



Build a smarter business with insights and automation

Learn how to create smarter workplaces with Cisco solutions that drive business growth, enhance employee experiences, and improve sustainability.

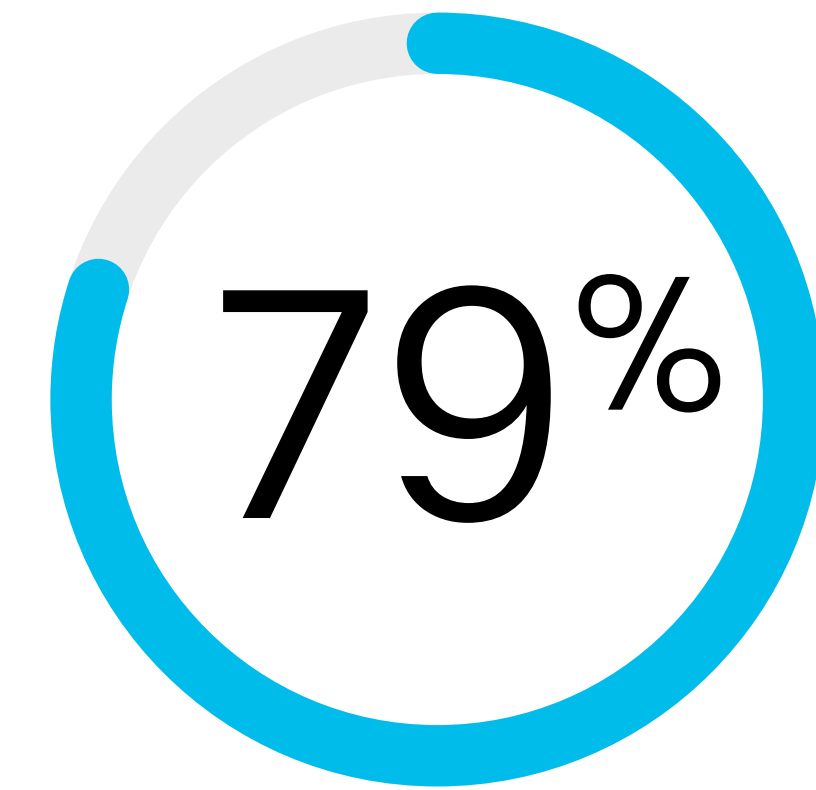
Cisco
Small and
Medium Business



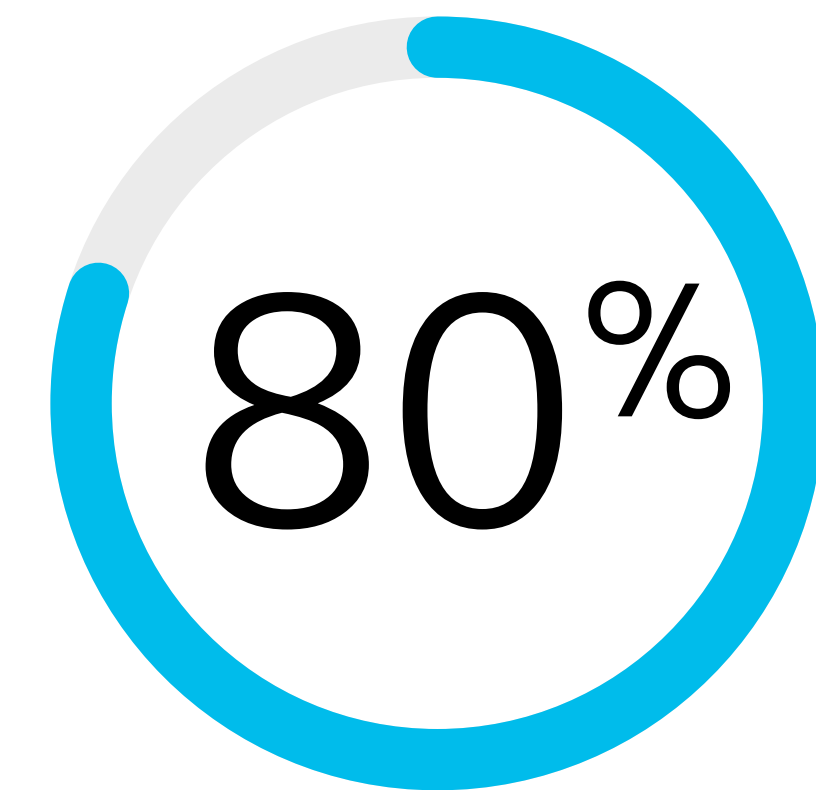
Struggling to embrace smart workplace technology?

