



# IT即服务 – LET'S MERAKI

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**舞动未来**

2018思科大中华区生态系统与合作联盟高峰会  
Cisco Greater China Ecosystem and Alliance Forum 2018

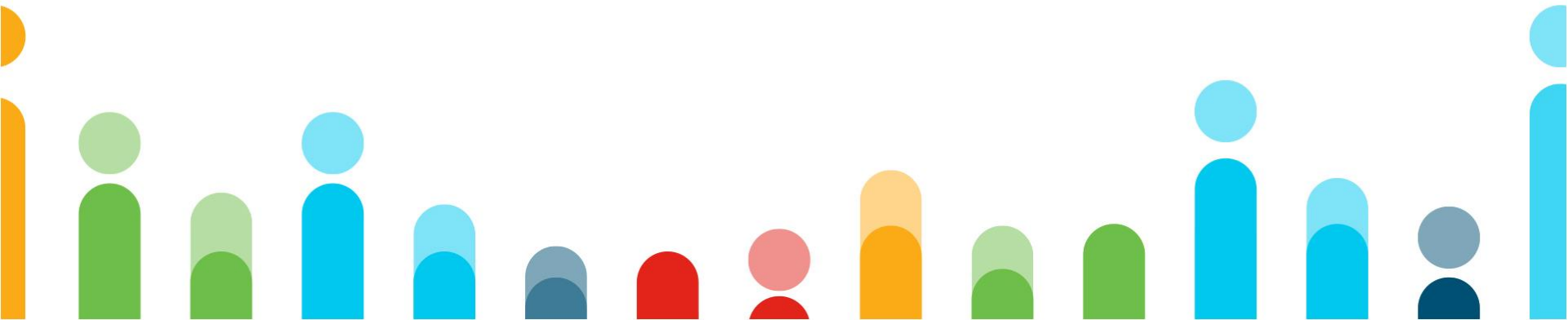




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# 什么是Meraki?

