

The Meraki Platform

Your first step to a cloud-first network



Introduction

The pandemic forever altered the way business gets done. Customers now expect more from businesses, and their idea of what's important is changing at an accelerated pace.

Organizations that adopted a cloud-first network strategy before the pandemic made the transition quickly, and have not only survived but thrived in this new environment. That has left businesses that were on the fence about changing to a cloud-first model in a precarious spot. It's no longer about if they should change, but when. Older networks with full-stack on-premises technologies have become too rigid and expensive to keep up with the pace of today's businesses.

A cloud-first network changes everything. You gain important advantages such as

enhanced reliability, security, automation, remote management, global visibility, and dynamic scalability. All of these work together to grow your business when and where you need it—without the high costs of private connectivity, such as MPLS, or maintaining your own data center. A cloud-first network gives you the flexibility to meet your customers' needs now and quickly shift as their needs change, ensuring the best possible experience for them and your employees, no matter how business changes in the future.

But what does cloud-first really look like? How can you start transitioning your own network? It all starts with a platform-based approach that scales easily, automates operations, connects multiple domains securely, and enables an open ecosystem of partnerships. Meraki offers a proven cloud-first platform that unifies the IT and IoT experience for millions of networks globally.

Scale globally

The first thing you'll notice about the Meraki platform is its sheer scale. Meraki operates the largest cloud-networking deployment on Earth, powering millions of networks worldwide and connecting hundreds of millions of devices every day. So it doesn't matter if you have a few devices at one location (local businesses) or more than 200,000 at locations around the world, we have you covered. In fact, Meraki is trusted by some of the largest retail, hospitality, education, government, manufacturing, and financial services organizations in the world.

That scale means that you can transition your network over time. And no matter what you throw at it, the Meraki platform can handle it. Start by migrating one location and you'll immediately realize just how easy it is. Unbox and plug in the IoT or network device and the Meraki platform will have your infrastructure up and running in minutes. Need to deploy on a large scale? The Meraki platform enables you to deploy tens of thousands of networks quickly through automation and simple configuration, accelerating your strategic business goals.



We scale with you



12 MILLION+
Active Meraki devices



191 MILLION+
Connected devices
on our network



750,000+
Monthly active users



6 BILLION+
Monthly API calls



4 MILLION+
Active networks

Once your network is up, the Meraki platform can auto-scale to meet whatever traffic demands you have and provide the enterprise-grade capabilities you have come to rely on. That means that as you get used to the benefits of our cloud-first network, we can grow with you. Want to add another location—or 1,000—and keep your locations aligned to your corporate standards? No problem. Each location can have a unique configuration to meet the needs of your employees and customers while also meeting your corporate standards. And the Meraki platform will automatically absorb it into your overall cloud-first network topology.

Meraki has a global reach that includes more than 190 countries, so you can expand your cloud-first network throughout the world. Meraki also has 16 data centers strategically placed around the globe that use the best cloud-native Cisco data center technologies, including Intersight and Unified Computing System (UCS). This global data center footprint is extended through our public cloud infrastructure, which is built on Amazon Web Services (AWS), Google Cloud Platform (GCP), and Microsoft Azure. Our advanced hybrid cloud architecture enables us to deliver the highest network optimization, scale, reliability, and innovation of any vendor in the market.