Small and medium businesses are feeling pressure to boost operational resilience and find new ways to drive growth. As an IT leader, you may already recognize the incredible potential of smart workplace technologies: devices and applications to analyze data, generate insights, and power automations that reduce costs and capture more revenue.

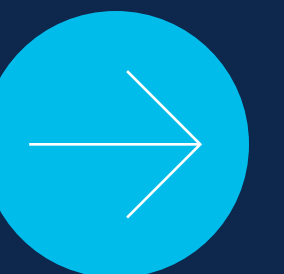
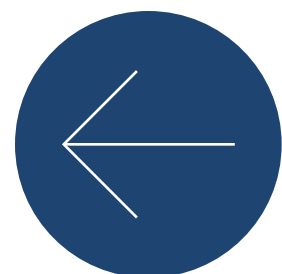
But you face major challenges: Your IT budget is lean, and your team is swamped with day-to-day tasks. There's simply no time left to automate processes or leverage data insights.



of SMB IT teams are expected to deliver business outcomes faster



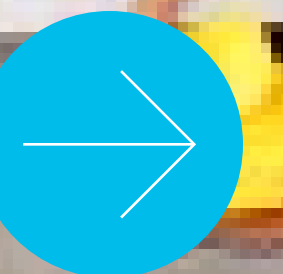
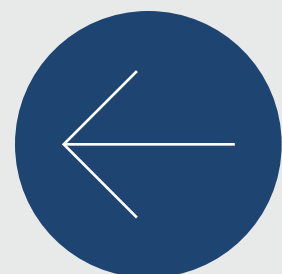
of SMB IT teams are preoccupied with support and maintenance



Any business can become a Smart SMB

A Smart SMB is a small or medium-sized business that integrates data, technology, digital processes, and policies to generate insights and automate countless actions across the business. The outcomes: reduced costs, increased revenue growth, and smarter, more sustainable workplaces.

These benefits aren't just for enterprise businesses. The Cisco Meraki portfolio puts them within reach of any SMB, with affordable, time-saving solutions that expand the abilities of small IT teams—and help them overcome their unique challenges.



Solution requirements for Smart SMBs

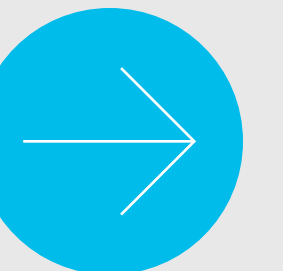
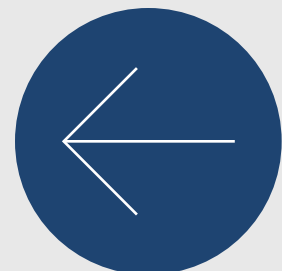
To become a Smart SMB, your IT team can turn to Meraki solutions designed with features to overcome unique SMB challenges.

Simplicity

Meraki eliminates the complexities of integrating technologies from multiple vendors. All Meraki devices—networking appliances and Wi-Fi access points, smart cameras, IoT sensors, third-party applications—are seamlessly integrated on the Meraki Cloud Platform.

Control

Intelligence



Solution requirements for Smart SMBs

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Intelligence

A single, cloud-managed Meraki dashboard collects data from every device on the network and provides end-to-end visibility across technology domains. The dashboard gives IT teams the ability to build automations and manage alerts from multiple locations.

Solution requirements for Smart SMBs

To become a Smart SMB, your IT team can turn to Meraki solutions designed with features to overcome unique SMB challenges.

Simplicity

Control

Intelligence

Meraki blends together AI-driven analysis and insights. IT teams can easily monitor business-critical processes; they can leverage data insights to improve performance and set up automations that increase efficiency or respond to situations.

3 questions to help you create your Smart SMB

With Cisco Meraki technologies—and a marketplace of pre-built, fully integrated third-party applications—your smart workplace possibilities are endless. To construct the best solution for your needs, start with these guiding questions:



How can we enable your people?

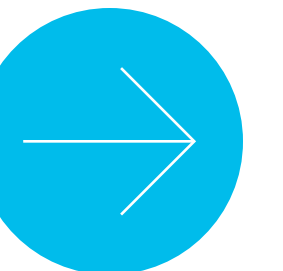
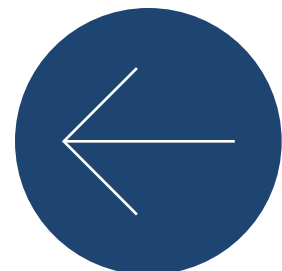


How can we enhance your workplace?



