Expand Your Managed Services and Revenue with Cloud-Based Collaboration & Network Offerings for Small Business

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Alex Foster, GTM & Strategy Leader for Service Provider Innovation
Agenda

The SMB Managed Service Market Opportunity

SMBs’ Unique Requirements

Leveraging Cisco’s Cloud-based Solutions

Creating and Bundling Services for SMB Segment

Use Cases and Demonstrations
The Small Business Market Opportunity is Enormous
Heavy Concentration in <250 Employee Segment

<table>
<thead>
<tr>
<th>Employees</th>
<th>WW</th>
<th>USA</th>
<th>CAN</th>
<th>MEX</th>
<th>UK</th>
<th>GER</th>
<th>FRA</th>
<th>JPN</th>
<th>AUS</th>
<th>IND</th>
</tr>
</thead>
<tbody>
<tr>
<td>Large SMB</td>
<td>321</td>
<td>30</td>
<td>8</td>
<td>6</td>
<td>5</td>
<td>9</td>
<td>4</td>
<td>10</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>250–999</td>
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<td></td>
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</tr>
<tr>
<td>Mid-Market SMB</td>
<td>6,239</td>
<td>828</td>
<td>124</td>
<td>76</td>
<td>123</td>
<td>140</td>
<td>136</td>
<td>310</td>
<td>39</td>
<td>449</td>
</tr>
<tr>
<td>20–249</td>
<td></td>
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<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Small SMB</td>
<td>25,756</td>
<td>2,203</td>
<td>288</td>
<td>170</td>
<td>348</td>
<td>735</td>
<td>412</td>
<td>636</td>
<td>156</td>
<td>1,408</td>
</tr>
<tr>
<td>5–19</td>
<td></td>
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</tr>
<tr>
<td>Total SMB</td>
<td>32,316</td>
<td>3,061</td>
<td>420</td>
<td>252</td>
<td>476</td>
<td>884</td>
<td>552</td>
<td>956</td>
<td>197</td>
<td>1,867</td>
</tr>
</tbody>
</table>

US$630 billion IT spending in 2019 by SMB

Source: AMI SMB report, EU data
Top SMB Business and IT Priorities

- **43%** of small businesses use the same Wi-Fi router that they do at home.
- **52%** of Small Business consider revenue growth as one of top business priorities.
- **37%** consider customer acquisition as top priorities.
- **50%** consider integration of on-premise and cloud service as top IT spending priority.
- **67%** Of SMB will have DX as a key part of IT strategy by 2023.
- **96%** Of Small businesses would prefer to buy from a service provider or consultant than a retailer or vendor direct.

Sources: IDC, Wakefield and Bredin Research for Cisco Meraki.
Managed Service Market in SMB

Drivers

- Need for cost effective cloud-based managed services
- Reduce internal IT infrastructure cost and complexity
- Lower cyber security risk and meet regulatory compliance requirements

Global SME managed service market size will grow from USD 46.86 billion in 2018 to USD76.76 billion by 2023, at a higher CAGR of 10.4%

Source: marketsandmarkets: Managed Service Market Global Forecast to 2023
SMBs Have Same Security Challenges as Large Enterprises . . . But Fewer Resources

Small Business Cyberattacks

82% Attacks evaded anti-virus\(^1\)

Inability to Keep Up with Latest Technology

100 Days Industry average time to detect a breach\(^2\)

Proliferation of Malware and Threats

67% experienced an attack in last 12 mos\(^1\).

Complexity of Security Solutions

58% experienced a data breach\(^1\)
Opportunities in Small Business
3 Areas SPs Capture Spending & Relevance in Small Business:

**Network Modernization**
Managed, business-grade networks underpinning SaaS, Digitization, Collaboration

**Security Solutions**
Secure the network and the user from advanced threats using cloud security

**CX/EX Modernization**
Collaboration and customer engagement solutions for productivity and efficiency
Bundling with Connectivity Key to Success

>80% of SMBs want to buy these services bundled with SP connectivity

SMBs overwhelmingly prefer to purchase these network-related services from SPs

Source: ResearchNow SMB panel of ~1000 10-250 employee SMBs in U.S.A, UK and Australia. Study funded and designed by Cisco
Why SMB Offers with Cisco?

Bundle Cisco cloud-managed networking, security and UC solutions with your existing SMB broadband portfolio.

**Drive Acquisition**
Differentiate from bandwidth competitors with business outcome focused conversation.

**Accelerate Sales**
Joint GTM with proven digital marketing and dedicated sales resources.

**Increase Margins**
Low-friction sale, deployment, management, and support.
New Incremental Revenue to current customer base.