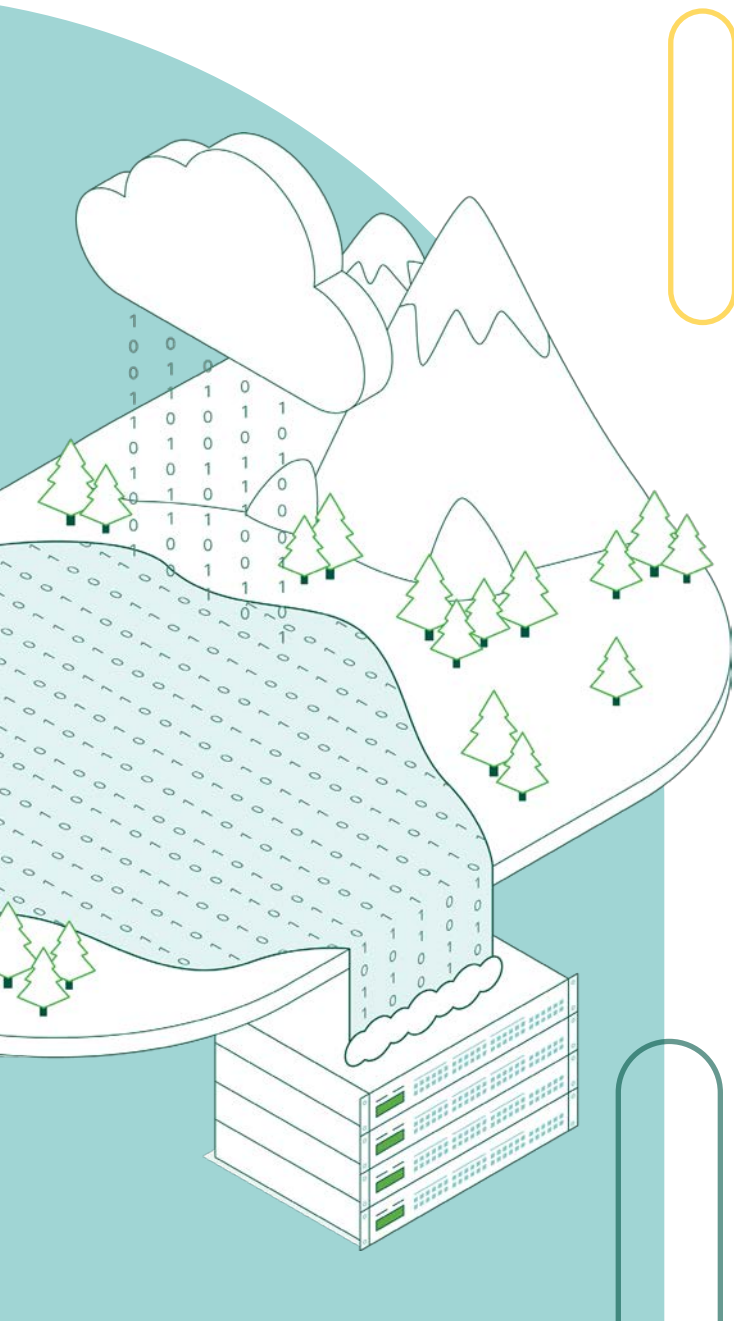
Add intelligence for greater network optimization

As your current networks have grown in scale and complexity, so have the challenges facing your network operations team. For even the most sophisticated teams, trying to identify, isolate, and remediate issues affecting network performance can be challenging.

To counter this issue, Meraki uses machine learning (ML) to transform billions of data points across our entire cloud platform into meaningful insights and trusted recommendations. Our data lake—the largest networking dataset in the industry—aggregates all of this anonymized telemetry and feeds it through our machine-learning pipelines to generate the insights to keep your networks running optimally.

One of the great benefits of our machine learning is its ability to learn from situations your staff may not have thought of when deploying your new cloud network. Machine learning allows the network to learn as it manages traffic, giving you the ability to update policies as you go based on what the system is learning. This enables us to provide powerful assurance capabilities for your wireless and wired networks, as well as WAN application health.

Our Meraki Health solution is your gateway to this information and provides a unique set of intelligent optimization, root cause identification, and automated remediation capabilities. With Meraki Health, your IT teams can leverage the power of the Meraki platform to proactively optimize network performance end-to-end, automate enterprise-scale operations, and intelligently plan the future of your networks.



Enhance reliability and security

One of the most-asked questions about a cloud-first network revolves around reliability and security. The Meraki platform has the highest reliability in the industry and a proven track record, operating at scale with a 99.99% uptime service level agreement (SLA), along with multiple ways to keep your data secure.

Part of what makes our platform so reliable is its highly available redundant configuration. Data is replicated across multiple independent data centers, and there are nightly archival backups of your network configuration and statistical data. Meraki also provides 24/7 automated failover protection, which means customer-facing services failover quickly in the rare event an outage does occur.

A power outage or natural disaster could strike at any time, but that doesn't mean your customers need to suffer. The Meraki platform uses an out-of-band architecture to preserve network functionality for your employees and customers, even if connectivity to Meraki cloud services is interrupted. Once the connection to the

cloud is reestablished, the Meraki platform automatically updates the devices at the affected location—with minimal strain on your IT staff.

What about security? Meraki keeps your data segregated from other users and provides granular access control for the different networks and IoT devices in your environment, and we maintain some of the most stringent security and compliance standards in the world, including PCI DSS, ISO 27001, and SOC 2 Type II. Configuration data is encrypted in transit and at rest in the cloud, preventing unwanted changes and potential snooping.

Meraki also has 24/7 automated intrusion protection, IP- and port-based firewalls, two-factor authentication, and can restrict remote access by IP address and verify it by public key (RSA). Clearly, the Meraki platform can scale and innovate while enhancing network reliability and security. All of this helps amplify the effectiveness of your distributed teams. Enabling your staff to do more in less time is also why we made the Meraki platform easy to use.

