TOMORROW starts here.
Meraki: Introduction to Cloud Networking

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Agenda

- About Cisco’s Cloud Managed Networking
- Cloud Architecture
- Solution Overview & Customer Asks
- Differentiators
- “The Cisco Meraki Marriage”
- Demo
Cisco Meraki: 100% Cloud-managed Networking

Cisco Meraki: a complete cloud-managed networking solution
- Wireless, switching, security, and MDM
- Built from the ground up for cloud management
- Integrated hardware, software, and cloud services

Leader in cloud-managed networking
- Tens of thousands of customers across all industries, over 100% annual growth
- Operating in the cloud since 2006

Recognized for innovation
- Gartner Magic Quadrant, InfoWorld Technology of the Year, CRN Coolest Technologies

Trusted by thousands of customers worldwide:
An Integrated Solution for New IT Challenges

1 billion iOS & Android devices
Integrated mobile device management

HD video and rich media
Layer 7 application shaping

New business opportunities
Analytics and user engagement

A complete solution out of the-box:
No extra hardware, software, or complexity
Cloud Increases IT Efficiency

- Faster Go-to-Market
- Turnkey installation and management
- Integrated, always up to date features
- Scales from small branches to large networks
- Reduces TCO-operative costs
Secure & Scalable Architecture

- Secure out-of-band management: No user traffic flows through the cloud
- Reliable: Network stays up if connection to cloud is lost
- Scalable: Supporting customers with thousands of sites, millions of clients
- Future-proof: New features delivered seamlessly from the cloud
Out-of-band Cloud Management in Every Product

Scalable
- Unlimited throughput, no bottlenecks
- Add devices or sites in minutes

Reliable
- Highly available cloud with multiple datacenters
- Network functions even if connection to cloud is interrupted
- 99.99% uptime SLA

Secure
- No user traffic passes through cloud
- Fully HIPAA / PCI compliant (level 1 certified)
- 3rd party security audits, daily penetration testing
- Automatic firmware and security updates (user-scheduled)
Solution Overview
Customer Asks
Intuitive Web-based Dashboard

- Wired + wireless
- Client fingerprints
- Application QoS
- Instant search
- Location analytics
- Real-time control
Distributed Networks

Centralized cloud management scales to thousands of sites

Multi-site visibility and control
- Map-based dashboard; configuration sync; remote diagnostics; automatic monitoring and alerts

Zero-touch provisioning
- Devices automatically provision from the cloud, no staging required; self-configuring site-to-site VPN

Traffic acceleration
- WAN optimization and web caching accelerates and de-duplicates network traffic; application-aware QoS prioritizes productivity apps
High Capacity Edge Networks

**RF optimization and application-aware QoS for high-throughput, high-density WLAN**

**Layer 7 application traffic shaping**
Throttle, block, or prioritize application traffic with DPI-based fingerprinting; set user and group-based shaping rules

**Cloud-base RF optimization**
Dynamically avoid interference, optimizing channel selection and power levels

**Density-optimized WLAN**
RF platform tuned for airtime fairness and performance in dense performance-critical environments
Bring Your Own Device (BYOD)

Out-of-the-box security, management, and capacity for BYOD-ready deployments

**Device-aware security**
- Device-aware firewall and access control
- Antivirus scan
- LAN isolation
- Bonjour Gateway
- Content and security filtering

**Integrated MDM**
- Enforce encryption, passcodes, and device restrictions
- Deploy enterprise applications
- Remotely lock or wipe devices

**Simplified onboarding**
- Flexible authentication with AD integration, SMS authentication, hosted splash pages, and automatic MDM enrollment
Connected Mobile Xperience: User Analytics & Engagement

- **Optimize marketing and business operations**: Analyze capture rate, dwell time, and new/return visitors to measure advertising, promotions, site utilization, etc.

- **Built-in analytics**: Integrated into WLAN, no extra sensors, appliances, or software

- **Extensible API**: Integrate location data with CRM, loyalty programs, and custom applications for targeted real-time offers
Flexible Authentication and Access Control

**Flexible authentication**
Secure 802.1x and Active Directory authentication; Facebook Authentication for branding and targeted social marketing; SMS self-service authentication, Lobby Ambassador, and hosted sign-on splash pages

**Dynamic access control**
Assign clients layer 3-7 firewall rules, VLANs, and application-aware quality of service by identity, group, location, or device type
Simplified Enterprise Security

Air Marshal WIDS/WIPS
- Detect wireless attacks; contain rogue APs; cloud-based alerting and diagnostics

User and device aware security
- User, device, and group-based firewall rules (layer 3-7) with Active Directory integration

Complete NG firewall and content security
- Application firewall; content filtering matching 1B+ URLs; antivirus / antimalware filtering; Google safe-search
SaaS feature delivery, quarterly updates

- User/device fingerprinting
- Content filtering
- Mobile application deployment
- Application firewall
- Network access control
- WAN optimization
Differentiators

- Zero-touch provisioning
- L7 application traffic shaping
- 1-click guest access
- Built-in NAC
- Limited training needed (no CLI)
- Free Connected Mobile Xperience (CMX)
- Free Mobile Device Management (MDM)

Enterprise Feature-Set, Easy to Deploy
One Value Proposition with Options for All Buyers

**Enterprise**

“I need advanced features….”
“I am not comfortable with public cloud….”
“I have a team of CCIEs…”

**Cloud Managed**

“I want a network that simply works…”
“I have a preference for public cloud…”
“My team is stretched thin….”

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<th>Converged Access</th>
<th>Unified Management and Policy</th>
<th>Increased Business Relevance</th>
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Cisco Connect, Riyadh, Saudi Arabia, April 29-30, 2014
Implementation Models

Optimized for Ease of Management

Cloud Managed

Enterprise Core / Datacenter

Cloud Managed Edge

Cloud Managed Branch

Optimized for Flexibility and Control

Enterprise

Enterprise Campus & WAN

Enterprise and Mid-Market

Mid-Market

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Try Cisco Meraki for Free

- Try Meraki on your network
- Sets up in 15 minutes
- Technical support available at no cost

Free trials available at meraki.cisco.com/eval