



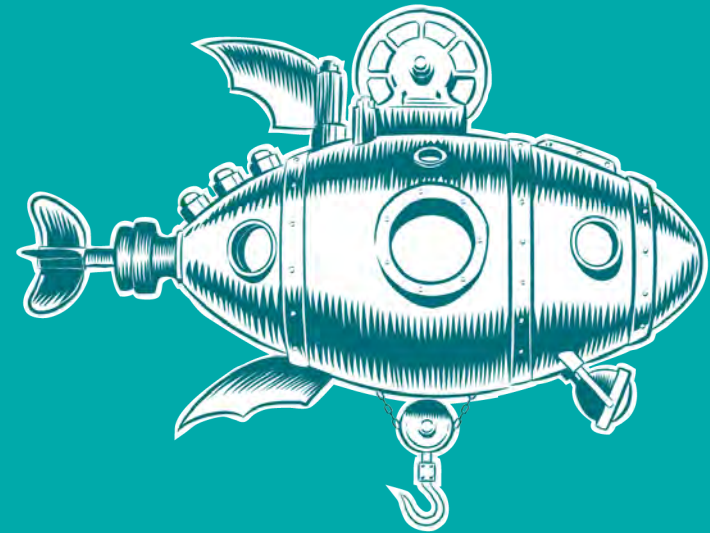
CISCO Meraki

simplifying powerful technology

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version 08/06/2022





Trust the Strong

ALEF is stable Value-Added distributor of information technology since 1994 with focus on ICT solutions in Infrastructure, Cybersecurity, Collaboration, Cloud, Data centre, Networking and all connected areas, operating in Central and East Europe.

1994 Prague
Cisco
Distributor #1

1996 Bratislava
Cisco
Distributor #1

2002 Budapest
Cisco
Distributor #1
Microsoft
Distributor

2015 Ljubljana
Cisco
Distributor #1

2015 Zagreb

2021 Warsaw

2015 Belgrade

Sales coverage from Serbia to Montenegro, Bosna-Hercegovina, Albania and North Macedonia

