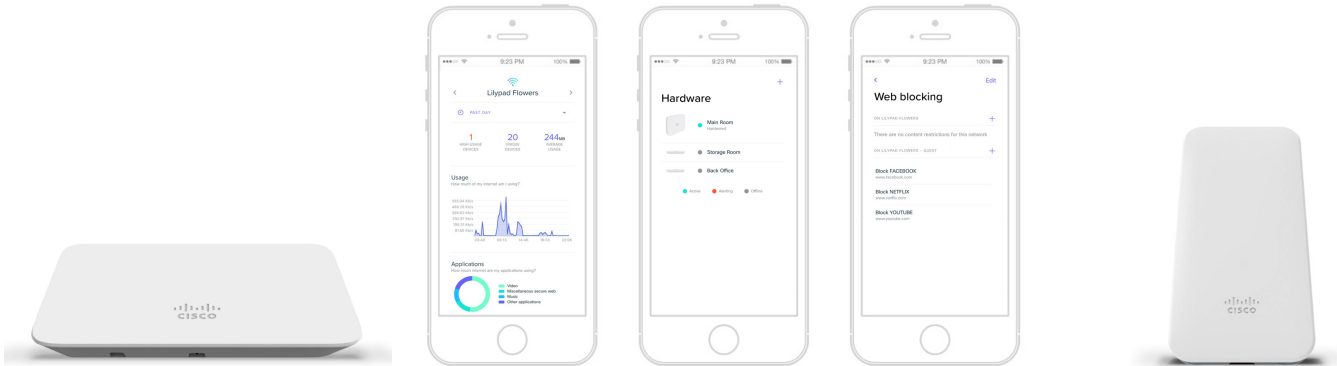


Partner Battle Card



What Is Meraki Go?

Meraki Go is the new wireless solution from Cisco Meraki created for companies under 50 employees that are not currently a fit for the existing Meraki enterprise portfolio.

Managed by the Meraki Go app, the Meraki Go GR10 and GR60 are dual-band, 802.11ac Wave 2 access points for both indoor and outdoor use cases. Meraki Go is built for small businesses in a single location with under 50 employees. It works especially well in small offices, independent retailers, or local hospitality businesses.

Whether a business is providing guest WiFi, running a corporate network, or segmenting point-of-sale devices, Meraki Go will make sure their network is secure and easy to use.

Meraki Go Selling Points

- Web blocking for websites that you want to keep off of your network
- Usage limits for locations with limited internet bandwidth
- Easily set up a guest WiFi network separate from your point-of-sale devices or internal printers
- Automatic security updates when there are new internet threats discovered
- Check in on your network from anywhere - the app travels with you

Conversation Starters

- ⊕ Did you know that 79% of businesses offering WiFi says that it helps keep customers happy while they wait?
- ⊕ What if you could get higher sales per customer visit and longer dwell times by doing one simple thing?
- ⊕ Most businesses that do not plan on offering WiFi – predominantly those that have been in business for 20 or more years – often cite concerns over tech support and cost. But with Meraki Go, you don't have to worry about either of those issues.

Meraki Go Customer Profiles



1 - SMALL OFFICE

A single-site office of up to 50 people

Needs and Wants

- They rely on reliable, fast internet to power workstations, cloud services and connected devices
- They want to offer easy access to employees, clients, contractors, and visitors



2 - INDEPENDENT RETAIL

A single-site, non-chain storefront-based business

Needs and Wants

- They rely on internet-connected devices (POS, cameras) and cloud services (employee scheduling, payroll, taxes, ordering)
- They want to create an amazing experience for their visitors: guest WiFi, background music, etc.



3 - HOSPITALITY BUSINESS

A local, non-chain hospitality business

Needs and Wants

- They want to create an amazing experience for their visitors: guest WiFi, background music, etc.
- They want someone who will stay longer in their establishment and continue to purchase items

Meraki Go/Meraki Enterprise Positioning

Feature	Go	Enterprise
Ideal Customer Size	Under 50 employees	Any size
Number of Physical Locations	1	Any number of locations
Main Use Case	Standard business use, guest WiFi	Standard business use, guest WiFi, significant video streaming, collaboration, advanced security requirements
Management	App-based, iOS and Android	Browser-based dashboard
Subscription Options	1, 3, or 5 years upfront payment	1, 3, 5, 7, or 10 years upfront payment
Wireless Standard	802.11ac Wave 2, up to 1.3 Gbps	802.11ac Wave 2, up to 2.5 Gbps
Security Features	Website blocking, out-of-box guest network	Layer 3 and 7 firewall
Power Options	PoE or power cable	PoE or power cable
Support	In-app chat	24/7 phone and email
Number of Models	2	11
Hardware Price Range	\$129 - \$179 USD	\$549 - \$2399 USD