



Selling into K-12 Accounts with Cisco Meraki – FY16

Cisco Meraki Webinar Series



Agenda

Introduction to Cisco Meraki

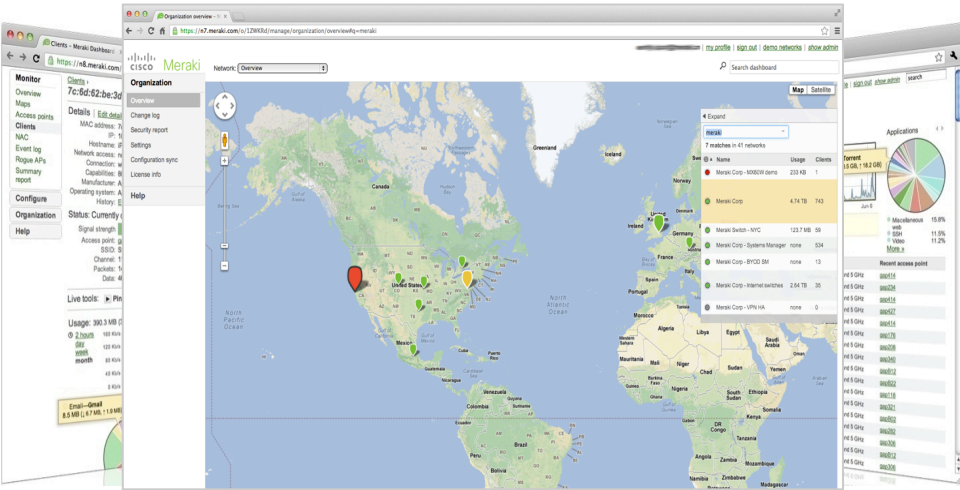
Solutions for common K-12 network challenges +
live demo

Positioning the Meraki solution + sales tools

Q&A

Cisco Meraki: who we are and what we do

- Complete cloud-managed networking solution
 - Wireless, switching, security, WAN optimization, MDM
 - Integrated hardware, software, and cloud services
- Leader in cloud-managed networking
 - Among Cisco's fastest-growing portfolios
 - Over 100% annual growth
 - Tens of millions of devices connected worldwide
- Recognized for innovation
 - Gartner Magic Quadrant
 - InfoWorld Technology of the Year
 - CRN Coolest Technologies



The screenshot displays the Cisco Meraki dashboard interface. It features a world map with red location pins indicating network sites across various continents. To the right of the map is a table listing network details such as name, IP range, and status. The interface includes a navigation menu on the left and a search bar at the top. Below the dashboard, four categories of hardware and services are highlighted with icons and labels: Wireless LAN (two white wireless routers), Enterprise Security (a stack of network switches), Access & Aggregation Switching (a large network switch), and Mobile Device Management (a cloud icon with a smartphone).

Wireless LAN Enterprise Security Access & Aggregation Switching Mobile Device Management

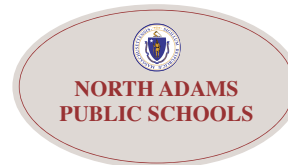
UNITED COLORS
OF BENETTON.