We maintain stringent security compliance standards



Gain ease of operation: the Meraki dashboard

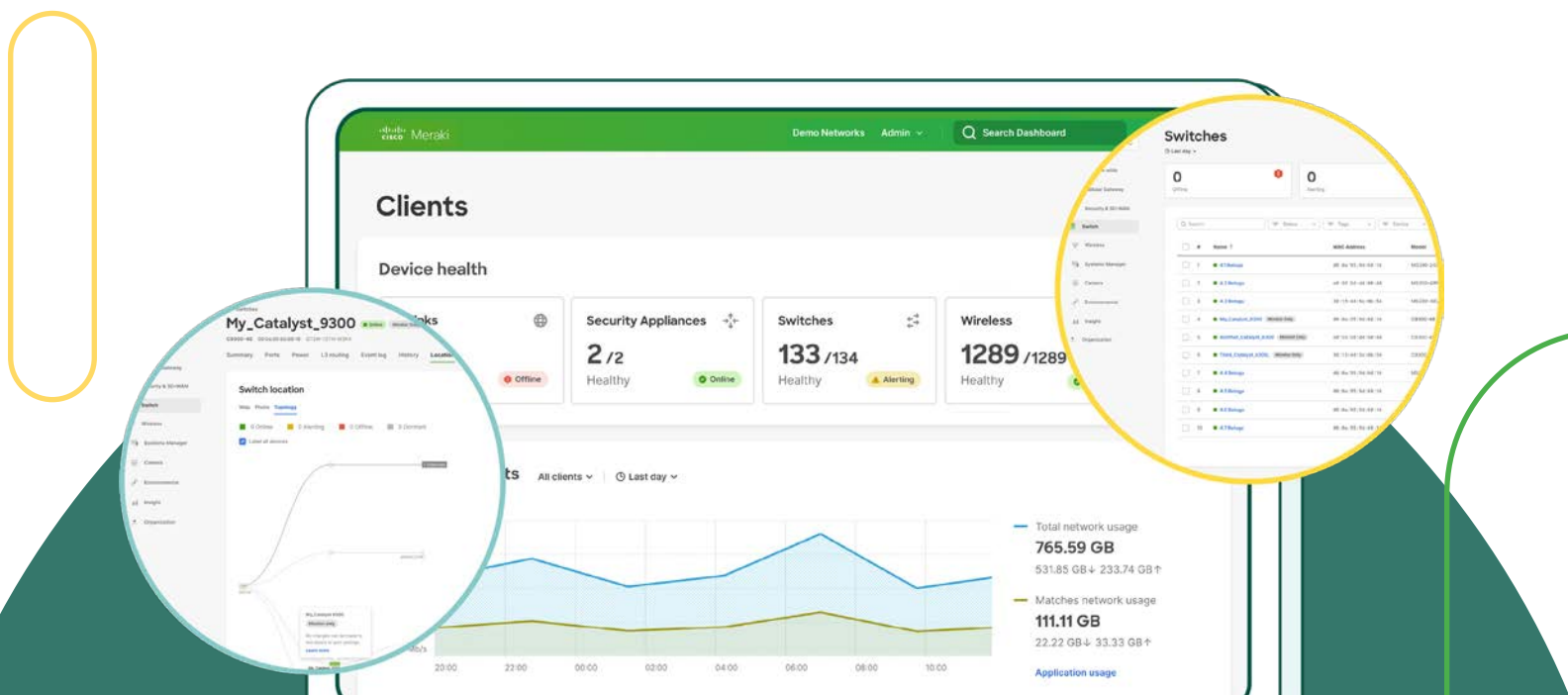
The user interface (UI) to the Meraki platform happens with our dashboard, which continues to set the industry standard for simplicity. It starts with an organizational view where you can see the overall health and performance of each network on a single page. This lets you quickly see any urgent issues that may need to be addressed or if similar issues are happening across multiple networks—a clear sign of a larger issue.

From here, you can drill down as far as you want to go to get the information you need for true end-to-end visibility. Want to see the configuration of switches at a certain location? The dashboard shows you the information graphically and allows you to replicate the configuration for a new location. Need to access analytics from a specific camera? The dashboard makes it easy to digest and understand. What about

the performance of a Wi-Fi access point at a certain location? The dashboard has that information too.

Visibility within the dashboard allows you to view exactly where a client device is currently connected, whether to an access point, switch, security appliance, or even spanning outside your corporate network. It's also possible to view how the network components themselves are interconnected. The network topology view automatically maps network architectures, showing how Meraki security, switching, wireless, communication, and video surveillance devices are connected.

Beyond individual client devices, the dashboard allows you to view macro trends, such as how applications are performing across your network, and change settings to prioritize certain applications over others. For example, you can set policies that give priority to Webex video traffic over email. You can also see how much bandwidth is being consumed over the entire network for a productive user experience (UX).



Automate with APIs

Over 40,000 manual labor hours were reclaimed, \$20 million was realized in operational expense savings across one domain alone, and the average infrastructure configuration time per store was reduced from 6+ hours to 7 minutes.

