

# Partner Onboarding Guide





DELTA



CREATING  
DESIGN WITH YOU

Soft-core

An owner  
of all and computer



Welcome to the Cisco Meraki Partner Program! We're looking forward to helping you grow your business with us. The Meraki 100% cloud-managed networking solution has several unique advantages:

### **A product that is easy to sell**

With an industry-leading demand generation program, an easy product to demo, and products that include advanced analytics and automatic feature updates out-of-the-box, Cisco Meraki sells itself. You'll get easy wins right off the bat!

### **A recurring revenue stream**

The cloud management license offers you an opportunity to continue selling to your customers over and over again.

### **An ideal managed service networking solution**

If you have an established managed service practice or are looking to start one, Cisco Meraki offers a high-quality managed service platform with low fixed investment, low operating costs, and a step-by-step guide on how to get started.

### **An opportunity to expand your addressable market**

Target the growing segment of businesses that seek simplicity and centralized management with Cisco Meraki cloud-managed networking.

In this document, you'll gain an overview of Cisco Meraki and its cloud networking solutions, learn how to access Meraki partner resources, and how to begin growing your business.

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# How to Start Selling

# 5 Steps to Getting Started

1

## **Get access to the Cisco Meraki Partner Portal**

Register for the Partner Portal at [merakipartners.com](https://merakipartners.com) by clicking on “New User?” Fill out the form and lookout for an email with login instructions.

2

## **Learn the basics**

Attend the on-demand **Meraki FIT** trainings to learn more about Meraki products and partner-specific resources. You can also visit the Training Tab on the Partner Portal to see upcoming partner training webinars and/or watch recorded videos.

3

## **Find your Cisco Meraki representative**

Your Meraki counterpart is the best resource for technical questions, account planning, and any other help. Make sure to ask for a ride-along product demo or for help conducting a technical deep dive over the phone with your customer. Our sales team is dedicated to providing you with Meraki-specific support.

You can use the “Find My Rep’ tool in the Partner Portal, see detailed instructions below.

Your counterpart will be your point of contact with the most up-to-date Meraki information, how to sync up with the right distributor, and start purchasing Meraki products.

### **How to find your Cisco Meraki representative:**

On the Partner Portal homepage, you’ll see “Find My Meraki Rep” on the left side. Just type in your prospective customer’s geographic location (e.g. city, county, state, zipcode, or country), and you’ll get a list of people to whom you can reach out.

- Inside Sales Reps are responsible for corporate accounts with less than 1,000 employees and education accounts with less than 4,000 students.
- Product Sales Specialists are located in territory and cover corporate accounts with more than 1,000 employee and education accounts with more than 4,000 students.

#### 4 **Access sales collateral & tools and experience a dashboard demo**

Sales enablement resources can be found in the Partner Portal on Collateral Tab under “Sales & Marketing Resources” and “Product Specific Collateral.” These will help you hone your knowledge and help you effectively sell Cisco Meraki.

Because the Meraki solution is such an experiential product, you should get a tour of the Meraki dashboard, as demonstrated in this video. Your Meraki rep can also give you a tailored demo. Additionally, check out additional demo tools found on Cisco’s [dCloud platform](#). Demoing the Meraki dashboard to your customer is the fastest route to a closed deal!

#### 5 **Find your referral code to start generating leads**

Identify target customers and leverage Meraki lead generation tools to get your customers excited about the product line. Your Partner Portal account has a unique referral code that helps you build your pipeline. More details on finding and using your code can be found in this [lead generation guide](#).

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### **FAMILIARIZE YOURSELF WITH MERAKI RESOURCES**

This [guide](#) walks you through the most important Meraki Partner platforms and resources available to you. You’ll learn more about where to find trainings, marketing resources, sales enablement guides, and more.

# How to Place an Order

There are three ways to receive pricing for your order:

- Deal registration pricing: if you have uncovered the opportunity yourself
- Standard pricing: if you are simply placing an order for an opportunity that you did not uncover yourself
- Special pricing: after you register your deal or receive a standard price quote, you can request additional discounting

## Deal Registration Pricing

If you've uncovered a new Meraki opportunity, it may be eligible for deal registration pricing. In the United States, you can register Meraki deals through Cisco's Global Price List (GPL) on the Cisco Commerce Workspace (CCW) by going to [merakipartners.com](https://merakipartners.com) or directly through the CCW webpage. For international orders, [merakipartners.com](https://merakipartners.com) is the only way to register Meraki deals.

Once you submit your deal registration, Cisco Meraki will approve the deal so that you can request a quote from your distributor of choice. If you have specific questions, please reach out to your Cisco Meraki rep.

## Standard Pricing

If you are not eligible for deal registration pricing, you can simply request a quote directly from your distributor of choice. If you need help with your bill of materials (BOM), your Cisco Meraki rep can assist you.

## Special Pricing

Once you have received a quote, if your deal requires additional discounting, please contact your Cisco Meraki rep or your Cisco AM to obtain special pricing.

For additional information on how to register a deal and use CCW, visit the Meraki [SalesConnect](#) page.





# Product Portfolio



## Cloud Networking Overview

The Cisco Meraki product line is a complete cloud-managed networking solution that includes wireless, switching, security, intelligent network insights, endpoint management, and security cameras that are all centrally managed over the web. Built from the ground up, our hardware, software, and cloud services are completely integrated to provide your customers with a unique and intuitive networking experience.

Cisco Meraki operates the industry's largest-scale cloud networking solution. With over 12 years of experience in the cloud, the Meraki technology has been continuously evolving to meet changing customer needs and industry trends. Today, the platform is trusted by thousands of IT professionals, from enterprise organizations, hospitals, schools, banks, and retailers, powering global deployments with millions of active devices.

Cloud networking provides centralized management, unprecedented visibility, and seamless control over networking devices. Meraki products come out-of-the-box with centralized management, Layer 7 device and application visibility, real-time web-based diagnostics, monitoring, reporting, and much more. Meraki deploys quickly and easily, without the need for in-depth training or proprietary command line interfaces.

# Product Overview

The Cisco Meraki product line includes:

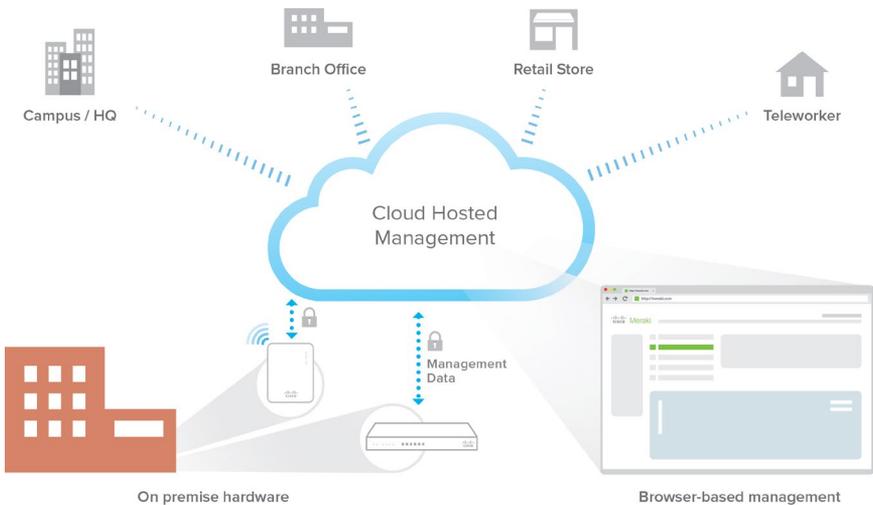
- MR Access Points, including 802.11ac Wave 2 and WiFi 6 compatible models
- MS Switches, including access and aggregation models
- MX Security Appliances, scaling from small branch to datacenter models
- MV Security Cameras, with motion search technology
- MI Insight, end-to-end web application and WAN performance management tool
- Systems Manager, the fully integrated endpoint management solution

Cloud management gives your customers the ability to deploy, monitor, and manage their entire wired and wireless network via the Meraki dashboard. This web-based management platform offers a reliable and easy to use solution for managing your customer's network.

For a detailed overview of all Meraki products, please take the [Meraki FIT](#) course.

