference from AP coverage overlap, rogue APs and non-802.11 devices like bluetooth headsets and microwaves. This results in maximum throughput and reliability across the network.

Is your network is being taken over by BitTorrent and YouTube? Are business-critical applications being starved of bandwidth?

The Cisco Meraki Application Traffic Shaper offers application-aware bandwidth shaping. You get granular visibility into the applications and types of traffic that are consuming your bandwidth, with the ability to create traffic shaping policies to limit bandwidth-hogging recreational traffic like P2P and streaming video, and to prioritize business-critical enterprise applications.

Would you like to use WiFi to better understand your business and engage with your customers?

Cisco Meraki CMX includes real-time location analytics with metrics such as capture rate, median visit length, and visitor repeat rate for mobile devices in proximity to Cisco Meraki APs. Cisco Meraki also offers Facebook login for guests on your network, helping you expand your social marketing and engagement.

Customer Objection Handling

We have enough trouble using the networking solution that my staff already knows how to use. I don't want a new solution for my distributed sites.

Meraki offers superior network visibility and many live client tools, giving admins detailed information for troubleshooting (such as device type, OS, manufacturer, radio capabilities, and settings), plus remote diagnostic tests like ping and throughput tests. With Systems Manager, admins get access to even more detailed statistics, including driver version and installed hardware/software. The dashboard is highly intuitive and requires minimal training for these features.

We are going to use a consumer/SMB solution to save money.

Consider the hidden costs of having wireless that doesn't scale: Will you have sensitive data on the network to be secured? How much time will you spend on a network that doesn't offer deep visibility? When considering the total cost of ownership, Cisco Meraki can provide savings over SMB solutions, while offering enterprise-class capabilities that are still easy to use. Take into account features such as 802.1x, spectrum analysis, WIDS/WIPS, wired and wireless integration, etc. Meraki offers these without additional cost or complexity.

I don't trust the cloud.

Unlike cloud applications like CRM, email, or storage, Cisco Meraki leaves your data on your network – the Meraki cloud is only used for management and configuration. Our cloud service is secured with industry-leading technologies, and is subject to regular 3rd party audits and penetration tests. Thousands of customers in security-conscious, regulated environments like financial services, retail, and healthcare trust their networks to Cisco Meraki. Feel free to check out meraki.cisco.com/trust to learn more about the security measures taken. Cisco Meraki has also been recognized by several industry leaders such as InfoWorld, com, Gartner Magic Quadrant, TechWorld, and many others.

What happens if my network loses connectivity to the Cisco Meraki cloud?

If the network experiences connectivity loss, wireless clients would continue to be able to use the WLAN, have access to local LAN resources (e.g., printers and file shares) and, if an Internet connection is available, to the Internet as well. Other services would automatically resume functioning once connectivity between the wireless network and the Cisco Meraki network is restored. And if you set up email alerts, you would receive an email when a Cisco Meraki node loses connectivity to the cloud, so you could take corrective action if necessary.



MX Security Appliances

The Cisco Meraki MX is a complete branch networking and unified threat management (UTM) solution, designed to make distributed networks fast, secure, and easy to manage.

The MX is managed entirely through the Meraki web-based dashboard. Designed with intuitive controls for IT generalists, the MX requires no formalized training or specialized staff. The MX will even self-provision, allowing for remote branch deployments without on-site IT.

Key Features

- Cloud based management and monitoring with zero-touch provisioning, ideal for branches
- Fully integrated features: no additional hardware, software, or modules
- One-click Auto VPN (Site-to-Site) with auto failover to 4G or secondary ISP link
- Layer 7 Security (including Google and Bing SafeSearch, SourceFire SNORT-based IPS and Kaspersky-based AV, and BrightCloud URL filtering)
- WAN Optimization (web caching, faster file sharing, de-duplication)
- Layer 7 Application Traffic Shaping to prioritize business critical apps like VoIP, eliminate P2P file-sharing (e.g. BitTorrent), and reduce Internet costs
- WAN Virtualization (traffic load balancing and automatic link failover, supports 3G / 4G USB modems)
- Intelligent WAN (use bandwidth more efficiently and prioritize applications).

Read more at meraki.cisco.com/mx.