2017 Bucharest

Cisco
Distributor #1

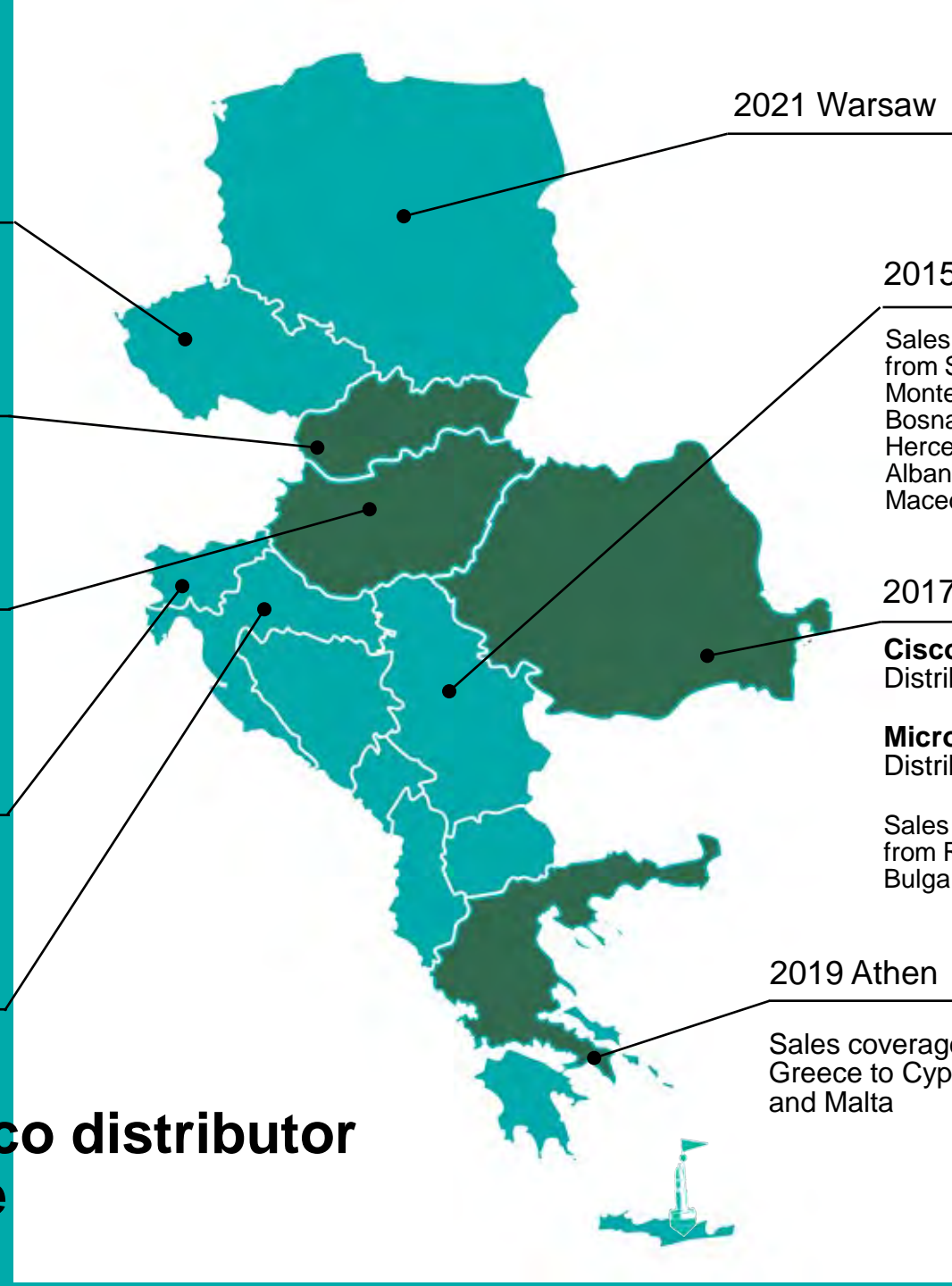
Microsoft
Distributor #1

Sales coverage from Romania to Bulgaria

2019 Athen

Sales coverage from Greece to Cyprus and Malta

No. 5 Cisco distributor in Europe

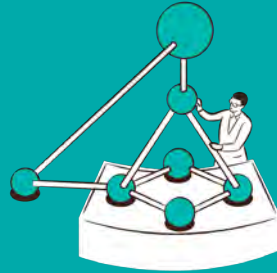


Pillars for VAD – to support partners



Distribution

- Vendor management
- Presales support
- Channel development & Enablement
- Business Development
- Logistics
- Financial Services



Professional Services

- Presales Consultancy
- Solution Design
- Implementation
- Project Management



Managed Services

- Break & Fix services
- Advisory
- Administration
- Network Monitoring
- Security Monitoring



