

Physical Security Reimagined with Meraki Smart Cameras: Partner Training

Agenda

- Introduction to Physical Security with Meraki
- DEMO
- Current Use Cases
- How to talk to your customers about MV

Focus on solving
problems, not
building features

MV Product Philosophy



Why Physical Security with MV



MARKET OPPORTUNITY

The demand for video surveillance cameras is expected to grow to \$44b* by 2025



NEW APPLICATIONS

New use cases for physical asset protection, social distancing, and PPE conservation



SIMPLICITY

Meraki MV Cameras are simple to sell, to quote, and to install

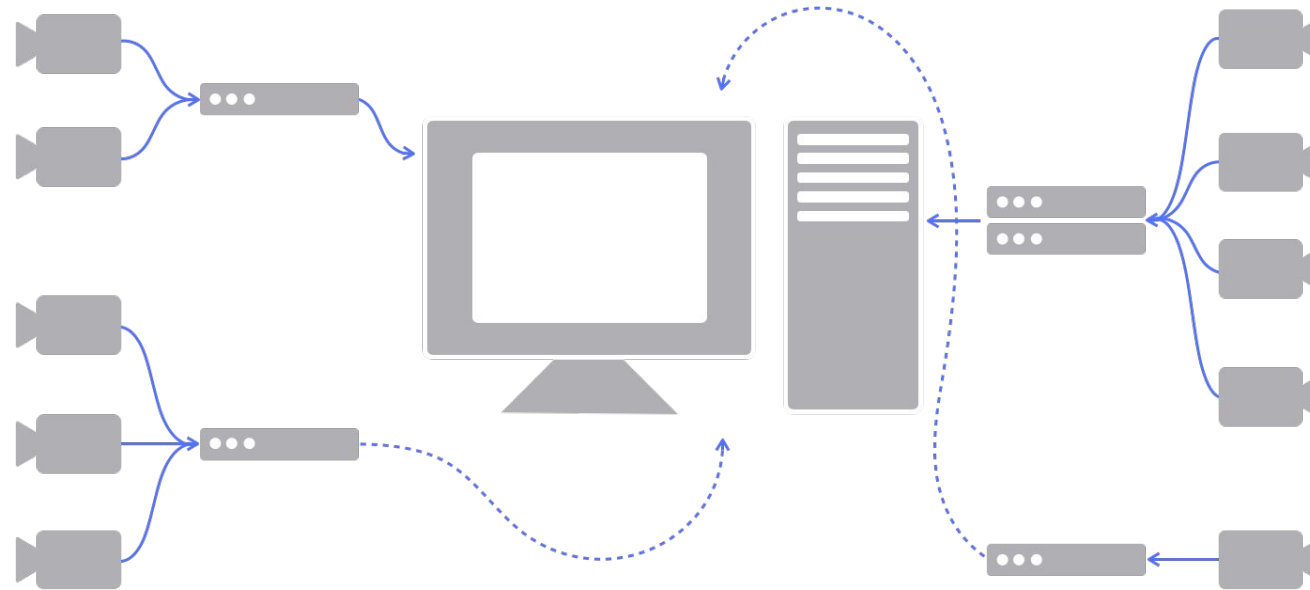