**Increase Stickiness and Reduce Churn**
Simplify SMB IT while providing valuable business insights and customer engagement capabilities along with the latest security solutions.
# Cisco’s High Velocity Portfolio

<table>
<thead>
<tr>
<th>Name</th>
<th>Value Proposition</th>
<th>Minimum customer sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Secure Broadband with EasyProtect</strong></td>
<td>Bundle Umbrella EP with SP business broadband to provide malware protection and SP network differentiation</td>
<td>Microbusiness</td>
</tr>
<tr>
<td><strong>Secure WiFi</strong></td>
<td>Connectivity &amp; WiFi with Umbrella for simplified security and content filtering</td>
<td>Small (10–100)</td>
</tr>
<tr>
<td><strong>Cisco Cloud Calling on Meraki</strong></td>
<td>Integrated bundles including wired or wireless phones, UC and managed W/LAN to provide QoS and E2E SLA</td>
<td>Small to Medium (10–250)</td>
</tr>
<tr>
<td><strong>Secure Networking (Cloud Managed CPE)</strong></td>
<td>Leverage MX as standard CPE providing upsell proposition to managed UTM and 4G backup or temporary circuit. Secure WiFi with MX device to provide secure LAN ports, content filtering and UTM services</td>
<td>SMB to Midmarket (20–1000)</td>
</tr>
<tr>
<td><strong>SD-WAN (Cloud Managed Network Refresh)</strong></td>
<td>Full stack (wireless, switch, secure SD-WAN) deployment for network refresh &amp; branch in a box</td>
<td>Distributed Location SMB</td>
</tr>
</tbody>
</table>
Cloud Managed Solutions for SMB

Service Provider Day 0, 1, 2  Service Definitions and  SLA
# Full Service Stack for SMB

<table>
<thead>
<tr>
<th>Service</th>
<th>Sample Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>IoT and Business Analytics</td>
<td>$$/per site</td>
</tr>
<tr>
<td>Unified Communication and Collaboration</td>
<td>$15–$50/user</td>
</tr>
<tr>
<td>Managed Security</td>
<td>Per user and/or per site</td>
</tr>
<tr>
<td>Endpoint</td>
<td>$100+</td>
</tr>
<tr>
<td>Content</td>
<td>$4.00–$8.00/user</td>
</tr>
<tr>
<td>Managed Mobility / BYOD</td>
<td>$30/AP, $50/switch</td>
</tr>
<tr>
<td>Managed LAN, Managed WLAN</td>
<td>$100–$150/site</td>
</tr>
<tr>
<td>Managed WAN/SD-WAN</td>
<td>$50–$120</td>
</tr>
<tr>
<td>Connectivity Services/ Managed CPE</td>
<td></td>
</tr>
</tbody>
</table>

*sample monthly rate*
Managed Services Offers for SMBs
## Cisco Umbrella

Cloud-based threat intelligence sees attacks before they’re launched

- Stop phishing and malware before they reach your customers network
- Prevent data exfiltration
- Identify already infected devices faster
- Blocks 92% of malware, phishing and C2 callbacks

### Process
- **125B** DNS requests per day

### Use By
- **90M+** daily active users globally

### Identify
- **60K+** malicious destinations daily

### Discover
- **3M+** new domain names daily

### Enforce
- **7M+** malicious domains and IPs while processing DNS requests

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Secure Broadband with Umbrella Easy Protect

Business Internet

Bundled with Cisco Umbrella
Easy Protect DNS Security

Secure Broadband Internet (Clean Pipe)
stop phishing, ransomware and other malware
Meraki for Service Providers

- Meraki dashboard
  Multi-tenant centralized management

- APIs
  Develop distinctive services using rich built-in APIs

- SP customer dashboard
  Optional

- Customer premise equipment
Single Dashboard to Manage Entire Meraki Stack
for Thousands of Customers

- Easily add additional revenue-generating services
- Remote management for outstanding customer responsiveness and support
- Simple one-stop shop for SMB customers
- Promote your brand on customer-facing, simplified dashboards

Meraki Access Points
Meraki Security Appliances
Meraki Ethernet Switches
Systems Manager Device Manager EMM
Meraki Cloud Managed Wi-Fi: Enterprise Grade, Analytics, Customer Engagement

**Enterprise Grade Performance & Security**
Fast, secure, multiple SSIDs, QoS for business critical, application, traffic shaping, firewall

**Branded Splash Page**
Attract customers with branded splash pages and easy Facebook login. Meraki APs collect useful data from nearby smart devices.

