

# Experiences Are Everything

A guide to enabling the workplace  
and the workforce of the future



# Your business doesn't stop at the endpoint. Why should your IT experience?

There are important people, places, and things that require connectivity, safety, and intelligence to be successful. We call them touchpoints.

At Meraki, everything we do is structured to help you optimize every IT experience.



# Experiences with impact

In today's digital world, there is nothing more important than ensuring your most critical touchpoints are addressed. From employees to customers, people are the reason to create exceptional IT experiences.

Whether automating safe occupancy or enabling remote users to collaborate seamlessly with their in-office counterparts, we enable you to deliver experiences anywhere.

## THE EXPERIENCE EQUATION

An experience is simply the application of technology (connectivity, security, intelligence) with one or multiple touchpoints (people, places, things).

### TOUCHPOINTS

People

Places

Things

+

### TECHNOLOGY

Connectivity

Security

Intelligence

=

### EXPERIENCES

Hybrid workforce

Remote workforce

Safe spaces

Safe environments

Our intuitive platform is the foundation that enables organizations of all sizes to deliver customer and employee experiences at scale.

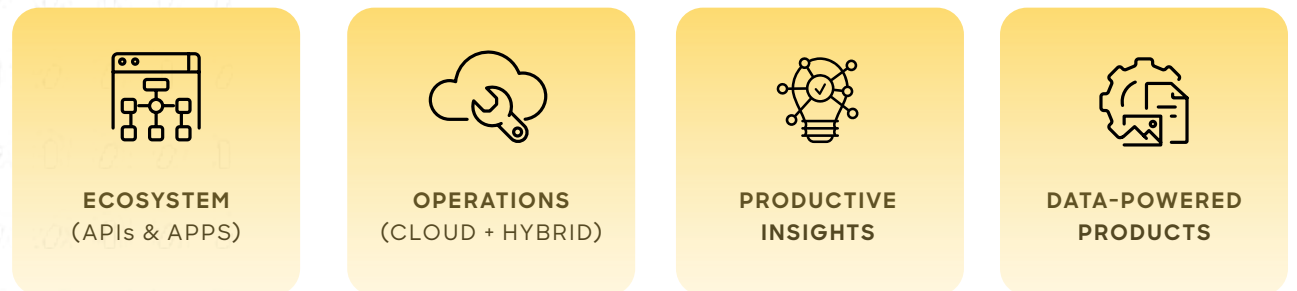
Our technology is designed for how people work.

This is why our flexible platform is comprised of cloud-first operations, open APIs, and a broad ecosystem of applications and technology partners.

Together, they help you deliver experiences with real-world impact.



## THE MERAKI PLATFORM



SMARTER SPACES

# Turn any space into a smarter one

Employ advanced IoT technologies with ease and provide intuitive experiences for guests, employees, and students. Go beyond monitoring with proximity marketing and location-based security alerts using our cloud-first, API-driven platform.







### FLOORPLAN HEATMAPS

Enable you to optimize everything from office layout to hospital bed counts.



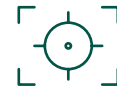
### USER SEGMENTATION

Helps you identify employees and users who need access and launch customized experiences for customers.



### CONTACTLESS ENGAGEMENT

Allows for touchless point-of-sale and customer service.



### ASSET TRACKING

Surfaces insights on equipment activity and tool usage.



### TAILORED COMMUNICATIONS

Deliver personalization based on location and proximity to designated public zones.



### SECURE NEXT-GENERATION WI-FI

Ensures your touchpoints can get online quickly and easily.

# Making smart spaces work for employees

## GOALS

- Optimize workspaces and ensure safety by maximizing productivity and asset usage
- Personalize communications and engagement for crucial touchpoints
- Proactively manage environmental changes

## CHALLENGES

- Monitoring, assessing, and responding to conditions within physical locations
- Hard-to-find or nonexistent customer insight data
- Being reactive when temperature, humidity, or water levels impact or threaten IT equipment performance

## OUTCOMES

- Better insight into footfall trends via heatmaps utilizing MV smart cameras and MR access points
- Personalized communications that delight employees and customers as a result of Wi-Fi location analytics and Meraki Marketplace app partners
- Protected people, places, and critical IT infrastructure through MT sensors offer real-time visibility and alerts



**WIRELESS LAN**



**SENSORS**



**CAMERAS**



**SD-WAN**

## MARKETPLACE PARTNERS

# PlaceOS

Automate everything for employees, from task assignments to people finding.

 **DNA Spaces**

Rapidly digitalize physical facilities with Meraki sensors and Cisco DNA Spaces.

SAFE ENVIRONMENTS

# Protect what matters most

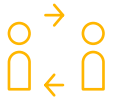
Employee, student, and customer safety is paramount in any environment. Our agile cloud-based platform helps you intuitively manage and monitor physical locations to ensure safe experiences for everyone.





