



mer·a·ki *noun* [Greek]
Something done with soul,
creativity, or love.

Effizientere Netzwerke mit Cloud-verwalteter IT



Vision

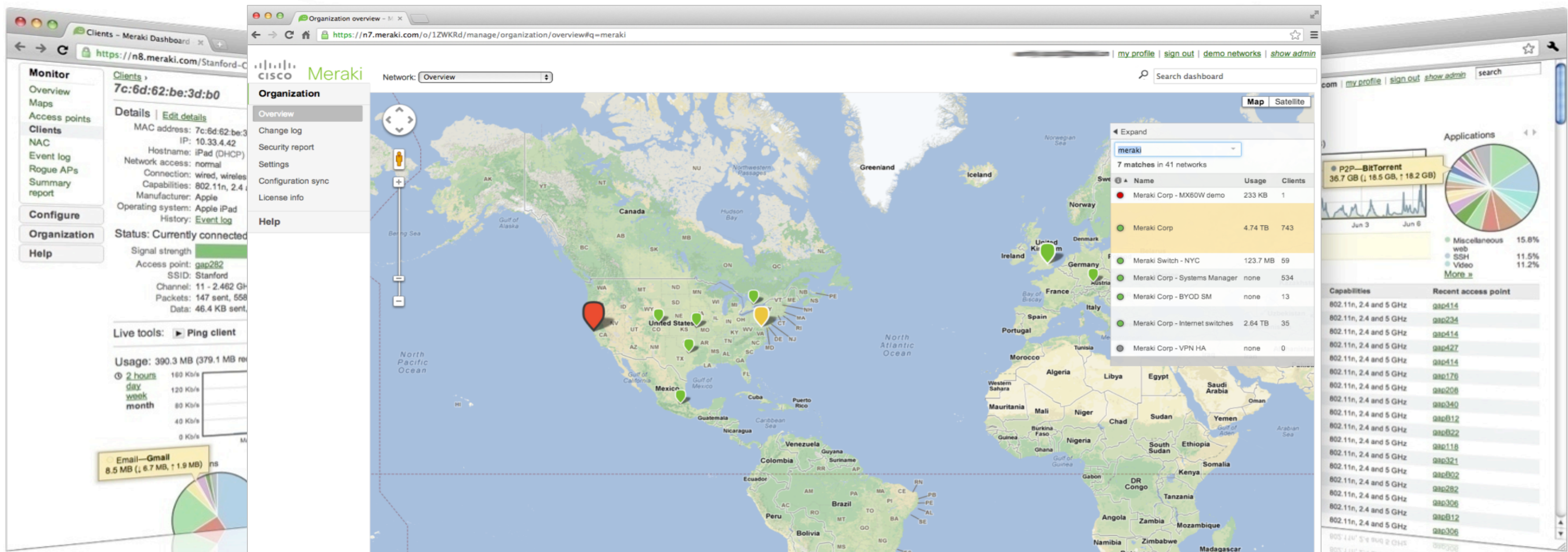
Technology can connect us, empower us, and drive us. At Meraki we believe that by simplifying powerful technology, we can truly deliver on this promise. We can free passionate people to focus on their mission and reach groups previously left in the darkness.

Technology is the means... not the ends. We want to give everyone back the time and freedom to achieve amazing things with it.

Mission

Technology That Simply Works.

Bringing the cloud to enterprise IT



MR
Wireless LAN



MX
Security Appliances



MS
Ethernet Switches



Systems Manager
Mobility Management



MC
Communications



MV
Security Cameras

Agenda

- Über Cisco Meraki
- Architektur & Vorteile
- Gartner & Trends
- Ihre Ansprechpartner
- Kostenlose Trials
- Q&A



