Capitalize on Global Workplace Transformation
Integrated Cloud Calling Plus Meraki

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Jeff Marusak - GSP Service Creation

November 2019
Safe harbor statement

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Collaboration Leadership

• Complete, integrated and cognitive collaboration portfolio
  • Calling, meetings, team collaboration, video and contact center services
  • Devices: gateways, phones, headsets, speakerphones, video and co-creation
• Global market coverage with real-time optimized cloud infrastructure
• Prove enterprise-grade scalability, reliability and security
• Flexible cloud, on-premises, and hybrid deployments for optimal migrations

<table>
<thead>
<tr>
<th></th>
<th>On-premises calling share</th>
<th>Collaboration market share</th>
<th>Cloud Calling market share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>45%</td>
<td>#1</td>
<td>61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Cisco IP phones</th>
<th>Contact center agents</th>
<th>Cloud calling users</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>93M+</td>
<td>3+M</td>
<td>30M</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Video devices market share</th>
<th>Meetings and video</th>
<th>Meetings market share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>54%</td>
<td>#1</td>
<td>53%</td>
</tr>
</tbody>
</table>

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The market is at an inflection point

Cisco was the PIONEER in VoIP and is the market LEADER in cloud collaboration.
Cloud calling is accelerating everywhere

<table>
<thead>
<tr>
<th>Category</th>
<th>Segment</th>
<th>Growth¹</th>
<th>Cloud share</th>
<th>User base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small Business</td>
<td>&lt;100 users</td>
<td>13%</td>
<td>25%</td>
<td>175M users</td>
</tr>
<tr>
<td>Mid-market</td>
<td>100-1,000 users</td>
<td>24%</td>
<td>12%</td>
<td>140M users</td>
</tr>
<tr>
<td>Large Enterprise</td>
<td>1,000+</td>
<td>41%</td>
<td>4%</td>
<td>135M users</td>
</tr>
</tbody>
</table>

¹ Cloud calling user CAGR 2019-2023. Source: Cisco estimates based on multiple analyst sources.
Meraki Leadership

460K
Meraki Customers

6.5M
Meraki Devices Deployed

45M
API Request/Day

500
New SMB Customers/Day

384%
Account Growth over 24 Months

Cross Portfolio Sales Opp

Based on Customer Data as of August, 2019
Cloud Network & UC Market Dynamics

Now is the time to bring together Cisco Meraki and Cisco Cloud Collaboration for more efficient serviceability and customer benefits

Google Trends Peak

“UCaaS and SD-WAN go hand in hand”

2019

60% Cross-sell opportunity
Cloud Collaboration

Yasin Nazimi
Cloud & Hosted Collaboration
Cisco Webex Calling

- Proven enterprise-ready cloud PBX
- Webex Teams™ experience for comprehensive collaboration solution
- Extensive network of service providers and enterprise VARs worldwide
- Global availability and support
Webex Calling is going insta-global

65 Countries | 250 Partners
Analyst views of cloud calling market
Cloud calling market share

Market share for cloud UC calling solutions. Based on licensed user estimates as of Q1 2019.

- Cisco: 61%
- Mitel: 10%
- Avaya: 7%
- Metaswitch: 5%
- Huawei: 5%
- Microsoft: 4%
- RingCentral: 4%
- 8x8: 2%
- Fuze: 1%
- Other: 1%
Webex Calling PSTN options

**Bundled PSTN**
Over 25 Service Provider Partners Today!

**Local Gateway**
Use on-prem gateway to breakout to PSTN

**Cloud Connected**
Direct connect to PSTN through the cloud

**BYO Carrier**
The CIO’s dilemma: innovation without chaos

- Current On-Premises
- Transition Zone
- Cloud Transformation

No simple path to the cloud
Webex Calling simplifies operations
Webex Calling User Services

- Unified app experience
- Cloud based mobile calling
- Consistent experiences
Webex Teams Experience Across the Enterprise

- Webex enable all users
- One unified communications and collaboration experience for calling, meetings and messaging across the organization
- Same for all sites
UC One SaaS + BroadWorks

Opportunity for Service Providers
Strong Case for SaaS: Service Provider growth

- **~ 150% increase**
- **33-50% reduction**
- **~ 50% increase**

- **Y/Y net add growth**: 14% → 35%
- **Monthly**: 1.5-2% → 1%
- **Revenue**: $20 → $30

Source: Cisco BroadSoft® internal data
Cisco is expanding its vision to reach your small business target market

Evolving the portfolio
One Webex modular app

One app, one path to all of the features your customers want from basic to advanced, micro to enterprise
One common design

Shared design
All our apps will provide users a common pattern as they move across apps and devices.

Common elements
Users will message, call & meet using the same icons, color palette, tone of voice and patterns.

