Deliver Elevated Customer and Employee Experiences

Adapt and thrive with the latest IT solutions for retail
The cloud—a driving force for transforming experiences

As consumer preferences evolve, adapting to the latest trends in buying behavior and adopting technology to meet customer expectations can help retailers differentiate themselves. Ignoring either could lead to empty stores, overflowing stockrooms, and low profits.

How can retailers blend e-commerce convenience with in-person experiences to entice customers to open their wallets, simplify the associate experience, and bolster physical security and cybersecurity? With a cloud-managed platform that serves as the driving force for transforming consumer and employee experiences.

Cloud deployment is set to grow within retail at a compound annual growth rate (CAGR) of 31.5% through 2030, driven by real-time analytics and insights gathered from in-store IoT devices connected to the cloud.
Retailers can fast-track innovation, optimize operations, and delight customers with Cisco Meraki cloud-based technologies that make it easier to connect, secure, and unify IT experiences intelligently and at scale.

The Meraki platform enables retailers to:

- **Unify and simplify the customer journey**
- **Simplify the associate experience**
- **Provide cybersecurity and physical security**
- **Implement and manage above store operations**
Unify and simplify the customer journey

Create a truly omnichannel customer journey by unifying the retail experience across physical and digital channels. Improve shopper experiences, enhance store sales, and leverage emerging monetization opportunities with better insights into customer behaviors—via smart store technology.

Simplify the associate experience

Rapidly deploy new applications, improve the store experience, and create efficiencies that give associates more time to provide tailored customer assistance, all while reducing costs. Reduce operational complexity through plug-and-play capabilities and bring networks and solutions online within minutes with full visibility from a single dashboard.

Implement and manage above store operations

Leverage a fully integrated cloud platform to accelerate smart building technology adoption, application performance management, and multcloud connectivity remotely from a single dashboard. Quickly identify and resolve network issues while automating store and business operations and scaling across all locations.

Provide cybersecurity and physical security

With security threats growing more frequent, retailers must prioritize customer and employee safety, safeguard physical locations, and build brand loyalty by securing consumer data and privacy.
Transform customer and employee experiences by securing and unifying IT at scale.
Achieve five-star results with the cloud

**IMPROVE CUSTOMER AND ASSOCIATE EXPERIENCES**

- Provide a robust, secure network for a high density of connected devices
- Enhance customer engagement with customized notifications and offers
- Provide in-store digital experiences through AR/VR, smart mirrors, signage, etc.
- Create visibility into footfall analytics to optimize merchandising and store flow

**FEATURED PRODUCTS**

- MS Switch
- MR Wireless
- MG Cellular Gateway
- MV Smart Camera
Protect people, data, and assets

PROVIDE PHYSICAL SECURITY AND CYBERSECURITY

- Segment employee and customer internet access
- Enable always-on monitoring of store entryways
- Provide threat detection, including environmental hazards (fire, smoke, flood)

FEATURED PRODUCTS

MT SENSOR  MV SMART CAMERA  MS SWITCH  MR WIRELESS
Gain better insights with unified operations

MAKE STORE LOCATIONS MORE INTELLIGENT

- Gain visibility into store performance and real-time stock room utilization
- Adjust prices seamlessly via electronic shelf labeling (ESL)
- Get improved insights on customer and associate movement to aid with staffing

FEATURED PRODUCTS

MV SMART CAMERA  MR WIRELESS  MG CELLULAR GATEWAY  MS SWITCH
Cloud-managed Meraki portfolio:

**ACCESS POINTS (APs)**
Supports high-density deployments with faster connections and seamless roaming.

**SECURITY AND SD-WAN**
Feature-rich network security stops malicious files and ensures bank data privacy.

**SWITCHES**
Centrally managed layer 3 Ethernet switches designed for performance and reliability.

**ENDPOINT MANAGEMENT**
Centrally manage iOS, Android, Mac, and Windows devices.

**MERAKI INSIGHT**
Works with Meraki MX to collect network/web traffic and visually identify and isolate web application problems.

**SMART CAMERAS AND SENSORS**
Scalable, easy-to-use physical security deployments with built-in storage and intelligence.

**EXTEND IMPLEMENTATIONS WITH OUR ECOSYSTEM PARTNERS**

vusion  
Agilence  
meld CX  
EVERYANGLE  
Analytiks
Retailers worldwide are transforming their businesses with Meraki cloud-managed IT.

**QDOBA**

**CREATING A FRESH NETWORK EXPERIENCE**

“The complexity in that original solution was huge. With Meraki, that goes out the window. When we couple that with SASE, we get the benefit of having more modern network security, SSL inspection, DLP, and other pieces that we never had before.”

**GARY BURGESS**

Director of Infrastructure and Security, QDOBA

**Visionworks**

**IMPROVING CUSTOMER AND PATIENT EXPERIENCES**

“The Meraki MV is an impressive camera that lets you see every inch of the store. You can almost zoom in and read the labels on the glasses that are 25 feet away.”

**JASON WITTMER**

Director of Infrastructure and IT Operations, Visionworks

**Clarks**

**SIMPLIFYING IT OPERATIONS**

“With Meraki switches, we just need to set a time for the upgrade to happen, and everything is done automatically. We confirm that the switches have been updated and confirm there are no issues the next morning. The whole update process requires less than an hour of work.”

**PAUL DAVEY**

IT Service Specialist – Networks, Clarks
Learn how Cisco Meraki cloud-managed networking delivers five-star retail experiences for customers and employees.

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