NEW CUSTOMERS

Meraki MV Cameras are a new way into accounts

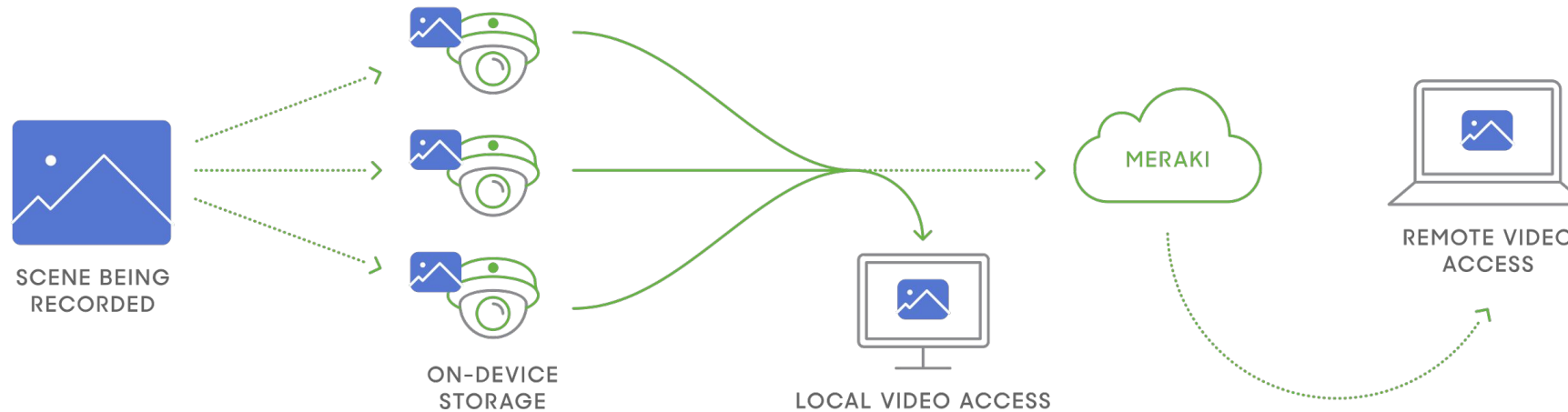
*IDC

Traditional Security Camera Deployment



Network video recorders (NVR), servers, on-premise hardware
Multiple software packages, manual configuration, and **complexity**
Huge network vulnerability

Smart Camera Architecture



BANDWIDTH CONSCIOUS

Less than 50kbps upstream bandwidth per camera when not watching video

INTELLIGENT STREAMING

View locally, or view remotely via cloud proxy streaming, from the Meraki dashboard

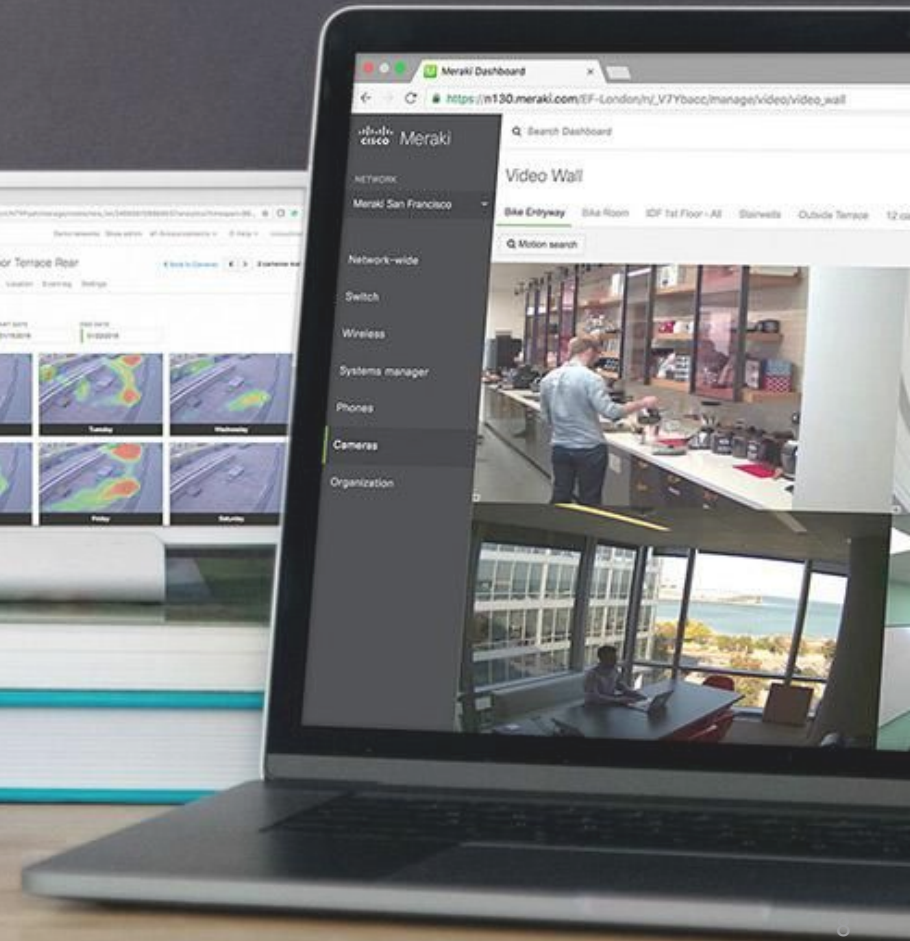
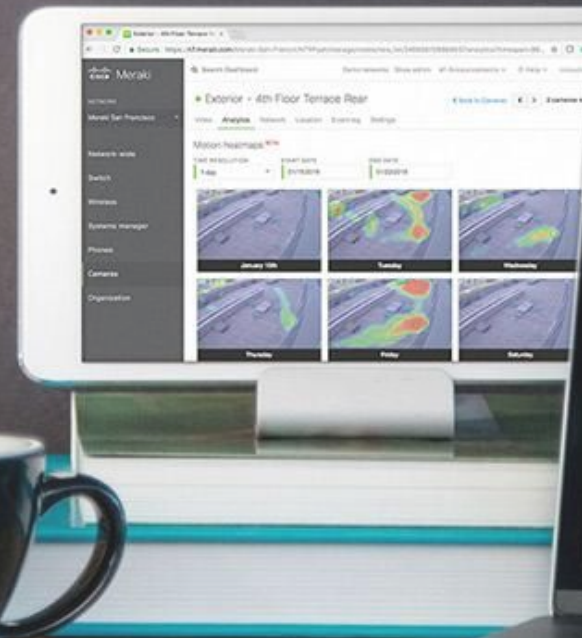
HYBRID VIDEO PROCESSING

