

Partner Messaging Guide



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Overview

WHY MERAKEI GO

Small business priorities

94% want high speed, fast internet

93% want business-grade security

50% need to support hybrid work



MERAKI GO AT A GLANCE

Business-grade WiFi simplified for small business

Securely connect your business, customers, and employees. Remotely manage everything from the intuitive mobile app and web portal. No monthly fees or subscriptions required.



Meraki Go Overview

Launched in 2018 as a complete cloud-managed IT solution for small businesses, from industry-leading pioneer of cloud-managed networking Cisco Meraki.

1

Secure and reliable **indoor and outdoor WiFi 6**

2

Router firewalls for cybersecurity

3

Network switches to connect your wired and wireless devices

CLOUD-MANAGED BENEFITS

Intuitive management and visibility from anywhere



Fast Onboarding

Easily connect and secure wired and wireless devices in minutes



Quick Network Settings

Adjust settings on the fly—guest WiFi, web blocking, usage limits, and more



Network Health View

Monitor your network from the mobile app or web portal and take action when needed



Secure VPN

Access company resources remotely with VPN and get automatic security updates



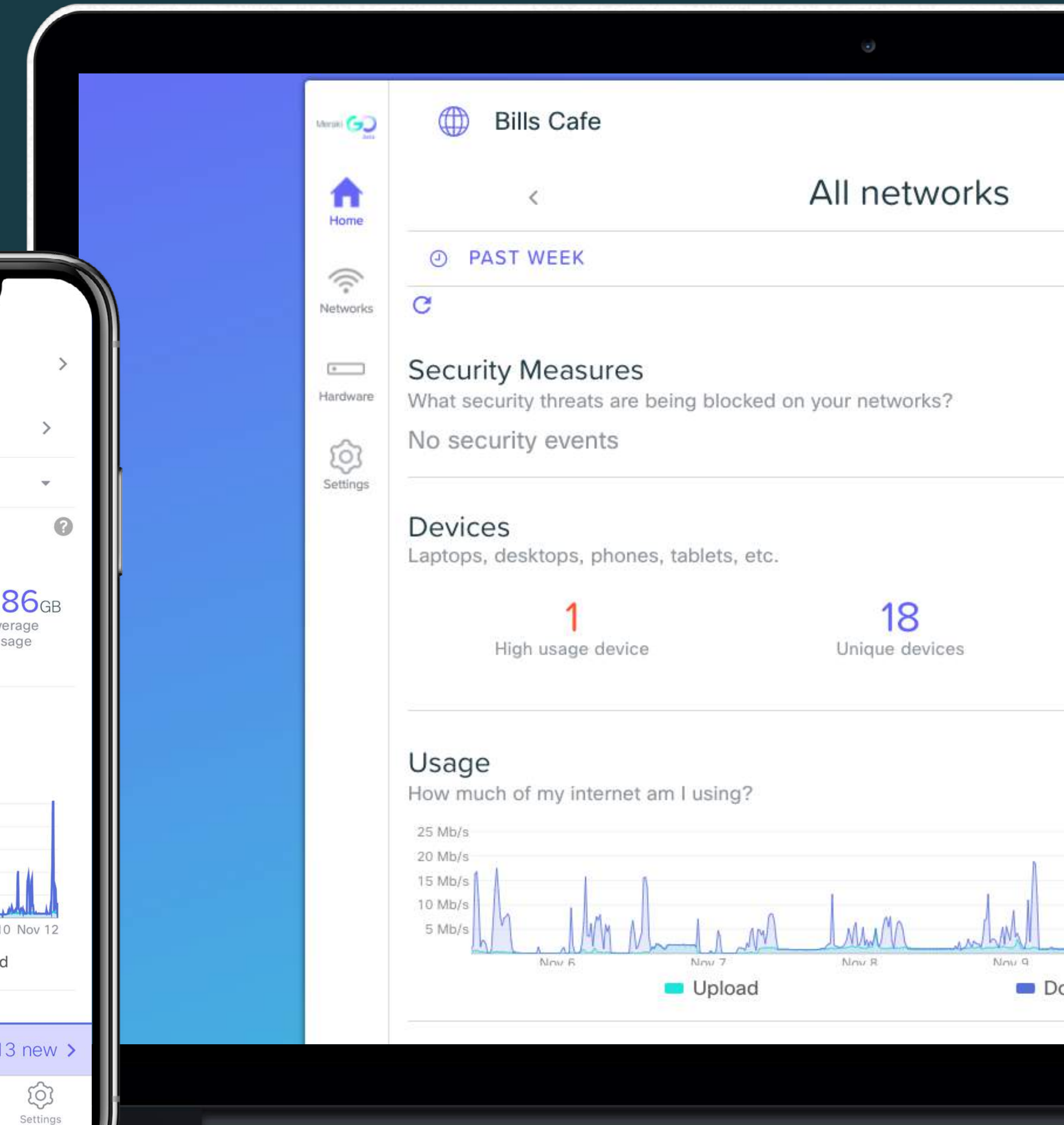
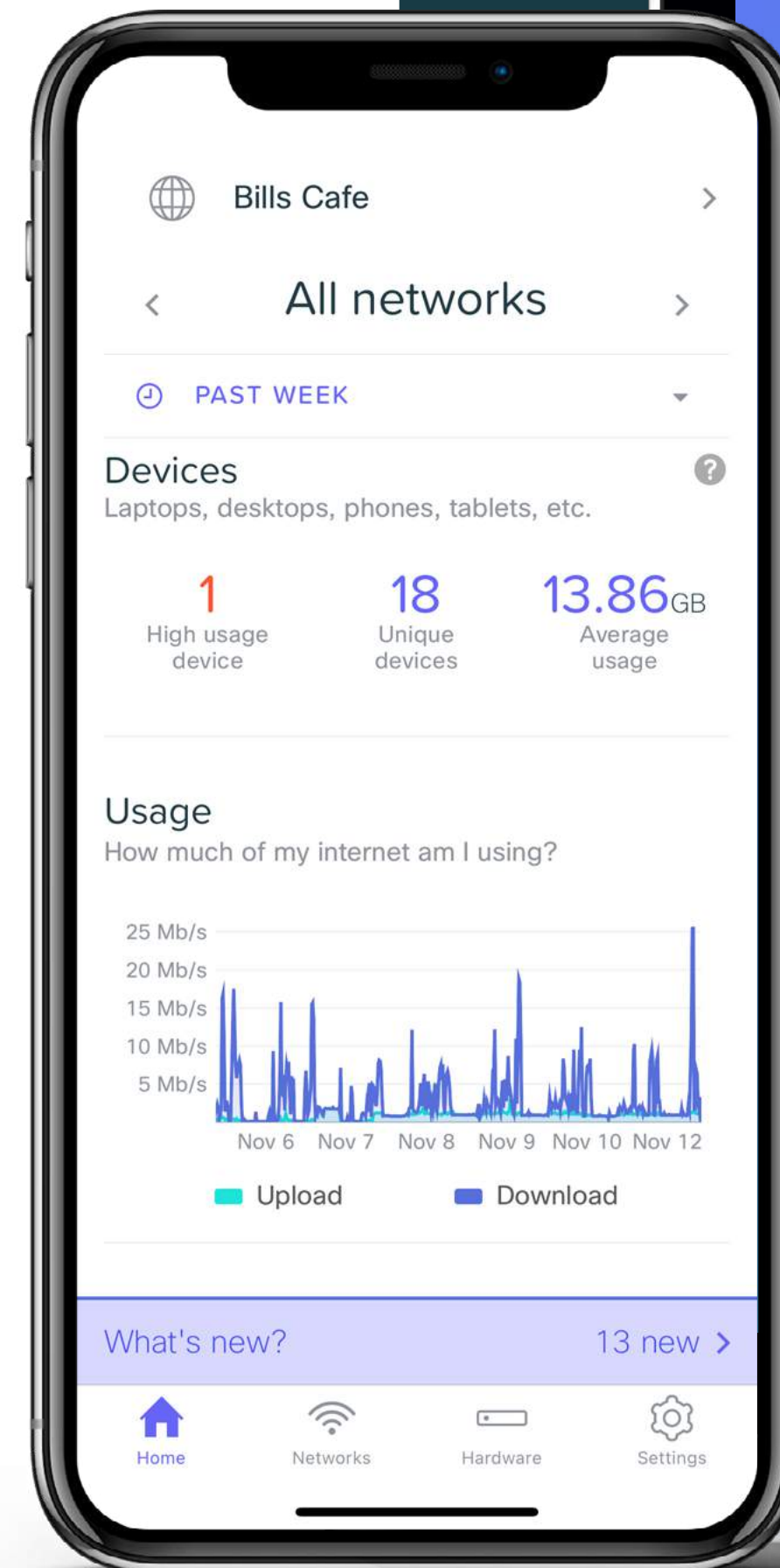
Rich Guest Insights

Increase customer engagement and loyalty using built-in analytics



Brand Awareness

Drive customers to web or social channels with custom splash pages



KEY FEATURES

Enterprise advantages

Easy setup in <10 minutes without any technical expertise



Built-in enterprise security from Cisco with automatic security and firmware updates



3x faster speeds with WiFi 6, 2x capacity with up to 100 connected devices



Complete IT solution for business and guest needs (WiFi, security, switches)



Affordable price point with no licensing or subscription required



Client VPN and site-to-site VPN for secure access to company resources from anywhere



Rich guest and business insights on foot traffic and network usage to boost productivity



Remote cloud management via the mobile app and web portal



Built-in free customer support (email and in-app)



MERAKI GO OVERVIEW

Ideal customer size

Under 50 employees

Ideal industries

All industries (e.g. small office, retail, hospitality, education, healthcare, etc.)