### VEHICLE AND PEOPLE DETECTION

Identifies intruders and helps you adhere to workplace regulations with real-time monitoring



### SAFE OCCUPANCY

Evaluates occupancy levels to align with safety standards for physical spaces.



### SECURE AREA CREATION

Monitors for compliance and employee safety based upon segmentation.



### CONTACT TRACING

Tracks people and assets on site after an incident to mitigate and prevent the spread of illness.



### MOTION ALERTS

Provide real-time notifications of critical events and movement in your spaces and surrounding areas.



### VIDEO ACCESS CONTROL AND MANAGEMENT

Delivers surveillance and visual context of events.

# Making employee experiences safer

## GOALS

- Provide physical and digital security to employees at multiple locations
- Enable quick responses for intruders and cyber threats
- Enforce actions like safe occupancy and contact tracing

## CHALLENGES

- Ensuring complete connectivity and coverage of multiple locations
- Overcoming the complexity of integrating physical and network security into a single point of control
- Lack of ability to customize security based on business need

## OUTCOMES

- Flawless connectivity between locations and to local and cloud networks via the Meraki MX
- High-speed video and precision vehicle and people detection provided by Meraki MV cameras and accessible anywhere in an online portal
- On-site security experiences tailored to emerging needs with select application partners in the Meraki marketplace



**WIRELESS LAN**



**SENSORS**



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## MARKETPLACE PARTNERS

# EVERYANGLE

Introduce and manage safe occupancy limits.



Trigger lockdowns, enable intelligent alerts, and manage contactless entry.

HYBRID WORKFORCE

# Make working from anywhere less work

An evolving hybrid workforce demands embracing change and operational scale. Give employees and customers unrivaled experiences with a cloud platform that uses and combines best-in-class technologies.







### UNIFIED ACCESS

Provides consistent policy and visibility for wired and wireless users.



### SD-WAN AND SECURITY

Ensures security and prioritization of critical traffic at all times.



### CELLULAR WAN

Delivers resiliency, agility, and performance with policies to route traffic over MPLS, broadband, or cellular.



### NETWORK VISIBILITY

Optimizes the end-user experience and reduces time isolating network problems.

# Making the hybrid employee experience impactful

## GOALS

- Ensure that employees working remotely and on-site maintain the same access
- Maximize productivity through collaboration tools and an always-on video culture
- Automate and optimize workflows ensuring a secure, productive workforce

## CHALLENGES

- Enforcing policies for employees who are working at home and in the office
- Cybersecurity risks for hybrid employees
- Added complexity for providing support for hybrid workers

## OUTCOMES

- Devices and data are secured at scale with automated provisioning and policy enforcement via Systems Manager
- Productivity is boosted with connectivity provided by MR access points in the office and Z3 gateways at home
- Complete visibility of network and application performance in the Meraki dashboard



**WIRELESS LAN**



**SYSTEMS MANAGER**



**TELEWORKER GATEWAY**



**SWITCHING**

**MARKETPLACE PARTNERS**



Streamline and automate troubleshooting of on-site and remote workers.



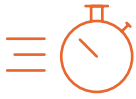
Improve collaboration with tools for 1:1 meetings, large-scale events, and everything in between.

REMOTE WORKFORCE

# Office-less experience. Cloud-first platform.

Make working away from the office no big deal.  
Give employees a secure, optimized connection to  
your entire network from anywhere.





### SEAMLESS PROVISIONING

Provides quick-start onboarding for new employees.



### AUTOMATED POLICY ENFORCEMENT

Based on zero-trust security, ensures everyone is verified and on the same page.



### SD-WAN AND SECURITY

Prioritizes critical traffic and ensures data is secure, anywhere it is accessed.



### NETWORK VISIBILITY

Keeps remote employees productive and IT staff responsive with quick resolution of network problems.



### NEXT-GENERATION WAN AND WI-FI

Establishes high-speed teleworking with resilient uplinks.

# Making it so remote employees never miss the office

## GOALS

- Enable a fully remote workforce with key tools for collaboration, seamless access, device and data security, and protection from digital threats

## CHALLENGES

- Policy enforcement and device provisioning is manually carried out
- Onboarding for remote employees takes extended time
- High-traffic volume to key business applications causes significant performance degradation
- Remote employees face inconsistent connectivity that impacts overall productivity

## OUTCOMES

- Automated provisioning via Systems Manager accelerates onboarding
- Network analysis is faster with Meraki Health, remediating issues before help desk tickets are created
- Complete transparency of network performance with Meraki Insight
- Next-generation Wi-Fi with the Z3 teleworker gateway optimizes connectivity

MARKETPLACE PARTNERS

# PagerDuty

Automate incident alerting through Meraki platform integration.



Enforce integrated zero-trust security for all users, devices, and applications.



TELEWORKER GATEWAY



SYSTEMS MANAGER



MERAKI INSIGHT



WIRELESS LAN



Learn how all businesses—from global enterprises to neighborhood cafés—deliver exceptional IT experiences with the Meraki platform.

[MERAKI.COM](https://meraki.com)