The Cisco Meraki Cheat Sheet

WHAT IS CISCO MERAKI?

- Cisco offers cloud-managed Meraki access points (MR), switches (MS), and security appliances (MX), as well as mobile device management and enterprise mobility management solutions (Systems Manager Standard and Enterprise).
- The Cisco Meraki dashboard allows you to manage, configure, and monitor your Cisco Meraki network in an intuitive browser interface.

WHY CISCO MERAKI?

- **Easy to set up:** all drop-down menus in an easy to use interface with enterprise functionality.
- **Easy to access:** configure and monitor the network from anywhere you can access your browser.
- **Easy to scale:** ship Meraki hardware anywhere and add it to your network just by entering the serial number into dashboard.
- **Easy to sell:** ideal for all organizational sizes, from small health clinics to large distributed enterprises.

PRODUCT FEATURE HIGHLIGHTS

- **Deep network visibility:** Layer 7 visibility and management for fine-grained control over how people use the network bandwidth.
- **Live troubleshooting:** Ethernet cable testing, event logs, and live packet captures right from the dashboard.
- **Bulletproof security:** 6 complex devices built into one, easy-to-use security appliance - branch router, firewall, site-to-site VPN, content filter, load balancer, and WAN accelerator.
- **High density support:** Automatically optimizes and delivers superior performance in the highest density wireless environments and under intense interference conditions.
- **Location analytics:** CMX location analytics provides real-time location statistics to improve customer engagement and loyalty across sites.
- **Mobility management:** The only networking solution that provides unified management of mobile devices, Macs, PCs, and the entire network from a centralized dashboard.

Resources

Free trial program

If you have an interested customer, reach out to your Meraki rep to secure trial units to test in their environment. Trials last for 14 days and are new: after your customer falls in love with the gear, they can purchase those units, in addition to the rest of the units, through you. Think of it as Meraki lending the gear for you to sell. These units ship for free and include a free return shipping label in the event the customer needs to return them.

Live webinars

We host about seven webinars a week on a variety of different topics. You can refer your customers to one of our webinars by utilizing your unique referral code located on the Lead Gen tab of the partner portal. When customers register, they'll be linked to you in our internal system.

An easy to reach Account Management team

Our sales team - most of which is located at our San Francisco headquarters for easy access - prides itself on being accessible to our partners. The team can speak directly with customers, provide dashboard demos, product recommendations, etc. Reach out to them for any questions you may have!

Who is my Meraki contact?

The team is split into two groups, Inside Sales Representatives covering accounts with fewer than 1,000 employees (or, for education accounts, fewer than 4,000 students). The Product Sales Specialist team covers larger accounts and larger school districts. You can find the right Meraki rep to work with based on your customer's geographic location using the "Find My Rep" tool on the Partner Portal.

Commonly Asked Questions

Is it secure?

Yes! Only configuration information passes through the cloud; all user data stays on the local network. Meraki networks are PCI and HIPAA compliant: they have passed certifications to allow credit card and medical records through them. This link has all the information on security for those who want to learn more: meraki.cisco.com/trust.

What if the internet connection goes down?

The local area network (LAN) will stay up and running and you will still be able to access shared printers, files, etc. Configuration changes will just be queued until connection is restored (though changing configurations is usually not a priority when the internet is down).

What is on a Meraki BOM?

Each piece of hardware requires a license. For example, if a customer purchases 10 wireless access points, they would need 10 licenses. The only other item they may need is a PoE injector if they do not have a PoE switch in place.

What does the license include? I'm not sure I want a product that needs a license...

The term "licensing" can be misleading when a customer hears it. Licensing comes in 1, 3, 5, 7, and 10 year terms and includes the TOTAL cost of ownership during this period of time. It includes many line items you would see in other solutions wrapped into one:

- Lifetime warranty on hardware (1 year warranty on outdoor APs)
- 24/7 phone support (can be leveraged by customer or partner)
- All firmware upgrades (because this is a cloud-based solution, Meraki can update features based on industry changes, so every Meraki customer has the most up-to-date features no matter when they purchase the hardware)

If you want to learn more about our licensing, visit docs.meraki.com/display/kb/Meraki+Licensing+FAQ.

What happens when my license expires?

When the license expires, the customer must purchase a new one to keep the hardware functioning. This is a great way for our partners to ensure renewal income as well as the ability to refresh hardware. If a customer is concerned about running out of budget or buying hardware that won't work without a license, consider the 7 or 10 year options for peace of mind. Remember, this is a TOTAL cost of ownership during the period of the license.

Is there a maximum number of devices I can have on one network?

No. For example, we have deployments with over 10,000 access points across North America, all managed by one individual.

My customers have small networks, why would I choose Meraki over a less expensive consumer grade solution?

Many reasons. First, customers can have all the benefits of a mesh network without the cost of purchasing a controller for environments with just a few access points. Second, with the trending of BYOD (bring your own device) and faster devices, networks are seeing changing demands that are causing issues on consumer grade networks. Not only does the Meraki solution allow you to monitor and limit the bandwidth on applications and devices, but the ability for Meraki to add features to the dashboard with the changing market gives customers the piece of mind that they are "future-proofing" their investment.

IMPORTANT LINKS

Partner Portal: merakipartners.com

Collateral Library: meraki.cisco.com/library

Security questions/Trust page: meraki.cisco.com/trust

Cisco Meraki blog: meraki.cisco.com/blog

Product comparisons:

Wireless: meraki.cisco.com/products/wireless#models

Security/Firewall: meraki.cisco.com/products/appliances#models

Switches: meraki.cisco.com/products/switches#models