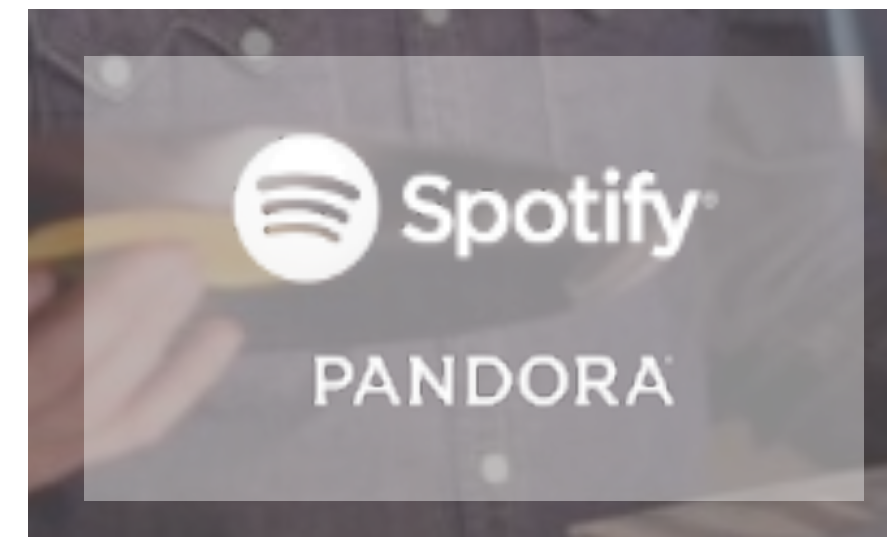
This is what 'Disruption' means



Bookstore



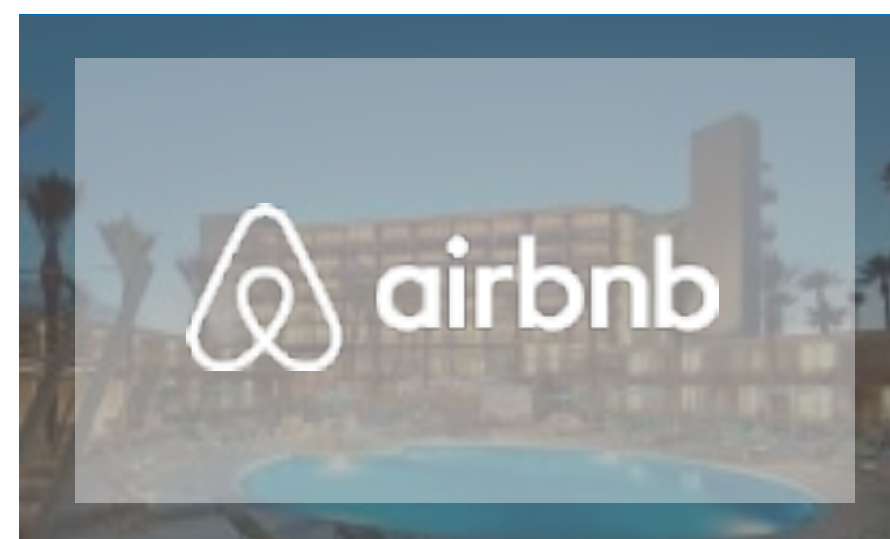
Transport



Music



**Print
Advertising**



Hospitality



Auto



IT

Über Cisco Meraki



- Gründung: 2006
- Cisco seit: 2012
- YoY Wachstum 2-3x

Seeing success for Cisco



Meraki 3 years ago

\$100M run rate
15,000 customers

Cisco Meraki today

\$1B run rate
120,000 customers

“As you’ve seen with our Meraki platform, we’ve achieved rapid adoption of cloud managed networking with enterprise security and policy delivered as a service.”

- Chuck Robbins

FY17 Q1 Investor Call

“Wireless declined 2% led by a decline in controllers ... **partially offset by strong growth in Meraki** with our cloud managed product line.”