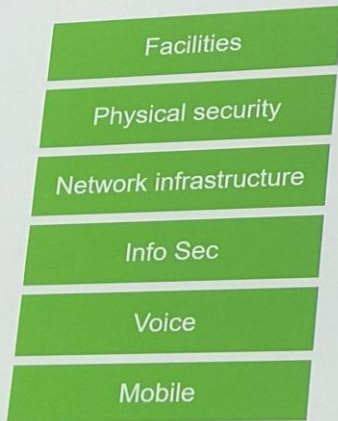




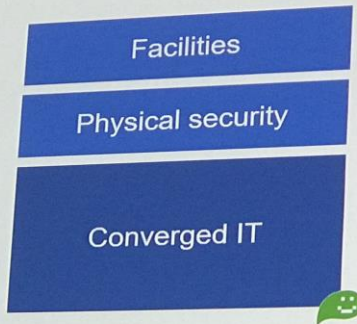


## IT continues to do more with less

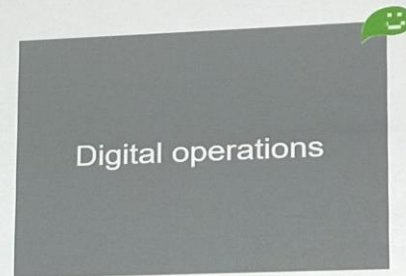
Yesterday

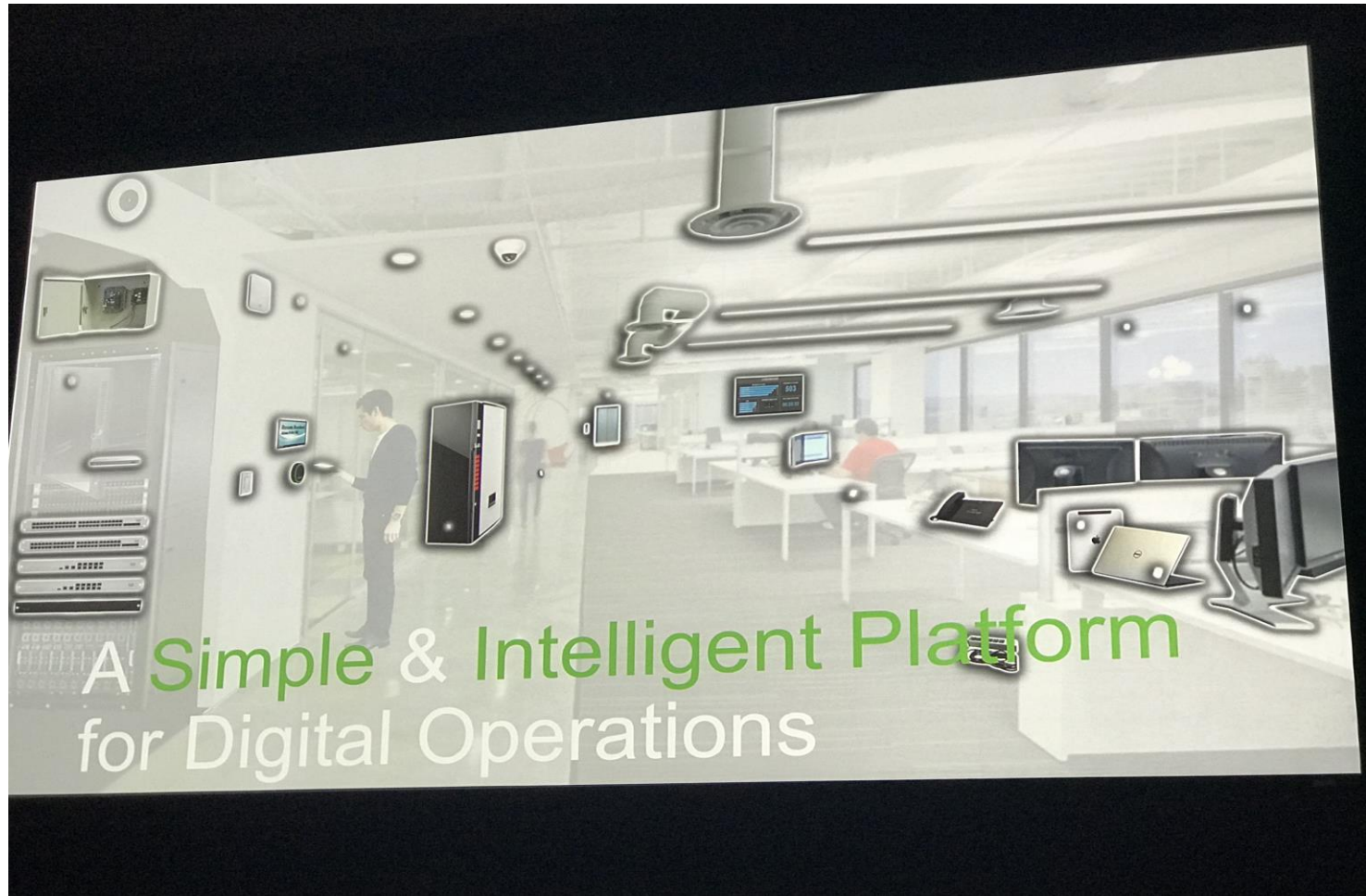


Today



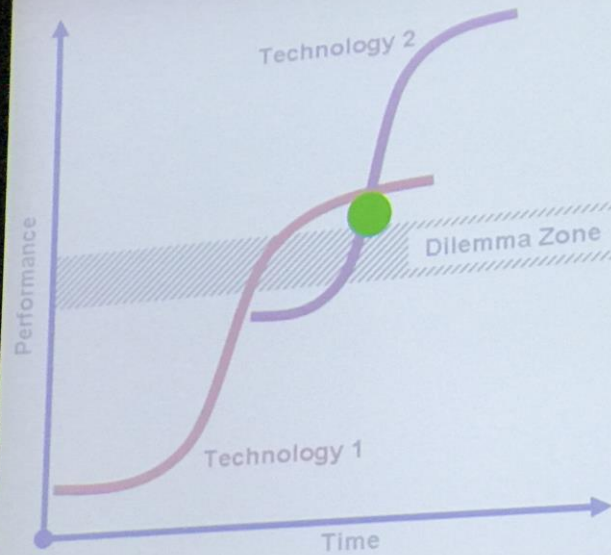
Tomorrow





A Simple & Intelligent Platform  
for Digital Operations





“Over time, I expect the bulk of wired switching, security and other network infrastructure to **shift to a cloud-based management model** so they, too, can benefit from these solutions.”