Z1

5 x GbE
50 Mbps firewall throughput
10 Mbps VPN throughput

Recommended for

Up to 5 users
Teleworkers



MX64

5 x GbE, 1 x USB 3G/4G
250 Mbps firewall throughput
100 Mbps VPN throughput

Recommended for

Up to 50 users
Retail location or small branch



MX64W

5 x GbE, 1 x USB 3G/4G,
1 x 802.11ac WiFi
250 Mbps firewall throughput
100 Mbps VPN throughput

Recommended for

Up to 25 users
Retail location or small branch
One device to manage



MX65

12 x GbE (2 PoE+)
1 x USB 3G/4G
250 Mbps firewall throughput
100 Mbps VPN throughput

Recommended for

Up to 50 users
Retail location or small branch



MX65W

12 x GbE (2 PoE+)
1 x USB 3G/4G
1 x 802.11ac WiFi
250 Mbps firewall throughput
100 Mbps VPN throughput

Recommended for

Up to 50 users
Retail location or small branch
One device to manage



MX84

10 x GbE
1 x USB 3G/4G
2 x SFP
500 Mbps firewall throughput
250 Mbps VPN throughput

Recommended for

Up to 200 users
Medium branch



MX100

8 x GbE, 1 x USB 3G/4G,
2 x GbE (SFP)
500 Mbps firewall throughput
100 Mbps VPN throughput
1 TB SATA WAN optimization

Recommended for

Up to 500 users
Large branches or mid-size K-12
campuses
Customers who need more than
4 ports or SFP (fiber connectivity)



MX400

8 x GbE, 1 x USB 3G/4G, 8 x
GbE (SFP), 4 x GbE (SFP+)
1 Gbps firewall throughput
200 Mbps VPN throughput
1 TB SATA WAN optimization

Recommended for

Up to 1,000 users
Large K-12 campus deployments
VPN / WAN opt. concentrator for
large deployments



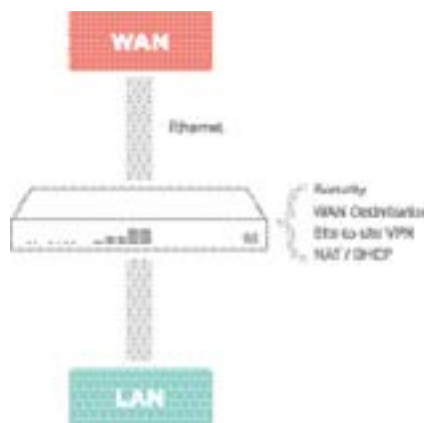
MX600

8 x GbE, 8 x GbE (SFP), 4 x
10GbE (SFP+)
1 Gbps firewall throughput
200 Mbps VPN throughput
4 TB RAID WAN optimization

Recommended for

More than 1,000 users
Large K-12 deployments who
needs 4TB web caching
VPN / WAN opt. concentrator for
very large deployments

Where the MX fits in your customer's network environment



Customer Conversation Starters

Do you have visibility and control over the firewalls at your remote branches?

The MX offers built-in centralized management from the cloud and will give you complete network visibility and control across all of your locations, no matter how many there are.

What if you could have MPLS-like reliability at a fraction of the cost?

The MX has incredible features, such as Auto VPN, smart traffic load balancing, and failover (including 3G / 4G), that provide security and reliability over your Internet connection, without MPLS. The MX can also help you reduce costs, improve efficiency, and increase the reliability of your pre-existing MPLS network.

Do you have an easy way to control Internet access and web apps?

The Cisco Meraki MX security appliances offer built-in features for application and bandwidth control, including:

- Google/Bing SafeSearch and YouTube for Schools
- Web caching and WAN optimization
- Layer 7 application firewall and traffic shaping

Is ironclad network security a priority for your organization?

The MX security appliance is secure enough to deploy in the most security-conscious networks. Cisco Meraki is fully HIPAA, CIPA, and PCI-compliant, and includes features such as:

- Content filtering with 85 categories
- IPS based on SourceFire SNORT®
- Anti-virus / anti-phishing using Kaspersky AV

Customer Objection Handling

Cisco Meraki security appliances seem more expensive than other firewalls on the market.