Video is analyzed on camera, motion indexed in the cloud

DEMO



The majority of video
is never watched



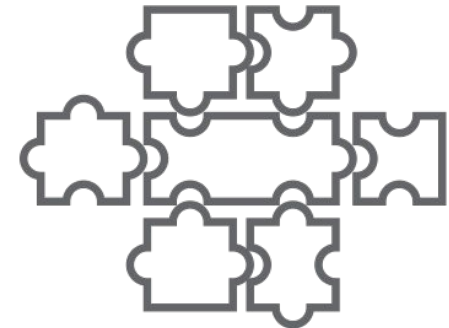
Smart Cameras That Do More



Learn and provide
more insights over
time



Better **understand**
customer behavior
patterns



Provide **context** or
trigger action in
other systems

Object Detection



FUNCTIONALITY

Anonymized person and vehicle detection

EXAMPLE USE CASES

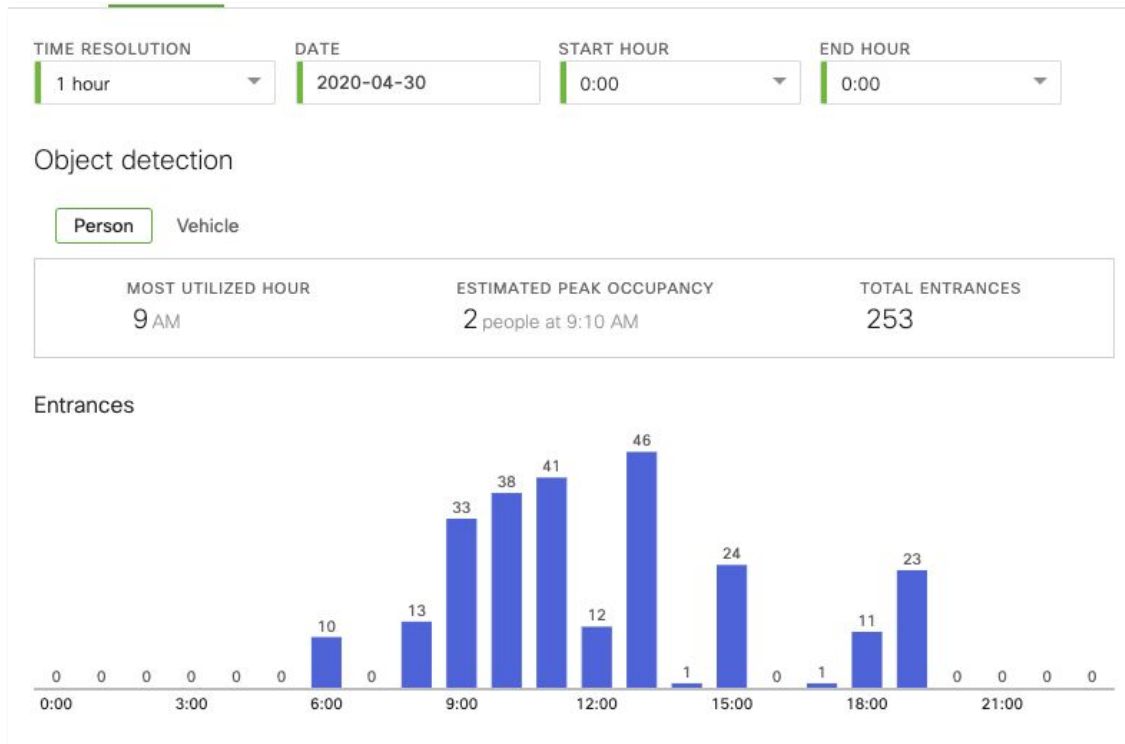
People counting to understand in-store customer behavior patterns

Vehicle detection + snapshot API for license plate recognition

People detection available on all second generation MV cameras (MVx2 models)

Vehicle detection available on MV72

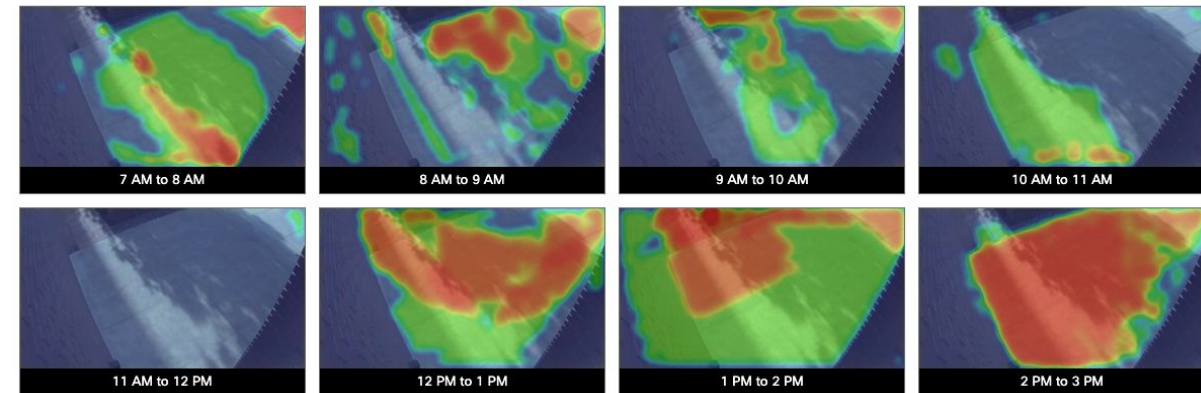
Built-in Analytics



People and vehicle detection data in the dashboard provide down-to-the minute granularity.

Motion heatmaps visualize relative motion in an area over time.

Motion heatmaps



How to talk so customers will listen &
listen so customers will talk?