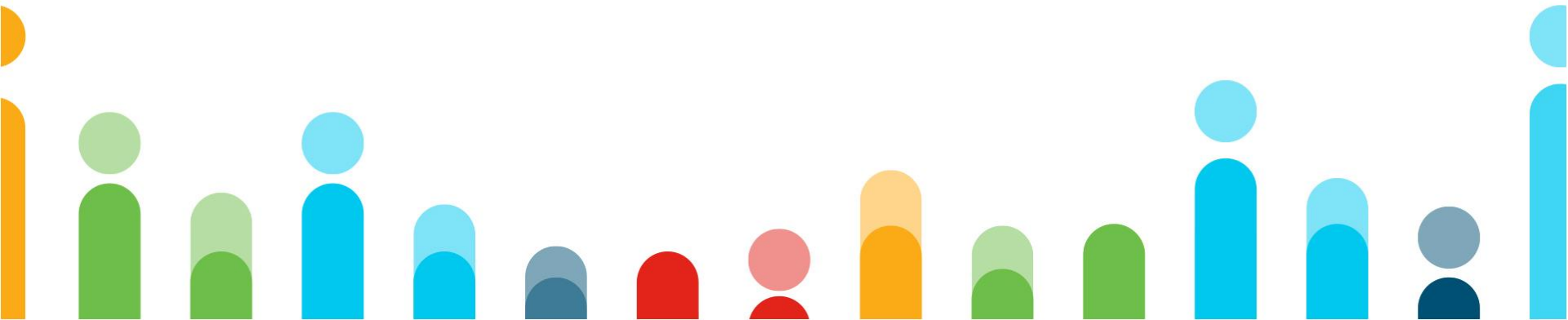
– Chuck Robbins



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# Meraki Dashboard演示

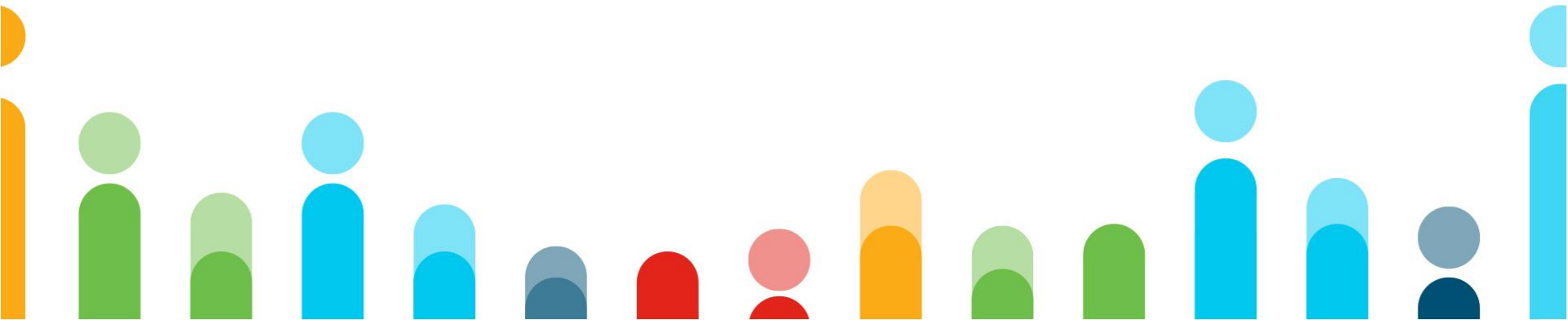




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# Meraki的数字





1,031,089 active networks worldwide