Not when you take into account built-in features, such as:

- Layer 7 application control
- WAN optimization
- Client VPN (no per-user fees)
- Content filtering, IDS, AV
- 24/7 support
- Lifetime warranty

These are all included with the MX, whereas they will cost significantly more with any of our competitors.

Does Cisco Meraki have HA?

Yes, for VPN you can use the Cisco Meraki VPN redundancy feature that uses VRRP HA.

How does Cisco Meraki work with MPLS?

With WAN optimization, traffic shaping, and WAN with 3G/4G failover, the MX makes MPLS better. Have a look at the Cisco Meraki MPLS whitepaper available at meraki.cisco.com/library.

Can the MX directly connect to a T1 / DSL / Cable circuit?

The MX uplink is an Ethernet port; therefore, Cisco ISR routers are recommended for WAN termination in addition to the MX.

Does Cisco Meraki support routing protocols like OSPF?

Yes. To enable Open Shortest Path First (OSPF) routing, navigate to Configure > OSPF Routing in the Meraki Dashboard. For more information on OSPF configuration, go to meraki.cisco.com/library and search for OSPF.



MS Switches

The MS family enables plug-and-play branch deployments with thousands of switch ports configured and monitored instantly over the web.

Cisco Meraki offers Enterprise-class, Layer 2 and Layer 3 Gigabit access switches in 8, 24, and 48 port configurations. These offer non-blocking performance, voice and video QoS, and optional 802.3at/af PoE on all ports. For utmost performance, Layer 3 models provide 10GbE uplinks. The MS line also includes Layer 3 aggregation switches with 10 Gigabit SFP+ interfaces in 16, 24, 32, and 48 port configurations.

Key Features

- Cloud-based centralized management
- Fully integrated: no additional hardware, software, or modules
- Voice and video QoS
- Layer 7 application visibility
- Virtual stacking: allows management of thousands of switch ports as one
- PoE / PoE + on all ports
- Enterprise security, including 802.1X access policies, MAC-RADIUS authentication, and port scheduling
- Remote live tools such as packet capture and cable testing to quickly and easily troubleshoot and resolve network issues

Read more at meraki.cisco.com/ms.

Layer 2 Access Switches

Recommended for access switching at branch sites



MS220-8

Number of Ports: 8 x 1 Gigabit
Uplink interfaces: 2 x SFP Gigabit

MS220-8P

PoE budget (801.3af/at): 124W



MS220-24

Number of Ports: 24 x 1 Gigabit
Uplink interfaces: 4 x SFP Gigabit (shared)

MS220-24P

PoE budget (801.3af/at): 370W



MS220-48

Number of Ports: 48 x 1 Gigabit
Uplink interfaces: 4 x SFP Gigabit

MS220-48LP

PoE budget (801.3af/at): 370W

MS220-48FP

PoE budget (801.3af/at): 740W

Layer 3 Access Switches

Recommended for mission critical access switching with fast uplink requirements and for next-generation 802.11ac wireless (MR42)



