

# Meraki for Retail





## What is Meraki?

Meraki is Cisco's cloud-managed IT solution consisting of wireless access points, switches, security devices, endpoint management, cameras, and a network insight tool. All Meraki products can be managed from a single easy-to-use, browser-based dashboard.

Configure, manage, and monitor the entire network from any internet-connected device, anywhere in the world, with no need for additional training or dedicated staff.

Regular and automatic firmware updates future-proof both the network and IT investment.

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Use the network to enhance customer experience, improve operations, and gain insight into buying behaviour

## Why Meraki for Retail?

There is increasing opportunity for retailers to use technology to improve shopper experience and gain key insights into buying behaviour. However, this is often complicated, requiring multiple solutions, platforms, and the need for dedicated staff or costly training. Meraki offers a single, intuitive platform where customers can manage the network across multiple stores whilst gaining unparalleled insights into customer behaviour and preferences, all without additional training.



### SECURITY AND COMPLIANCE

Level 1 PCI compliant data security standards

Isolated guest access with LAN protection, WPA2-Enterprise authentication, and rogue-AP detection

Integrated stateful firewall segregates customer and non-privileged users from the cardholder environment

Manage security cameras from the same platform as your wireless



### UNIFIED MANAGEMENT

Troubleshoot, monitor, and manage iOS, Android, Windows, and MacOS based retail endpoints, including inventory scanners and mPOS devices

Enable Kiosk mode to lock down devices

Manage entire network across multiple stores from a single browser-based dashboard



### INSIGHTS AND ANALYTICS

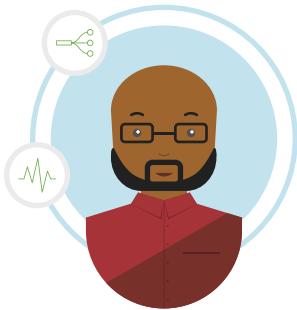
Location analytics and traffic heatmaps can support business decisions, e.g. merchandising or staff assignment

Understand customer foot traffic, dwell times, and other presence-based user behaviour

Gain visibility into the applications and websites that customers spend their time on

## Who is Meraki for?

The Cisco Meraki solution is unique because it benefits many parts of a retail business, not just IT, and allows retailers to spread the cost across different departments. Marketing departments can see which apps and websites customers use, incorporate network data into loyalty programmes, and send push notifications, such as special offers. Similarly, merchandising teams can evaluate store layout and make changes based on location analytics, heat maps, and dwell time information. For the IT department, centralised management and remote troubleshooting capabilities are especially useful for retailers with multiple stores, saving them time and money.



### CIO

#### “How easy is the network to manage?”

- Centralised management platform with intuitive, user-friendly interface means limited training

#### “How can I control who and what is allowed onto the network?”

- Separate customer and non-privileged users from cardholder environment
- Meets highest industry standards
- Complete control and visibility of devices on the network

#### “How long does it take to install / configure / manage / learn?”

- Can be preconfigured to work out-of-the-box
- Be up and running in a matter of hours



### CEO

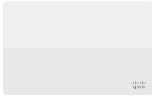
#### “Is it worth the investment?”

- Use data to drive business decisions, e.g. opening times or staffing schedules based on foot traffic
- Future-proof with automatic feature updates as standard

#### “How will it benefit the business?”

- Enhanced shopper experience
- Integrates with loyalty programmes and CRM systems, deep insights into buying behaviour, market leadership

## Product Overview



**MERAKI MR**  
Wireless Access Point

Enterprise line of cloud-managed WLAN APs. Facilitates Wi-Fi deployments across multiple sites, ideal for distributed retail environments. Can be configured before it arrives to work out-of-the-box.

- Automatic monitoring enhances Wi-Fi performance and improves end user experience
- 802.11ac multi-user, multi-input, multi-output to efficiently service a large number of devices
- Integrated enterprise security and guest access, Level 1 PCI compliant



**MERAKI MX**  
UTM Security Appliance

Centrally managed security, networking, and application control makes it easy to deploy protected and interconnected multi-site networks.

- Template-based settings allow easy scale from small networks to large multi-site deployments
- Integrated wireless on some models deliver 802.11ac Wi-Fi without adding APs
- Integrated stateful firewall segregates customer and non-privileged users from the cardholder environment



**MERAKI MS**  
Switch

Reduced complexity and enhanced network visibility and control ideal for multi-store retailers. Bulk configuration changes, automatic firmware and software updates, and remote troubleshooting.

- Email alerts to notify user of power loss, downtime or configuration changes
- Powerful remote management tools; isolate physical layer issues or run a remote packet capture or cable test
- Port scheduling to support “green IT” policies and add an additional layer of security



**MERAKI MI**  
Insight Intelligence  
Software

End-to-end visibility into end users' experience on the network.

- Drastically reduce troubleshooting time and effort to get stores back up and running quickly when problems occur
- Proactively identify and address all contributing factors to the network, internal and external, allowing retailers to provide enhanced shopper experience and increase customer loyalty



**MERAKI SM**  
Endpoint Management

Locate and manage devices, deploy software and applications, and enforce security policies at the touch of a button.

- Rapid provisioning for efficient device enrollment
- Kiosk mode enables mPOS and inventory scanners to be “locked down”
- Remote live tools for password clearing, erasing data, initiating remote start up, and more



**MERAKI MV**  
Security Camera

Built for simplicity with dashboard integration and edge storage reducing the cost and complexity of traditional security camera solutions.

- Cloud augmented edge storage removes need for NVR (128GB of high-write endurance solid state storage)
- Motion-based retention option to delete footage with no motion after 72 hours for storage optimisation
- Granular access controls manage which users can see videos, view historical streams and export videos

## Partner Value Adds

- Reporting on network health and diagnostics
- Exporting and archiving data
- Support and replacement guarantees
- Network and application usage, heat maps, and location analytics
- Site surveys, network and cable installation
- Additional finance options

For more information on Meraki managed service opportunities, visit our MSP Trail Map:

<https://meraki.com/msp-trail-map>

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## Sell Meraki



### DEMO

Refer your customer to a Meraki webinar to receive free gear: <https://meraki.com/webinars>



### TRIAL

Use our webinar program or sign your customer up for a free trial: <https://meraki.com/eval>



### CLOSE

Register a deal for OIP through CCW for additional discounts and work with your Meraki rep to close!



Roughly **50%** of all registrants attend the webinar



Over **65%** of all who receive a free piece of Meraki equipment become customers



If they request any trial gear for test deployments, the conversion rate rises to **80%**



Nearly **60%** of all new accounts make another purchase in the following 2 years



The value of an account typically **increases by 4x** in those 2 years

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## Learn More

Meraki for Retail

<https://meraki.com/solutions/next-gen-retail>

Read our customer success stories

<https://meraki.com/customers/retail>