**Powerful Network and Customer Analytics**
Access real-time location data—number of visitors, traffic patterns, dwell time, etc.—with Meraki Dashboard.

**Real-Time Promotions**
Increase revenues and customer loyalty with personalized, location-based messages and offers.

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Help SMB customers compete and win in a digital world.
Secure WiFi with flexibility and control

- Stop phishing and malware before they reach your customers' network
- Prevent data exfiltration
- Provide high quality WiFi and bandwidth control
- Provide splash pages, analytics & personalization

Policy by SSID or GP
Set Umbrella policy by WiFi SSID or individual device to achieve multiple policies per location

Private IP reporting
Forward client IP information to Umbrella for enhanced reporting capabilities and SIEM integration

Managed control
Control the assigned Umbrella policy for Meraki-managed devices from within the Meraki UI
## Service Provider Managed WiFi for SMBs

### Tiers Examples

<table>
<thead>
<tr>
<th>Feature</th>
<th>Standard Business WiFi</th>
<th>Secure Business WiFi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Multiple SSIDs (Private, Guest) to chose</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Analytics (client, application, device, proximity, engagement, loyalty)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Customer engagement (Splash page, promotion*, survey*)</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Per SSID bandwidth management</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Per client bandwidth management</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Web blocking, usage limiting</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Firewall (L3/L7)</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Threat Defense (anti malware, phishing, C2)</td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td>Proper usage via content filtering</td>
<td></td>
<td>✔️</td>
</tr>
</tbody>
</table>
Meraki Cloud Managed Security and SD-WAN
Simple, All-in-One UTM and SD-WAN in a box

Integration with simplicity

Cloud Managed CPE
- NAT
- LTE fail-over
- Traffic shaping
- FW

Secure Networks
- Firewall, VPN
- IPS, Antivirus
- AMP
- Content filtering
- Geo fencing

Secure SD-WAN
- Dual active
- AutoVPN
- PbR
- Load balancing
- Dynamic path selection
Cloud Calling over Cloud Managed Networks

Applications
- Calling
- Meetings
- Teams

Platforms
- BroadWorks
- HCS
- WebEx
- BroadCloud

Partner Hosted

Networks
- Meraki WiFi
- Meraki LAN
- Meraki SD-WAN
- Meraki UTM

Devices
- Cisco MPP
- Mobile
- Desktop
- Cisco Collaboration Devices
The solution in box

<table>
<thead>
<tr>
<th>Micro sites (1-10 Employees)</th>
<th>Small Sites (11 -25 Employees)</th>
<th>Medium Sites (25 -100 Employees)</th>
<th>Large Sites (100 – 250 Employees)</th>
</tr>
</thead>
</table>

Basic Offer
- Secure WAN
- Unified Communication
- Switching

Options to select
- Wireless
- Video
- LTE Failover
- Meeting

Info by Site ➔ Priced by site ➔ Ordered by site ➔ Deployed by site
Enabling Per User UC + Network Bundles

Different solutions depending on the size and needs of your company:

**Small Businesses: 1 to 2 users**
- Access One: 2 offers
  - Internet – dynamic firewall
  - Internet – advanced security (ISP)
- Built-in Wi-Fi and LAN
  - 2 PoE ports for power phones
  - 8 non-PoE ports for phones, printers, fax

**Small to large businesses – single-site: 3 to 200 users**
- Access: 4 offers from XS to L
  - Internet – dynamic firewall
  - Internet – advanced security (ISP)
- LAN Switch: 8/24/48 ports
- Wi-Fi
  - 3 indoor models, 1 outdoor model
- Teleworkers (home office, small distant sites)

Demo – Secure WiFi
Demo 2 – Cloud Calling (Office in a Box)
Success Stories & Proof Points
Success Building High Velocity Offers SPs Globally

<table>
<thead>
<tr>
<th>Shaw</th>
<th>CenturyLink</th>
<th>Frontier</th>
<th>BT</th>
</tr>
</thead>
<tbody>
<tr>
<td>SmartWiFi</td>
<td>Business WiFi</td>
<td>Simply Secure WiFi</td>
<td>BTnet with Managed Security</td>
</tr>
<tr>
<td>SmartSecurity, SmartVideo</td>
<td>Meraki Enterprise Cloud Managed</td>
<td></td>
<td>Connect Meraki SD-WAN</td>
</tr>
<tr>
<td>SD-WAN</td>
<td>Office in a Box</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Shaw SmartWiFi and SmartSecurity

