

CLOUD-MANAGED IT:

Technology for the Modern Retailer

Simplify IT management while improving the customer experience, from guest WiFi to inventory management to loss prevention, and everything in between. Cisco Meraki solutions save time and reduce operational costs, allowing retailers of any size to focus on what matters most – the customer.

- A comprehensive IT solution: wireless access points, switches, security appliances, endpoint management, SAAS application monitoring, and security cameras optimized for retail
- PCI-compliant architecture provides centralized visibility and control, supporting mPOS and guest WiFi on the same platform
- Rich analytics plus built-in BLE help to create an unforgettable in-store experience for customers
- Intuitive cloud-based management is easy to use and can be deployed in minutes without training or dedicated staff and settings can be templated for speedy rollouts
- Remote troubleshooting tools help diagnose and resolve problems faster without the need for dedicated on-site support
- Cloud architecture offers significant cost savings over traditional networking solutions



Free evaluations available
at meraki.cisco.com/eval



CUSTOMER SPOTLIGHT: AUDI AG

How Audi drives global IT innovation with the Meraki full stack

Audi AG leveraged the Cisco Meraki full stack to advance innovation and strengthen customer experience at over 2,000 locations across the globe.

Challenges before Meraki

- Audi City showrooms are 100% digitized with mobile devices and are dependent on a stable WiFi network.
- Need to evaluate, test, qualify, and certify any and all store solutions in an in-house laboratory.

“Getting Meraki components up and running is straightforward, easy, and fast. Once a device is connected to the internet, it automatically pulls the configuration settings and it takes about 10 minutes and it’s working.”

- Thomas Bayerl, AUDI AG

Choosing Meraki

- Centralized and remote management: The Audi IT team of six people manages 2,000 sites around the world from their headquarters in Ingolstadt, Germany. Meraki offers full visibility, monitoring, and troubleshooting tools through the dashboard.
- Reliability: Features like automatic failover, 99.9% uptime, and future-proof hardware, enable a stable and reliable base network for every-day needs.
- Easy configuration and management: With Meraki, Audi did not need to arrange extra training or hire additional network experts, since managing and installing the network with the Meraki dashboard is uncomplicated and intuitive.

Deploying and Managing Meraki

- The IT team configures devices in the Meraki dashboard, often while they’re being delivered to stores around the world. As soon as the devices arrive in an Audi shop, the settings are pushed to the devices through the cloud automatically.
- Audi uses templates to clone settings for groups of devices and a service provider or staff member deploys and installs the devices on site.
- Audi protects to control network usage and guarantee sufficient bandwidth for specific applications with Layer 3 and 7 firewall rules and prioritizes applications to control the network usage and guarantee sufficient bandwidth.
- Separate SSIDs to prioritize broadband connections to primary mobile devices on show floors or for employees and VIP guests.
- Easy site-to-site VPN within just a few clicks, and a central hub for the central monitoring system.

Audi found a strong IT partner in Meraki, one that enabled them to provide worldwide shops with reliable WiFi and a secure network worldwide in an easy and uncomplicated way.



Reasons to love Meraki in Retail:



Easily scale from one store to thousands with global visibility

Minimized onsite infrastructure (no controllers, NVRs, or other pesky 'boxes') and configuration templates make Meraki scalable for businesses big and small



Keep sensitive data secure and streamline your Level 1 PCI audit

Third party auditing and penetration testing, plus user-scheduled, over-the-air firmware updates ensure sensitive customer and financial data stay private

Built-in compliance checking to validate network configuration

Enforce encryption and apply security policies on end devices, plus remote wipe devices to protect sensitive data in the event it's lost or stolen



Provide an unforgettable in-store experience

Wireless and video-based location analytics help you understand customer behavior patterns at store locations around the world

Customize the guest WiFi experience with branded splash pages and social media integration, plus targeted mobile ads



Keep an eye on everything from a single dashboard

Quickly identify key surveillance events and mitigate product loss with Meraki cameras

Keep tabs on company-owned devices with powerful endpoint management and bluetooth tracking



Protect your brand and your customers

Identify network threats early and keep them at bay with retrospective security alerts and powerful content filtering

Never damage your brand by becoming a victim of cyber attacks

Retail Solutions that go beyond the WiFi

The Meraki API platform expands the possibilities for retailers and their customers. Whether they're custom built or plug-and-play through our technology partners, API solutions built on the Meraki platform allow you to make the most of your network with modern tools like:

- **Footfall analytics**
- **Wayfinding**
- **Bluetooth tracking of assets**
- **Targeted ads**
- **And more!**



PRADA Prada Group success story

How the Prada Group uses Cloud4Wi Volare platform and Cisco Meraki APIs to improve in-store customer experiences

Customer experience has always been a top priority for The Prada Group, from both digital to in-store. A core part of the online and in-store customer experience is driven by a powerful and intuitive wireless platform, which is why The Prada Group chose Meraki for their wireless solution. The Prada Group also paired up with Cloud4Wi Volare to build an experience that went beyond just wireless.

Through Meraki's API program, The Prada Group utilized Volare to kicked off their digital transformation process across 500 stores worldwide. This included easy-to-manage cloud-based solutions, insight into customers and in-store behavior, and a seamless integration with 3rd-party systems that enhance the customer experience.

The result was a clear boost in customer satisfaction, which was driven by a more personalized shopping experience. The Prada Group used Volare to create unique experiences for each of their brands and increase their social reach across a multitude of platforms. With advanced analytics, they gained a comprehensive view of how customers behaved and traveled through the stores, which helps shape the customer journey.

Find out more about what The Prada Group plans to do next [here](https://cloud4wi.com/cisco-and-cloud4wi-unlocking-wifi/)*

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100% CLOUD-MANAGED IT PRODUCT FAMILY



802.11ac Wave 2 Wireless LAN

Supports high density environment deployments and BYOD with built-in traffic shaping



Gigabit Ethernet Switches

Centrally managed Layer 3 ethernet switches designed for performance and reliability



Security Appliances

Feature-rich security and networking, with CIPA compliant content filtering, built in SD-WAN, and SafeSearch

Endpoint Management (SM)

Centrally manage iOS devices, Androids, Macs, and Windows devices



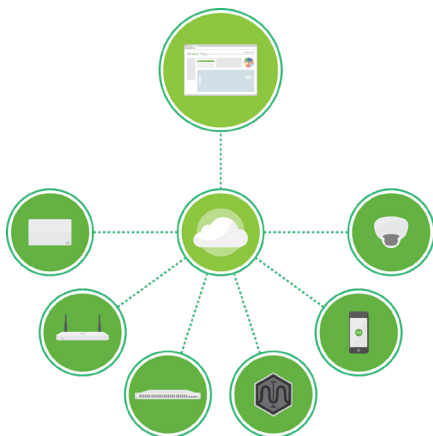
Meraki Insight (MI)

Works with MX to collect network/web traffic and visually identify and isolate web application problems



Security Cameras

Scalable, easy-to-use physical security deployments with built-in storage and intelligence



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

Try Cisco Meraki in your district, try meraki.cisco.com/eval



"It's been easy, easy easy. Meraki has been so easy to deploy, easy to manage, easy to scale. I honestly don't see another solution we would have been able to use for this type of growth."

— Joseph Rivera-Santiago, Lead Systems Administrator, Victra



"When it came to managing the previous infrastructure or pushing out firmware updates, we pretty much just crossed our fingers. We don't have to worry about that with Meraki."

— Nelson Diaz, Sr. Manager IT Infrastructure, Eileen Fisher



"Meraki has helped SoulCycle be aggressive in terms of our deployments, our growth, and our scale. I don't think there's another product out there that can allow us to do IT refreshes in the time that we have with Meraki."

— Derek McWilliams, IT Engineer, SoulCycle



"Since we had no landing page, we had no opportunity to ask people to agree to terms. Now, not only can we monitor the amount and type of use, we can also ensure that the system is being used appropriately."

— Diann Banaszek, Marketing Partner, Apple American Group LLC