Meraki + Catalyst
VT - Wireless

May 4-5, 2022

Unparalleled simplicity

#1 in cloud-managed

Unmatched flexibility

#1 in networking

Agenda

May 4-5 — Catalyst + Meraki Platforms

- New Platforms
- Day 1- N Journey
- Positioning (6+6E)
- Demo

May 17-18 — Product Persona Update Tracks Catalyst Meraki

- Software feature in Meraki and DNA/IOS-XE
- Technical deep dive on platform

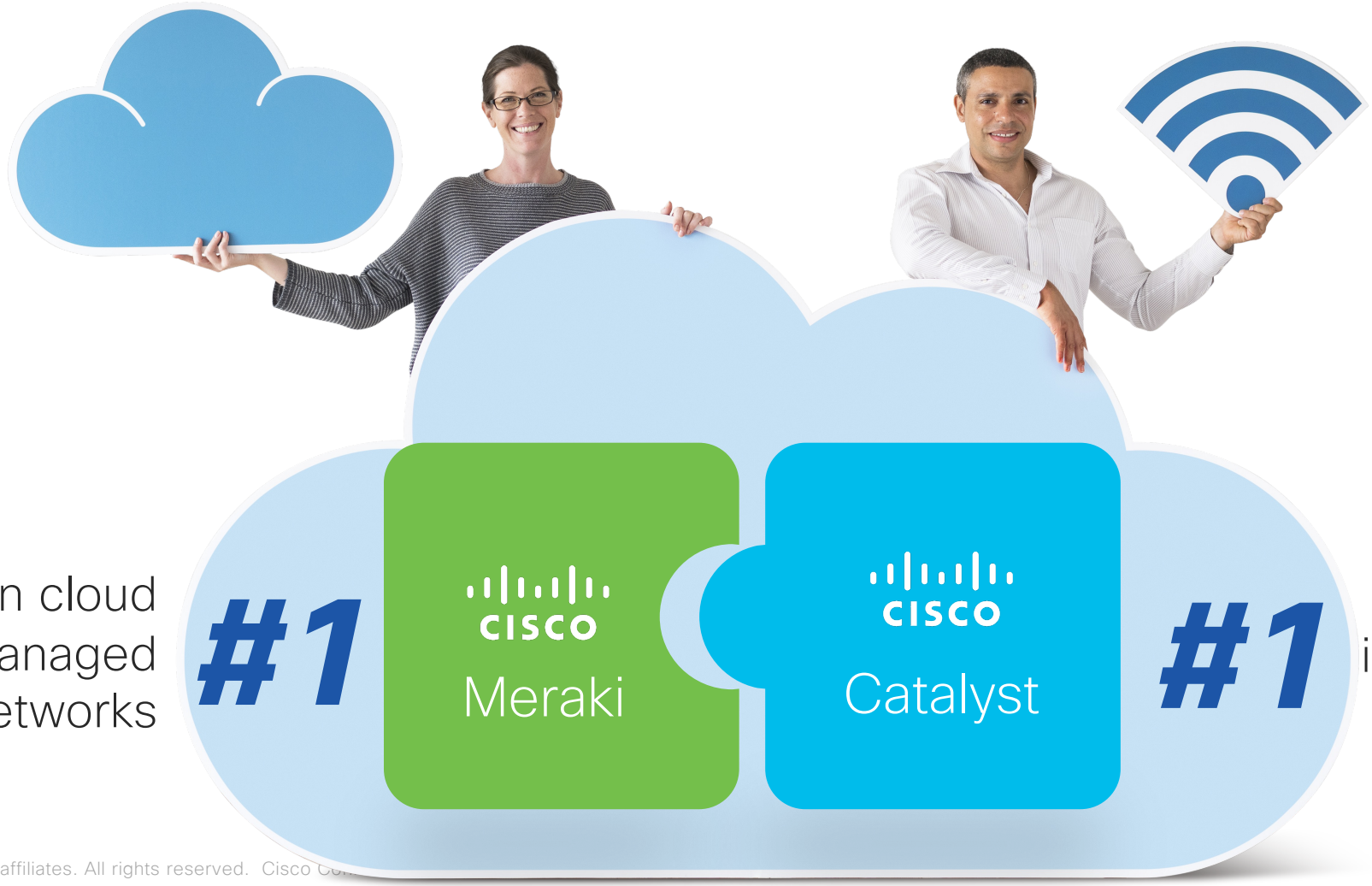
Jun 12 — Cisco Live Public Announcement

- Pricing
- Public facing content

Our Vision

Transform customer experiences by simplifying powerful and secure networking

Accelerating our Customers' Transition to a Cloud-managed Networking Experience



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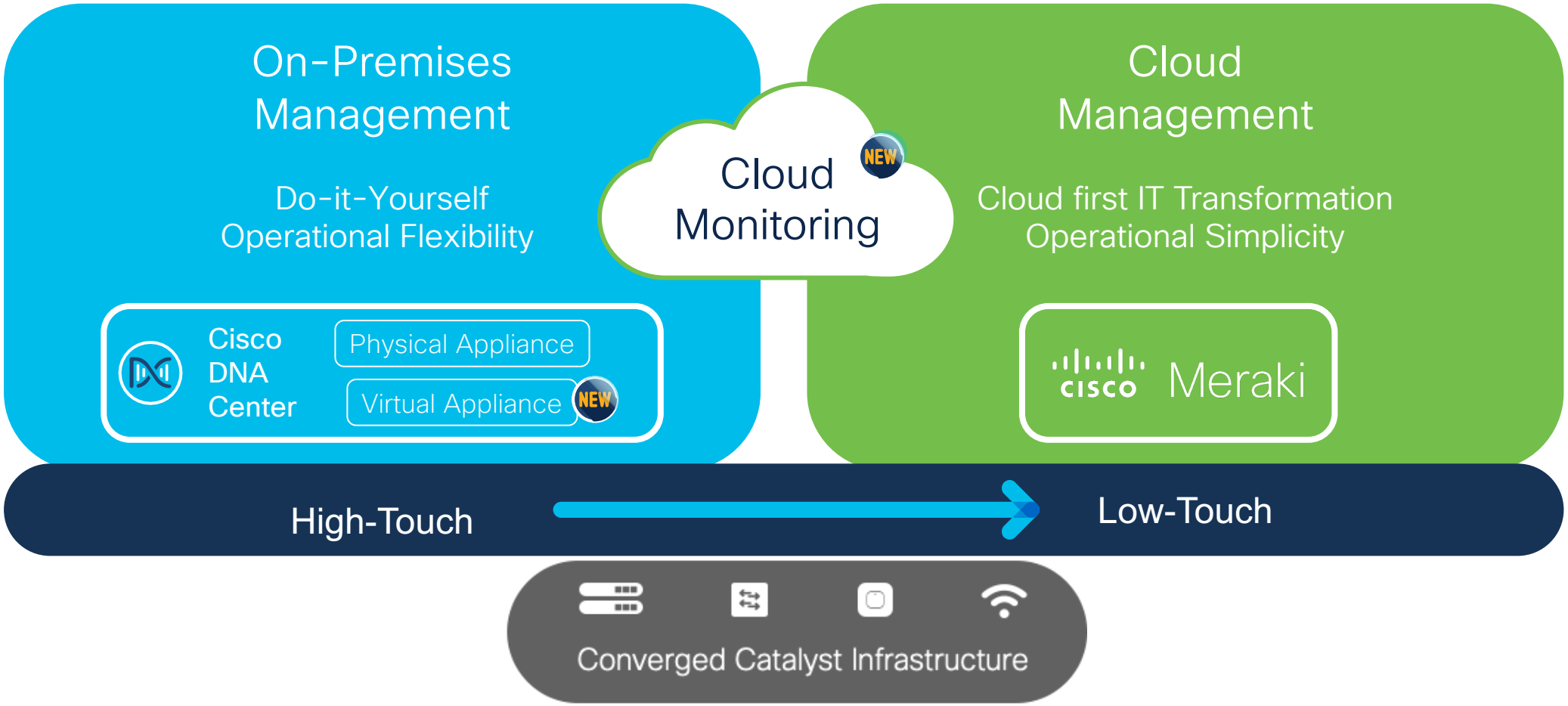
Your IT Operation Model, Your Way

