



Meraki Now Sales Playbook

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Service Description

Meraki Now sold as Cisco RMA Only

Meraki Now is a collection of optional hardware replacement and onsite support services designed for customers with Meraki networks that require minimal down time in the event of a hardware failure. While all Meraki products include warranty replacement options and hardware redundancy capabilities, certain scenarios may require additional coverage on hardware products along with higher service level agreements.

Offering

Available on select product families and purchases through Cisco at launch

Product Families

- MR
- MS
- MX, Z1
- MV (coming in May)
- No MC
- No Accessories

Purchase through Cisco

- Purchase must go through Cisco
 - Service – CCW, CCWR or Cisco Service Contract Center (CSCC)
 - Hardware – CCW
- Limitations:
 - Service available for hardware purchased through CCW after Dec 11, 2016

Availability at Launch

Limited availability at launch; more countries and PIDs available soon

To verify service availability, please reach out to your Services AM or use the [Service Availability Matrix](#) tool

US GPL	EMEA GPL			LATAM GPL	Asia-Pac GPL
UNITED STATES	AUSTRIA	GREECE	POLAND	ARGENTINA*	SINGAPORE
PUERTO RICO	BELGIUM	HUNGARY	PORTUGAL	BRAZIL*	
	BULGARIA	ICELAND	ROMANIA	CHILE	
	CYPRUS	IRELAND	SLOVAKIA	COLOMBIA	
	CZECH REPUBLIC	ITALY	SLOVENIA	ECUADOR	
	DENMARK	LATVIA	SPAIN	PERU	
	ESTONIA	LITHUANIA	SWEDEN		
	FINLAND	LUXEMBOURG	SWITZERLAND		
	FRANCE	MALTA	UNITED KINGDOM		
	GERMANY	NETHERLANDS			
	GIBRALTAR	NORWAY			

*Limited PIDs available at launch due to long lead times around import requirements

Future Availability

Phased roll-out continues as we go-live on GPL in new regions

For additional information on roll-out status, please visit [Meraki Now Availability by Country](#)

Region	Availability
US	Now
EMEA*	Now
LATAM	Select availability, scaling ongoing
Asia-Pac	Select availability, scaling ongoing
Japan	Pending GPL go-live, tentatively Q4FY17
Emerging	Pending GPL go-live, tentatively FY18
China	Pending GPL go-live, tentatively FY18
Australia	Pending GPL go-live, tentatively FY18
Canada	Pending GPL go-live, tentatively FY19

*Israel tentatively available in Q4 FY17

Pricing

Based on percent of hardware list price + regional uplift

Service Level	MR	MS	MX	MV
24x7x2	8.50%	10.04%	19.13%	TBD
24x7x4	6.40%	7.56%	14.40%	
8x5xNBD	4.00%	4.70%	9.00%	
24x7x2 Onsite	10.00%	11.81%	22.50%	
24x7x4 Onsite	8.00%	9.45%	18.00%	
8x5xNBD Onsite	5.00%	5.91%	11.25%	

Region	US	EMEA	LATAM	Asia-Pac
Uplift	N/A	15.0%	37.5%	37.5%
Standard Discount	23%	35%	32%	40%

- **Pricing foundation is based on similar Cisco service** so as not to create a pricing discrepancy with like-kind Cisco products and services
- **Aligns to standard service discounts and rebates** including multiyear discounts of 4% for 2 years and 7% for 3 years or more

Service Levels – 2HR/4HR/NBD

Service Level	Code	Description
24x7x2	RO2	Two-hour delivery of replacement unit after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
24x7x4	RO4	Four-hour delivery of replacement unit after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
8x5xNBD	ROB	<p>If next business day delivery is available: Replacement unit ships same day and delivered next business day if Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time). If after 3:00pm, replacement unit ships next business day.</p> <p>If next business day delivery is unavailable: Replacement unit will be shipped same day if Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time). Not guaranteed next business day delivery.</p>

Service Levels – 2HR/4HR/NBD with Onsite Support

Service Level	Code	Description
24x7x2 ONSITE	RO2P	Two-hour delivery of replacement unit and onsite support after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
24x7x4 ONSITE	RO4P	Four-hour delivery of replacement unit and onsite support after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
8x5xNBD ONSITE	ROBP	<p>If next business day delivery is available: If Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time), replacement unit and onsite support will be delivered next business day by 5:00pm (depot time). If after 3:00pm, replacement unit and onsite support will be delivered on the second business day.</p> <p>If next business day delivery is unavailable: Replacement unit will be shipped same day if Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time). Not guaranteed next business day delivery. Onsite support will be delivered upon arrival of the replacement unit.</p>

Service Levels – For Distribution Use

Service Level	Code	Description
3YR 24x7x4	3RO4	Four-hour delivery of replacement unit after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
3YR 24x7x4 ONSITE	3RO4P	Four-hour delivery of replacement unit and onsite support after Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco. Available 24x7, including Cisco-observed holidays.
3YR 8x5xNBD	3ROB	<p>If next business day delivery is available: Replacement unit ships same day and delivered next business day if Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time). If after 3:00pm, replacement unit ships next business day.</p> <p>If next business day delivery is unavailable: Replacement unit will be shipped same day if Meraki Technical Support diagnoses hardware failure and submits RMA to Cisco before 3:00pm (depot time). Not guaranteed next business day delivery.</p>

Services Lifecycle

How services works with existing Meraki policies

Availability of Meraki Now after EOS

Year(s) after EOS	Add or attach new service contracts	Renewal
1	X	X
2		X
3		X
4		X
5		X

Additional detail:

<http://www.cisco.com/c/en/us/products/eos-eol-policy.html>

Meraki Licensing Requirements

- Licenses still required as long as Service is attached
- License co-term and Meraki Now termination dates do not need to match

Premium Service v. Warranty Replacement

- Premium service replacement takes precedence over warranty replacement
 - For example, if outdoor AP fails after 1 year warranty expires while on a Meraki Now contract, the unit will be replaced

Sales Strategy

Strong partnership between Cisco and Meraki sales teams

Meraki Sales

- No compensation on Cisco Services bookings
- Leverage Cisco RMA Only / Meraki Now option to sell into enterprise and/or strategic accounts
- Engage with Cisco Services AM for pricing, availability and account alignment

Engage with Your Cisco Services AM

- Work with your Cisco AM or VSAM to identify
- Use Who is my Cisco Rep tool
<https://camloc.cloudapps.cisco.com/WWChannels/CAMLOC/whoismyciscorep.do#linkTBD>

Cisco Services Sales

- Compensated on Cisco Services bookings
- Responsible for verifying service availability and pricing approvals

Is Meraki Now the Right Choice?

Assess need for quick replacement and onsite support

Low Maintenance Customer

Leverage Current Licensing Option

- 24/7 technical support
- Firmware and software upgrades/updates
- Standard warranty replacement with optional advance hardware RMA

Medium to High Maintenance Customer

High Availability (Warm Spare) Option

- Purchase spare units up-front
- Self-management of spares and hardware replacement
- Cisco Meraki Sales compensated

or

Cisco RMA Only / Meraki Now

- Several hours of downtime is acceptable
- Cisco manages sparing and hardware replacement through 2HR/4HR/NBD options
- Optional onsite support
- Cisco Service Sales compensated

Ordering

Several options for ordering Meraki Now through Cisco

CCW

- Meraki Now uses optional attach for services, whereas Cisco auto attaches services to hardware
- Can pick and choose which Meraki products have RMA Only
- RMA Only services must be added to each PID
- Example Service PIDs:
 - CON-ROB-MR18HW
 - CON-RO4-MX90HW
- Link: [CCW](#)
- [Ordering Guide](#)

CCWR

- Can be used for new contracts and renewals
- Piloting with limited partner use, target launch FY18
- Located under Services & Subscriptions tab in CCW portal
- Link: [CCW](#)

CSCC

- Can be used for new contracts and renewals
- Link: [CSCC](#)

Support

Customers continue using Meraki Support to diagnose HW issues

Contacting Meraki Support

- Customers calling into Cisco TAC will be re-directed to Meraki
- Customers contact Cisco Meraki Technical Support via customer's instance of Meraki Dashboard, or other methods listed on <https://meraki.cisco.com/support/>

Accurate Install Base Required

- Install base addresses must be accurate for service SLAs to be met
 - Customers requesting premium replacement where address does not match contract will receive best effort from Cisco
- Customers are responsible for updating install base within 30 days of moving on Cisco portal <https://www.cisco.com/cisco/psn/web/workspace>
- If customers request premium service on uncovered product, Meraki sales will need to engage with Cisco Services AM to get service added

Replacement

Meraki Now uses whole unit replacement at launch

- Covered under Meraki Now premium replacement:
 - Hardware Unit
 - Fans (if included in initial box purchase)
 - Antenna (if included in initial box purchase)
 - Power Supply (if included in initial box purchase)
 - No Power Cords, Stacking Cables or Mounting hardware
 - [Meraki Accessory Matrix](#)
- Due to system limitations, premium service replacements will perform a whole unit replacement if failure point is listed above
- Working towards a solution to replace field replaceable unit (FRU) parts under Meraki Now

Products	Covered by Meraki Now
MR	Hardware unit
MS	Hardware unit Fans (select PIDs) Power Supply (select PIDs)
MX, Z1	Hardware unit Power Supply (select PIDs) Antenna (select PIDs)
MV	Hardware unit

Existing Market Trial Smart Net Contracts

Move to Meraki Now at time of renewal

What should the market trial customers do?

- Any new service attach uses Meraki Now (Cisco RMA Only), do NOT use Smart Net Total Care
- Do NOT renew existing Smart Net contracts on Meraki hardware
- At time of renewal, move install base to existing or new Meraki Now contract
- Customers will need to maintain multiple contracts for Meraki premium service
- Additional information and guidance will be provided to sales teams as their market trial customers move closer to their contract end dates

Resources

Intranet:

<https://sites.google.com/a/meraki.net/meraki/sales-homepage/meraki-now>

Mailer:

MerakiNow@cisco.com