Companies are buying cameras
every day

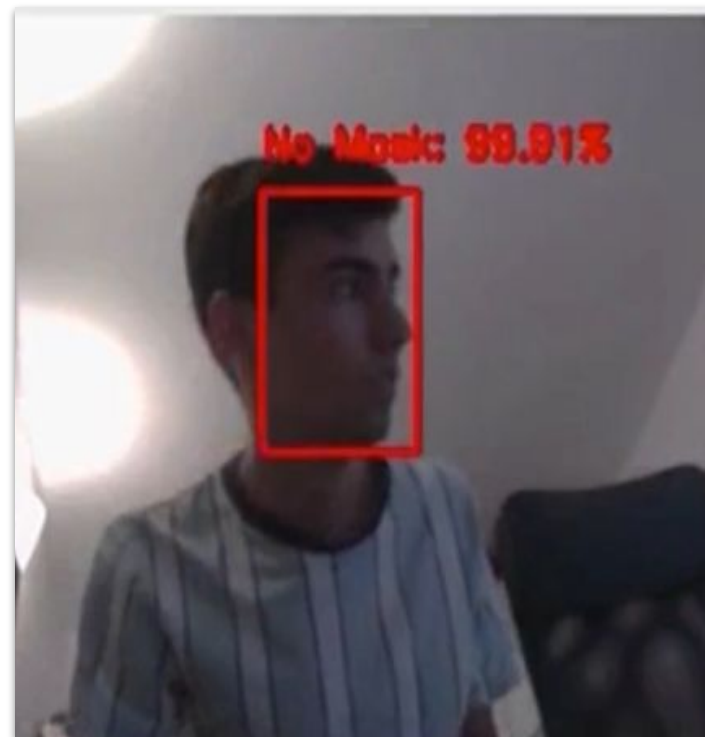
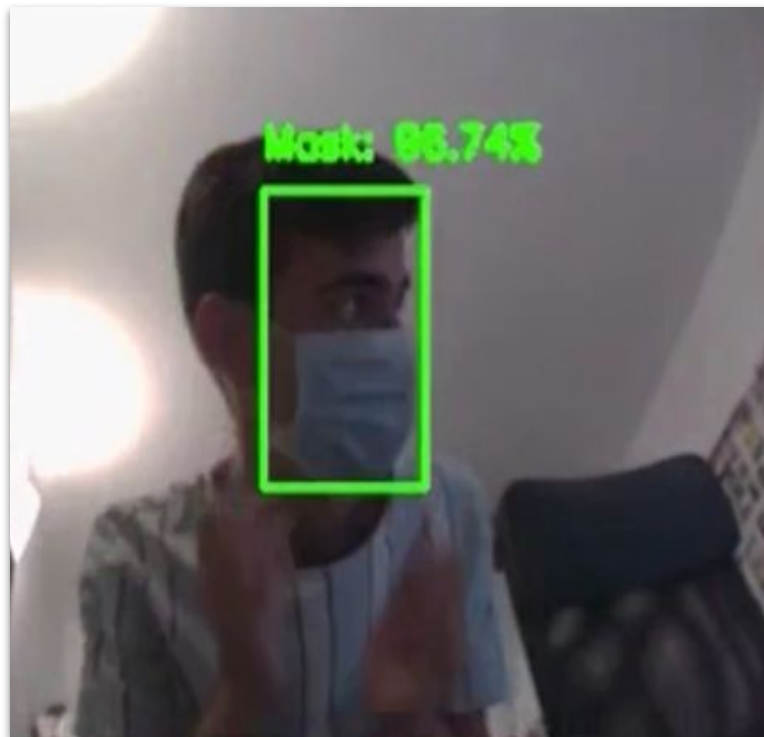
Everyone has a budget for CCTV

	RETAIL	OFFICE SPACE	PUBLIC SECTOR	HEALTHCARE
LISTEN	Re-Opening Safely Social Distancing	Appropriate Spacing Cleaning Protocols	Securing Assets Ensuring Staff Safety	Patient Monitoring Preserving PPE
TALK	API Enabled Monitoring Alerts More than just a Camera	Motion Heatmaps Smart Building integration	Zero touch provisioning Secure Remote Access Share live streams	Video Wall Remote Monitoring Easy Deployment

“Help me get customers back into
my store safely NOW”

Every Retailer

Specialized Analytics using RTSP



Retail Key Stakeholders

ASSET PROTECTION

Business Drivers

- Identify and eliminate theft
- Improve the safety of staff
- Reduce cost in management of video

VISUAL MERCHANDISING

Business Drivers

- Optimize sales per sq. ft
- Accurate execution of VM Guidelines
- Enhance sell through by optimizing displays