No. of physical locations

Up to 5 different physical locations

Ideal customer

Small business owner, no IT team, limited IT expertise, limited time/budget, expects free support

Availability

U.S., Europe, Japan

Portfolio

WiFi Access Points, Network Switches, Router Firewalls

Management

Mobile app (iOS & Android) and web portal

Power options

PoE or power cable

Support

In-app and email, M-F, 7:00am to 4:00pm CST

Pricing

No licensing or subscription fees. Optional security subscription from Cisco Umbrella.

Warranty

12-month warranty (U.S.), 24-month warranty (Europe, except 12-month warranty on outdoor access points)

MERAKI GO

Product Portfolio

WiFi Access Points

Fast, reliable, and secure connectivity for business and guest needs. Prioritize bandwidth, set usage limits, block websites, and get real-time network visibility.

- Add access points that wirelessly mesh for extended WiFi coverage
- A single WiFi 6 access point covers over 500 square feet and up to 100 clients
- Add up to 4 WiFi networks per site and up to 50 Meraki Go access points per account

Product Models

[GR10 Indoor WiFi Access Point](#)

[GR60 Outdoor WiFi Access Point](#)

[GR12 Indoor WiFi 6 Access Point](#)

[GR62 Outdoor WiFi 6 Access Point](#)



Create a guest WiFi network separate from your internal business or point-of-sale device/ printer



Set usage limits for locations with limited internet bandwidth



Use web blocking for websites that you want to keep off of your network



Get guest insights and location analytics to increase loyalty and improve staffing



Check in on your network from anywhere—the app travels with you

Router Firewalls

Protect your business from cyber threats, block websites, and gain peace of mind with automatic security updates. Enable hybrid work with client VPN and site-to-site VPN.

- Use one router firewall per network and location



Prevent cyber threats with a combo stateful firewall and router



Adjust usage limits and block websites per user or network



Provide VPN to hybrid workers for secure, encrypted traffic between any locations



Create multiple secure networks for your company, guests, and POS devices to increase PCI compliance and security



Optional Cisco Umbrella security subscription protects against phishing and malware

Product Models

[GX20 Router Firewall](#)

[GX50 Router Firewall Plus](#)

Network Switches

Connect and control all your devices, apply bulk settings, and easily troubleshoot remotely. Create a connected hub for all your internet-reliant devices, from security cameras to computers, VoIP phones, POS systems, printers, and more.

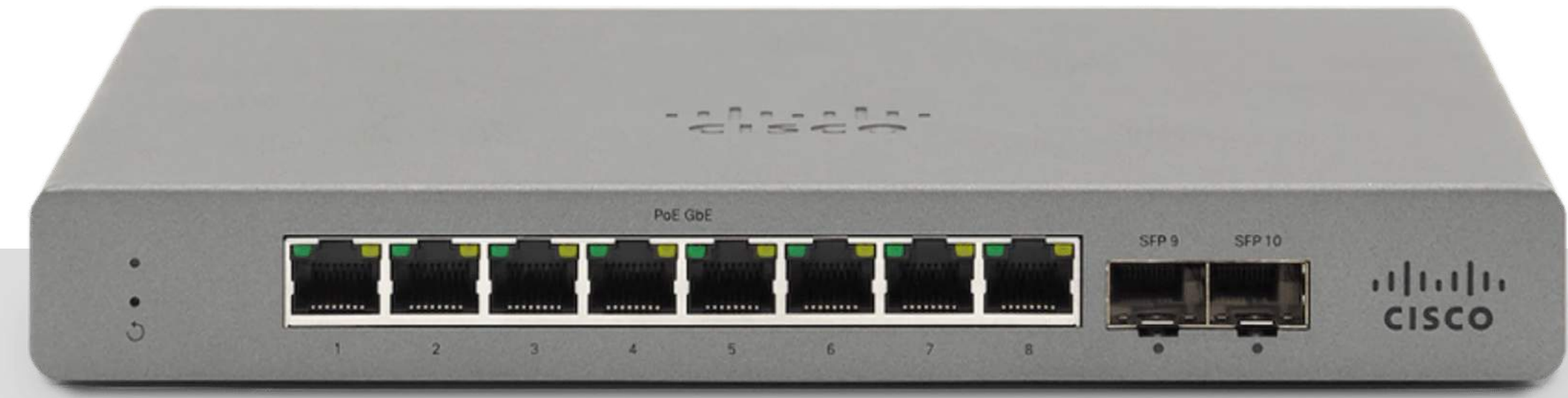
- Add as many switches as your business needs
- Choose between 8-port, 24-port, and 48-port switches based on the number of wired devices in your network

Product Models

[GS110-8 Port](#) & [GS110-8 Port POE](#)

[GS110-24 Port](#) & [GS110-24 Port POE](#)

[GS110-48 Port](#) & [GS110-48 Port POE](#)



See the connectivity status of all devices plugged into your switch



Simplify your business operations by connecting all your wired and wireless devices



View alerting ports and easily enable/disable them remotely



Keep your network up-to-date and secure for peace of mind with automatic firmware updates