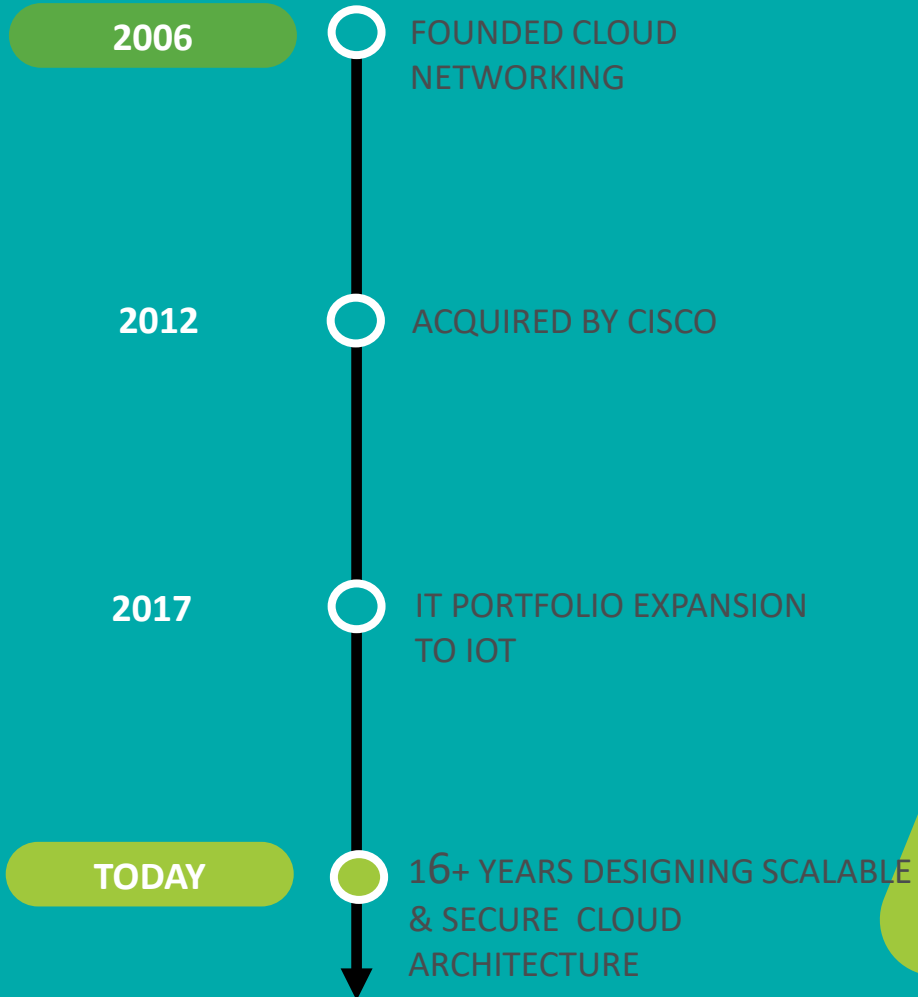
Training

- Cisco, F5, NetApp, AWS, Microsoft etc.
- Cybersecurity
- Certified Training
- Customized Training
- Competency Center
- Testing Center



Meraki at a glance

Connecting passionate people to their mission by simplifying the digital workplace.





Meraki : Born in the cloud, growing daily, and trusted everywhere



630K
customers

3.5+
million

CUSTOMER
NETWORKS

10+
million

MERAKI DEVICES
ONLINE

190+

COUNTRIES
IN NETWORK

3+
billion

EXTERNAL API
monthly REQUESTS

153+
million

DAILY END USER
DEVICES

250+
million

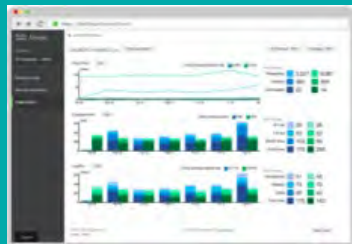
DAILY SPLASH
PAGES SERVED

99.99%

CLOUD SLA



A full-stack portfolio to power **IT and OT**



Meraki Dashboard
(single pane of glass)

Built-in solutions



Tailored solutions

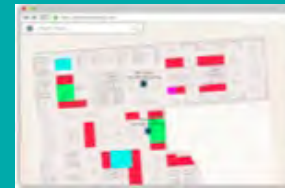


API



Custom Developed

apps.meraki.io
(buy or build apps)