- Chuck Robbins

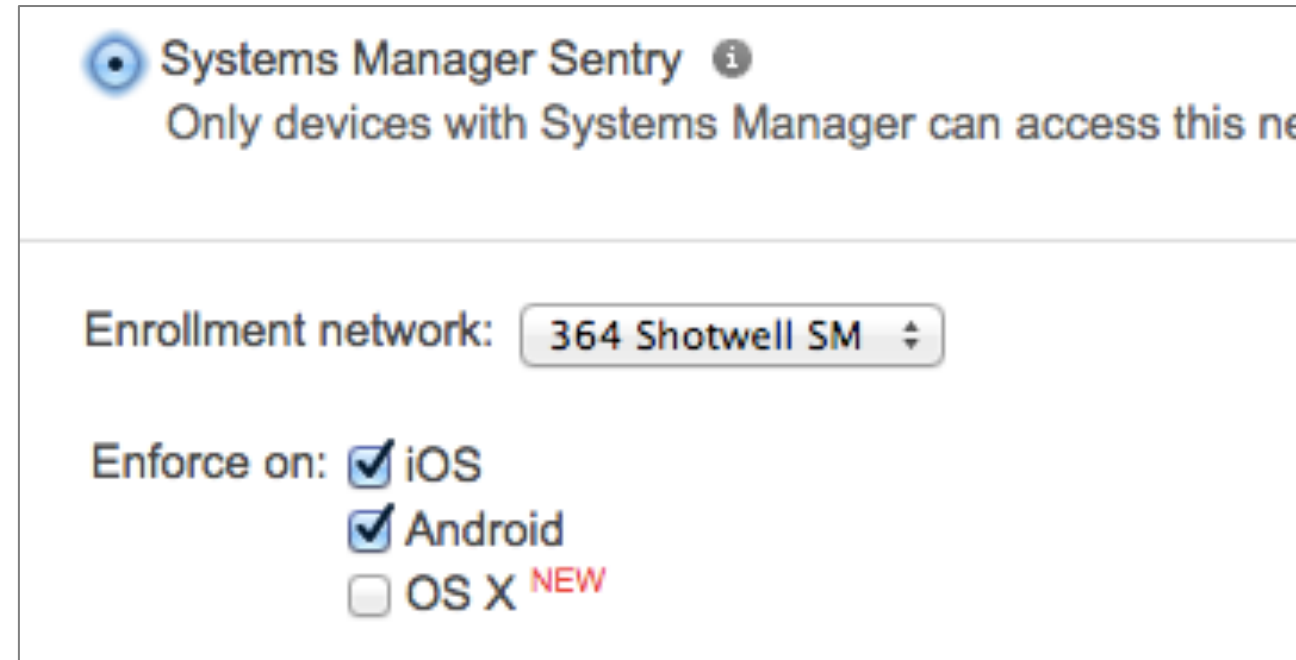
FY17 Q1 Investor Call

“The market is transitioning to a controller-less architecture ...”

- Chuck Robbins

FY17 Q1 Investor Call

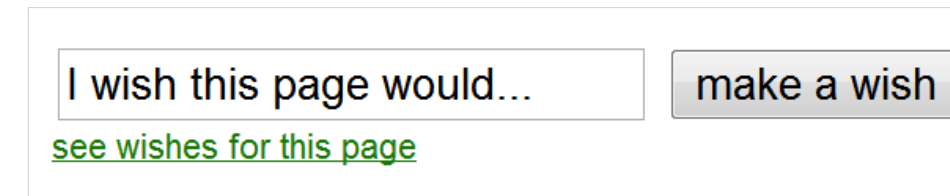
Meraki Product Principles



Make the Technology Disappear

Build a complete solution so the customer doesn't have to figure it out

Always ask "can we make it simpler?"