[Learn more about the Starbucks story and the discussion with:](#)



DEXTER PARK

Lead Application Developer

While the intuitive UI/UX nature of the dashboard helps IT teams do more in less time, our open, cloud-based APIs take it to the next level by allowing your organization to integrate current procedures into your new Meraki networks and then automate to save even more time. With Meraki APIs, procedures such as daunting maintenance tasks can be automated to be done at night. All your staff has to do is verify it was done by viewing it in the dashboard while drinking their morning coffee. Pretty cool, right?

Our API platform is a leader in the industry, with more than 550 features and the highest rate limit (ten calls per organization per second)—and it's scalable. We process more than six billion API calls per month. We also have a great developer experience that includes detailed documentation, API versioning, and a software development kit (SDK) based on Python. Developers can enjoy our sandbox, where they can test out our API risk free without the need to test it on their own organization. And we offer a library of open-source sample scripts to get them started. All of this has led to a thriving developer community for the Meraki platform.

All the free time your staff will gain by automating with our APIs can be used on more strategic initiatives like increasing customer satisfaction, starting new business initiatives, or increasing employee productivity with hybrid work experiences. This can be enhanced with additional actionable insights from our third-party apps.

Customize with apps

The Meraki platform simplifies networking compared to the overly complex architecture of legacy networks. But that simplification has led to a myth that the Meraki platform is a one-size-fits-all solution—and that you must conform to a limited set of capabilities if you want a cloud-first network from us. It's simply not true.

Not only does the Meraki platform have the capability to serve even the most demanding enterprise network anywhere in the world, you can also customize it to fit your exact needs by leveraging our vast ecosystem of third-party technology partner apps.

The **Meraki Marketplace** is where you'll find hundreds of custom-built apps to do whatever your business desires. The apps available on the Meraki Marketplace are designed to help solve a wide range of problems and offer use cases that allow deeper integration and power from the Meraki dashboard. This means you get additional tools, integrations, automation, configuration, monitoring, and reporting capabilities.

Want to learn how to increase customer retention time while they use your Wi-Fi network? Need to know how to increase performance across multiple networks? What about increasing productivity and safety within a specific physical environment? How about identifying the amount of coffee employees drank in a day? Or tracking plant growth in a drought-prone landscape? Yep, there's an app for all of these—and so many more.

The Meraki Marketplace allows you to pick and choose the apps you need to gain valuable insights about your business so you can take intelligent actions to increase revenue, performance, and productivity.



Deploy at your own pace

The Meraki platform sounds great at this point, right? It is. But we understand that you may not be ready to hand over your entire network right away. We're flexible enough that you can move to a cloud-first network at your own pace, with a transition plan that keeps you comfortable and keeps costs manageable.

What does it look like in reality to start small and grow with Meraki? Let's say you want to add one location to Meraki to start. That location needs security and routing to connect with your existing network, as well as switching and Wi-Fi. Each one of these needs is supported by a family of Meraki data-driven products, so you can get the device you need to handle the unique requirements of your location. Then you can add APIs to automate tasks and use apps to customize the insights you gain from that location.

When you're ready to add another location, you'll follow the same overall process. Your needs might be different this time around.

Maybe this is a larger location with more employees and has customers that will interact directly with the network.

In this case, you might need more robust security and routing capabilities, more switches, a larger Wi-Fi solution, as well as smart cameras for security and sensors to control lighting, air quality, and temperature to keep the space running optimally. The deployment process will be a bit more involved than in the first example, but can still happen in a short amount of time with minimal effort for you and your staff. If you have multiple locations that need the same setup, we can templatize the deployments to make it easy for your staff to deploy in rapid succession.

What if you are a Cisco Catalyst customer but you're not sure if the Meraki platform is for you? We've made it easy for you to give Meraki a try by adding cloud monitoring to certain Catalyst devices. This also makes it easier to run a hybrid on-premises/cloud network environment while monitoring remotely in the dashboard.



What are you waiting for?

The Meraki platform can scale to the needs of global enterprise, supporting our customers' exceptional network and IoT experiences. It is reliable and safe and its architecture is built for innovation and flexibility to drive your business forward.

The dashboard is utterly easy to use. Our APIs, along with sample code, learning, and sandbox labs let you automate tasks to save time. And let's not forget the third-party apps that let you customize the network to meet your specific needs and gain actionable business insights. You also gain access to the Meraki Community to collaborate with experts throughout the world, access free training, and learn about the latest features.

Plus, your IT and network infrastructure can now transform into a business-driver, and you can transition to Meraki at your own pace, matching your budget timelines.

In sum, the Meraki platform allows your staff to accomplish more in less time while increasing employee productivity and creating enjoyable customer interactions. It makes it easier to create a unified IT and IoT experience—one that is nimble enough to keep you ahead of your competition. The only question left is, what are you waiting for?