ANALYTICS

Business Drivers

- Understand flow of customer through store
- Identification of customer count
- Secure access to new data points

Global fitness equipment manufacturer

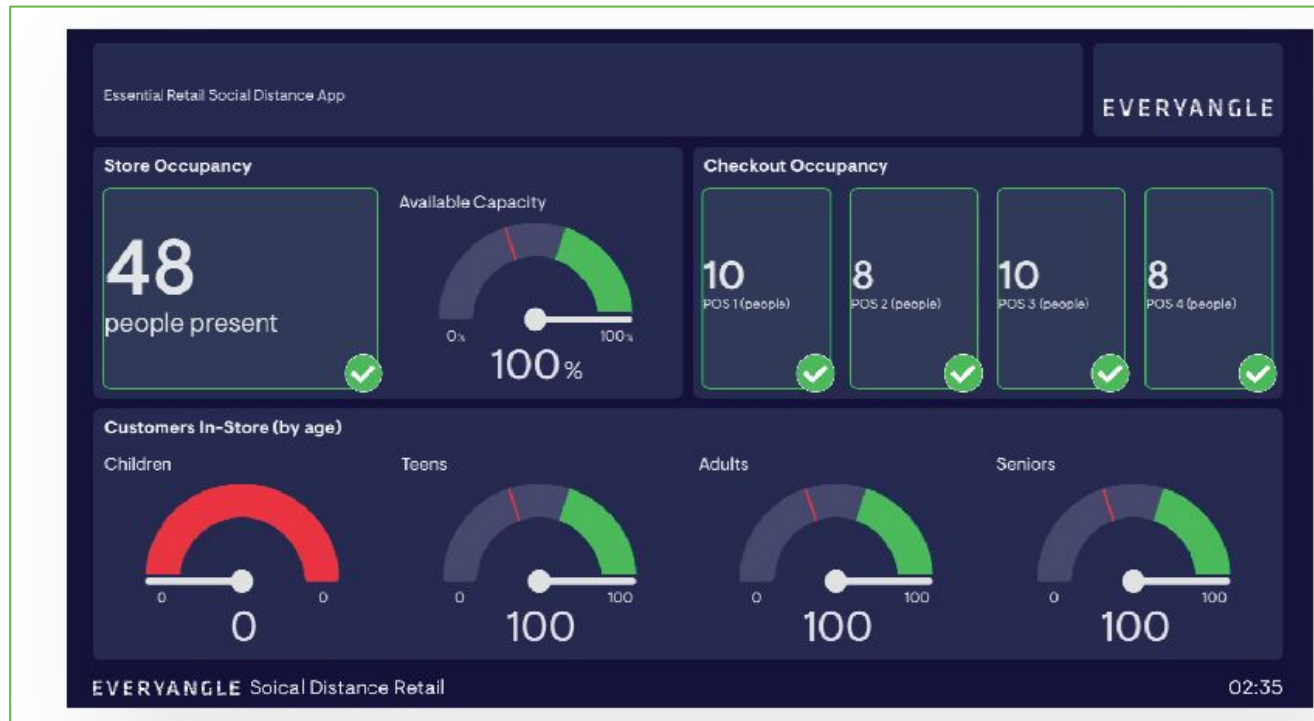


- Fastest growing fitness platform globally
- 700+ MV deployed
- Global standard for MV
- Primary use case is safety and security
- Secondary use case is visual merchandising

“We need to be able to do more with
less investment”

Every Facilities Manager Ever

Physical Distance Controls



Office Space Key Stakeholders

FACILITIES MANAGER

Business Drivers

- Secure building and company assets
- Reduce risk
- Optimize costs and reduce footprint

OFFICE MANAGER

Business Drivers

- Optimize space
- Ensure resources are properly allocated
- Improve staff office experience

HEALTH & SAFETY

Business Drivers

- Improve safety of staff
- Optimize Emergency Procedures
- Improve wellness of staff

Global pharmaceutical company



- 61,000 employees
- MV is the standard for sensor for people and vehicles
- Using MQTT for presence
- Primary use case is office optimization
- Secondary use case is safety and security