How can we empower your IT management?

Challenges | Solutions | **Business outcomes** | Testimonials | Next steps



Enable your people

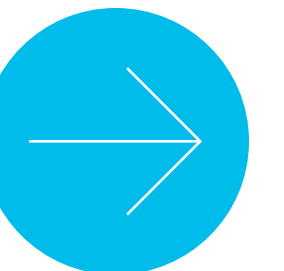
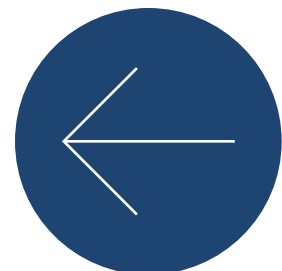
Analyze your data to generate insights and set up automations that enhance employee and customer experiences. Increase employee productivity and satisfaction, and drive customer growth.

Solutions:

- Meraki MT sensors
- Meraki MV cameras
- Meraki Marketplace applications

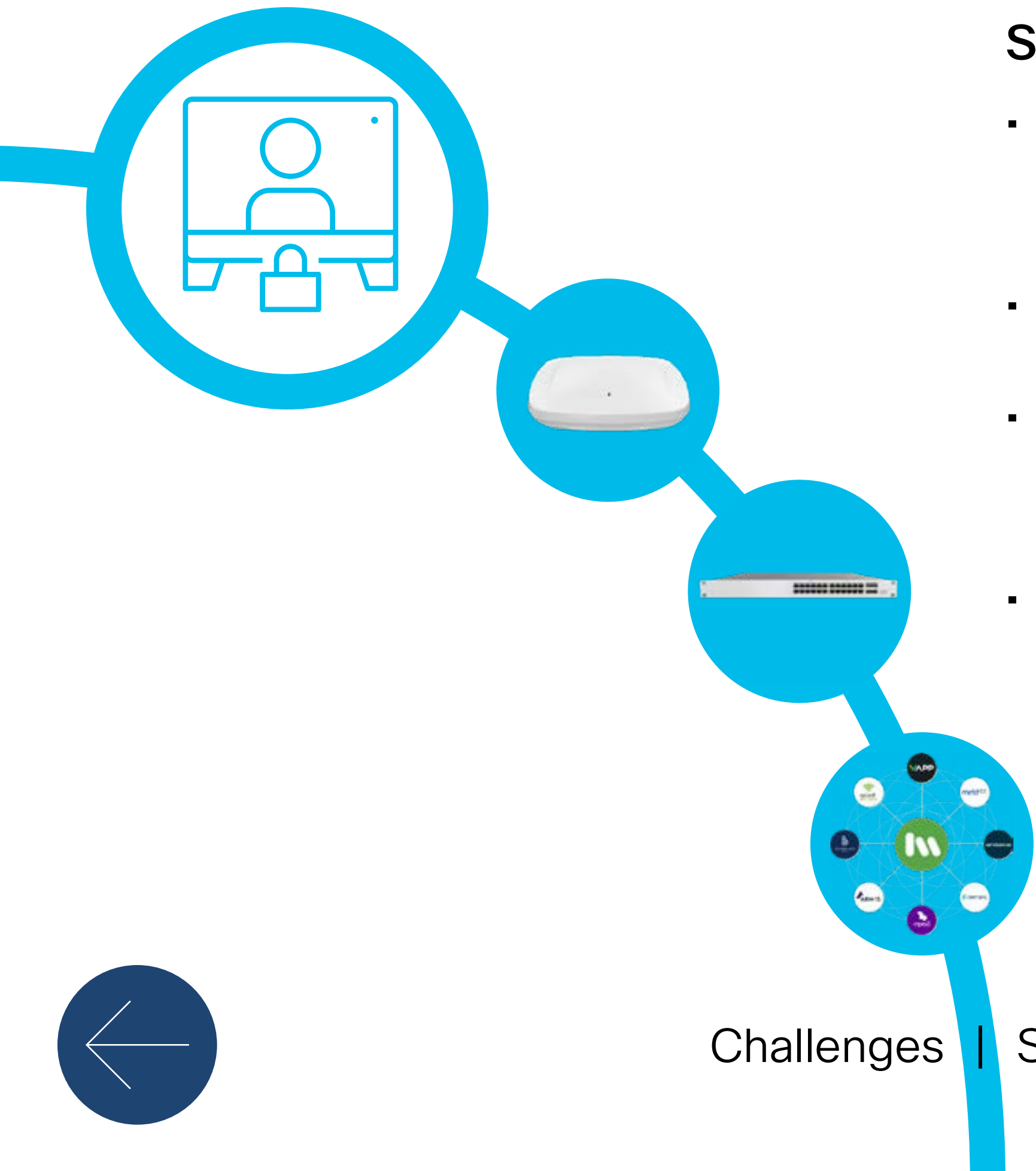
Outcomes:

- **Safer employees:** Control access to sensitive areas by verifying authorized personnel; enforce compliance by ensuring employees are taking mandatory steps such as wearing badges.
- **Happier customers:** Use smart cameras and environmental sensors to gain insights into customer actions and behaviors, optimize staffing and store layout; deliver customized communications or location-based marketing offers via your network.



Enhance your workspaces

Make any workplace intelligent and responsive. Analyze your data to generate insights and automations that improve business processes, reduce costs, and keep workers safe.

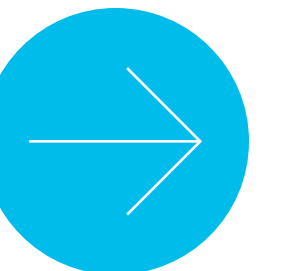
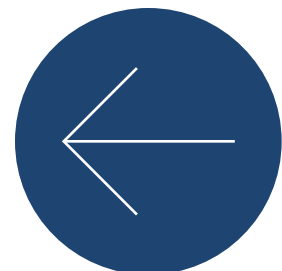


Solutions:

- Meraki MR wireless access points
- Meraki MS switches
- Meraki MX Security & SD-WAN appliances
- Meraki Marketplace applications

Outcomes:

- **Greener buildings:** Use Meraki environmental sensors and apps to reduce energy consumption by switching off unused devices; monitor and improve air quality; detect environmental hazards such as smoke or water leaks.
- **Smarter operations:** Prevent over-stocking inventory with real-time insights into customer demand.
- **Tighter security:** Prevent open doors that welcome potential intruders by sending intrusion-protection alarms via sensors.
- **Improved connectivity:** Ensure that employees, whether working remote or on-site, have equal access to networks and resources.



Empower your IT management

When all smart devices and networking capabilities are tightly integrated and built on a cloud foundation, IT setup and management become dramatically easier. Meraki allows SMB IT teams to focus on innovation and business growth; they can analyze their untapped data and put it to work with smart automations.

Solutions:

- Meraki dashboard
- Meraki Insight
- Meraki Systems Manager
- Meraki Marketplace applications
- ThousandEyes







Outcomes:

- **Complete visibility:** Use Meraki Insight and ThousandEyes for outstanding network visibility to optimize end-user experiences and quickly troubleshoot issues.
- **Simplified management:** Eliminate time-consuming manual processes for policy enforcement and device provisioning.
- **Automated security:** Save time by automating network security and simplifying endpoint management with Meraki Mobile Device Management.

Explore possibilities on the Meraki Marketplace

Extend the power of Cisco Meraki smart technologies through the Meraki Marketplace. Choose from hundreds of innovative, pre-built third-party applications that solve business challenges and enhance smart spaces for any SMB. These apps work in combination with Meraki devices and integrate seamlessly with the Meraki Cloud Platform.

Example solutions:

-  Genea Access Control
-  Smart Energy Optimizer
-  AI Customer Analysis
-  Smart Occupancy
-  Retail Loss Prevention
-  License Plate Recognition

Explore hundreds more applications on the [Marketplace](#).

Challenges | Solutions | **Business outcomes** | Testimonials | Next steps



“The ease of setup and management of Meraki for small and medium businesses that typically don’t have a specialized network administrator is huge.”

JD Snodgrass

Director, Corporate Technology, CyberGRX, Inc

“Meraki is an easy plug-and-play solution. The dashboard saves you all the time, and you can manage Meraki devices from anywhere. You just need internet connection.”

Shohrat Hashimov

IT Manager, 14 Street Medical





“We love our Meraki system. The integration with cameras, access points, IoT, etc. is awesome!”

Matthew Fuino

IT Director, Rochester Clinic Research



Explore all the ways
that Cisco Meraki
solutions help you
create a smarter, more
sustainable workplace. →

Transform your
business into a
Smart SMB

Cisco
Small and
Medium Business