## Cloud Networking Architecture

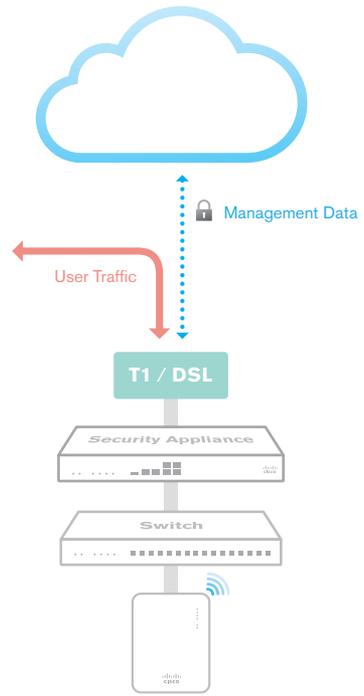
Our cloud-managed network endpoints connect securely to the Meraki cloud. Using the intuitive browser-based dashboard, network administrators can fully



deploy, manage, and troubleshoot their network via the cloud-hosted centralized management platform.

Meraki cloud networking offers security, reliability, and scalability. Our out-of-band control plane separates network management data from user data. Management data (e.g. configuration, statistics, monitoring, etc.) flows from Meraki devices (wireless access points, switches and security appliances) to the Meraki cloud over a secure Internet connection. User data (web browsing, internal applications, etc.) does not flow through the cloud, instead flowing directly to its destination on the LAN or across the WAN.

Read more at [meraki.cisco.com/products/architecture](https://meraki.cisco.com/products/architecture).



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## Key benefits of cloud networking for your customers

- Rapid deployment with self-provisioning and self-optimizing hardware
- Ability to monitor and control applications, users, and devices in real time
- Built-in multi-site management from a single web-based dashboard
- Automatic monitoring and alerts
- Scalability from small sites to million-user deployments
- Products that are future-proof and always up to date
- Seamless over-the-web firmware updates and new features delivered quarterly
- Complete, high-performance feature set and support at no additional cost

The Meraki product line has been recognized for innovation by leaders in the industry, such as Gartner Magic Quadrant, InfoWorld Technology of the Year, and CRN Coolest Technologies.

# FREQUENTLY ASKED QUESTIONS

## WHAT'S IN IT FOR ME?

We know you are not just selling hardware; you're selling a complete customer network. With that in mind, Cisco Meraki makes it simple for you to add value for your customers. With an easy sales process and a compelling product for prospective customers with lean IT departments and/or distributed branch locations, you can increase your customer base and grow your sales using our complete cloud-managed networking solution. The Cisco Meraki cloud architecture simplifies network deployment, bringing in higher margins for your services. It also creates a source of recurring revenue through license renewals, simplified remote management & troubleshooting, as well as a managed services-friendly interface.

Customer Network			
PARTNER REVENUE OPPORTUNITIES	Market Growth	Operating Efficiency	Recurring Revenue
	<b>Product Sale</b> <ul style="list-style-type: none"> <li>• Easy to sell with 2 SKUs</li> <li>• Accelerate sale cycle with simple evals</li> <li>• Grow sale with adjacent integrated products</li> </ul>	<b>Deployment</b> <ul style="list-style-type: none"> <li>• Efficient installation and configuration</li> <li>• Site survey and network design services</li> <li>• Line-of-business application development</li> </ul>	<b>Ongoing Service</b> <ul style="list-style-type: none"> <li>• Recurring license revenue</li> <li>• Simplified troubleshooting and truck rolls</li> <li>• Managed services ready (NOC, end-user support)</li> </ul>
CISCO CLOUD NETWORKING ADVANTAGES			
CISCO MERAKI	On-premise network hardware, hosted management software, technical support		

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## HOW CAN I ENSURE MY CUSTOMERS ARE COMFORTABLE WITH CLOUD-MANAGED TECHNOLOGY?

At [meraki.cisco.com/trust](https://meraki.cisco.com/trust), you'll find information about the steps we take to ensure your customer's network is safe and secure, covering:

- Our datacenters, security processes, and certifications
- How we safeguard your customer's data
- Best practices for securing your customer's network
- How our networks continue to operate when disconnected from the cloud
- PCI compliance information, tools, and best practices
- Our 99.99% uptime Service Level Agreement

In brief, the Cisco Meraki service is collocated in tier-1, SSAE16 certified datacenters that feature state of the art physical and cyber security and highly reliable designs. All Cisco Meraki services are replicated across multiple independent datacenters, so that customer-facing services would fail over rapidly in the event of a catastrophic datacenter failure.