“We won’t compromise on security
and we don’t trust cloud”

Colonel Carol [REDACTED]

Government Key Stakeholders

FACILITIES MANAGER

Business Drivers

- Secure building and company assets
- Reduce risk
- Optimize costs and reduce footprint

OFFICE MANAGER

Business Drivers

- Optimize space
- Ensure resources are properly allocated
- Improve staff office experience

HEALTH & SAFETY

Business Drivers

- Improve safety of staff
- Optimize Emergency Procedures
- Improve wellness of staff

G8 Country army bases



- All army bases operate on aged CCTV
- Initial need for Smart Perimeter Cameras
- Scope expanded to Barracks and Mess Halls
- 2M+ Phase one deal in Q3
- Second phase 5x phase one

Supporting a Multitude of Use-Cases



Planning

Understanding how different services are used to make budget allocation decisions

Safe Occupancy

Monitor number of people in an area. Display to let visitors know and make decisions on whether to enter



Public Safety

Police or fire department can quickly determine if there are people left in buildings during an evacuation



Public Health

Remote patient monitoring and preservation of PPE . Observation of cleaning and safety protocols

“This is great but.... We have recently made an investment in traditional CCTV and can't move away from that yet. Can you integrate?”

Most Customers

Of Course We Can!

Integrations

MV Sense API

Real-Time tracking and identification of objects

Ability to trigger events sub .5 Sec

Snapshot API

Request high resolution photo to be taken and sent

Hybrid Cloud ML

Advanced object detection and processing using Azure, AWS or any Computer Vision Platform