One experience
Meeting and calling will share the same experience across packages.
UC-One SaaS

- White-label strategic collaboration app
- Optimized for SMBs
- Leverages SP hosted Cisco BroadWorks call control
- Integrated with Webex technology
UC-One SaaS delivered from the Webex Cloud using your BroadWorks for calling

- Hybrid deployment model with UC-One delivered from the Webex Cloud®
- Integrated with the service provider’s own Cisco BroadWorks® call control platform
Positioned and optimized for the small business

- White Label Full-Featured UC
- SP Branded
- Simplified UX optimized for SMB
- Leveraging the power of Webex
- Includes go-to-market resources

1. Cisco BroadCloud Calling is available and private labeled by Service Provider with bundled network services and one bill.
All-in-one app

Cloud Calling
- One Number
- Wi-Fi Calling
- HD Video
- Presence
- Any device

Messaging
- Direct and group chat
- File transfer
- Universal Search
- History

Meetings
- Online meeting room
- HD audio/video
- Content sharing
- Group messaging
- Guest access

Team Collaboration
- Spaces
- Call, Message, Meet, Share
- Always-On
- Smart Notifications
Webex Teams messaging mode delivers a big bonus...

...millions of Webex Teams and Jabber users federated with UC-One SaaS!

Modern collaboration features...

- Files in context of chats
- Filters
- Threading
- Read receipts
- Whiteboarding
- Announcement mode
- Bots & extensibility
More joy in My Room with Webex Meetings under the hood...

Webex Devices
- Room Devices
- Personal Devices (DXs)
- Video-enabled MPP phones

Premium meetings package
- More participants
- Recording
- Moderator Controls
- Remote Desktop Control
- And more...

Coming in Q1CY 2020!
Meraki + Collaboration
Alessio Valdez Perez
Meraki Product Manager
Jeff Marusak
GSP SMB GTM Lead
Drive Customer Simplicity with Cisco
Move from multi-vendor, siloed architectures to cross-architecture simplicity

Confusing & Costly

Vendor #1
Vendor #2
Vendor #3
Vendor #4

Turnkey, cross-architecture solutions

Network
Switching, Wireless SD-WAN

Collaboration
Calling, Messaging Meetings

Security
UTM & Umbrella

Endpoints
Collaboration devices and applications
Cisco Collaboration on Meraki
Overview

- All-in-one solution guide to deliver turnkey VOIP connectivity for Cisco Calling on Meraki networks
- Establish Meraki devices with pre-configured collaboration network services settings
- Deploy across multiple network sites of different sizes in minutes to eliminate the need for manual on-site device onboarding
- Enhance the collaboration experience with traffic shaping and prioritization
- Enjoy uninterrupted communications with failover capabilities

Bringing Cisco Collaboration and Meraki Together

Cisco’s cross-architecture portfolio of industry-leading cloud networking, security, and collaboration products. Working Together.
Business Benefits for Customers

- **Quick time to service**
  - Instant service activation

- **Business insights**
  - Analytics on collaboration and network for broad business insights

- **Better Experience**
  - Optimized for VoIP traffic and support

- **Business continuity**
  - High availability with wireline or LTE failover

- **Lower TCO**
  - Proven technologies, turnkey solution, centralized management for operational efficiency
## Example Offer

<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>
<tbody>
<tr>
<td><strong>Basic Offer</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Secure WAN</td>
<td>Unified Communication</td>
<td>Switching</td>
<td></td>
</tr>
<tr>
<td>🔄</td>
<td>🔄</td>
<td>🔄</td>
<td></td>
</tr>
<tr>
<td><strong>Additional Capabilities</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wireless</td>
<td>Video</td>
<td>LTE Failover</td>
<td>Meeting</td>
</tr>
<tr>
<td>🔄</td>
<td>🔄</td>
<td>🔄</td>
<td>🔄</td>
</tr>
</tbody>
</table>
# Standard Service BOM

<table>
<thead>
<tr>
<th>Security &amp; SD-WAN (MX)</th>
<th>Micro Site (Up to 7)</th>
<th>Small Site (Up to 25)</th>
<th>Medium Site (25-100)</th>
<th>Large Site (100-250)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MX Model</td>
<td>MX68CW (Branch in a Box)</td>
<td>MX67/MX67C</td>
<td>MX84</td>
<td>MX100</td>
</tr>
<tr>
<td>Stateful Firewall Throughput</td>
<td>450 Mbps</td>
<td>450 Mbps</td>
<td>500 Mbps</td>
<td>750 Mbps</td>
</tr>
<tr>
<td>Advanced Security Throughput</td>
<td>300 Mbps</td>
<td>300 Mbps</td>
<td>320 Mbps</td>
<td>650 Mbps</td>
</tr>
<tr>
<td>WAN Interfaces (Dedicated)</td>
<td>2 x GbE RJ45</td>
<td>1 x GbE RJ45</td>
<td>2 x GbE RJ45</td>
<td>2 x GbE RJ45</td>
</tr>
<tr>
<td>Dual-purpose (WAN/LAN)</td>
<td>-</td>
<td>1 x GbE RJ45</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>LAN Interfaces</td>
<td>10 x GbE RJ45 (2 x PoE+)</td>
<td>4 x GbE RJ45*</td>
<td>8 x GbE RJ45 2 x SFP</td>
<td>8 x GbE RJ45 2 x SFP</td>
</tr>
<tr>
<td>LTE Failover</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes (USB)</td>
<td>Yes (USB)</td>
</tr>
</tbody>
</table>

