

Psychogios Publications



Educating and entertaining the public since 1979, Psychogios Publications is the leading publishing company in Greece. The company prides itself on providing educational materials which develop children’s cognitive skills, as well as offering reading materials from a wide range of sources, both contemporary Greek works and foreign authors. When Psychogios relocated to a larger and busier space, IT Manager Gerasimos Velissaratos chose the Cisco Meraki cloud-managed solution which offered easier management over the company’s three locations and also added features, like customer analytics.

Original Networking Challenges

- Relocation to an expanded space with higher foot traffic required a new network design
- Needed a secure network to support corporate devices, but also to provide a user friendly network for customers which upholds their motto: “Always in Touch”

Why Cisco Meraki?

- Centralized dashboard allows the team to manage the entire deployment from one location without having to go on-site
- Meraki CMX analytics provides the team with insights into customer behavior and effectiveness of marketing campaigns
- Built-in features aligned with the corporate security standards for integrating commercial applications with the internal network
- Multiple SSIDs permit the team to create custom association requirements and bandwidth allocation depending on user type

The Deployment

- Installation of the Meraki APs, configurations, and training the team on the new process took less than 6 hours
- Corporate SSID configured with enterprise level security and authentication requirements
- Separate guest SSID with Facebook login equipped with per client limits and Layer 7 application firewalls to block applications with high bandwidth usage
- Location analytics delivered to the dashboard provide insights into customer behavior and improve overall experiences



The Results

- Customers accessing the network on personal devices find more information on Psychogios Publications’ books, authors, and events
- Meraki CMX API delivers real-time analytics and integrates with the company’s CRM database for targeted, personalized marketing campaigns and loyalty programs
- IT team is enjoying a reliable network with greatly simplified management and deep insights into users, devices, and applications accessing the network
- Employees are now able to connect to the corporate network with PCs, handheld devices, tablets, and even via price checking kiosks
- New network permits employees to better assist customers by having access to all of the company’s titles and information via Internet-connected devices
- Automatic firmware updates and new feature releases included in the Meraki licensing model provide a future proof network with significant cost savings



Guests and employees benefit from new reliable network

“Cisco Meraki APs are easier to manage and, at the outset, we have a clear picture of the network and the guests within the store.”

Gerasimos Velissaratos, IT Manager, Psychogios Publications