In addition to the Cisco Meraki secure out-of-band architecture and secure datacenters, Cisco Meraki offers a number of tools for administrators to maximize the security of their network deployments. These include enabling two-factor authentication, strengthening password policies, enforcing the principle of least privilege with

role-based administration, enabling configuration change email alerts, periodically auditing configurations and logins, verifying SSL certificates, and idle time out. Use of these tools provides optimal protection, visibility, and control over your customers' Cisco Meraki networks. For more information, Cisco Meraki product manuals are available at [meraki.cisco.com/library](https://meraki.cisco.com/library).

You can also review and share this **"Trust the Cloud"** guide with your customers.

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## WHAT HAPPENS IF THE NETWORK TEMPORARILY LOSES CONNECTION TO THE CLOUD?

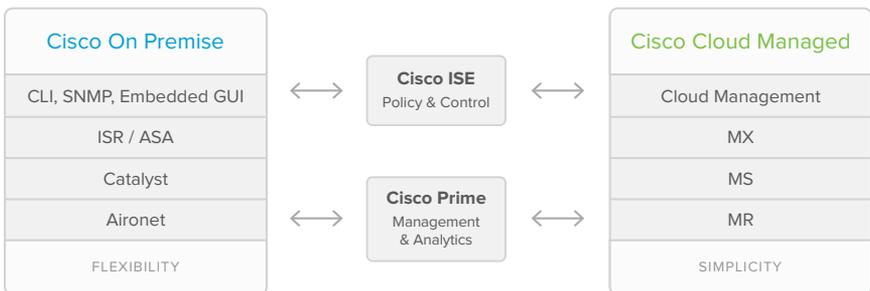
If the network loses connection to the Meraki cloud, wireless clients would continue to be able to use the WLAN, have access to local LAN resources (e.g., printers and file shares) and, if an Internet connection is available, to the Internet as well. However, your customer would not be able to make any configuration changes to the network until the connection to the cloud is restored. Any configuration changes made during the connectivity loss would come into effect once the connection is restored. If a Meraki data center experiences an outage, your customer's network would automatically fail over to another Meraki data center. And if your customer has set up email alerts, he or she would receive an email when a Meraki node loses connectivity to the cloud, allowing you or your customer to take corrective action if necessary.

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## WHERE DOES THE MERAKI LINE FIT WITHIN CISCO ENTERPRISE NETWORKING?

In the diagram below, you will find information on equivalent Cisco On-Premise products to Cisco Cloud-Managed products, and the key differentiating factors. This will allow you to have a better understanding of which networking solution is the best fit for your prospective customers.

### Cisco ONE Architecture



At Cisco, we pride ourselves on being able to offer your customer a range of options, from an incredibly flexible solution with Cisco On-Premise, to an incredibly easy to use solution with Cisco Cloud-Managed.

With these two solutions, you can offer your customer the greatest range of options, from a fully cloud-managed network to a fully on-premise network. There are many hybrid options as well, such as deploying Cisco Enterprise at the organization’s datacenters or core HQ and Cisco Meraki at their edge network.



The Cisco Meraki Cloud-Managed Networking Solution is an excellent fit for organizations with distributed sites and lean IT that are transitioning to cloud technology. Cloud-Managed Access Networks generally favor simplified management over the depth and extensibility offered by On-Premise Managed Networks.

The initial focus and most receptive customer segments for Cloud Networking technology are distributed organizations such as Education (K-12 in particular), Retail, and Professional Services.

