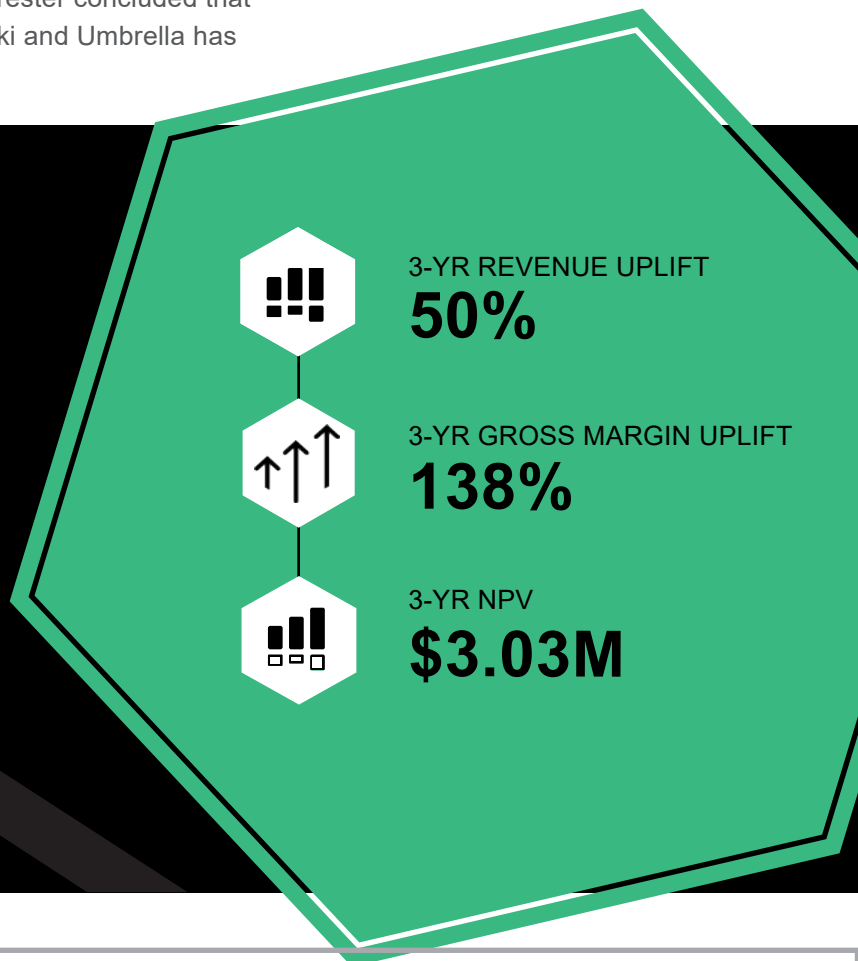
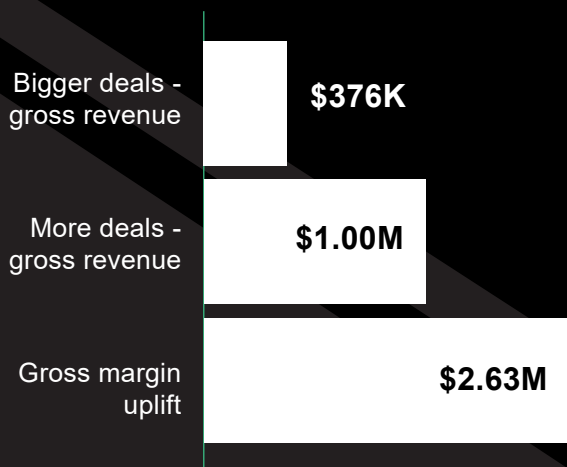


# Increased Revenue and Profitability Opportunities For Cisco Meraki And Umbrella MSPs




Through 6 partner interviews and data aggregation, Forrester concluded that establishing and growing service offerings around Meraki and Umbrella has the following potential three-year financial impact.

## SUMMARY OF BENEFITS

Three-year analysis



## CISCO MERAKI AND UMBRELLA FOR MSPS BY THE NUMBERS

-  2X increase in won-deals growth rate
-  20% increase in average deal size by Year 3
-  93% increase in average deal gross margin by Year 3

## VOICE OF THE CUSTOMER

“Our growth rates were stuck at 10 to 15%. With Meraki and Umbrella, we are now growing at 40% per year.”

 CEO

“Setting up new client offices is very easy. We can ship them the hardware and do everything remotely. So much can get done without having to roll a truck.”

*VP, business development*



Read the full study

This document is an abridged version of a case study commissioned by Cisco titled: The Increased Revenue and Profitability Opportunities For Cisco Meraki And Umbrella MSPs, January 2021.

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