Flexibility, Choice, and Simplicity



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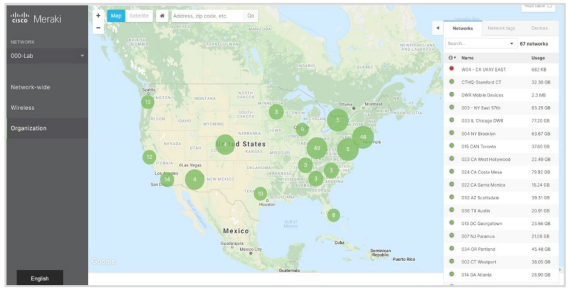
Network Experiences: Three Routes to Customer Value

Cloud Monitoring of Catalyst Deployments



Common Catalyst Hardware for Access

Choice of Management Mode

CISCO Meraki

DNA Center

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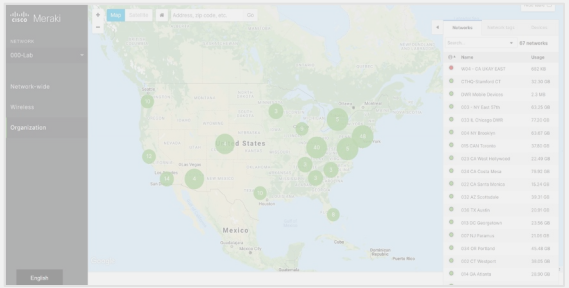
Wireless: Three Routes to Customer Value

Cloud Monitoring of Catalyst Deployments



Brownfield

On Roadmap H2 CY23

Common Catalyst Hardware for Access

Choice of Management Mode

CISCO Meraki

DNA Center

Greenfield

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Cloud Management for Catalyst

Program Goals

Accelerate cloud adoption by Catalyst customers

- **Cloud-Ready:** Catalyst devices which can be cloud managed
- **Cloud-Enabled:** Catalyst devices actively using cloud management features
- Reduce friction in onboarding Catalyst customers to cloud management

Increase SW subscription adoption and renewal rates

- All Catalyst access devices managed by modern SW (DNA or Meraki) with high adoption rates
- Higher renewal rates across DNA and Meraki licensing
- Increase SW revenue through TAM expansion and upsell

Expand Cisco market share across access

- Win more deals/retain more customers with cohesive management story and one access portfolio
- Improved Gartner MQ rankings and commentary

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Cloud Management for Catalyst

Key Success Metrics

Cloud-Ready

New Cloud-ready Catalyst devices sold

Cloud-Enabled

Catalyst devices connected to Meraki cloud

Customers with Catalyst devices connected to Meraki cloud

Adoption

Catalyst devices managed by Cisco SW
(DNA or Meraki)

Renewal

NX Access SW renewal rate
(DNA + Meraki)

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Wireless: Always Position the Product for the Use Case

Step 1: Ordering the Right AP

Wi-Fi Landscape

- Wi-Fi 6E is Extension not replacement of Wi-Fi 6
- 6E rules are NOT same for all geographies and all deployment types
- Supply chain challenges are here to stay