MS320-24

Number of Ports: 24 x 1 Gigabit
Uplink interfaces: 4 x SFP+ 10 Gigabit

MS320-24P

PoE budget (801.3af/at): 370W



MS320-48

Number of Ports: 48 x 1 Gigabit
Uplink interfaces: 4 x SFP+ 10 Gigabit

MS320-48LP

PoE budget (801.3af/at): 370W

MS320-48FP

PoE budget (801.3af/at): 740W



MS350-24

Number of Ports: 24 x 1 Gigabit

Uplink interfaces: 4 x SFP+ 10 Gigabit

2 x Stack ports

MS350-24P

PoE budget (801.3af/at): 370W

MS350-24X

PoE budget (801.3af/at): 740W



MS350-48

Number of Ports: 48 x 1 Gigabit

Uplink interfaces: 4 x SFP+ 10 Gigabit

2 x Stack ports

MS350-48LP

PoE budget (801.3af/at): 370W

MS350-48FP

PoE budget (801.3af/at): 740W

Aggregation Switches

Recommended for campus aggregation switching and space-constrained locations



MS410-16

Number of Ports: 16 x 10 Gigabit

Uplink interfaces: 2 x SFP+

2 x Stack ports



MS410-32

Number of Ports: 32 x 10 Gigabit

Uplink interfaces: 2 x SFP+

2 x Stack ports



MS420-24

Number of Ports: 24 x 10 Gigabit

Uplink interfaces: 24 x SFP+



MS420-48

Number of Ports: 48 x 10 Gigabit

Uplink interfaces: 48 x SFP+



MS425-16

Number of Ports: 16 x 10 Gigabit

Uplink interfaces: 2 x QSFP+

2 x Stack ports



MS425-32

Number of Ports: 32 x 10 Gigabit

Uplink interfaces: 2 x QSFP+

2 x Stack ports

Customer Conversation Starters

Would you like to manage wired and wireless as a single network?

Cisco Meraki allows you to manage your access points, switches, and security appliances from one web-based dashboard giving you a single pane of glass view from which to deploy, monitor, and troubleshoot your entire network.

How many locations do you have? Do you travel to deploy switches at remote sites? How do you manage all the access switches at each location today?

Meraki MS switches support zero-touch configuration and cloning for easy remote site deployment, centralized management from any Internet-accessible device for convenient visibility and control, built-in dashboard tools and diagnostics for real time troubleshooting, and seamless updates from the Cloud to automatically keep features and firmware up-to-date. Perform remote packet captures, search event logs, and apply remote cable tests for any switch, anywhere.

Would it benefit you to know what types of client devices are on your network? Does your network suffer from bottlenecks and poor bandwidth?

MS switches give deep visibility into your network traffic through client/application fingerprinting. Learn how many—and what type of—clients are connecting, what applications are being consumed, and who are top bandwidth hogs.

Will you need VoIP and voice VLAN support?

The MS makes it extremely easy and intuitive to apply quality-of-service (QoS) rules to your mission critical traffic. In addition, we support features like LLDP and CDP to easily assign voice VLANs to endpoints like Cisco VoIP phones.

Are you concerned about the security of your wired network?

Meraki MS switches perform DHCP snooping and can be provisioned in one click to block unauthorized DHCP servers from wreaking havoc on your network. Additionally, you can lock down port access for all except authenticated users and devices using 802.1X or MAC-based RADIUS authentication—or MAC whitelisting. Turn off attached devices like wireless APs, printers, or attached clients at specified times using port scheduling—saving energy and improving security.

Customer Objection Handling

Cisco Meraki switches seem more expensive than other non-Cisco switches on the market.

Make sure the customer understands what they lose with low-end switches. Low-end switches typically:

- Can only be locally managed
- Don't support PoE+ and only support PoE
- Only have 1GbE uplinks instead of 10GbE (MS320 family)
- Provide no visibility into clients, applications, and usage
- May not be suitable for multi-site management
- Require training, staff, and upkeep to ensure firmware patches are applied (for security risks or new features)

I don't need PoE+ or Gigabit Ethernet. Standard PoE and Fast Ethernet is good enough and I don't want to pay extra for those features.

If you're deploying 802.11n wireless, you should consider Gigabit Ethernet (as recommended by Gartner) for future challenges, such as increasing bandwidth usage and new, high-powered devices. The next-generation wireless 802.11ac APs such as the Cisco Meraki MR42 require PoE+ if you want to use all the features such as the third radio. Given the typical 5-7 year lifecycle for access switches, you should make sure you future-proof your investment.



MC Communications

The Cisco Meraki MC74 is a premium VoIP phone with an elegant design, featuring a 7" touchscreen display. Representing a fresh approach to the notoriously complex and disjointed world of telephony, it leverages the power of the cloud to eliminate the traditional PBX. MC74 provides simple, intuitive management and the ability to integrate with business applications.

Key Features

- Contact directory integration
- Call history and visual voicemail
- Hold, transfer, mute, and speakerphone capabilities
- Interactive Voice Response and extension calling
- Ad hoc conferencing
- Lock screen protection
- Zero onsite infrastructure eliminates need for PBX
- Dial from browser

Read more at meraki.cisco.com/mc

Meraki Communications Devices



MC74

7" touchscreen display
Integrated GbE switch
Wall mount

Recommended for
Retail
Commercial Offices
Teleworkers

Customer Conversation Starters

How many people manage your phone systems?