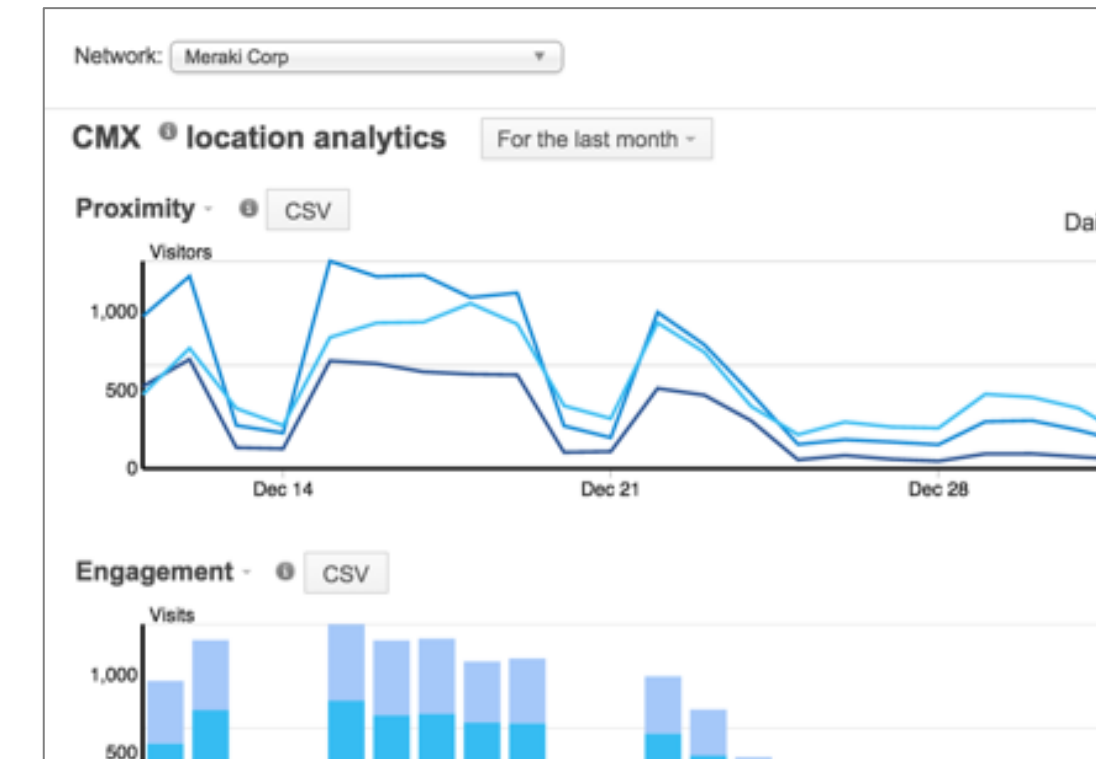


Obsess Over Customers, Not Competitors

Let feedback come directly from the customers to development

Take use-case feedback, not feature requests

Leave most of the development cycles for differentiated feature delivery



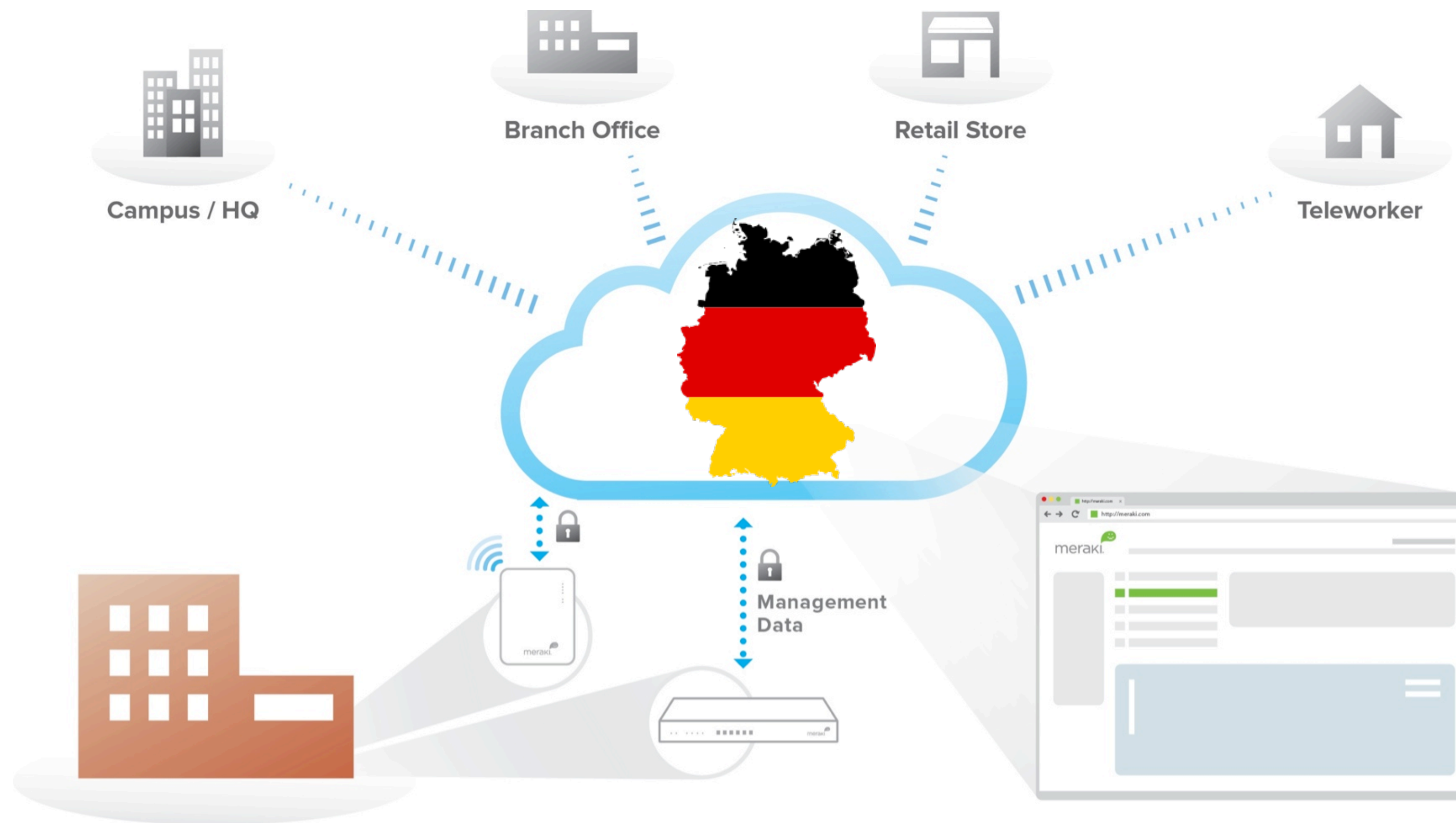
80/20 Rule

Provide the complete solution to 80% of the customers

Provide APIs & expansion for the rest

Not every feature is worth the complexity, not every deal is worth winning

Cloud-verwaltete Netzwerkarchitektur

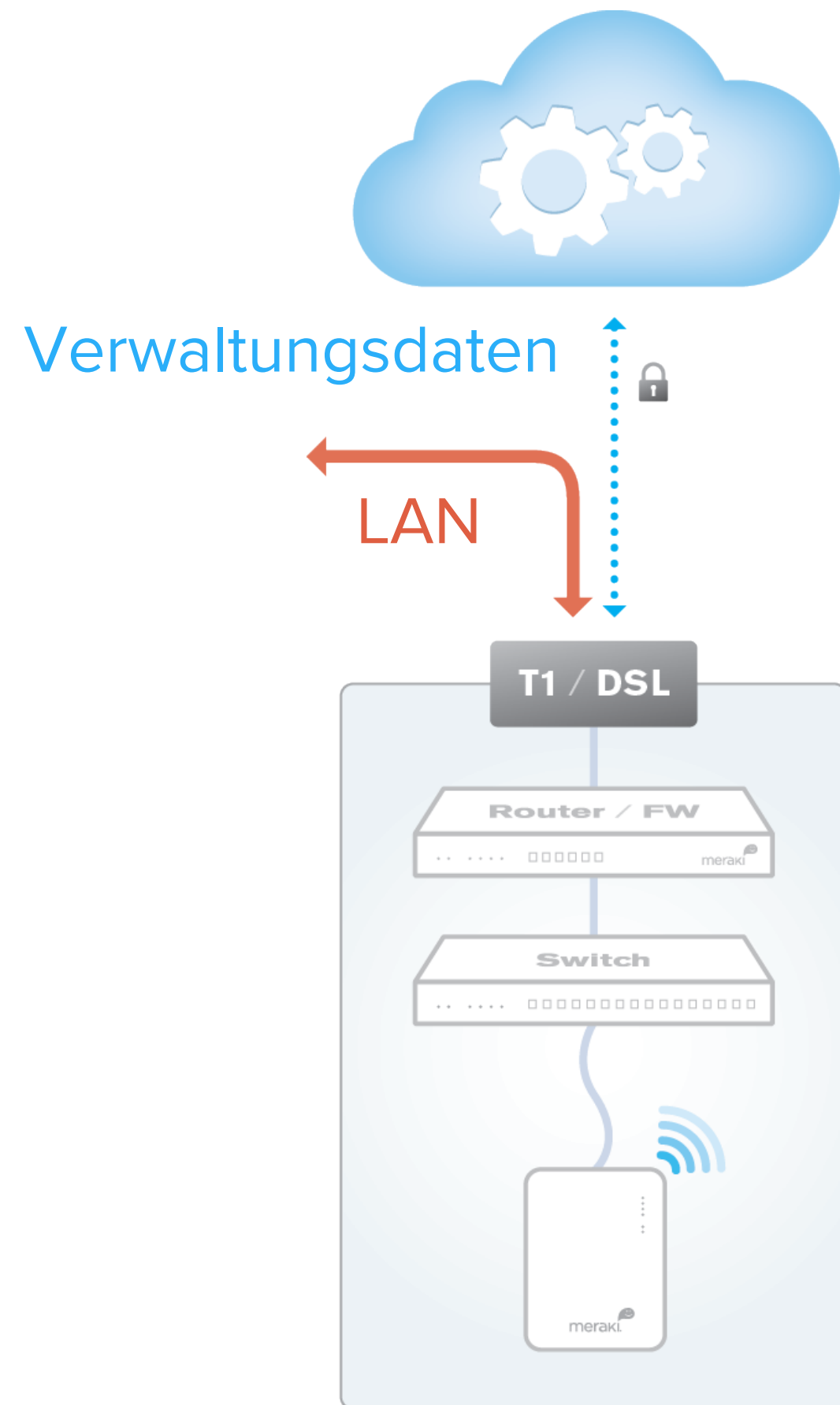


Sicheres Out-of-Band Management: Kein Benutzerdatenverkehr durchläuft die Cloud

Cloud-gehostete zentralisierte Verwaltungsplattform

Intuitives browserbasiertes Dashboard