Mit Massachusetts
Institute of
Technology



Trusted in thousands of K-12 campuses

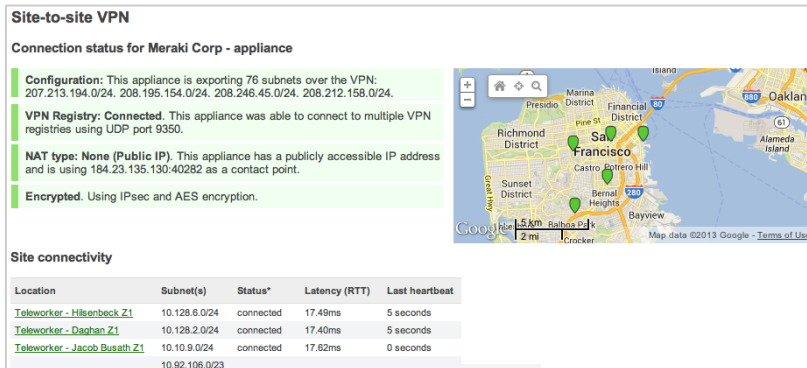


Why choose Cisco Meraki for the K-12 environment



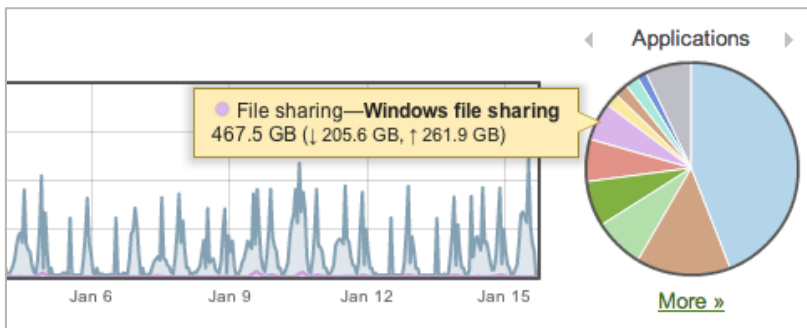
Intuitive centralized management

- No training, no complex command line
- Seamlessly control devices across sites
- Packet capture, Live Tools and diagnostics



Flexibility for distributed schools & campuses

- Single pane of glass visibility into all devices
- Zero-touch site provisioning
- Seamless updates from the cloud



Industry-leading visibility, control, & security

- Fingerprints users, applications, and devices
- Network-wide monitoring and alerts
- Full stack solution: APs, switches, Security, MDM
- CIPA-compliant content, security filtering


Intuitive centralized management


Centralized network management

[Clients](#) > **40:b3:95:b1:43:9f**

Details | [Edit details](#)

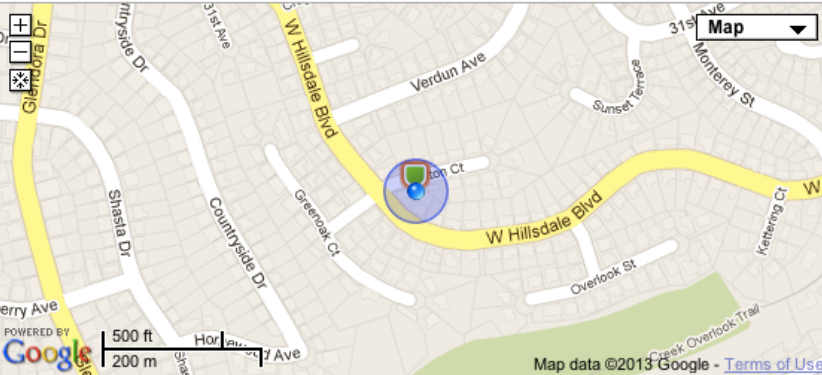
MAC address: 40:b3:95:b1:43:9f
IP: 10.79.202.111
Hostname: Meraki-K-12-1 (DHCP)
Network access: normal
Connection: wireless
Capabilities: 802.11n, 2.4 and 5 GHz
Manufacturer: Apple
Operating system: Apple iPad
History: [Event log](#)
Packet capture: [Run packet capture on this client](#)
Systems mgmt: [Client details](#)

Status: Currently connected 

Signal strength **19 dB** 

Duration: 2.1 hours
Access point: [00:18:0a:32:c8:2c](#)
SSID: CEDI
Splash Authorization: *None*
Channel: 6 - 2.437 GHz (11n, 20MHz channel)
Packets: 3398 sent, 1144 received
Data: 118.5 KB sent, 132.8 KB received

