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

Alessio Valdez, Sr. Product Manager @ Meraki
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

Number of Businesses in 2018 (Thousands)

<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 250–999</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>Mid-Market SMB 20–249</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>Small SMB 5–19</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>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: IDC

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 USD 76.76 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

Inability to Keep Up with Latest Technology
100
Days
Industry average time to detect a breach

Proliferation of Malware and Threats
67%
experienced an attack in last 12 mos

Complexity of Security Solutions
58%
experienced a data breach

1 Source: <source>
2 Source: <source>
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

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>Product Line</th>
<th>Value Proposition</th>
<th>Minimum customer sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secure Broadband with EasyProtect</td>
<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>Secure WiFi</td>
<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>Cisco Cloud Calling on Meraki</td>
<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>Secure Networking (Cloud Managed CPE)</td>
<td><strong>Secure Networking</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>SD-WAN (Cloud Managed Network Refresh)</td>
<td><strong>SD-WAN</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>Pricing</th>
<th>Sample Monthly Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>IoT and Business Analytics</td>
<td>$$/per site</td>
<td></td>
</tr>
<tr>
<td>Unified Communication and Collaboration</td>
<td>$15–$50/user</td>
<td></td>
</tr>
<tr>
<td>Managed Security</td>
<td>Per user and/or per site $100+</td>
<td></td>
</tr>
<tr>
<td>Endpoint</td>
<td>$4.00–$8.00/user</td>
<td></td>
</tr>
<tr>
<td>Content</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Network</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cloud</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Video Surveillance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Managed Mobility / BYOD</td>
<td>$30/AP, $50/switch</td>
<td></td>
</tr>
<tr>
<td>Managed LAN, Managed WLAN</td>
<td>$100–$150/site</td>
<td></td>
</tr>
<tr>
<td>Managed WAN/SD-WAN</td>
<td>$50–$120</td>
<td></td>
</tr>
<tr>
<td>Connectivity Services/ Managed CPE</td>
<td></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

<table>
<thead>
<tr>
<th>PROCESS</th>
<th>USE BY</th>
<th>IDENTIFY</th>
<th>DISCOVER</th>
<th>ENFORCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>125B DNS requests per day</td>
<td>90M+ daily active users globally</td>
<td>60K+ malicious destinations daily</td>
<td>3M+ new domain names daily</td>
<td>7M+ malicious domains and IPs while processing DNS requests</td>
</tr>
</tbody>
</table>

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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

- SP customer dashboard
  OPTIONAL

- APIs
  Develop distinctive services
  using rich built-in APIs

- Customer premise equipment

SERVICE PROVIDER

SP CUSTOMER
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 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.

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 splash pages, analytics & personalization

Provide high quality WiFi and bandwidth control

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

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</th>
<th>Small Sites</th>
<th>Medium Sites</th>
<th>Large Sites</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1-10 Employees)</td>
<td>(11-25 Employees)</td>
<td>(25-100 Employees)</td>
<td>(100-250 Employees)</td>
</tr>
</tbody>
</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: 2 to 2 users**
- Access One: 2 offers
  - Internet – dynamic firewall
  - Internet – advanced security (optional)
- Built-in Wi-Fi and LAN
  - 2 PoE ports to power phones
  - 2 non-PoE ports for phones, printers, fax

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

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**ONE ACCESS POINT FOR MULTIPLE SERVICES**

- **CloudPBX**
  - Telephony VoIP secured by POST functionalities of unified mailbox & communications
  - Single Number (fix und mobil)
  - Desktop applications: presence and availability
  - fax to Mail, audioconference, Call Center
  - Telecom cost efficiency

- **Internet**
  - Secure Internet
  - IP address options: 1 dynamic private IP address, 1 dynamic public IP address, 1 fixed public IP address, 8 public IP addresses

- **Managed LAN network**
  - LAN infrastructure
  - DHCP/VoIP network services...