Architektur & Vorteile



- Bedienbarkeit
- Sichtbarkeit
- Skalierbarkeit
- Zero-Touch
- Sicherheit
- Up-to-date
- Lösungsgedanke
- Zuverlässigkeit

Gartner about WLAN & Unified Access

“The Meraki portfolio is growing much faster than traditional Cisco WLAN. Clients should consider Cisco globally for all enterprise access layer opportunities”

[Source: Gartner.com](http://Gartner.com); 01.09.2015



Gartner about Meraki SD-WAN

“We had a meeting with Gartner's SDWAN team recently and they told us that Meraki SDWAN is the best SDWAN solution that Cisco has to offer and one of the best SDWAN solutions out there (probably the biggest deployment). Gartner is telling that to customers that are calling for SDWAN advice / guidance as well.”

Source: Internal meeting with Gartner; 01/2016

Trends im Netzwerkbereich

- Cisco Meraki führt aus starker Position heraus
- Neuausrichtung der Konkurrenz durch Akquisitionen und Partnerschaften eine konsolidierte WLAN / LAN Lösung anzubieten



BROCADE



LANCOM Management Cloud

- Cisco hat diesen Trend vorausgesehen und bietet mit Meraki eine echte End-to-End Lösung an, die Software-zentriert und einfach installieren und managen ist
- Evolution von separaten Insellösungen zu einer Unified-Lösung

Ihre Ansprechpartner



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Kostenlose Trials

- Testen Sie Meraki in Ihrem Netzwerk
- Set up in 15 Minuten
- Support unsererseits völlig kostenlos
- Legen Sie direkt los unter meraki.cisco.com/eval