Tech Partner

3x
larger than
competitor



Wireless



Switching



SD-WAN and
Security



Gateway



Mobile Device
Management



Environmental Sensors



Cameras

SD-Access

SD-WAN, SASE

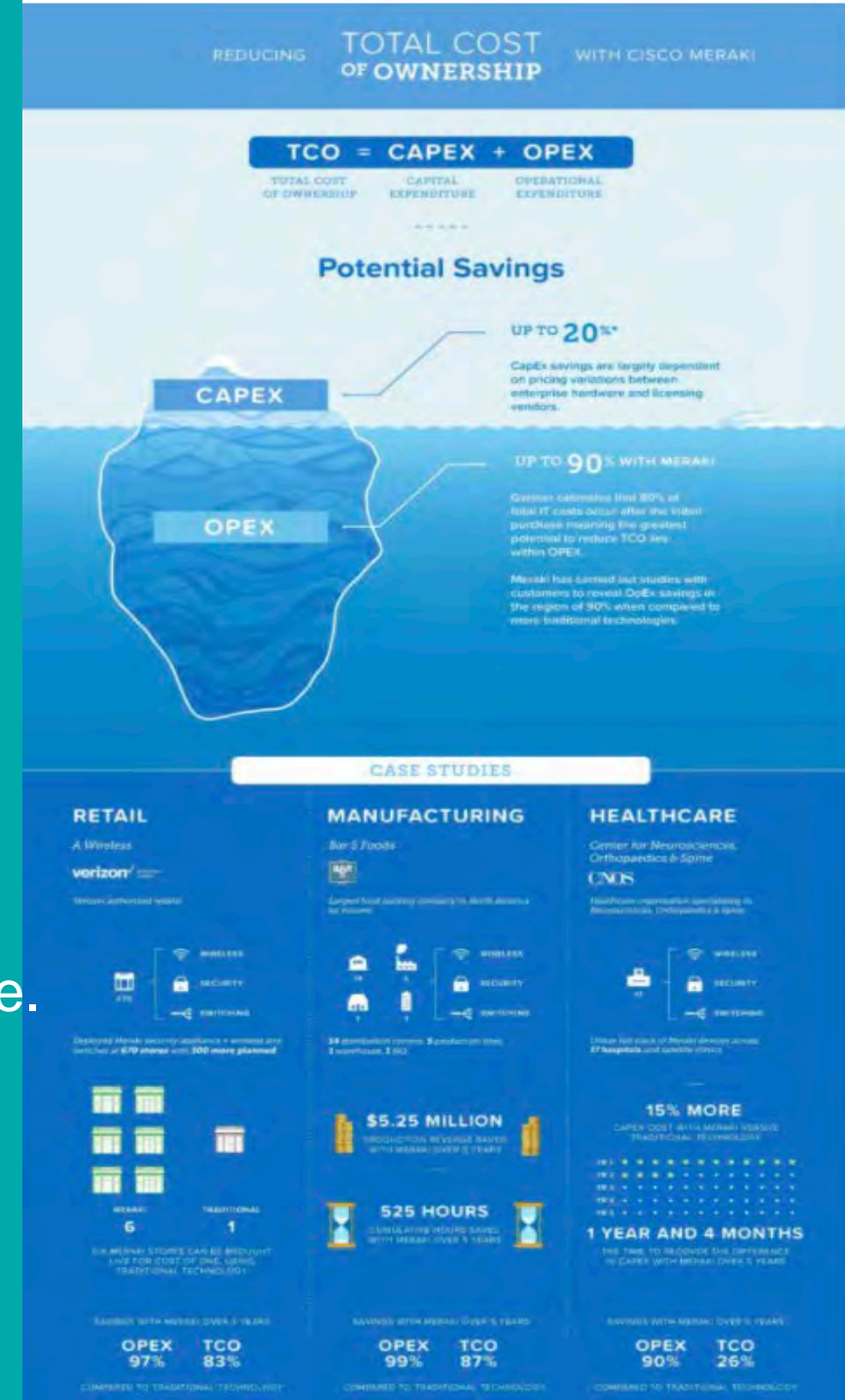
IOT



Position Meraki to reduce your TCO

$$TCO = CAPEX + OPEX$$

- ✓ Zero touch provisioning and configuration templates
- ✓ Automation scripts, via open APIs
- ✓ Alert system
- ✓ Analytics and business insights
- ✓ Additional capabilities for internal process automation (i.e. ServiceNow integration)
- ✓ And much more...