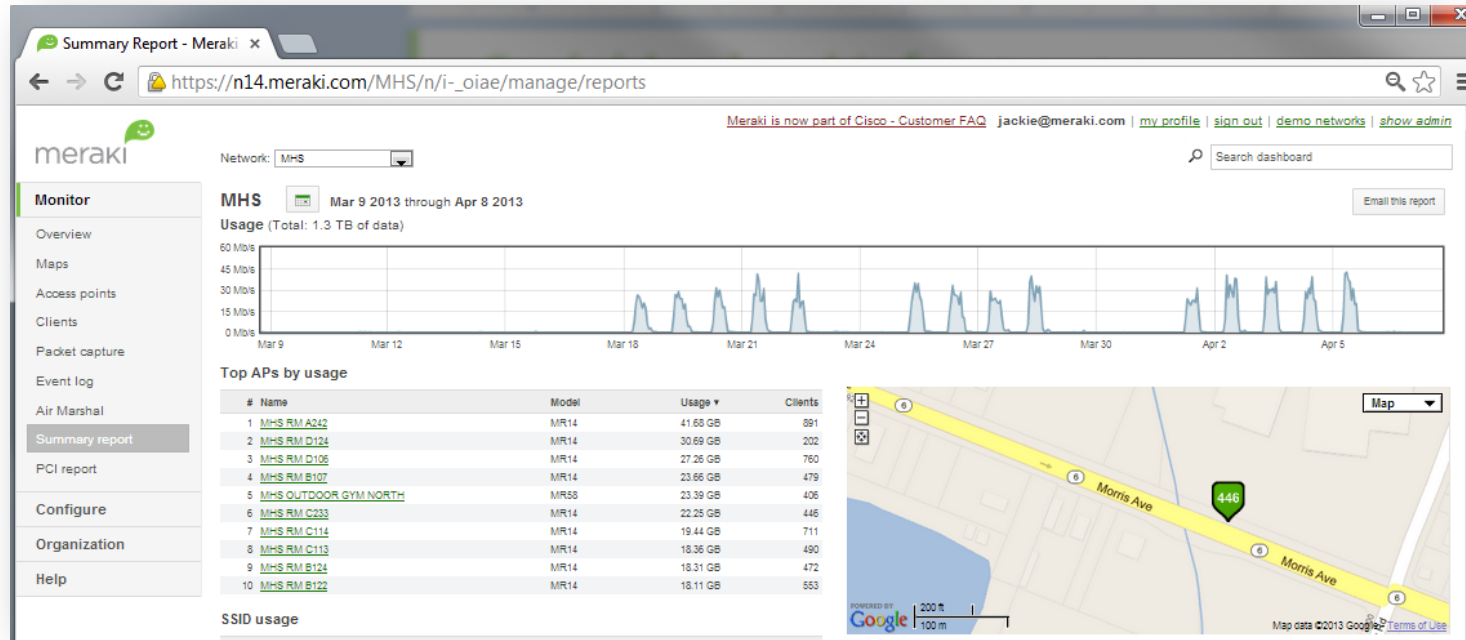
Approximate location
Based on data from 1 AP as of Mar 07 23:18



Map data ©2013 Google - [Terms of Use](#)

- Single pane of glass – device, user, and application visibility
- Self-provisioning devices automatically download configurations from cloud
- Identity-based filtering rules and application bandwidth management
- Auto VPN connects remote sites securely, without on-site IT intervention