- **Managed WLAN network (WiFi)**
  - Latest generation MU-MIMO solutions
  - WiFi for Business
  - WiFi for Visitors/Customers
  - Personalised WiFi pages

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**ENHANCED SECURITY OPTIONS SPECIALLY DESIGNED FOR PROFESSIONAL NEEDS**

- **Advanced internet security**
  - Detection/tracking internet intruders (IDS/IPS)
  - Anti-Virus (anti-malware protection)
  - Content filtering (web browsing), personalized internet access management
  - Remote access for mobile staff (client VPN)

- **Managed VPN – business VPN**
  - Multi-site business VPN
  - Permanent VPN access for remote site
  - Remote workers and VPN access
  - Remote access for mobile staff (client VPN)

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

Shaw
SmartWiFi
SmartSecurity, SmartVideo
SD-WAN

CenturyLink
Business WiFi
Meraki Enterprise
Cloud Managed
Office in a Box

Frontier
Simply Secure WiFi

BT
BTnet with Managed Security
Connect Meraki SD-WAN
Shaw SmartWiFi and SmartSecurity

SmartWiFi

- **SmartWiFi 150**
  - Ideal for small businesses with large offices or who need in large coverage. 
  - Limited speed: 15 Mbps; unlimited data; 10 devices on Shaw Go WiFi.
  - $119.95/month

- **SmartWiFi 60**
  - A great fit for small businesses looking to provide employees, visitors and partners a great internet experience on separate WiFi networks.
  - Limited speed: 6 Mbps; unlimited data; 10 devices on Shaw Go WiFi.
  - $107.95/month

- **SmartWiFi 30**
  - An entire gym for small businesses looking to provide a wireless installer.
  - Limited speed: 3 Mbps; unlimited data; 10 devices on Shaw Go WiFi.
  - $89.95/month

SmartSecurity

- **SmartSecurity Permit**
  - Full-time subscription allowing access to applications and protect your company's network.
  - $40.00/month

- **SmartSecurity Protect**
  - Whole-site data protection for multiple locations and remote workers.
  - $50.00/month

- **SmartSecurity Remote**
  - Pay as you go with access to applications and protect your company's network.
  - $70.00/month
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.
CenturyLink
Business WiFi & Managed Security

PRICING OPTIONS

Enterprise-Grade Wi-Fi, Priced for Small and Medium Business*

<table>
<thead>
<tr>
<th>Year</th>
<th>Price/Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>$40 per month</td>
</tr>
<tr>
<td>3</td>
<td>$28 per month + 1 month free</td>
</tr>
<tr>
<td>5</td>
<td>$25 per month + 1 month free</td>
</tr>
</tbody>
</table>

*(Rates are per wireless access point. Requires a 12-, 36- or 60-month agreement and CenturyLink public Internet service.)

Business Wi-Fi Benefits

- Simple Set Up
  Set up your Wi-Fi in minutes without the need for in-house IT expertise, then manage from virtually anywhere.
- Single Provider
  Simplicity equipment and network management with CenturyLink as your single provider.
- Separate Networks
  Easily create a more secure Wi-Fi network by implementing a solution with separate employee and customer access and user authentication.
- Built-in Analytics
  Get visibility into users and applications affecting your bandwidth with a user-friendly portal.
- Visitor Engagement
  Engage visitors at login with business-customized splash pages and ads to build customer loyalty.
- Rapid Response Support
  Receive rapid response from our dedicated 24/7/365 CenturyLink support team.

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

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Frontier Secure WiFi

- **Insightful Analytics**
- **Exceptional Security**
- **Super-fast WiFi**

### Frontier Simply Wi-Fi Secure LT
- $160/mo
- 1 access point
- Accommodates up to 40 simultaneous connections
- Max speeds as fast as 100/100 Mbps
- Easy to use security, analytics and reporting tools
- 2 year price guarantee

### Frontier Simply Wi-Fi Secure XT
- $300/mo
- 2 access points
- Accommodates up to 80 simultaneous connections
- Max speeds as fast as 300/300 Mbps
- Easy to use security, analytics and reporting tools
- 2 year price guarantee
5 Factors of Alignment for Success in SMB:

- **Simplify the Offer and Reduce Downstream Complexity**
- **Jumpstart Lead-Generation & Direct Reach**
- **Drive Sales Enablement and Close Rates**
- **Streamline Onboarding**
- **Customer Success**
Joint GTM
Multifaceted Investment Strategy for SP Partners

MSP Aligned Solution Portfolio

Software Licensing & Consumption

CMSP Program

Cisco Agile Service Creation Framework

Joint Go To Market
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?