Meraki Ecosystem



panaseer

jogogo

ARMIS™

VAPP
SMART INTEGRATION PLATFORM

Aislelabs

ACA

kontakt.io

servicenow™

QENGUIN
— MANAGED INDOOR POSITIONING AND NAVIGATION —

pagerduty

VIVA
SPOT

mapwize

BLOOM
INTELLIGENCE

Splash
Access



eleven

MEWS

purple

skyfii

kisi

OPTiFi

splunk>

wifiwater

BASKING

GoZone
WiFi®

movement
strategies

BOUNDLESS
DIGITAL

CLOUD4WI

secur

Physical Security Meets Business Intelligence

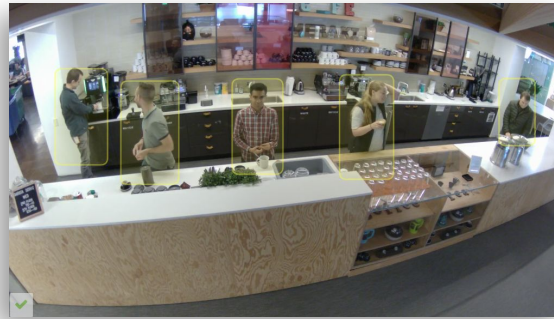


MOTION SEARCH

Isolate key motion events

Motion Recap results summarize activity in a single image

Easily export important video segments

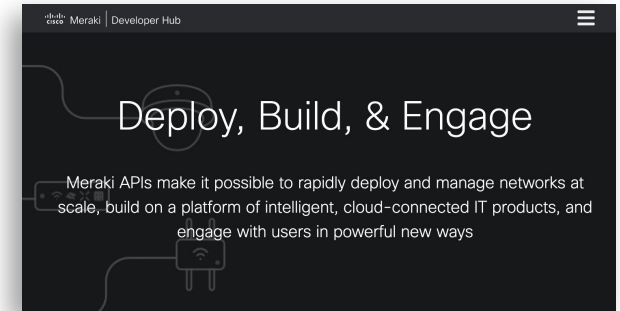