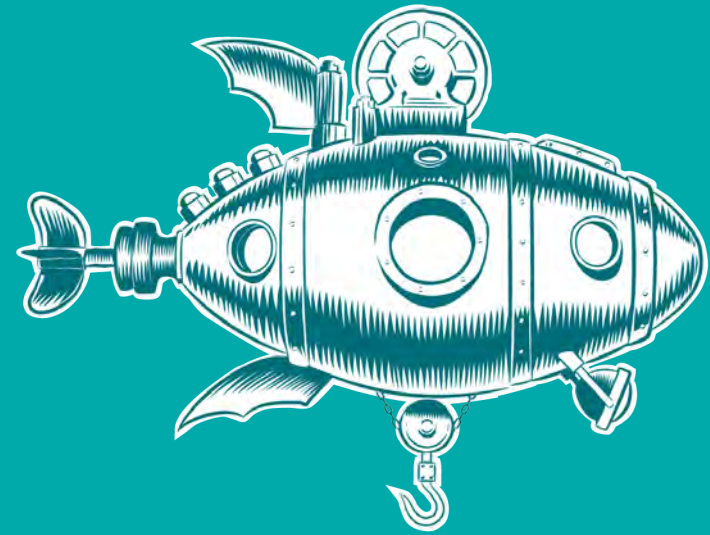
Leveraging Cisco Security Solutions



X ALEF

CISCO Meraki

a solution for every use case





#1 C&S: plans, designs, constructs and maintains the built and natural environment

Industry: services

Focus on:

- Multi-site engineering company deploys secure guest WiFi to support BYOD initiatives,
- Cloud management across sites nationwide provides centralized control with low TCO,
- Built in traffic shaping and content filtering maximize bandwidth usage,



Products: MR - Wireless LAN





#1 C&S: plans, designs, constructs and maintains the built and natural environment

C&S Companies provide client-focused engineering, architecture, planning, environment, and construction services. Besides the headquarters, C&S has **16 regional locations** throughout the country, some of which are connected via MPLS. Initially only the Syracuse office was equipped with WiFi, but as **BYOD** hit the workplace, it became paramount to offer **wireless in every office**.

“we have a lot of vendors bringing in their own equipment, and we found that they were plugging in, which went against our corporate **security policy**. We have a fairly open environment, so I wanted to provide access for everyone.” However, with stringent security requirements at C&S, it was critical that the wireless network be completely segregated from the corporate LAN. “I was really afraid that somebody would find a way to get onto our central network,”

Meraki APs feature a built-in firewall, which securely segregates guest devices, so they can’t touch C&S network.

C&S considered several options, including installing a separate Internet connection at each office. “That would have been **a monthly data bill on top of the hardware costs** — it didn’t fit our business model,” he said. He had been using traditional access points (APs) for wireless at the Syracuse office but, he said, “in addition to being expensive, the management was complicated and I had **to hire a specialist** any time I needed to change configurations. **It wasn’t something we could scale** for other locations.”

For the price of a traditional solution at only the Syracuse office, C&S could deploy Cisco Meraki at all of the regional offices and could manage the network over the web, without specially trained staff.

Deployment was simple for Harter’s team; they shipped each AP to a remote office, asked an employee there to plug it in, and the AP downloaded its network settings from the cloud and appeared on C&S’s Meraki dashboard.

“I like to know what the busiest sites are, and I like getting the **automatic reports** from Cisco Meraki — top applications, top clients, and so on. The reports tell us if we need to make a policy adjustment or a bandwidth adjustment.”



Jim Harter, *C&S Network Administrator*

“I future proof my purchases as much as possible and in the future we’re going to grow. Meraki gives us the option to evolve down the road.”

ALEF



#2 DB Schenker: easy, transparent, successful

Industry: manufacturing

Focus on:

- Centralized management and monitoring of resources from the Cisco Meraki dashboard,
- Significantly reduced time and resources spent on troubleshooting,
- Simplified warehouse monitoring for improved efficiency, safety, and security,



Products:
MR – Wireless LAN,
MS – Switching,
MX – Security and SD-WAN





#2 DB Schenker: easy, transparent, successful

>750 warehouses across 50 countries. This involved implementing Meraki Wi-Fi access points (MR), switches (MS), and security appliances (MX) in **90% of DB Schenker's Singapore warehouses**, including the Red Lion.

The Meraki solutions simplified warehouse communications monitoring and significantly reduced troubleshooting time in a matter of minutes, compared to hours with the legacy systems: **"We require 60% fewer resources**, and we've been able to redirect all those extra resources to other areas of operations"

For example, previously when there were problems with the wireless controller, all access points would be affected. This resulted in extended periods of downtime. The Meraki solution significantly **reduces this impact, as each access point is independent** of the other.

DB Schenker plans to incorporate more Meraki solutions in the future.

Implementing Meraki **smart cameras and sensors** in warehouses like the Red Lion will help enhance the safety of their staff and the security of their warehouses. The team can utilize these technologies to keep track of social distancing as well as ensure that the right trucks are entering the warehouses.

DB Schenker has since been able to **reallocate the time and resources they saved to enhance efficiency and productivity.**

LIM HAN YONG, *Global Infrastructure Services Country Head*

“With Cisco Meraki, everything is now centralized and can be configured and monitored from a single dashboard. The IT team can log in simply anytime, anywhere, on a computer or phone, via the Meraki app.”





#3 South Western Ambulance Service NHS Foundation Trust (SWASFT)

Industry: healthcare

Focus on:

- Each location has 1-2 Meraki APs, which route back through an 8-, 24-, or 48-port Meraki switch depending on the size of the stations,
- Location heatmaps allow the IT team network visibility



Products: MR – Wireless LAN, MS – Switching, MX – Security and SD-WAN



#3 South Western Ambulance Service NHS Foundation Trust (SWASFT)

With an operating area spanning over 10,000 square miles, South Western Ambulance Service NHS Foundation Trust (SWASFT) provides a range of emergency and urgent care services including NHS 111 call-handling and triage, urgent care, patient transport and emergency 999 care to 20% of mainland England. Across its geographical area, SWASFT serves 5.3 million inhabitants and 17.5 million visitors every year. With a skilled workforce of over 4,000 employees, working from over 100 sites, including airbases and clinical hubs, incorporating many remote areas like the forests across and the Isles of Scilly, the Head of ICT Services for SWASFT needed a centralized, easy to manage network infrastructure to link everyone together.

The side-by-side deployment of on-premise and cloud-based Cisco Meraki products provides the IT team with the security, flexibility, and ease-of-use they needed. “Having the cloud-based controller and 100% resiliency is vital to us”, We can do remote troubleshooting, like running cable tests on switch ports, and have a contractor fix it. That’s easily a 2.5-hour drive avoided.

SWASFT submitted an order for over 100 Meraki switches and 300 Meraki access points.

Built into the dashboard are location heatmaps, which allow the IT team to see where the network is used most heavily and adjust AP placements and quantities as needed. As the Trust expands its Meraki deployment, the IT team can simply add new devices and have them instantly visible in the centralised dashboard.



#3 South Western Ambulance Service NHS Foundation Trust (SWASFT)

The continuity of SSIDs allows employees to **travel to any site and have automatic access to the network and resources**. Employees can connect to care facilities while they're in the field or via the wireless system at stations to securely share patient medical data. Once the ambulances arrive at hospitals, the patient's information is already accessible when they are formally handed over to hospital staff. **Maintenance of ambulances and other vehicles in the trust's 1,000-strong fleet are performed at one of the 20 locations equipped with diagnostic systems.**

In the main IT office, wallboards are setup for on-going monitoring of the distributed network, which Greg Moyse explained in more detail, "We can monitor what people are doing. We can **send users an email if they are using too much bandwidth, or revoke their splash login** completely." While the APs are providing users with the SSIDs to access the internet, the Meraki switches are physically connecting them to the network and employing features like Quality of Service rules to prioritise specifically tagged traffic.

A lot of **options that previously would need to have been purchased, are already in the dashboard**, like location tracking for example. It's very easy with the dashboard's integration with Google Maps, the team can also zoom in to see deployments in detail, network health, and a general view of what is happening."