Wi-Fi 6E: The New Chapter of an Incredible Story

Telecom Advisory Services, Wi-Fi Alliance®

The New Hybrid Work Experience Powered by 6E

Smart Spaces powered by location intelligence

Novel guest experiences and common spaces

Always-on digital collaboration spaces

Dynamic workspaces & mobile workforces

Enhanced Experience through W-Fi 6E

Education

AR/VR/XR learning, e-learning, digital educations

Public Venues

High resolution video, cellular offload, Wi-Fi calling, Sidelines communication

Hybrid Workspaces

Digital collaboration (video conference, digital whiteboards, etc.), teleworking

Healthcare

Telemedicine, robotics, smart IoT devices and wearables, asset tracking

Manufacturing

Automated and digitized operations and supply chain, robots

Capacity — High Density — Performance — Low latency

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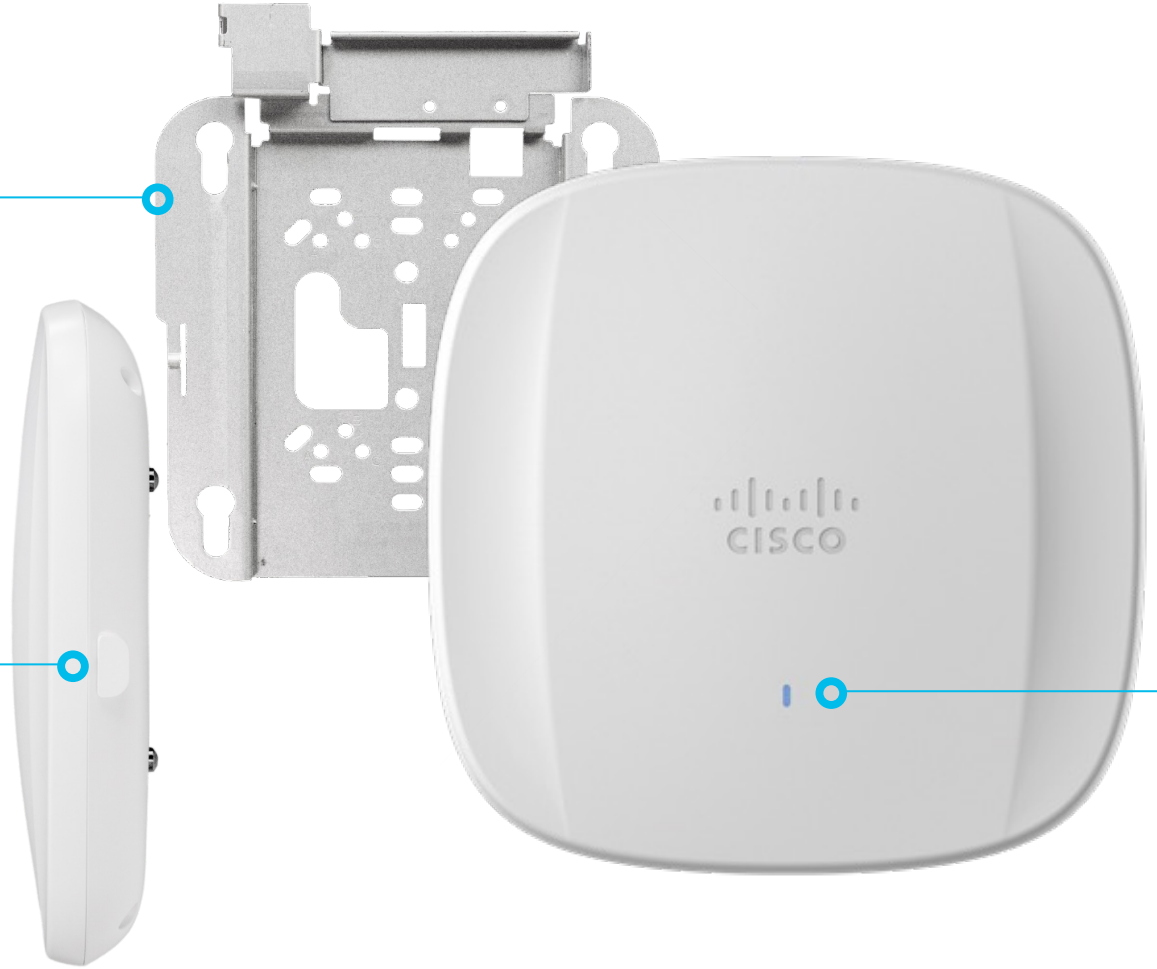
Easy to Deploy and Use

Same universal mount for the entire 6E portfolio

USB port for expanding IoT operations



LED behavior will follow the persona in use

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Why This Convergence is Important for Customers?

- Investment Protection: Allows customers to keep using the same Catalyst Wireless hardware
  - Same RF design: No rip and replace to enable cloud migration going forward
- Competitive Advantage: Moving to a competitor needs rip and replace
- Gives customers the control to migrate at their pace

Keep in Mind

- This is a journey, and we are just starting. We have a long way to go
- We are focusing on use case parity and not feature parity
- SW features are tied to persona.

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