# MERAKI的數字

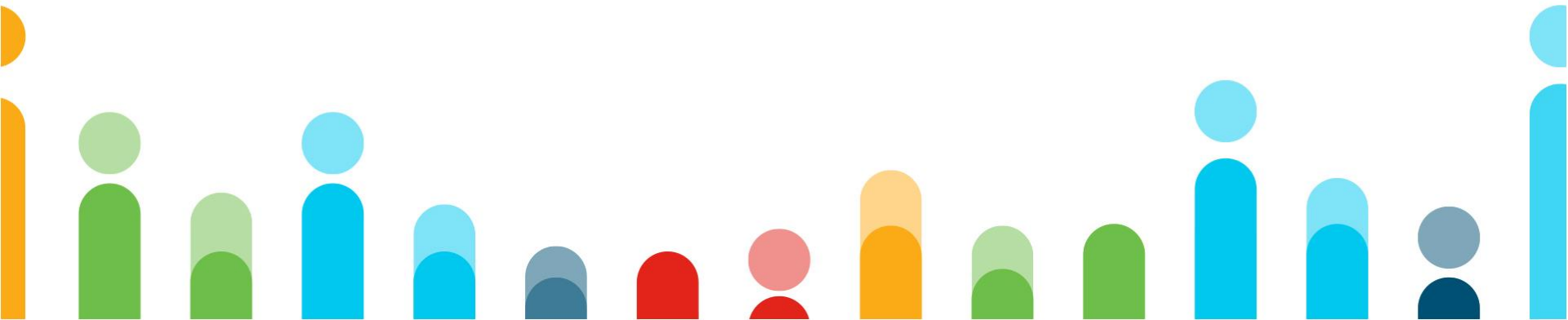
1. 中国市场GTM
2. 三位数同比增长
3. 60%新客户 (包括国企, 民企)
4. 新客户一年翻四倍
5. 三个月销售周期



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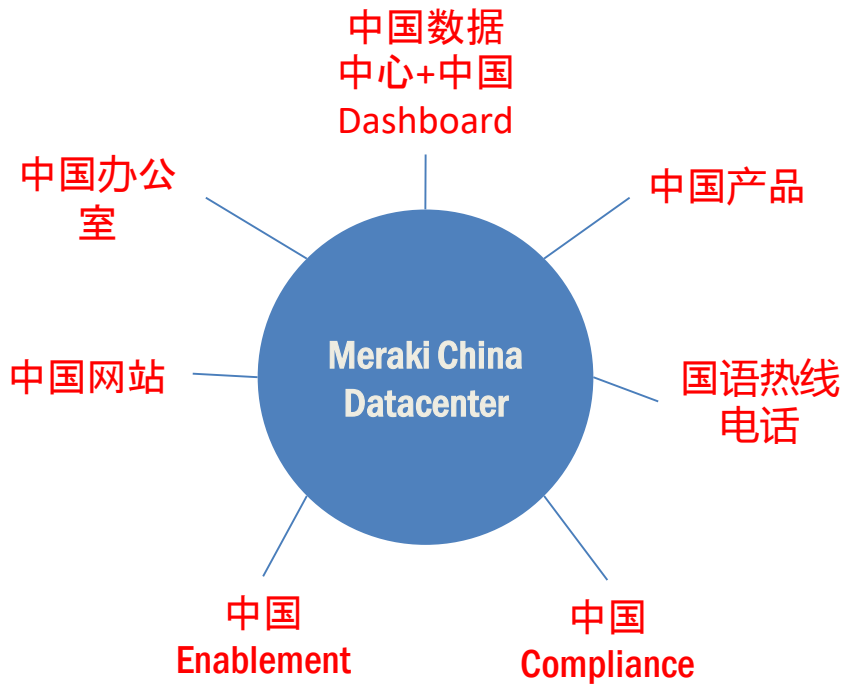
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# Meraki落地中国最新进程