Greg Moyse, *Senior Systems Analyst*

**“Meraki is an easy, out-of-the-box solution that I can use from anywhere.
I have a guy who just took a switch with him. I’ve already preconfigured the device to be
up-and-running when it’s plugged in”**



#4 SAS Global Communications

We design, deploy and manage the networks on which our customers run their businesses in an increasingly digital world

Industry: IT & Services

Focus on:

- Success they've had as Cisco Managed Service Provider partner was instrumental in them being recognised as a Top 10 UK SD-WAN provider
- Operational model made more efficient with Meraki's templated network designs, near zero-touch installation, and dashboard deployments



Products: MR – Wireless LAN, MS – Switching, MX – Security and SD-WAN, MV – smart cameras





#4 SAS Global Communications

We design, deploy and manage the networks on which our customers run their businesses in an increasingly digital world

Increasingly, businesses are looking to take advantage of the cost savings and application performance improvements facilitated by SD-WAN technology.

SAS identified Cisco SD-WAN powered by Meraki as a powerful and easy to deploy solution across customer branches. Despite the intuitive management interface and simple design of the Cisco Meraki solution, customers still needed networking skills to design, roll-out, optimize, and troubleshoot the network, which is where SAS Managed IT Services came in.

SAS has also implemented solutions incorporating Cisco Meraki security appliances (MX), switching (MS), and wireless (MR), and have Proof of Value initiatives in progress for smart cameras (MV) at several customers. SAS is integrating their award-winning management, monitoring, and alerting platform with the Meraki dashboard, using Meraki APIs, alongside Meraki Insight to deliver advanced assurance analytics.

The information SAS captures at the beginning of any client engagement is keyed in once and then used to populate all subsequent systems for implementation, system management, support, and invoicing. They build the inventory as they implement the project, adding equipment, circuits, and support details as each site goes live, ensuring a single repository of truth for all elements of the inventory.



#4 SAS Global Communications

We design, deploy and manage the networks on which our customers run their businesses in an increasingly digital world

The go-to-market strategy:

SAS is able to utilise the Meraki free trial program to offer a free proof of concept. At this stage, they showcase their managed service by preconfiguring the equipment and providing a post-trial summary, with the help of analytics from their award-winning platform and the Meraki dashboard.

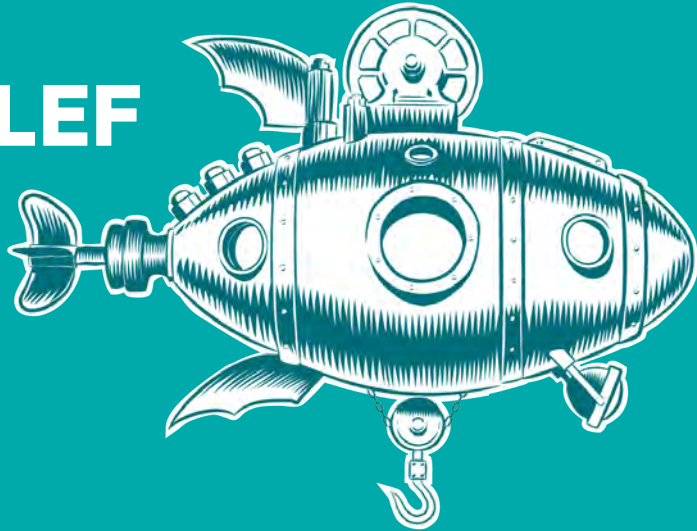
The results:

The service has generated sales of over \$1.5 million per quarter since launching, and led to an increase in stack sales, with SAS winning LAN and Wi-Fi business, in addition to existing WAN management revenues. The licensing model also ensures they bolster annuity revenues to add to their managed service revenues.

SAS' Net Promoter Score is consistently over 70!

SAS believes that the success they have had as Cisco Managed Service Provider partner, transforming networks with Meraki SD-WAN, was instrumental in them being recognised as a Top 10 UK SD-WAN provider by Enterprise Networking Magazine

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Meraki Use Cases



Meraki Community



Meraki Webinars

Let's build together!



and others