Check in on your network from anywhere—the app travels with you

Key Use Cases

KEY USE CASES

Productivity

Reliable WiFi coverage

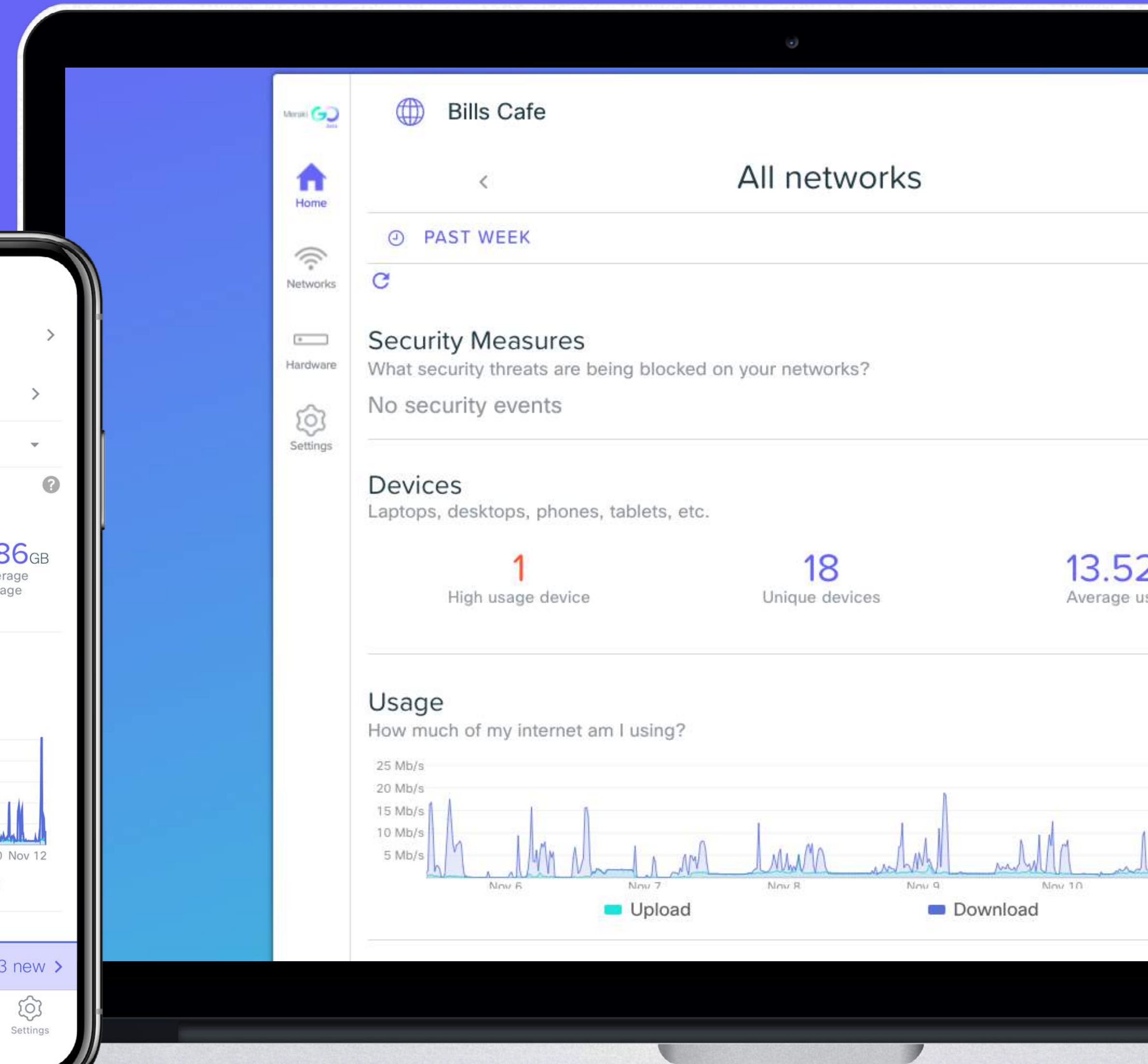
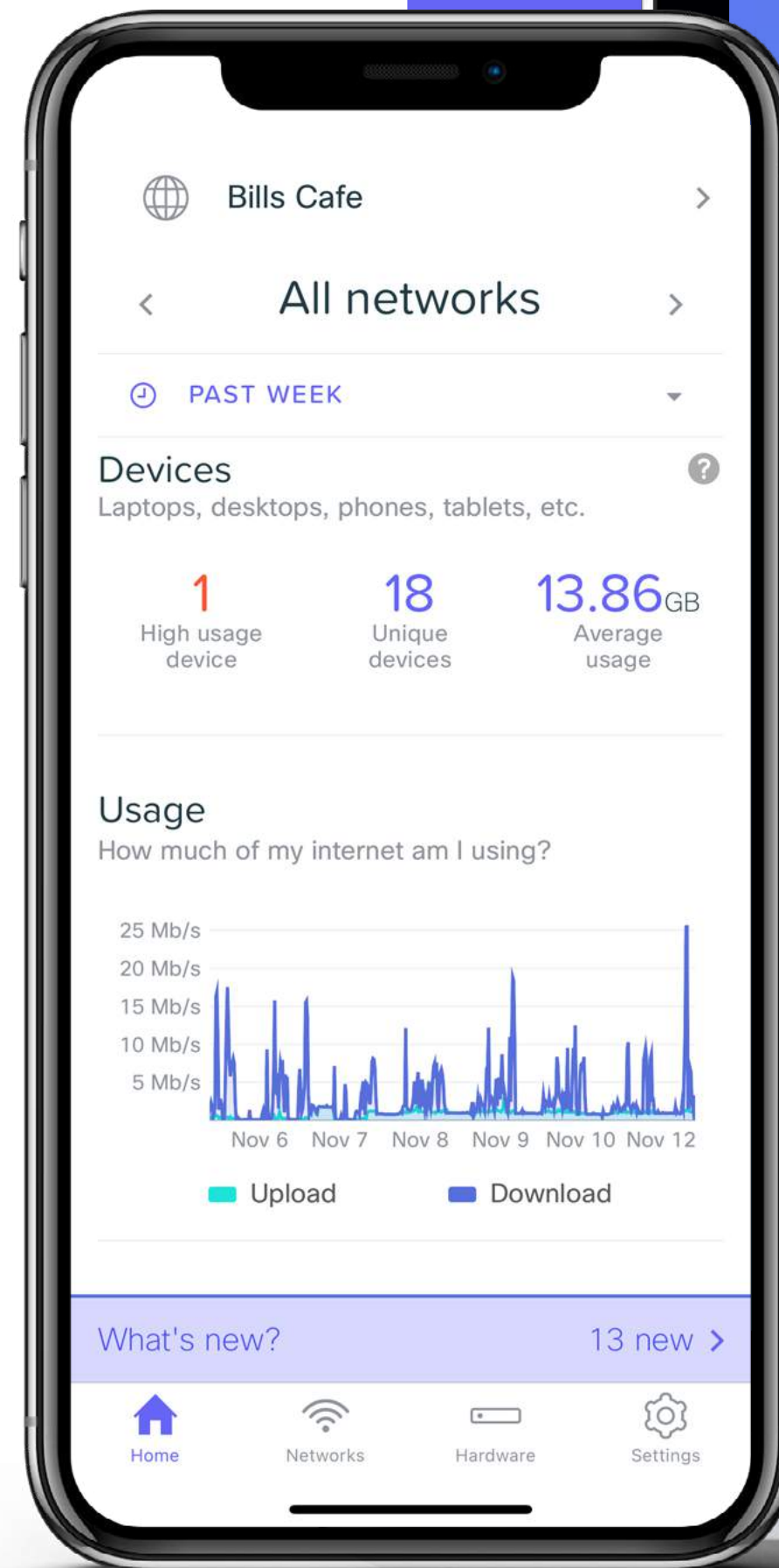
Keep your business free from dead zones with indoor and outdoor WiFi 6 access points. Deliver seamless connectivity for multiple locations with multi-site management.