BUILT-IN ANALYTICS

See relative motion over time with Motion Heatmaps

Detection and classification of objects

People and vehicle counting



POWERFUL APIS

Automate configuration

Integrate using video link and snapshot APIs

MV Sense API for object detection data integration

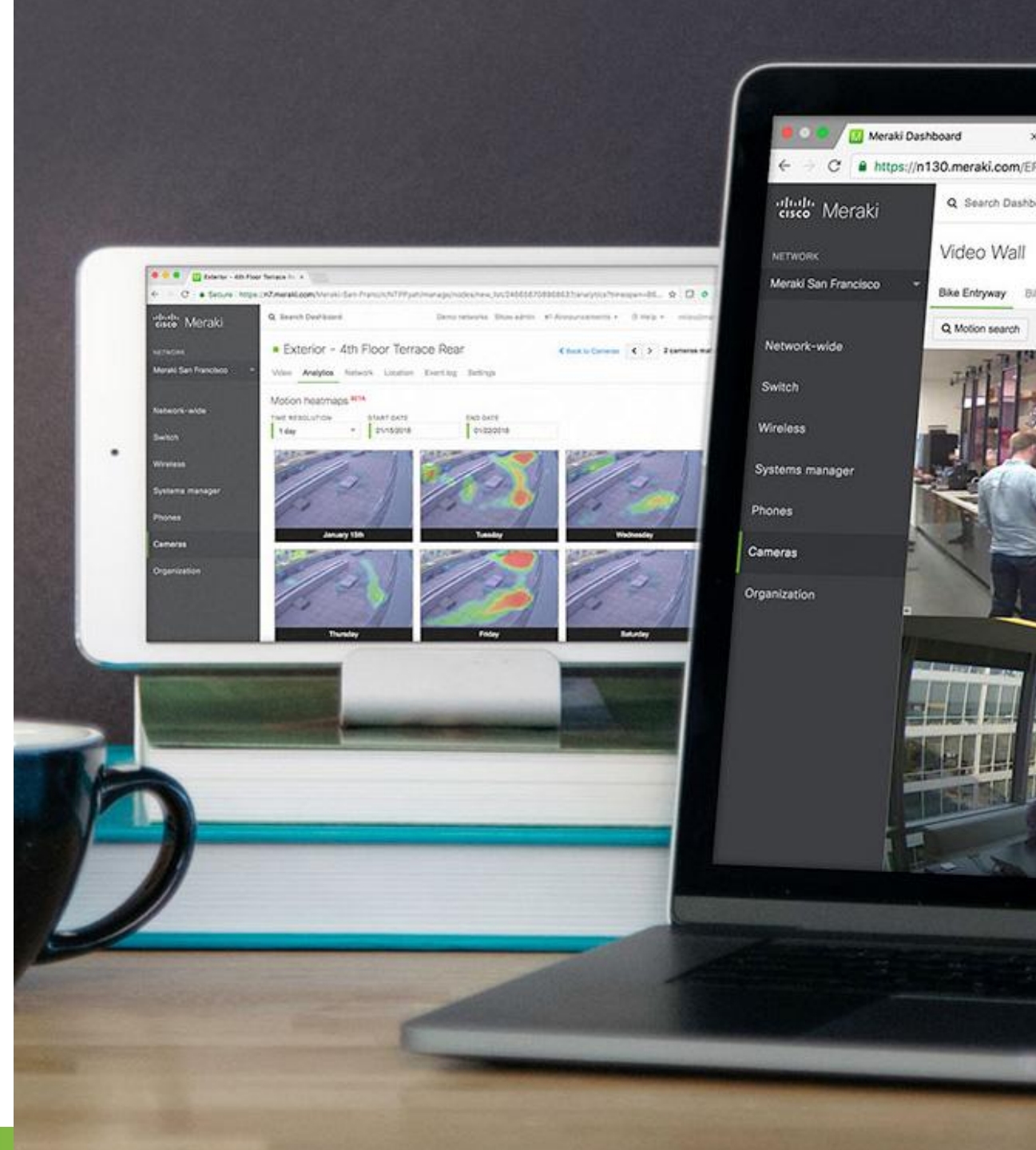
Next Steps

Learn more about Meraki Smart Cameras:

- Attend Meraki FIT sales training
- Sign-up for a technical course

Introduce your customers to Meraki Smart Cameras:

- Send them a link to our website
- Invite them to an on-demand MV webinar using your unique referral link from Partner Portal
- