

# Smart Cameras: Meraki MV



## Overview

Cisco Meraki MV Smart Cameras are simple to deploy, configure, and operate. Like all Meraki products, the MV cameras are centrally managed via Meraki's web-based dashboard and eliminate the cost and complexity required by traditional security camera solutions, such as the Network Video Recorder (NVR) and Video Management Software (VMS).

## Why Meraki Smart Cameras (MV)?

- Scale rapidly across hundreds or thousands of sites, in a fraction of time compared to traditional camera systems.
- Save time and effort traditionally spent finding video evidence with our dynamic Motion Search feature. Export and share video directly from dashboard via MP4 files.
- Powerful built-in analytics that require no additional configuration, hardware, or software, provide your organization with business intelligence to understand usage, patterns, and trends.
- Meraki MV takes security seriously—all access to the cameras is encrypted with a public key infrastructure that includes automatic, individual camera certificates.
- Two-factor authentication provides strong access controls. Local video is also encrypted, by default.

## MV licensing

1 MV license covers 1 MV hardware

Licenses in 1,3,5,7, 10-year options

Single license SKU (LIC-MV-XYR where X=1,3,5,7,10) which can be applied to any MV model

Licensing provides:

- Access to the Meraki dashboard
- 24x7 phone, email, and in-dashboard technical support
- All future firmware and features

## Feature highlights

### Motion Search

- Dynamically and retroactively select areas of interest in a video stream to find missing objects or analyze incidences. Export these clips directly from the dashboard to save time and effort.

### Motion Heat Maps

- MV Cameras can be used as sensors to make smarter business decisions. Motion heat map allows users to see relative motion in an area over time, and provides insights into how an area is being used.

### Object Detection

- All MV smart cameras have built-in, advanced processors, enabling advanced analytics. All models have people detection, and outdoor cameras have vehicle detection as well. The dashboard provides people counting metrics to understand traffic and usage down to the minute.

### Remote Troubleshooting and Management

- Administrators can remotely configure and manage MV cameras. When combined with other Meraki hardware, like MS Switches or MR Access Points, users can perform additional troubleshooting to diagnose and resolve camera and network issues from anywhere.

### Video Storage Optimization

- Flexible video quality, recording, scheduling, and retention settings allow users to optimize storage in a variety of deployments. Motion based retention ensures that users always have the last 72 hours of continuous footage, after which footage containing no motion is removed.

### Video Walls and Camera-only Admins

- Restrict who can view footage from what cameras, and what access they have. Limit users to view footage, view only live footage, or view and export footage. Easily customizable video walls puts what is important front and center, and allow users to view multiple feeds at once.

## Discovery questions

(Don't forget, one of the best questions you can ask is "Why?")

**How many locations do you deploy security cameras in? What does your solution consist of—cameras, NVR, VMS, analytics, onsite servers?**

*Listen for:*

- Any and all non-camera hardware needing to be installed/updated
- Keeping tabs of all cameras and all views
- Security personnel investment

**How do you gain insights or analytics from your videos?**

*Listen for:*

- Scrolling through video feed
- Desire to learn more about motion analytics

**How do you locate video evidence after an incident occurs? What is your process for sharing that video with security, authorities, etc?**

*Listen for:*

- Evidence missing or damaged
- Need for high control of process
- Desire to keep video for long periods of time (download video clips or adjust storage to keep video longer)

**Do you get alerts when a camera or other part of your system goes offline? Have you ever not had/lost footage of an event due to a system failure you weren't aware of?**

*Listen for:*

- Storing footage on NVR
- Anecdotes involving multiple failure point
- Need for proactive problem solving

## Product lines to bundle with

MR	Add a wireless access layer with Meraki MR
MX	Provides wireless layer for your network propagated via MG and Allows for highest integration of features across cloud networking stack integrates across the security features in MX.

## Objection handling

**"What if I need more storage / secondary back-up?"**

You can optimize storage on the cameras with motion-based and scheduled-based retention, resulting in up to 90+ days of footage. Footage of critical events can be exported off the camera and downloaded as an MP4 file. For customers who still face strict regulatory requirements for storage beyond what is possible on the camera, or off-site backup, cloud archive licenses are available.

**"What if the camera breaks/someone steals the camera?"**

If the camera is stolen, video footage is always encrypted and won't be accessible to anyone besides the administrator of the cameras, and the camera admin will be notified via dashboard if something goes wrong. If the camera breaks, then you would only lose footage from that specific camera, similar to with an NVR/DVR, unless you opt for archive cloud licensing, which allows for offsite cloud backups.

**"I am concerned about pricing and the license"**

The Meraki MV is a complete solution and doesn't require VMS, NVR, or servers like traditional camera systems which helps to reduce costs. MV operational costs are also lower since there is no need to deal with third party resources and fees.

**"Your cameras don't have a variety of camera form factors (like PTZ)"**

Typically, customers want this to cover more area with fewer cameras. PTZ cameras are generally more expensive and by nature cannot cover multiple areas at once. PTZ cameras are more fragile and likely to break since they have constantly moving parts. Placing multiple cameras to cover the area ensures consistent coverage of all areas, and distributes risk if a single camera is vandalized or broken.

## Next steps

- Initiate a risk-free trial. Customers that trial Meraki are 21% more likely to make a purchase!
- Log on to the [Meraki Partner Portal](#) for additional sales resources and lead generation tools.
- Demo in the Meraki Launchpad