Optimal bandwidth

Prioritize bandwidth by setting usage limits for all devices by application category or across a network.

Guest WiFi

Easily create separate and secure networks for guests, your business, and POS systems.



KEY USE CASES

Cybersecurity

Enable VPN access

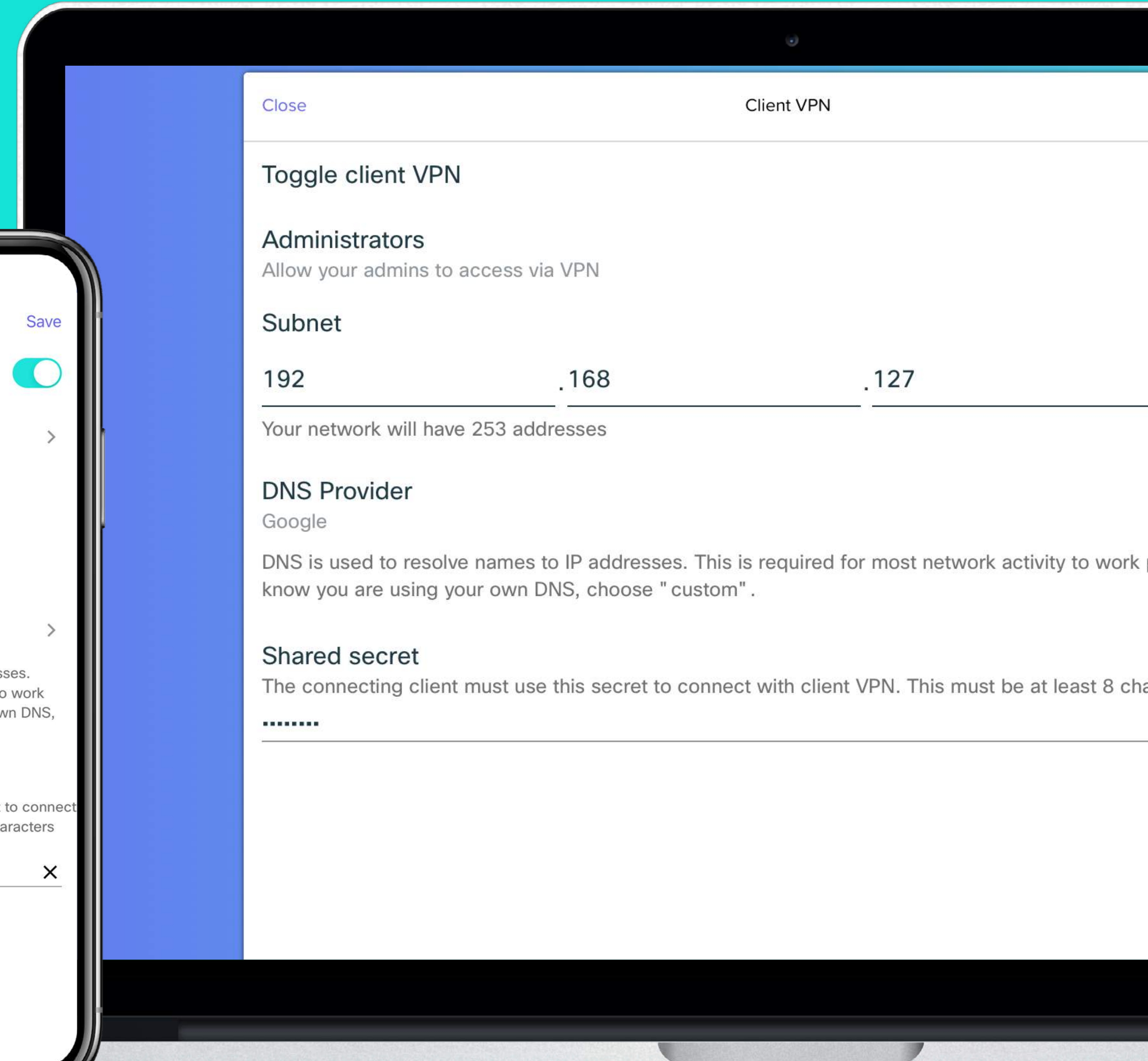
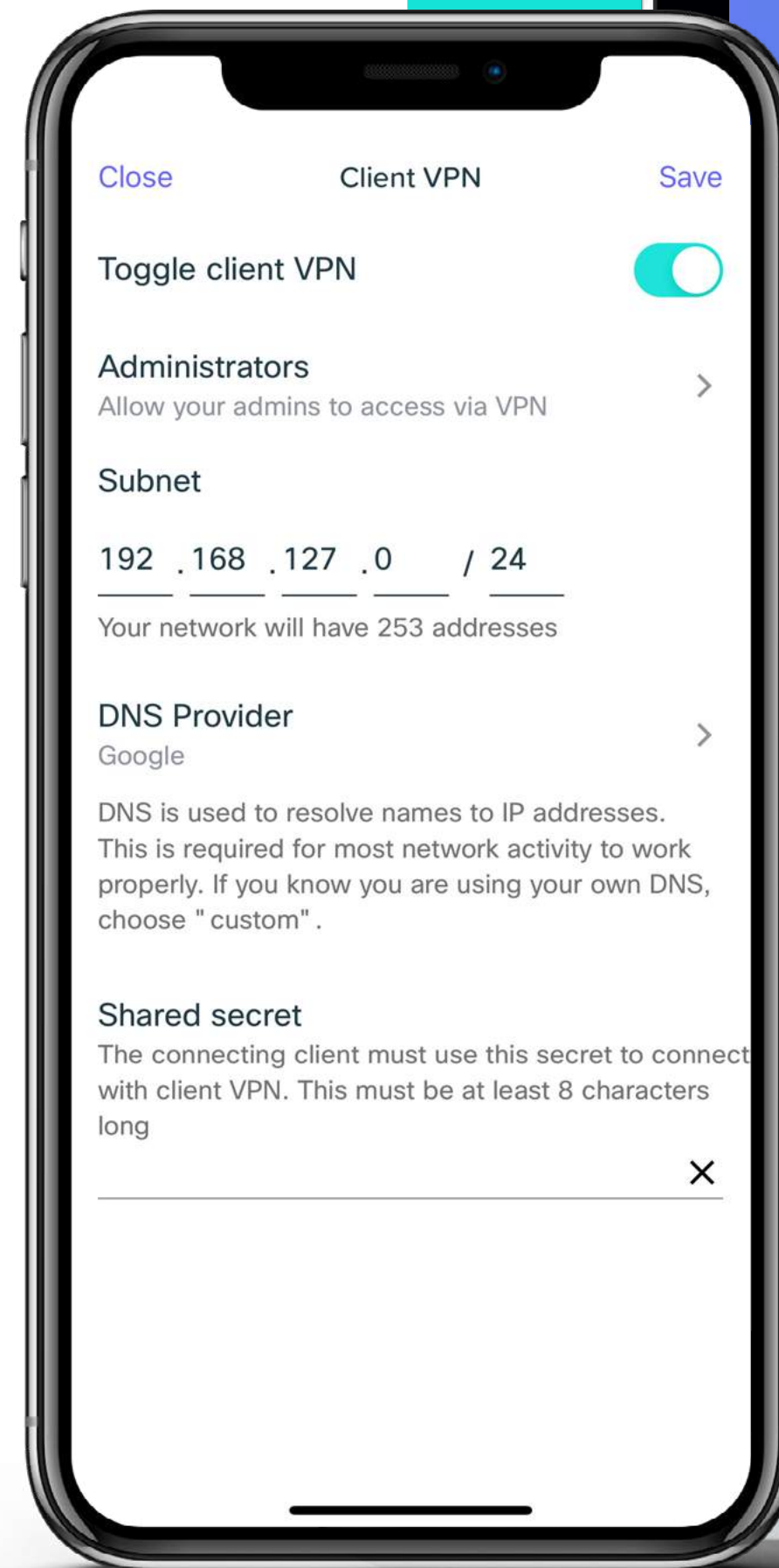
Provide secure remote access to your company networks with client VPN and between offices with site-to-site VPN.

Block websites and devices

Block specific devices or domains of websites you want to keep off your network.

Anti-malware & anti-phishing

The optional Cisco Umbrella security license provides content filtering, anti-malware, and anti-phishing.



KEY USE CASES

Customer growth

Seamless guest WiFi

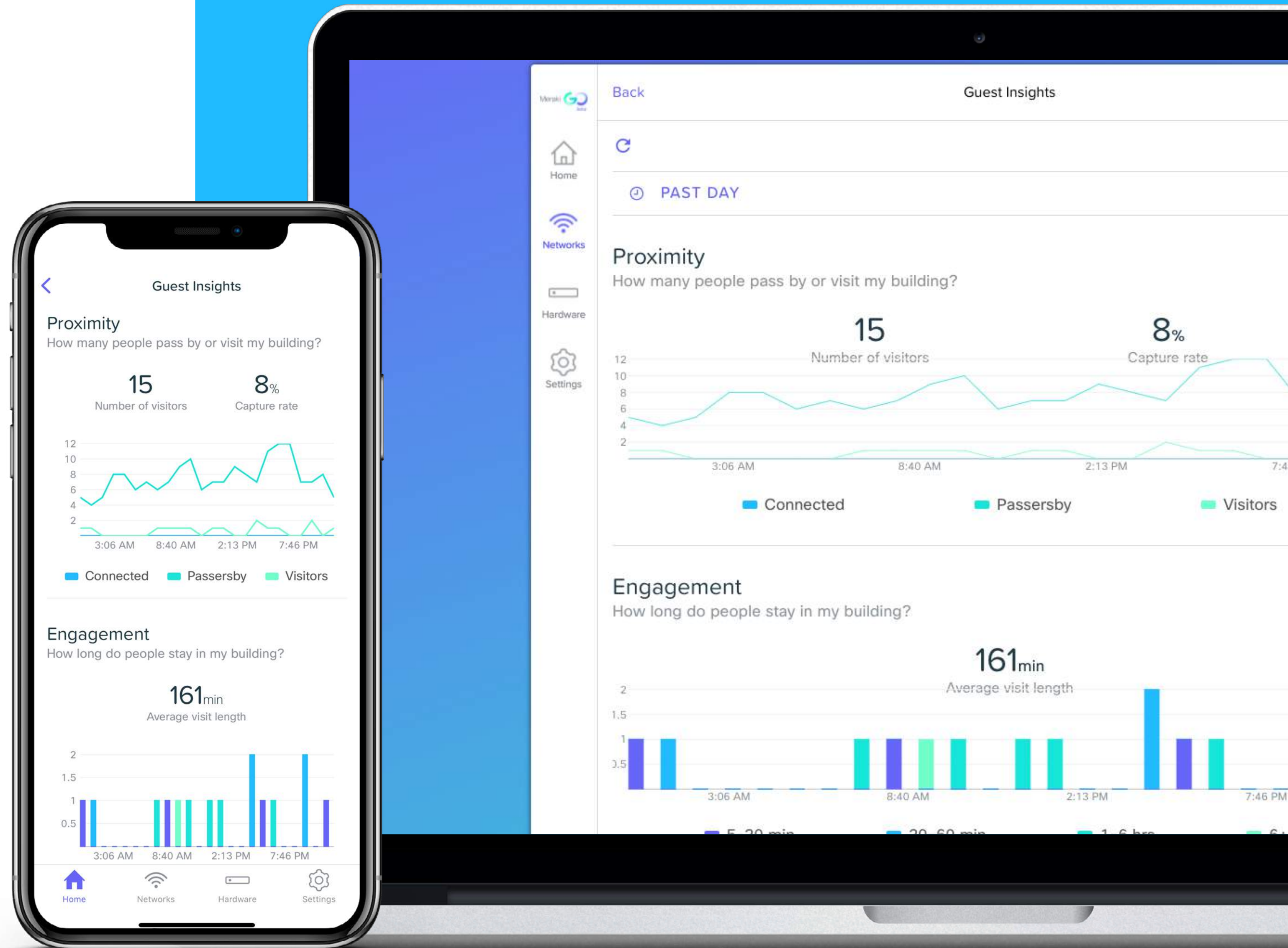
Create QR codes that guests can scan for seamless guest WiFi access.