In-depth monitoring capabilities



Granular Reporting

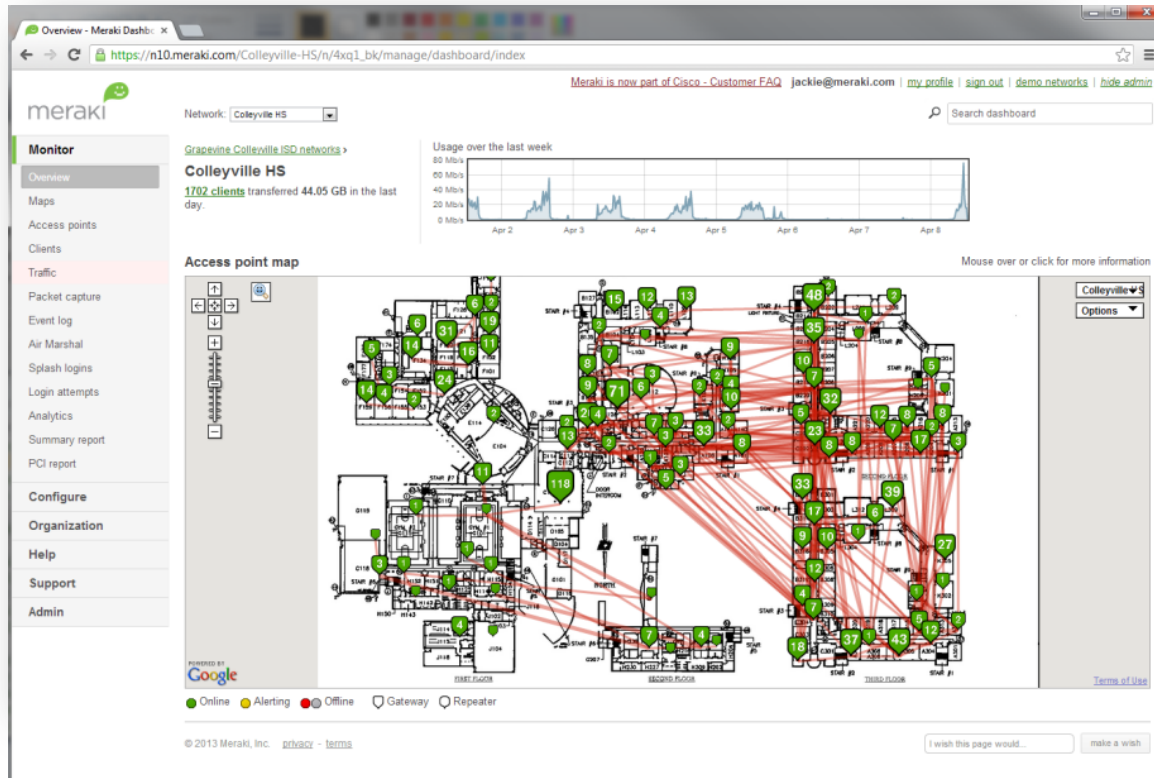
- Who is using the network?
- What are they using the network for?
- Devices, applications, websites, and more

Ease of Use

- No training required for staff
- Single pane-of-glass visibility across schools/networks
- Alerting features
- Integrated with Google Maps

Designed for distributed schools and campuses

Large deployment ready



Flexible for any location

- Deploy as many devices as you need
- Plug and play devices for quick deployment
- Eliminates need for hardware controller
- Enables scalable mobile device deployments
- One touch provisioning

Self-healing wireless mesh

- Extend coverage seamlessly to hard to wire areas
- Stadiums, remote buildings, etc.
- Improve overall network reliability

Reliability for high number of devices

Network Usage

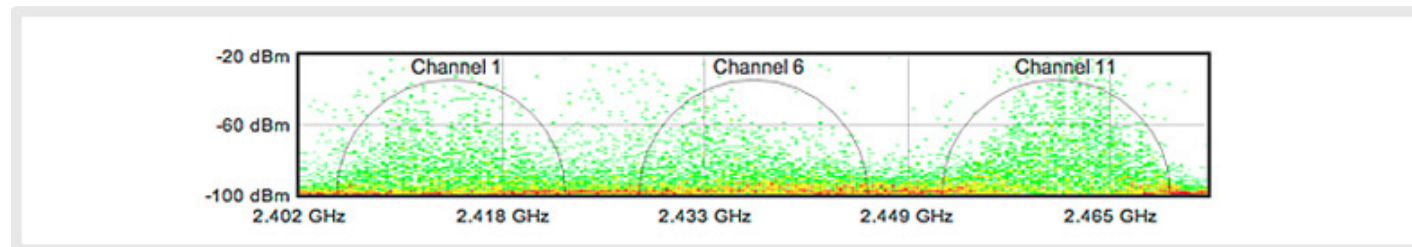
- Airtime fairness for equal client bandwidth distribution
- Seamless and fast roaming throughout wireless environment
- High performance Access Points