### Cisco On-Premise Networking

- Flexible deployment and configuration options
- Highly customizable and advanced feature set
- Advanced professional services, extended support
- Extensive integration capabilities

### Cisco Meraki Cloud-Managed Networking

- Easy to deploy and manage over the web
- Out-of-the-box optimized feature set
- Ongoing managed upgrades and enhancements
- Optimized for lean IT, with limited requirement for 3rd Party integration

# Engaging Your Customers

# MERAKI BENEFITS

- **Management:** Intuitive, web-based dashboard makes managing multiple sites remotely a cinch
- **Deployment:** Cisco Meraki plug-and-play devices don't need an IT specialist on site to be deployed
- **Reliability:** Out-of-band and redundant cloud management backed by a 99.99% SLA.
- **Visibility & Control:** Built-in Layer 7 functionality across your entire network
- **Scalability:** No need to update controllers, and you can clone configurations from other devices
- **Endpoint management:** Fully integrated from the same web-based dashboard
- **Mobile app:** to easily manage your network on-the-go
- **Simple pricing:** One SKU for cloud license includes seamless quarterly software upgrades and all features out-of-the-box. One SKU for hardware includes 24/7 support and lifetime warranty.

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## A few Cisco Meraki customers:



### Cisco Meraki Library

The collateral you find in the Partner Portal is for your reference only and should not be shared with customers. You can find our online library that houses customer-facing documents for you to share at [meraki.cisco.com/library](https://meraki.cisco.com/library) and customer case studies can be found at [meraki.cisco.com/customers](https://meraki.cisco.com/customers).

# How to Identify Potential Customers

Typical Cisco Meraki customers have the following characteristics:

- Want easy installation and management
- Are moving applications and services to the cloud (e.g. Google Apps, Dropbox)
- Manage multiple locations with limited IT staff
- Are looking for simple and customizable guest access at their locations
- Are deploying company-owned or BYOD mobile devices
- Need enterprise security and/or guest access

## Vertical-Specific Indicators

To learn specifics on how Meraki products are deployed and managed, read through our customer stories at [meraki.cisco.com/customers](https://meraki.cisco.com/customers). Read below to learn more about some of the key customer profiles by vertical.

### **K-12**

- Several high density schools with a small IT department
- Supporting BYOD and 1:1 initiatives in the classroom
- Want an easy-to-manage content filtering solution

## **Higher education**

- Have several high density buildings to manage at once
- Need to identify and control unique users, iPads, and other devices
- Easy-to-manage guest access with LAN isolation

## **Retail & Hospitality**

- Seeking a dynamic retail analytics and engagement solution
- Require a PCI-compliant network
- Want a secure and branded guest WiFi network

## **Healthcare**

- Want a simplified networking and mobile device management solution
- Seeking to improve patient and guest experience with WiFi
- Require a HIPAA-compliant network

## **Distributed Enterprise & Professional Services**

- Are managing several remote sites at once
- Require powerful and easy to deploy networking devices
- Want to connect multiple sites easily, or are seeking to control bandwidth

## **Where Cisco Meraki is not a fit:**

- Government customers requiring a FIPS-compliant solution
- Customers who are uncomfortable with the cloud

These customers are a great fit for Cisco Enterprise networking solutions.

# Lead Generation Tools

## Programs

Cisco Meraki invests heavily in lead generation campaigns and provide our industry-leading marketing tools for you to use, to help you grow your business.

Our webinar and free trial programs allow your customers to see the dashboard for themselves. The best way to win your customers over is to get the Meraki dashboard in front of them and let them experience how easy it is to manage their network via the cloud.

### Webinars

Take the first step: send your customer or prospect to a Cisco Meraki webinar. **Qualified attendees** will get a free piece of Meraki hardware with a 3-year license!

Cisco Meraki hosts about ten webinars a week on a variety of topics. All webinars are available at [meraki.cisco.com/webinars](https://meraki.cisco.com/webinars) **[unique referral code]** (see next section for more details).

### Free trials

Cisco Meraki offers brand-new, easy-to-install units for free evaluations at zero cost and zero risk to you or your customers. Free trials do not require a PO, are approved quickly, and Cisco Meraki takes care of the shipping costs. We boast a 75% win rate after free trials are deployed.

Contact your Cisco Meraki rep to set up a free trial, or have your prospect fill out a form at [meraki.cisco.com/form/trial](https://meraki.cisco.com/form/trial) **[unique referral code]** (see next section for more details). Please note that free trial conversions must be submitted through the Meraki-only ordering process, as described on page 9 of this guide.

