

Partner Battlecard

# Why (More) Meraki for Existing Customers?

For Small Businesses that Think Big

Small and midsize businesses need IT solutions that are easy to manage, cost-effective and ready to scale as they grow. Use this cheat sheet to help engage with existing customers and articulate how Cisco Meraki can continue to help them build AI-ready network infrastructure that powers what's next.



## The Solution

Our platform is the cloud-networking foundation for the entire Meraki product portfolio. It comprises cloud-first operations, open APIs to better integrate and automate processes and a broad ecosystem of apps and technology partners to customize the monitoring and management of a network. It is built with a modern cloud-native architecture that scales to meet the needs of SMBs and large enterprise customers anywhere in the world.

## The Target Audience

Existing Meraki customers are prime up-sell opportunities. Look for customers using Meraki wireless, SD-WAN, switching and IoT networking solutions.

# Anatomy of a Sale

Follow these four steps to direct your targets through the sales funnel.



## 01 Awareness

Use these resources to introduce your targets to the benefits of Cisco Meraki. Track your leads on the Meraki Partner Portal by using your unique referral code.

[Asset 1](#) | [Asset 2](#) | [Asset 3](#)

## 03 Trial

Our sales motion is called “See. Try. Buy.”, because we know how powerful it is when customers are able to test-drive our products in real time. Offer your customers a zero-cost risk-free trial of any Meraki product. Again, there are three ways to set this up:

- Contact a Meraki sales representative directly to initiate a trial (head to [merakipartners.com](https://merakipartners.com) and use “Find My Rep”)
- Direct your customer to our trial form and don’t forget to tell them to attach your referral code so you can track who has requested a trial
- Work with your distributor to initiate a trial

## 02 Demo

The best way to help a customer understand the power of our platform is to show them a live demo. There are three options:

- Reach out to your Meraki representative and arrange a live demo (go to [merakipartners.com](https://merakipartners.com) and use “Find My Rep”)
- Use one of the demo platforms we offer to partners like Demobuilder or dCloud for a real time test-drive
- Direct customers to our instant demo where they can explore our platform at their own pace

## 04 Resources

Use our comprehensive resources to learn more about all Meraki products and solutions.

Product and solution resources:

[Asset 1](#) | [Asset 2](#) | [Asset 3](#)

# Critical Use Cases

What	Why	Who	Offer
<b>01 Security:</b> Secure area creation, environmental hazard detection and response and surveillance	Ensure a comfortable, safe and healthy environment while mitigating risk and controlling access to spaces and environments	Physical security	<ul style="list-style-type: none"> <li>IoT: Smart cameras (MV), Sensors (MT)</li> <li>Access: Wireless (MR), Switching (MS)</li> <li>WAN: Wireless WAN (MG)</li> </ul>
<b>02 Secure Unified Access:</b> Cloud security, unified access and hybrid work	Improve productivity, ensure business resiliency and protect intellectual property	Information technology	<ul style="list-style-type: none"> <li>Access: Wireless (MR), Switching (MS), Systems Manager (SM) (cloud monitoring for Catalyst)</li> <li>WAN: Security (MX) Wireless WAN (MG)</li> <li>SASE: C+ SC</li> </ul>
<b>03 Lean Ops:</b> Automated provisioning at scale, real-time monitoring and remote connectivity	Reduce costs, improve experiences and prepare for what's next	Information technology	<ul style="list-style-type: none"> <li>Access: Wireless (MR), Switching (MS), Systems Manager (SM) (cloud monitoring for Catalyst)</li> <li>WAN: Security (MX)</li> <li>SASE: C+SC</li> </ul>
<b>04 Physical Intelligence:</b> Workforce/workplace visibility, precision object detection and spatial planning optimization	Assure operational continuity, improve business operations and enhance experiences	Facilities	<ul style="list-style-type: none"> <li>IOT: Smart cameras (MV), Sensors (MT)</li> <li>Access: Wireless (MR)</li> </ul>
<b>05 Network Intelligence:</b> Insights into networks, apps and the cloud – including smart performance thresholds and recommendations	Mitigate issues, automate remediation and drive effective IT decision making	Information technology	<ul style="list-style-type: none"> <li>IoT: Smart cameras (MV), Sensors (MT)</li> <li>Access: Wireless (MR), Switching (MS)</li> </ul>
<b>06 Sustainable Ops:</b> Environmental monitoring, automatic adjustment of power parameters and reduction of service calls	Improve carbon footprint and comply with environmental mandates	Facilities	<ul style="list-style-type: none"> <li>Access: Wireless (MR), Switching (MS)</li> <li>WAN: Security (MX)</li> </ul>