Channel Saturation

- Auto RF optimization to adapt to challenging conditions
- Continuous monitoring to maximize network-wide performance

Quality of Service

- Simple, 2 mouse click implementation
- Ensure flawless multimedia streaming
- Flexible, deep packet inspection for consistent traffic shaping

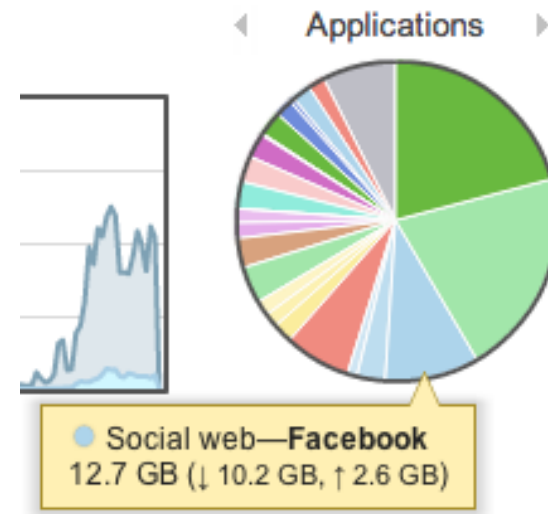


Industry-leading visibility, control, & security

Rich, integrated reporting for K-12

Top operating systems

#	OS	# Clients ▼	% Clients	Usage	% Usage
1	Apple iPhone	32746	48.5%	240.86 GB	40.6%
2	Apple iOS	11319	16.8%	21.61 GB	3.6%
3	Android	10612	15.7%	112.48 GB	18.9%
4	Apple iPod	3696	5.5%	12.29 GB	2.1%
5	Apple iPad	3143	4.7%	66.36 GB	11.2%
6	Other	3101	4.6%	1.57 GB	0.3%
7	Mac OS X	1148	1.7%	107.30 GB	18.1%
8	Windows 7	567	0.8%	22.37 GB	3.8%
9	RIM BlackBerry	511	0.8%	809.6 MB	0.1%
10	Windows Mobile OS	189	0.3%	711.1 MB	0.1%



- Deep insight into network usage:
 - Identify applications, users, and devices (iPhone, Android, iPads, etc.)
 - Application traffic statistics, classify encrypted and P2P apps (Skype, BitTorrent, etc.)
- Real-time search and historical reporting
- Visibility into applications and websites visited by students and teachers
- Monthly email summary reports to share with faculty and teachers

