

Partner Battlecard

Why Meraki for New 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 potential new customers and articulate how Cisco Meraki can 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

Networking touches many parts of the business – including IT, physical security, facility management and even line-of-business decision makers.

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 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 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
01 Security: 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"> IoT: Smart cameras (MV), Sensors (MT) Access: Wireless (MR), Switching (MS) WAN: Wireless WAN (MG)
02 Secure Unified Access: Cloud security, unified access and hybrid work	Improve productivity, ensure business resiliency and protect intellectual property	Information technology	<ul style="list-style-type: none"> Access: Wireless (MR), Switching (MS), Systems Manager (SM) (cloud monitoring for Catalyst) WAN: Security (MX) Wireless WAN (MG) SASE: C+ SC
03 Lean Ops: 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"> Access: Wireless (MR), Switching (MS), Systems Manager (SM) (cloud monitoring for Catalyst) WAN: Security (MX) SASE: C+SC
04 Physical Intelligence: 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"> IOT: Smart cameras (MV), Sensors (MT) Access: Wireless (MR)
05 Network Intelligence: 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"> IoT: Smart cameras (MV), Sensors (MT) Access: Wireless (MR), Switching (MS)
06 Sustainable Ops: 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"> Access: Wireless (MR), Switching (MS) WAN: Security (MX)