SmartWiFi

- **SmartWiFi 150**
  - Ideal for small businesses with large offices or who want to create a large, company-wide WiFi network
  - Includes:
    - Upto 150 Mbps downstream speed
    - 30 devices on Shaw Go WiFi
  - $119.95/month
  - $1,439.40/year

- **SmartWiFi 60**
  - A great fit for small businesses looking to provide WiFi on an office and/ or customer locations
  - Includes:
    - Upto 60 Mbps downstream speed
    - 10 devices on Shaw Go WiFi
  - $107.95/month
  - $1,295.40/year

- **SmartWiFi 30**
  - An entire plan for small businesses looking to provide a wireless connection
  - Includes:
    - Upto 3 Mbps downstream speed
    - 10 devices on Shaw Go WiFi
  - $89.95/month
  - $1,079.40/year

SmartSecurity

- **SmartSecurity Permit**
  - Great plan if you want to manage access to applications and protect your network
  - Includes:
    - Application control
    - Business-grade firewall
  - $40.00/month
  - $480.00/year

- **SmartSecurity Protect**
  - Use virtual network with Shaw WiFi to log in to a virtual Private Network
  - Includes:
    - Application control
    - Business-grade firewall
  - $50.00/month
  - $600.00/year

- **SmartSecurity Remote**
  - Remote plan if you want access control for multiple locations and remote workers
  - Includes:
    - Application control
    - Business-grade firewall
  - $70.00/month
  - $840.00/year
**BTnet Managed CPE with Security**

Existing single site leased line service BTnet in place for 20 years. Now bundled with Meraki MX as the primary CPE.

With connectivity being commoditized, BT wanted a solution that enable them to add value to the service.

With Meraki MX as the CPE and all its embedded advanced security features, BT are seeing a >10X increase in attach rates for security.

Additional upsell opportunities using MX as anchor offer.

### BTnet Express
- For 1-20 users
- From £225.00/mo up to 30Mbps
- Contact us

- Up to 30Mbps maximum available
- Fixed price – get the maximum bandwidth available at your site
- NEW – Integrated WiFi, Guest WiFi, simple LAN

### BTnet
- For 1-100+ users
- From £370.00/mo Based on 100 Mbps
- Contact us

- 10Mbps to 10Gbps available
- Choose a 100Mb, 1Gb or 10Gbps circuit and the speed you need
- NEW – Integrated WiFi, Guest WiFi, simple LAN
CenturyLink Business WiFi & Managed Security

CenturyLink Business WiFi and Managed Security for $28 and up monthly with any CTL Connectivity

Launched in only 120 days to launch through Cisco joint GTM Program

Co-execution model with joint content creation of Sales Enablement and Digital Demand Generation @ scale
Frontier Secure WiFi

**In Crossrite Analytics**
- Exceptional Security
- Super-fast WiFi

<table>
<thead>
<tr>
<th>Frontier Simply Wi-Fi Secure LT</th>
<th>Frontier Simply Wi-Fi Secure XT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>$160/mo</strong></td>
<td><strong>$300/mo</strong></td>
</tr>
<tr>
<td>1 access point</td>
<td>2 access points</td>
</tr>
<tr>
<td>Accommodates up to 40 simultaneous connections</td>
<td>Accommodates up to 80 simultaneous connections</td>
</tr>
<tr>
<td>Max speeds as fast as 100/100 Mbps</td>
<td>Max speeds as fast as 300/300 Mbps</td>
</tr>
<tr>
<td>Easy to use security, analytics and reporting tools</td>
<td>Easy to use security, analytics and reporting tools</td>
</tr>
<tr>
<td>2 year price guarantee</td>
<td>2 year price guarantee</td>
</tr>
</tbody>
</table>
5 Factors of Alignment for Success in SMB:

- **Product**: Simplify the Offer and Reduce Downstream Complexity
- **Marketing**: Jumpstart Lead-Generation & Direct Reach
- **Sales**: Drive Sales Enablement and Close Rates
- **Onboarding**: Streamline Onboarding
- **Customer Success**
Joint GTM
Multifaceted Investment Strategy for SP Partners
GTM Support Aligned to the SMB Buyer Journey

- SP Brandable Collateral
- Infographic(s)
- Videos
- Email Campaigns
- Social
Resource: Meraki Managed Services Hub

https://community.meraki.com
Questions?