Device management & control

Policies by Device Types

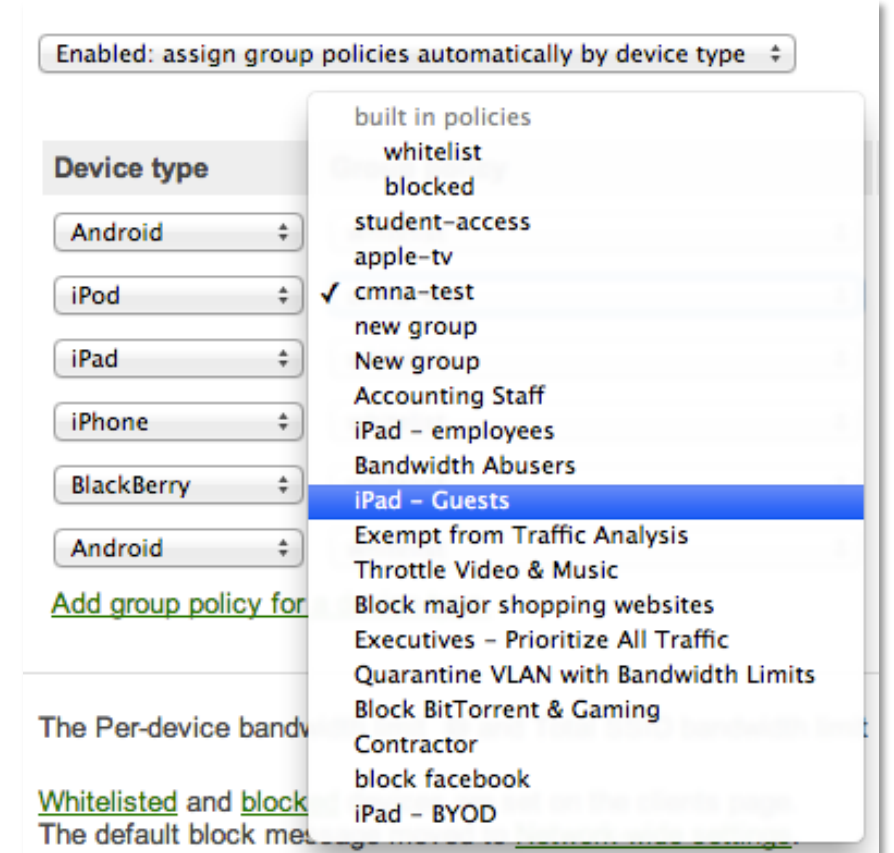
- Ownership models for device separation/monitoring
- Rules based on VLAN tags, users, device types

Layer 7 Application Filters

- Limit or block unwanted/recreational content on devices
- Flexible, fine-grained changes based on identity, device, etc.
- Zero configuration, integrates with NAC and device-based policy firewalls

Application Management

- Deploy applications (VPP) and reclaim apps
- Enforce restrictions, set security policies, monitor hardware and software vitals



Maintaining a secure WiFi environment

Access Control

- 802.1X with RADIUS integration: Active Directory, LDAP, etc
- Custom splash pages, NAC, LAN isolation, VLAN tagging
- Numerous SSIDs for different user groups
- Device-based policies: firewall/traffic shaping rules, bandwidth limits, etc.

Firewall Rules

- User and content aware firewall in each access point
- Block or throttle access at the application level

Wireless Intrusion Protection

- Real-time detection and containment of wireless threats
- Attack profile identification: rogue SSID, spoofing, packet floods
- Immediate threat alerts via e-mail and SMS

Rock-solid UTM for district-wide organizations

Enterprise security & control in every MX

- Stateful Layer 7 firewall
- Integrated SourceFire SNORT IDS/IPS
- Content filtering, Google Safe search, anti-virus/anti-phishing, YouTube for schools, built-in web caching
- Group-based policies to throttle, prioritize, block apps

Easy to deploy & manage

- Zero-touch site provisioning
- Auto-VPN in 3 clicks
- Configuration templates for multi-site management
- Network-wide monitoring and alerts
- Seamless updates



Securing the wired network



Bremerton, WA school district

5,000 students, 11 schools

MS switches provide secure base fabric (detect & identify rogue DHCP)

Deep visibility into network usage

MS switch in K-12 environments

Lock down wired LAN access

- 802.1X access policies require either user or device-based authentication
- Easily block all port access except to specific whitelisted devices

Reduce window of exposure

- Time-based port schedules can disable ports during off-hours
- Network-wide monitoring and alerts

Prevent wired hijacking

- Integrated rogue DHCP server containment at no additional cost or licensing

Where is Cisco Meraki a fit for K-12?