# Meraki落地中国最新进程





Meraki

组织

Cisco-China-SE

网络

YangHaiying-Testing

全网

安全设备

交换机

无线

组织

序列号	Q2PD-5PGR-2QP7
地址	
标签	recently-added
Notes	
固件	最新 现行版本: MR 24.12
配置	最新
电源	



Simplified Chinese

Baidu Maps

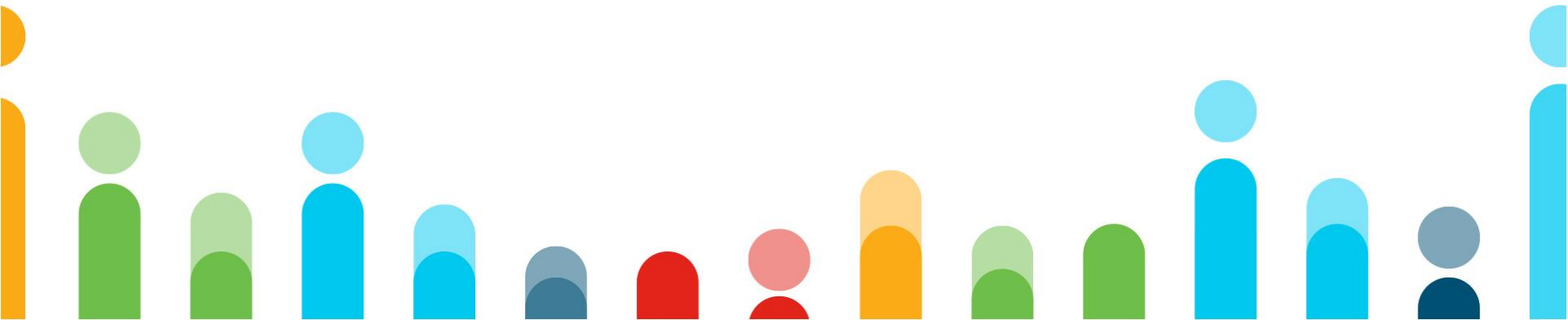
Regulatory filings for compliance purposes



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# 銷售Meraki的5+5战略





# 选MERAKI的原因

1. 统一管理 (中央集权/分权)
  1. 跑出去 (牛奶公司, 国泰航空)
  2. 跑进来 (星巴克, H&M, 优衣库)
2. 点多难管
3. 用云
4. 安全 (Auto firmware updates e.g. WPA2漏洞)
5. 赚钱 (看人流开店关店加价减价/Loyalty program/省时省人/)



# 关键点

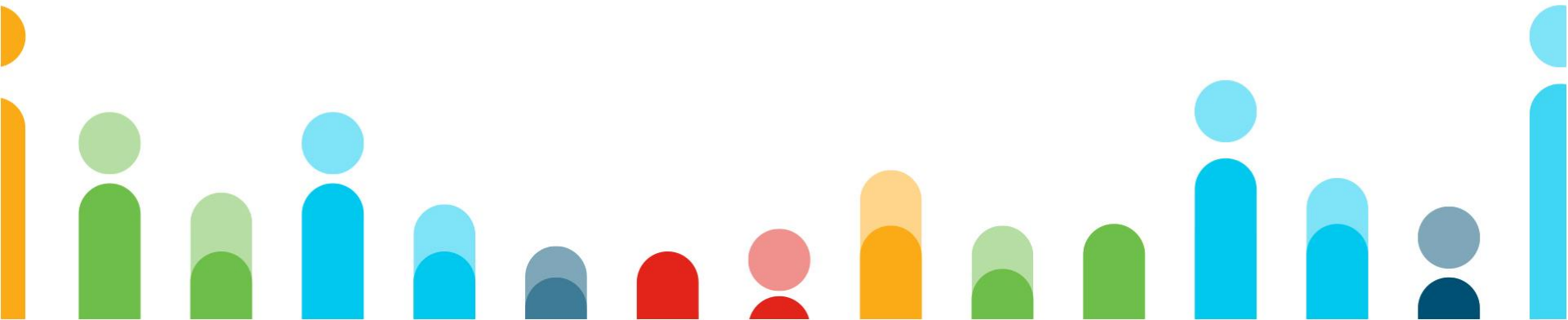
1. 由上而下 (CIO, CMO, CDO)
2. 人要找对 (关系, HQ vs Local, IT Head vs BU)
3. Partner要对 (82号令, 微讯连接, RMA)
4. 价钱要解释TCO (折扣, MSP, Cisco Capital)
5. Cisco整体解决方案 (N9K, UC, CMX, AS/TS, Cisco Capital)



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# 5-YR TCO对比





# 谢谢!

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