

Cisco Meraki for Small Business



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How we do business is fundamentally changing. While offices are still places of collaboration and creativity, innovation now happens everywhere—employees are connecting from home, on the road while visiting a client, and at office locations. Technology at the heart of everything enables a seamless, reliable, and secure work environment for every type of business.

Cisco Meraki provides businesses with peace of mind for every eventuality.

Who to engage

What they care about

CEOs / founders / owners	<ul style="list-style-type: none"> Ensuring continued business operation/survival Attracting new and retaining loyal customers Creating safe experiences for employees and customers
IT decision-makers	<ul style="list-style-type: none"> Supporting remote users seamlessly Maximizing IT costs and productivity Adopting innovative technology initiatives
IT and network administrators	<ul style="list-style-type: none"> Efficiently accessing and managing IT operations remotely Providing seamless working experiences from anywhere Minimizing IT support requests
Head of security	<ul style="list-style-type: none"> Maintaining uncompromised data security everywhere Enabling physical safety and distancing Enforcing site security and uptime with fewer onsite staff



Possible customer responsibilities

- Leverage technology for new revenue streams and business growth
- Safeguard employees and customers when reopening
- Keep business and customer data secure
- Provide remote workers with always-on access to critical apps and info
- Ensure on-site IT infrastructure remains operational

Questions to ask

Listen for



Which operating model is your business using?	<p>On-site - Employees and/or customers in offices and shops.</p> <p>Hybrid - Some employees work remotely while others, including customers, are on site.</p> <p>Remote - Entire workforce is remote, with few exceptions.</p>
What type of device and data security measures do you have in place for on- and off-site members?	Need to ensure all corporate and personal data is secured on site, especially when accessed remotely.
How are you ensuring physical safety at your locations?	Site security and health of IT equipment is always important, even more when fewer people are on site each day.
How are you safeguarding employees and customers?	Need to maintain safe occupancy and distance between people without adding extra staff, and with little disruption to employee and customer experiences.
How many IT solutions does your team manage on a daily basis?	IT team manages different interfaces for each technology type, including networking, security systems, app management, etc.
How does your team distribute, manage, and track company-issued devices?	Most must be manually preprovisioned by IT before being sent out, and there is very little ability to ensure version continuity and delivery of new productivity tools.
How are you planning for the future?	New technologies are implemented if and when there is a need, but this means there is little cohesiveness to interoperability and management.

Solutions for small businesses



Secure, high performance everywhere

No matter where your employees are, give everyone the reliable access they need for flawless experiences and create secure connections that keep personal information and confidential materials protected. [Meraki Wi-Fi Access Points](#) blanket workplaces using the latest Wi-Fi 6 technology, while [Z3 Teleworker Gateways](#) provide centrally managed, secure in-office experiences.



MR70/Z3

Intelligent safeguarding and monitoring

Technology enables businesses to open their doors and trade confidently and worry-free. [Meraki Smart Cameras](#) keep employees and customers at a safe distance, maintain optimal occupancy levels, and reduce in-person exposure. Built-in analytics, like object detection and tracking, video walls, and integrated APIs, make it simple to remotely monitor environments and create great experiences.



MV12

Protection from the latest threats

The number of cyber threats increases every day, leaving a lasting impact on businesses without sufficient resources. [Meraki Security Appliances](#) keep IT infrastructures up-to-date with world-leading security backed by Cisco Talos threat intelligence, a team that prevents 7.2M attacks globally. Additionally, SD-WAN with automatic WAN failover keeps businesses online and transacting with 24/7 uptime and connectivity.



MX100

Life extension of IT infrastructure

IT infrastructure is the backbone of business and any disruption can create untold challenges. [Meraki Sensors](#) help IT teams prevent network downtime and lost productivity by monitoring network closets and high-value areas for leaks, extreme temperature changes, and unauthorized access. Real-time visibility and alerts eliminate costly expenses due to environmental factors.



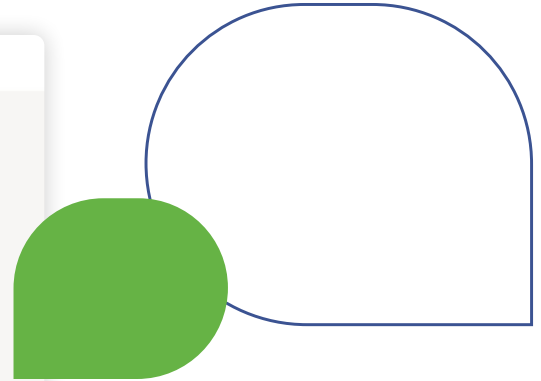
MT2

Partner marketing tools

There are a number of resources for partners to leverage when preparing to sell Meraki products to small business customers. Familiarize yourself with key messaging, use cases, and sales tools, including Cisco Capital.

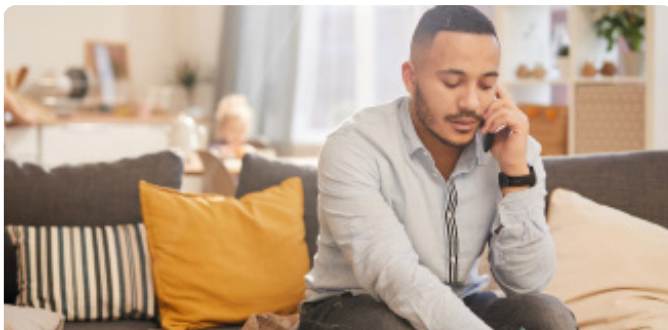


The screenshot shows a video player interface for a Meraki Partner Expert Series video. The video title is "EMPOWERING SMALL BUSINESSES WITH MERAKI". It is presented by Miriam Kung, Matthew D'Angelico, and Sam Lane. The video player includes a play button, a progress bar at 27:34, and a comment section with fields for "Your name" and "Your message".



All Meraki partners can use Meraki lead generation tools with a unique partner referral link to generate and track their leads in the Meraki Partner Portal. Log in to merakipartners.com to grab your unique referral code, then review this guide and start generating leads using the examples below as calls to action:

On-demand webinars



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IT that works harder for your business →