Accounts looking for ease of management

- Over-leveraged network engineers
- Small IT staffs
- Distributed networks with limited technical coverage

Accounts with cloud initiatives

- Accounts with stated goals of “moving to the cloud”
- Accounts that want a network that simply works without added cost and complexity

Accounts that have both on-prem and cloud mixed environments

- Large campuses with heavy Cisco investment can also be a Meraki fit
- Example: Large district with Cisco on-premise that has satellite buildings...perfect fit for Meraki wireless and switching

Benefits of Cisco Meraki

Simplicity, ease of use

- Faster deployment with fewer errors

User, device, and application-level control

- Available across entire line (access points, security appliances, switches, MDM)

Integrated MDM

- Complete with deep management capabilities and control, included at no cost

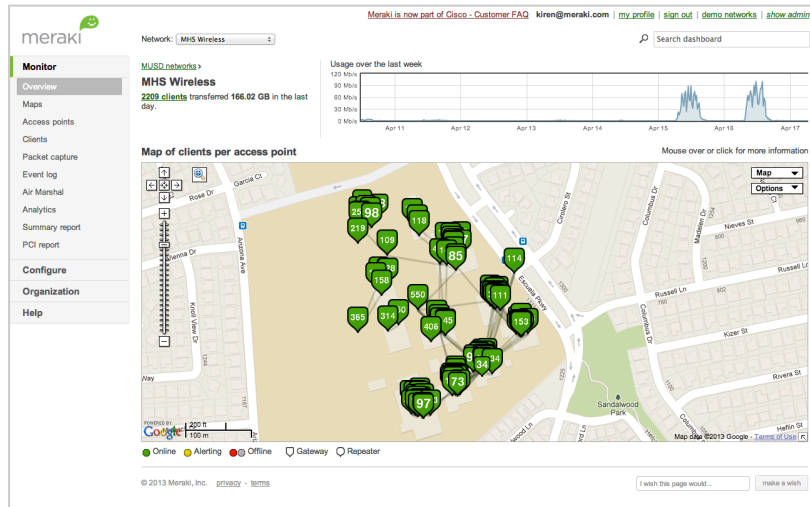
Feature velocity

- New features released every quarter, such as analytics, reporting, automated security audits, hosted splash pages

Unified cloud management

- Wireless, wired, and security under a single pane of glass

Case study: Milpitas Unified School District



- California school district with 14 schools and 10,000 students
- Deployed 200 Cisco Meraki Ethernet switches, cloud-managed firewall, and 800 wireless APs
- Enabled 1:1 Google Chromebook deployment and BYOD initiative
- Application visibility and control optimizes bandwidth across 10k+ clients

“The Cisco Meraki Dashboard, the traffic shaping, and the MDM were real advantages. We can see the traffic and devices on the fly.”

Chin Song, Director of Technology, Milpitas Unified School District

Case study: Lee's Summit School District



- Missouri K-12 school district with 35 schools, 18,000 students
- Beat out incumbents Aruba, Sonicwall, and HP with a unified solution for their 1:1 initiative (Google Chromebooks)
- Deployed 350 Cisco Meraki 48-Port switches, 8 cloud-managed firewalls, MDM, and 1600 Cloud Managed APs (indoor + outdoor)
- Cisco Catalyst 4500-X/Nexus at the Core/Distribution
- 5M total opportunity, including 1.7M in Cisco Meraki

“The ability to deploy policies across tablets, wireless, switching, and security from a single pane of glass was the deciding factor to purchase Cisco Meraki.”

Storry Seifert, Product Sales Specialist, Cisco Meraki

E-Rate Eligibility

- ✓ All Cisco Meraki hardware is 100% E-Rate eligible
- ✓ Most licenses 100% eligible for E-Rate funding*
- ✓ Turn competitive e-Rate bids around quickly and WIN more with the help of our dedicated team
- ✓ Check out our E-Rate Training deck for more information

*MX Advanced Security Licenses are 50% E-Rate eligible, Systems Manager Licenses are not E-Rate eligible, per FY15 eligible services list

Next Steps

Call up the “low hanging fruit”

