

100% Cloud Managed Networks: Enabling the Next Generation Retail Experience

Design Within Reach: Cloud-managed wireless access points and security appliances across 47 stores.

From guest WiFi to mobile point of sale and inventory management, Cisco Meraki cloud-managed networking lowers operational costs and improves customer experience

- Wireless access points, switches, and security appliances are optimized for distributed retail locations
- PCI-compliant architecture provides centralized visibility and control, supporting mPOS and guest WiFi on the same platform
- Intuitive cloud-based management is easy to use and can be deployed in minutes without training or dedicated staff
- The Cisco Meraki cloud architecture offers significant cost savings over traditional networking solutions



Free evaluations available
at meraki.cisco.com/eval

Customers deploy Cisco Meraki in diverse environments such as retail stores, warehouses, and corporate offices

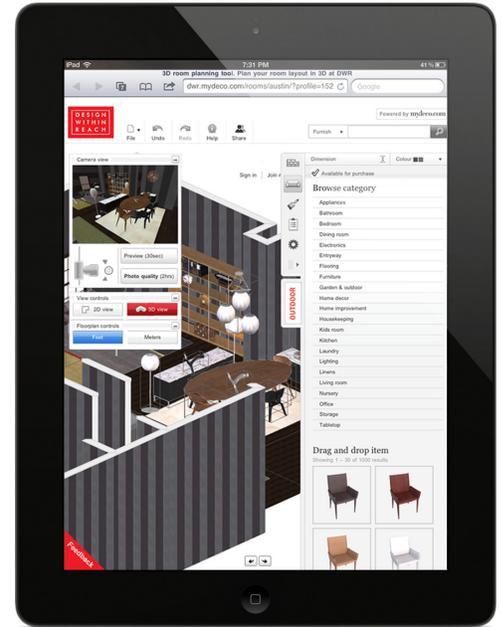


Case Study



Design Within Reach Enhances Customer Experience with Nationwide In-Store WiFi

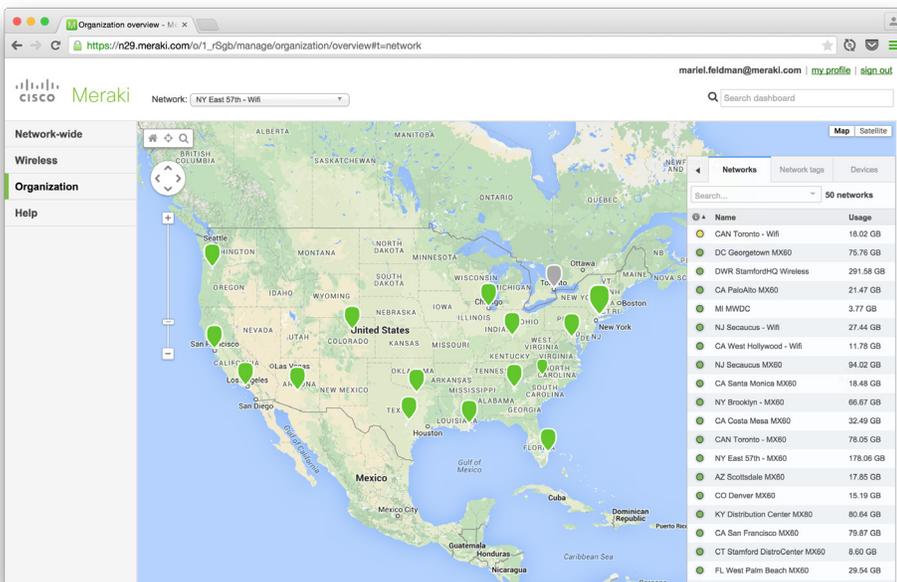
- 100% cloud-managed wireless APs and security appliances provide a complete PCI-compliant network for the company’s headquarters, 47 retail stores, and distribution warehouse
- Nationwide deployment completed in less than a month, without outside contractors or specialized on-site IT staff
- Features including built-in stateful firewall with user policies, isolated guest access with LAN protection, WPA2-Enterprise authentication, and rogue AP detection enable PCI compliance at all locations
- Director of IT centrally manages all sites through web-based dashboard, monitoring more than hundreds of gigabytes of monthly traffic
- In-store guest WiFi drives time spent in store, allows customers using DWR’s custom web app to mock-up designs, and increases overall sales



DWR’s custom 3D room planning application increases engagement and interaction with customers

“Cisco Meraki products give us powerful new tools to provide the security, capacity, and management that we need in a premium retail environment.”

- Roger Mueller, Director of IT, Design Within Reach



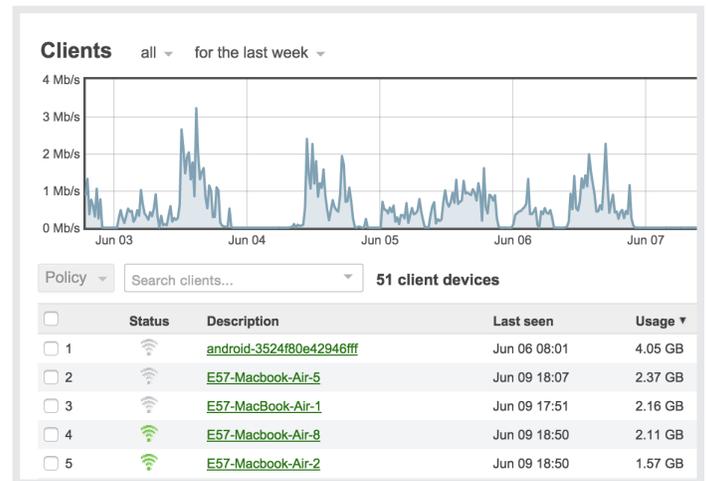
Cloud Management provides DWR with ease of deployment, ease of management, and complete visibility and control across 50 sites.