* One of the LAN ports is optionally available for WAN connectivity

<table>
<thead>
<tr>
<th>Switching (MS)</th>
<th>Micro Site (Up to 7)</th>
<th>Small Site (Up to 25)</th>
<th>Medium Site (25-100)</th>
<th>Large Site (100-250)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MS Model</td>
<td>MS120-8LP (Optional)</td>
<td>MS120-24P, MS120-48FP</td>
<td>MS120-48FP</td>
<td>MS120-48FP</td>
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<tr>
<td>Interfaces</td>
<td>8 x GbE</td>
<td>24/48 x GbE</td>
<td>48 x GbE</td>
<td>48 x GbE</td>
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<tr>
<td>Uplinks</td>
<td>2x 1G SFP</td>
<td>4 x SFP</td>
<td>4 x SFP</td>
<td>4 x SFP</td>
</tr>
<tr>
<td>PoE/PoE+</td>
<td>67W</td>
<td>370W/740W</td>
<td>740W</td>
<td>740W</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wireless (MR) - Optional</th>
<th>Micro Site (Up to 7)</th>
<th>Small Site (Up to 25)</th>
<th>Medium Site (25-100)</th>
<th>Large Site (100-250)</th>
</tr>
</thead>
<tbody>
<tr>
<td>MR Model</td>
<td>-</td>
<td>MR33</td>
<td>MR42</td>
<td>MR42</td>
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<tr>
<td>Wi-Fi Generation</td>
<td>N/A</td>
<td>Wi-Fi 5 (802.11ac)</td>
<td>Wi-Fi 5 (802.11ac)</td>
<td>Wi-Fi 5 (802.11ac)</td>
</tr>
<tr>
<td>Radio</td>
<td>-</td>
<td>2x2:2 MU-MIMO</td>
<td>3x3:3 MU-MIMO</td>
<td>3x3:3 MU-MIMO</td>
</tr>
<tr>
<td>Max Throughput</td>
<td>-</td>
<td>1.3 Gbps</td>
<td>1.9 Gbps</td>
<td>1.9 Gbps</td>
</tr>
</tbody>
</table>
Deployment Guide
Create a VoIP-Ready Blueprint Network

https://documentation.meraki.com/Architectures_and_Best_Practices/Meraki_and_Cisco_Cloud_Calling_Connected_Branch_Solution
Pre-Configure Network Services Settings

Use DHCP settings to automate device connection to calling service
Optimize VoIP Traffic

Create a Voice VLAN to segregate voice traffic

Add traffic shaping rule for VoIP
Deploy to New Sites in Minutes
INTRODUCING

VoIP Health (Beta)

#1 use case request: *VoIP Quality?*
Customer Profile:
Fast grower

- New sites coming online
- Wants best-in-class solutions
- Desires MSP delivery/management

Provider:
Why Cisco

- Easy and fast to deploy
- Quick time to revenue
- Single supplier advantages
Customer Profile:
Tech refresh

- Adopting cloud solutions
- Security conscious
- Wants solutions to work together

Provider:
Why Cisco

- Unified collaboration experience
- Industry leading security portfolio
- Single supplier advantages
Deliver a Simplified, Engaging Customer Experience Across All Services (Example UI)
Example Continued
Resources
Includes digital accelerators

*Microsites, collateral, campaigns and sales enablement*

[https://digital.cisco.com](https://digital.cisco.com)

| 01 | End-User Microsite | • Self-serve 1st line support  
|    |                    | • Brandable & customizable  
|    |                    | • Sub-directory URL customization  
|    |                    | • Fully maintained & hosted by Cisco |
| 02 | Product Content    | • eGuides & Whitepapers  
|    |                    | • Infographics  
|    |                    | • Videos  
|    |                    | • Campaigns |
| 03 | Sales Enablement   | • Sales Playbook  
|    |                    | • Demo Guides  
|    |                    | • Demo Scripts |
Recap


- Build Meraki Offers: Meraki Managed Services Hub [http://go2.cisco.com/Meraki-MS-Hub](http://go2.cisco.com/Meraki-MS-Hub)

- Meraki & Calling Deployment Guide: [https://documentation.meraki.com/Architectures_and_Best_Practices/Meraki_and_Cisco_Cloud_Calling_Connected_Branch_Solution](https://documentation.meraki.com/Architectures_and_Best_Practices/Meraki_and_Cisco_Cloud_Calling_Connected_Branch_Solution)

- Ask PAM about packaging Meraki and Collaboration to drive new revenue in small/mid. For GSP Service Creation support, contact Jeff Marusak [jmarusak@cisco.com](mailto:jmarusak@cisco.com)

- Ask PAM about Provider Investment Funding (PIF) Opportunities for Strategic High Velocity Sales Plays to Jump Start Sales and Marketing