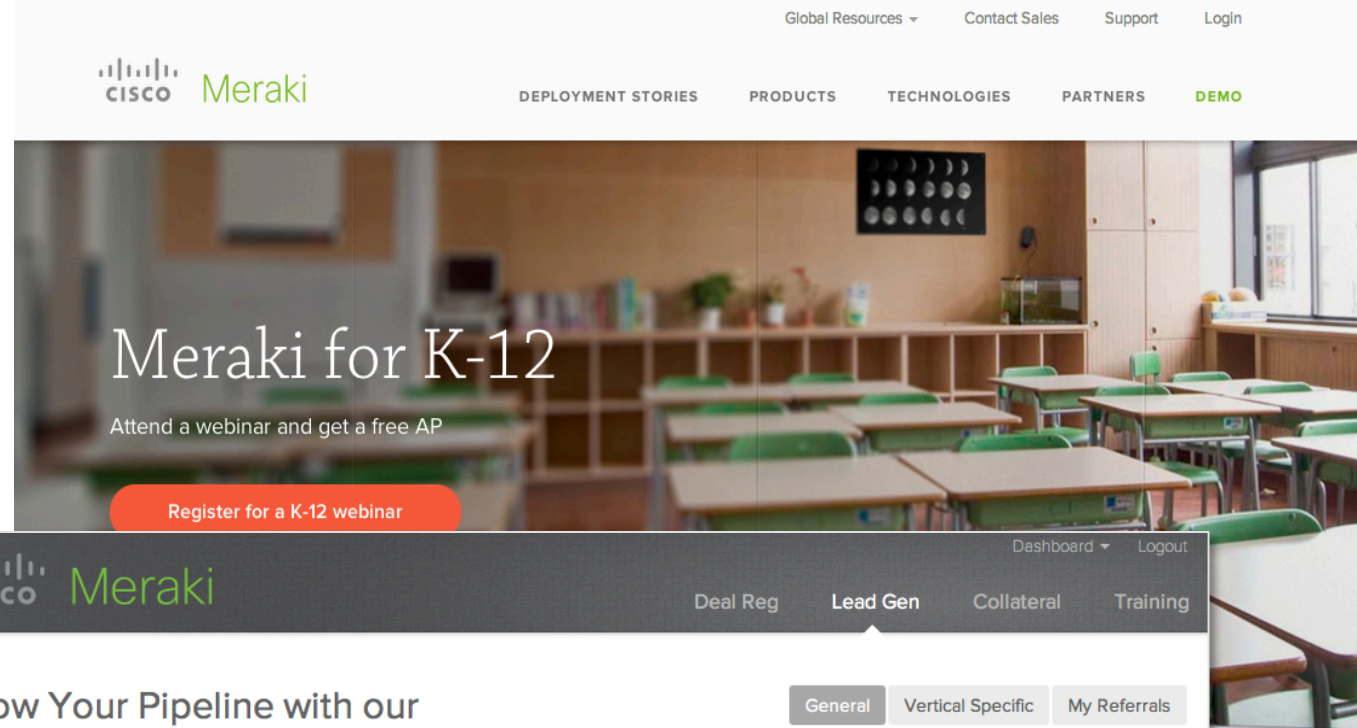
1. Customers that have purchased Meraki wireless, but not Meraki switching
2. Customers that have purchased mobility products (tablets, notebooks, and mobile) but not wireless

Invite them to learn more by attending a webinar!

meraki.cisco.com/k12

Invite them to trial any Meraki devices!

meraki.cisco.com/eval



A screenshot of the Meraki website's 'Marketing Tools' section. The page has a dark header with the Meraki logo and navigation links for 'Deal Reg', 'Lead Gen', 'Collateral', and 'Training'. The main content area is titled 'Grow Your Pipeline with our Marketing Tools' and includes a 'General' tab. It features a section for 'Get Credit for all Your Leads' with a text box for a customized referral link. Below this are three rows of links for 'Webinars', 'Systems Manager', and 'Free Trial'. At the bottom, it displays a 'Your Unique Referral Code: ?ref=Vh0GuZ'. On the right side, there is a section titled 'Great Ways to Refer Your Customers' with a 'Sample Email' preview showing a personalized message about a webinar and a free AP offer.

Thank you.