Branded splash pages

Give guests a branded WiFi experience through custom landing pages before they connect to the internet.

Guest insights

Access valuable insights such as foot traffic and popular visit times, to improve business and marketing decisions as well as staffing.



Key Industries

KEY INDUSTRIES



Small Office

No matter what your goals are, providing employees with the tools to excel means better business. Ensure that workers can VPN into your network, you can reliably access company resources, and can limit access to or block others. With Meraki Go, it's simple to scale, manage, and put the focus back on your business.

- Reliable connectivity for uninterrupted work from anywhere
- Remotely access company resources with client VPN and site-to-site VPN
- Prevent cyber threats



Hospitality

It's never been easier to reach your customers and optimize your business. In just a few screen taps, you can ensure critical business apps are running smoothly, while guests have reliable WiFi. You can even interact with and find customers in new ways by using built-in insights.

- Reliable outdoor WiFi
- View foot traffic trends
- Connect wired devices (printers, VoIP phones, POS)



Retail

Stand out from the competition by giving your customers an experience to remember. From creating a guest network in seconds, to setting up a landing page with custom offers, to welcoming loyal customers. The sky is the limit and the power is in your hands.

- Secure WiFi for the business, guests, and POS systems
- Optimize staffing with Guest Insights
- Ensure PCI compliance

KEY INDUSTRIES



Education

Give students and educators uninterrupted learning and teaching environments with high-performing WiFi 6. Protect them from cyber threats and block unwanted websites. And manage it with ease from the intuitive mobile app or web portal.

- Secure connectivity for students
- Remotely manage via mobile app or web portal
- Custom WiFi splash pages



Healthcare

Transform your operations with secure and reliable connectivity for staff, patients, and medical devices. Protect patient data with enterprise-grade security from Cisco. Staff have flexibility to VPN into your networks to provide virtual care – and you can easily troubleshoot issues remotely.

- Monitor patient traffic to improve staffing
- Protect from online attacks
- Troubleshoot remotely, saving PPE resources/time



Finance

Whether markets are up or down, rest assured with stable connectivity and prevent breaches of company or customer data. Deliver flexibility for employees to remotely access critical company resources with client VPN and site-to-site VPN, powering happier workers and a stronger business.

- Reliable & secure WiFi
- Prevent online threats
- Optimize operations with network insights

CUSTOMER SUCCESS

How our customers rate Meraki Go

88%

WiFi customer satisfaction rating

84%

of customers are satisfied with their device connectivity

83%

are satisfied with the purchase process and shipping



iOS App Store

★★★★★ 4.9/5



Google Play Store

★★★★☆ 4.6/5

Trusted by small businesses

“Using the Meraki Go app, I’m able to see bandwidth usage and keep my business and patients secure through built-in security.”

Dr. David R. DeLong, Owner
Dr. DeLong’s Family Dentistry

“Meraki Go gives us the ability to accomplish more with our time. We now have peace of mind when it comes to cybersecurity, plus new insights that let us optimize our business.”

Simon Williams, Head of Digital
Ice & A Slice

“The setup, visibility and support features are absolutely A+ and it’s very, very easy to setup.”

Meraki Go customer
5 star rating on Amazon

“I love the insight and data Meraki Go gives me. This is a true upgrade from traditional home WiFi systems. The price is affordable and the performance is outstanding.”

Meraki Go customer
5 star rating on Amazon

“Fantastic product. Really easy to use. Brilliant support. Great value for the smaller business.”

Meraki Go customer
5 star rating in Google Play Store

“Our Meraki Go has continued to work through winter snow and summer sun without any problems. It is extremely easy to manage and observe it’s status, plus the coverage is excellent.”

Meraki Go small business customer
June 2022

Resources

Partner Assets

[Meraki Go Community](#)

Partner resources hub

[Meraki Go Website](#)

[Meraki Go Pricelist](#)

Creative Assets

[Brandfolder](#)

Logos, brand book, colors, images and color palette

[YouTube](#)

Product videos, unboxing videos, how-to-videos

FAQ

[Customer FAQ](#)

Commonly asked questions

[Technical documentation](#)

Installation guides, best practices, technical specs, technical FAQs