The Cisco Meraki line provides a complete solution for retail

Dynamic Retail Analytics

Turn your customers into loyal promoters

- Measure presence by tracking the number and types of connected clients
- Customize sign-on splash pages and integrate network sign-on with your CRM database via Meraki's extensible APIs
- Drive store visits through targeted, timely offers to mobile devices
- Increase foot traffic and lengthen dwell time with in-store mobile customer engagement
- Identify client shopping trends by analyzing user web traffic
- Push apps and offers to customers through integral Bluetooth radio and antenna on the MR32 and MR72



PCI Compliance Verification

Simplifies and streamlines your Level 1 PCI audit

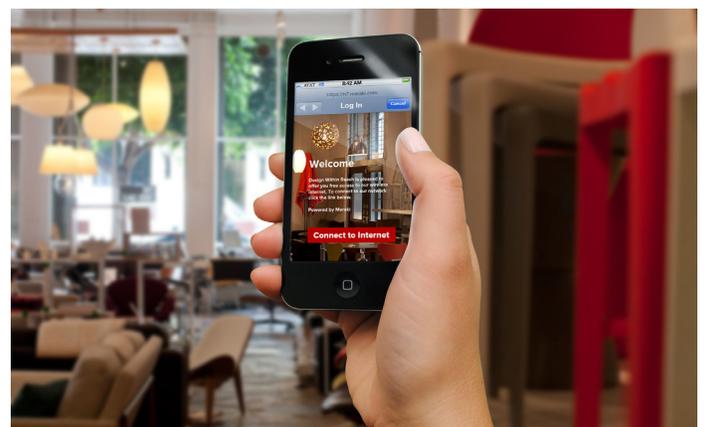
- PCI DSS Level 1 certified cloud networking platform
- Built-in compliance checking to validate network configuration
- Air Marshal detects and neutralizes wireless threats
- Integrated stateful firewall segregates customer and non-privileged users from the cardholder data environment
- Complete enterprise-class authentication and user management toolkit
- Daily 3rd party penetration testing of cloud management platform



Secure, Branded Guest WiFi

Improve shopper experience with WiFi access

- Built-in firewall provides guest access securely isolated from the LAN
- Customize shopper experience with branded splash pages
- Empower shoppers to check in-store or online inventory and receive suggestions based on product interest
- Social media integration expands customer experience and awareness



100% Cloud Managed Networking Product Family



Secure Wireless LAN

Scalable, centrally managed WiFi supports scan guns, mobile POS, guest access, and BYOD



Access Switches

Centrally managed Ethernet switches provide unprecedented visibility & ease of deployment



Security Appliances

A complete PCI-compliant solution with NG firewall, VPN, intrusion prevention, 3G/4G failover, and more

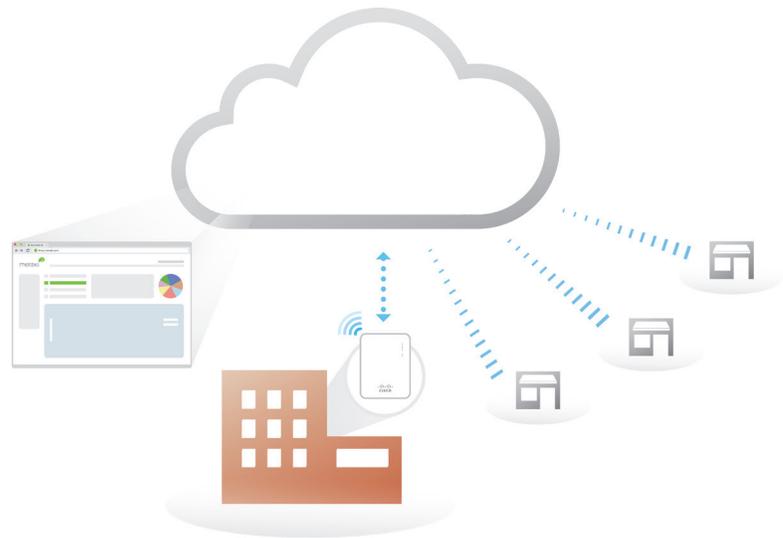


Mobile Device Management

Integrated MDM to secure, manage, and troubleshoot iOS, Android, and other mobile platforms from the cloud

Award Winning Cloud Management Architecture

- Network-wide visibility and control
- No on-site controller hardware
- Automatic monitoring and alerts
- Seamless over-the-web upgrades
- Scales to networks of all sizes



EAST
Designed to be individual

**UNITED COLORS
OF BENETTON.**

REEDS
Jewelers

NESPRESSO.

“Using Cisco Meraki, we can control each AP from the cloud. The dashboard is a great tool for monitoring our wireless devices as well as detecting rogue devices in the area.”

—Richard Muir, IT Infrastructure Administrator, EAST Retail

“What I like about Cisco Meraki is the ease of configuration and distribution. And the dashboard is fantastic.”

—Mark Bishop, IT Manager, Benetton UK

“We chose Cisco Meraki to eliminate hardware controllers and because the price meant we could put WiFi in all our stores. Using in-store iPads has revolutionized the customer experience.”

—Rhonda Cobb, IT Manager, REEDS Jewelers

“We are running mobile POS on the Meraki WiFi. The Cisco Meraki PCI audit report is easy and helpful — the best part is that if you fail one requirement, it tells you how to fix it.”

—Yezid Acosta, IT Manager, Nespresso