Easy deployment and management can help out leaner IT teams. With the MC74 and cloud-based dashboard, fewer people than ever are needed to manage phones.

How many different locations will you need to use your phones?

The lack of an on-premise call control system means the MC74 is perfect for businesses with a lot of teleworkers and intracompany movement.

Walk me through the process you use to train retail employees across each of your branches.

Most users do not require training, making onboarding a cinch. The sleek look of the phone also plays well in a retail environment. The dashboard allows quick standardization of all new sites.

You're considering VoIP. How ready is your network to handle voice?

Customers dealing with maintenance issues on old phone systems often turn to Voice-over-IP. When they have a budget for a network refresh and choose the full stack, they will benefit from full integration of voice and data, ensuring optimal call quality and minimal downtime.

Customer Objection Handling

The MC74 is too expensive.

When you break down the cost of hardware, licensing, and SIP service per user on a month-by-month or annual basis, you'll find that the Meraki solution is competitive with other VoIP and traditional offerings. In addition, the cloud-based architecture means no additional hardware expenses, and significant reductions in management costs.

Why can't I bring my own SIP Provider?

Additional SIP providers are coming soon. At launch, the MC74 integrates with Interleeper, which has allowed Meraki to provide trial phone numbers for customers in MC evaluations seamlessly through our dashboard. The trial process is as easy to initiate as ever.

There aren't as many features as [Competitor's] phone. Why should I buy now?

The MC74 offers essential calling features with focus on ease of use in a sleek, industrial design. All new features can be pushed to existing devices overnight, via dashboard software updates. By buying today, you'll not only begin to experience the management savings that come with dashboard, but you'll be among the first to influence feature trajectory.



Systems Manager MDM

The Cisco Meraki MDM solution, Systems Manager, centrally configures, monitors, and manages iOS, Android, Mac, and PC devices. Systems Manager is cloud-based, meaning there is no on-site appliance or software, and it works with any vendor's network.

Systems Manager integrates into the same dashboard as the rest of the Meraki products, and thus can be leveraged in hardware deals. In addition, it makes for a great lead generation tool. As prospective customers experience the web-based dashboard for their mobile devices, they will most likely want to consider Cisco Meraki when it is time for a networking refresh.

Key Features

- Over-the-air app deployment
- Set security restrictions
- Configure WiFi settings
- Deploy certificates
- Zero-touch device configuration for iOS

Systems Manager is free for the first 100 devices registered. Customers have the option of purchasing Systems Manager deployments of more than 100 devices for \$40/device per year.

Read more at meraki.cisco.com/sm.

Does Cisco Meraki support physical stacking?

Yes. With the MS 350 and MS 410 product lines, you can physically and virtually stack your switches. All other models allow Virtual Stacking only. For more information on Virtual Stacking, search for the Virtual Stacking whitepaper at meraki.cisco.com/library.

Customer Conversation Starters

Do you have mobile devices in your environment and/or have any BYOD initiatives you would like to implement in your organization?

Cloud management enables efficient device enrollment, facilitating 1:1 and BYOD initiatives. Centrally configure, monitor, and manage thousands of iOS, Android, Mac, and PC devices in the secure, browser-based dashboard. Systems Manager works on any vendor's network — even if the managed devices are on the road, at a café, or used at home. Download the app from the Apple or Google App Stores to enroll a device, or streamline adoption by using Systems Manager Sentry to ensure devices are enrolled in MDM before joining your wireless network.

Do you need to install mobile apps across many devices?

Systems Manager integrates with Apple App Store, Google App Store, and Apple's Volume Purchase Program (VPP), for easy, over-the-air deployment and maintenance of free, paid, or Enterprise apps. No need for a USB cable!

Do you need to enforce security across mobile devices?

With Systems Manager, you can enforce policies across mobile devices: protect devices and their data, control their usage with fine-grained policies, and restrict access to features such as the app store, gaming, and content. Use selective wipe to remove enterprise data from lost or stolen devices.

Do you need to assist users in troubleshooting mobile devices?

Start remote desktop, take a screenshot, and reboot or shutdown Macs and PCs. Automatically monitor devices 24×7 via the cloud. Set email alerts to immediately notify administrators of device outage, unauthorized software or app installation, or removal of the Systems Manager profile.