Turn the page to learn how to use your unique referral code for webinars and free trials and we'll make sure that lead is tied to you in our system for 45 days.

# Trackable Referral Links

Each individual signed up for Partner Portal has a unique referral code. Use yours to create a unique referral link URL. Any lead who uses your URL to fill out one of our web forms (e.g. webinar registration or free trial form) will be attributed to you. Referrals are eligible for deal registration pricing. Use your unique link to invite prospects to one of our webinars and put the Cisco Meraki marketing team to work for you.

## How to use your unique referral links

To use your unique referral code, log into [merakipartners.com](https://merakipartners.com) and navigate to the Lead Generation tab. Find your unique referral code and add it to the end of any [meraki.cisco.com](https://meraki.cisco.com) URL (e.g. specific webinars, free trial forms, etc.) and send that new URL to potential customers!

Example:

Original URL: **[meraki.cisco.com/webinars](https://meraki.cisco.com/webinars)**

Your unique referral code: **?ref=1A2B3C**

URL with your referral code: **[meraki.cisco.com/webinars?ref=1A2B3C](https://meraki.cisco.com/webinars?ref=1A2B3C)**

Or, view [this guide](#) to get a demo of how to add your customized referral link to any URL.

## Using email templates with your referral codes

On the Lead Gen tab of the Partner Portal, you will find email templates to invite customers to attend a webinar. You'll also find vertical-specific email templates that are frequently updated with upcoming customer-hosted webinars. Invite your potential customers to those webinars for a more customized experience. Just copy and paste the templates into your email.

## What to expect after you send out your referral link

After a referred prospect fills out a Cisco Meraki web form, the referral enters the Cisco Meraki system. A lead is created and it is automatically attached to you. You'll get an email when someone registers for a webinar, signs up for a free trial, or fills out the form on our Contact Us page.



CISCO

## Viewing referrals and their status

On the Lead Gen tab of the Partner Portal, navigate to My Referrals. There, you will see a list of all your referrals. You'll see their name and company, which webinar they registered for, whether or not they attended the webinar, who their Cisco Meraki representative is, whether their free AP has shipped or not, and more.

## Following up with your referrals

Once you get a notification that a prospect you referred signed up for a webinar, follow up with them to identify any opportunities and see if there are questions you can answer before the webinar.

After the webinar, follow up with those leads who attended to make sure they receive their free AP and know how to set it up. You can also reach out to their Cisco Meraki rep to get them on a joint call and help you close the deal.

If a lead doesn't attend the webinar, follow up and see why not. It might be that they are not interested anymore, but more likely, they forgot or didn't have enough time. Perhaps you can help them sign up for another webinar, or give them a personalized demo with the help of your Cisco Meraki rep.

# Go on, let's get started!

To get started taking advantage of all that Meraki has to offer, sign up for the [Meraki Partner Portal](#) at [merakipartners.com](https://merakipartners.com). Here, you'll find additional sales enablement resources as well as be able to search for your Meraki sales counterpart.

You can also review this [guide](#) to learn more about the partner-specific resources available to you.

For other questions related to the Partner Portal, please email [partner-updates@meraki.com](mailto:partner-updates@meraki.com).

# Additional Resources

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Cisco Meraki Website

[meraki.cisco.com](https://meraki.cisco.com)

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Cisco Meraki Partner Portal

[merakipartners.com](https://merakipartners.com)

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Dashboard Login

[dashboard.meraki.com](https://dashboard.meraki.com)

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Product Cost Calculator (US & CA only)

[meraki.cisco.com/buy](https://meraki.cisco.com/buy)

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Support Homepage

[meraki.cisco.com/support](https://meraki.cisco.com/support)

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Library

[meraki.cisco.com/library](https://meraki.cisco.com/library)

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Blog

[meraki.cisco.com/blog](https://meraki.cisco.com/blog)

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Product Documentation

[docs.meraki.com](https://docs.meraki.com)

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Developer's Portal

[developers.meraki.com](https://developers.meraki.com)

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API Marketplace

[meraki.com/marketplace](https://meraki.com/marketplace)

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## Contact Us

Feel free to email [partner-updates@meraki.com](mailto:partner-updates@meraki.com) with any additional questions.