Do you need to track device inventory and how many applications are installed throughout your fleet of mobile devices?

Systems Manager provides built-in software inventory management, simplifying software license management even in multiplatform environments. Search and view details of all software and apps installed on your managed devices.

Would you like to integrate your MDM solution with your Wireless network?

Systems Manager integrates seamlessly into a Cisco Meraki wireless deployment, automatically importing wireless profiles and providing network access control upon wireless login for Managed SM devices.

Customer Objection Handling

	In Most Deals	Less Frequent	Why Meraki Wins
Wireless LAN		   	<ul style="list-style-type: none"> • Intuitive setup and management • BYOD, Guest & MDM features • Unique location & traffic analytics
Security	 	  	<ul style="list-style-type: none"> • Centralized management • Automatic VPN and 3G failover • LAN / WLAN integration • IWAN
Switching		  	<ul style="list-style-type: none"> • Centralized management • Intuitive configuration • Layer 7 visibility

The Competitive Landscape

Competitive Advantages

- **Management:** Intuitive, single pane of glass web-based dashboard makes managing multiple sites remotely a cinch
- **Deployment:** Cisco Meraki plug-and-play devices don't need an IT specialist on site to be deployed
- **Reliability:** Out-of-band and redundant cloud management backed by a 99.99% SLA. You can access your LAN in the event of loss of connection.
- **Visibility & Control:** Built-in Layer 7 functionality across your entire network
- **Scalability:** No need to update controllers, and you can clone configurations from other devices
- **MDM:** Fully integrated from the same web-based dashboard
- **Simple pricing:** One SKU for cloud license includes all features out-of-the-box, as well as free and seamless quarterly software upgrades. One SKU for hardware includes 24/7 support and lifetime warranty.
- **Mobile app:** So you can manage your network on-the-go





Engaging Your Customers

How to Identify Potential Customers

Typical Cisco Meraki customers have the following characteristics:

- Want easy installation and management
- Are moving applications and services to the cloud (e.g. Google Apps, Dropbox)
- Manage multiple locations with limited IT staff
- Are looking for simple and customizable guest access at their locations
- Are deploying company-owned or BYOD mobile devices
- Need enterprise security and/or guest access



Cisco Meraki Library

The collateral you find in the Partner Portal is for your reference only and should not be shared with customers. You can find our online library that houses customer-facing documents for you to share at meraki.cisco.com/library.

A few Cisco Meraki customers:

Vertical-Specific Indicators

For all customer case studies, visit meraki.cisco.com/customers.

K-12

- Several high density schools with a small IT department
- Supporting BYOD and 1:1 initiatives in the classroom
- Want an easy-to-manage content filtering solution

Check out our Rainbow School District and Alvin ISD case studies online.

Higher education

- Have several high density buildings to manage at once
- Need to identify and control unique users, iPads, and other devices
- Easy-to-manage guest access with LAN isolation

Check out our Stanford University and MIT case studies online.

Retail & Hospitality

- Seeking a dynamic retail analytics and engagement solution
- Require a PCI-compliant network
- Want a secure and branded guest WiFi network

Check out our United Colors of Benetton UK and Applebee's case studies online.

Healthcare

- Want a simplified networking and mobile device management solution
- Seeking to improve patient and guest experience with WiFi
- Require a HIPAA-compliant network

Check out our Mosaic and Montefiore Medical Center case studies online.

Distributed Enterprise & Professional Services

- Are managing several remote sites at once
- Require powerful and easy to deploy networking devices
- Want to connect multiple sites easily, or are seeking to control bandwidth

Check out our C&S Companies and ZGF Architects case studies online.

Where Cisco Meraki is not a fit:

- Government customers requiring a FIPS-compliant solution
- Customers who are uncomfortable with the cloud

These customers are a great fit for Cisco Enterprise networking solutions.

Lead Generation Tools

Programs

Cisco Meraki invests heavily in lead generation campaigns. Working through both novel and traditional marketing channels, we generate thousands of leads each month for our partners. We also provide our industry-leading marketing tools for you to use, to help you grow your business.

Our webinar and free trial programs allow your customers to see the dashboard for themselves. The best way to win your customers over is to get the Meraki dashboard in front of them and let them experience how easy it is to manage their network via the cloud.

Webinars

Take the first step: send your customer or prospect to a Cisco Meraki webinar. Qualified attendees get a free access point with a 3-year license just for tuning in.

Cisco Meraki hosts about ten webinars a week on a variety of topics. All webinars are available at meraki.cisco.com/webinars [\[unique referral code\]](#) (see next section for more details).

Free trials

Cisco Meraki offers brand-new, easy-to-install units for free evaluations at zero cost and zero risk to you or your customers. Free trials do not require a PO, are approved quickly, and Cisco Meraki takes care of the shipping costs. We boast a 75% win rate after free trials are deployed.

Contact your Cisco Meraki rep to set up a free trial, or have your prospect fill out a form at meraki.cisco.com/form/trial [\[unique referral code\]](#) (see next section for more details). Please note that free trial conversions must be submitted through the Meraki-only ordering process, as described on page 9 of this guide.

Turn the page to learn how to use your unique referral code for webinars and free trials and we'll make sure that lead is tied to you in our system for 45 days.

Trackable Referral Links

Each individual signed up for Partner Portal has a unique referral code. Use yours to create a unique referral link URL. Any lead who uses your URL to fill out one of our web forms (e.g. webinar registration or free trial form) will be attributed to you. Referrals are eligible for deal registration pricing. Use your unique link to invite prospects to one of our webinars and put the Cisco Meraki marketing team to work for you.

How to use your unique referral links

To use your unique referral code, log into merakipartners.com and navigate to the Lead Generation tab. Find your unique referral code at the bottom left of the webpage. Add it to the end of any meraki.cisco.com URL (e.g. specific webinars, free trial forms, etc.) and send that new URL to potential customers!

Example:

Original URL: meraki.cisco.com/webinars

Your unique referral code: **?ref=1A2B3C**

URL with your referral code: meraki.cisco.com/webinars?ref=1A2B3C

Or, watch [this video](#) to get a demo of how to add your customized referral link to any URL.

Using email templates with your referral codes

On the Lead Gen tab of the Partner Portal, you will find email templates to invite potential customers to attend a webinar and get a free AP. You'll also find vertical-specific email templates for retail, healthcare, and education that are frequently updated with upcoming customer-hosted webinars. Invite your potential



customers to those webinars for a more customized experience. Just copy and paste the templates into your email.

What to expect after you send out your referral link

After a referred prospect fills out a Cisco Meraki web form, the referral enters the Cisco Meraki system. A lead is created and it is automatically attached to you. You'll get an email when someone registers for a webinar, signs up for a free trial, or fills out the form on our Contact Us page.

Viewing referrals and their status

On the Lead Gen tab of the Partner Portal, navigate to My Referrals. There, you will see a list of all your referrals. You'll see their name and company, which webinar they registered for, whether or not they attended the webinar, who their Cisco Meraki representative is, whether their free AP has shipped or not, and more.

Following up with your referrals

Once you get a notification that a prospect you referred signed up for a webinar, follow up with them to identify any opportunities and see if there are questions you can answer before the webinar.

After the webinar, follow up with those leads who attended to make sure they receive their free AP and know how to set it up. You can also reach out to their Cisco Meraki rep to get them on a joint call and help you close the deal.

If a lead doesn't attend the webinar, follow up and see why not. It might be that they are not interested anymore, but more likely, they forgot or didn't have enough time. Perhaps you can help them sign up for another webinar, or give them a personalized demo with the help of your Cisco Meraki rep.

Resources

Cisco Meraki Website	meraki.cisco.com
Cisco Meraki Partner Portal	merakipartners.com
Dashboard Login	dashboard.meraki.com
Product Cost Calculator (US & CA only)	meraki.cisco.com/buy
Support Homepage	meraki.cisco.com/support
Library	meraki.cisco.com/library
Blog	meraki.cisco.com/blog
Product Documentation	docs.meraki.com
Developer's Portal	developers.meraki.com

Contact Us

North America	1 (888) 490-0918
Europe	+44 (0)203 640 6121
Outside of NA & EU	+1 (415) 432-1000

Feel free to email partners@meraki.com with any additional questions.



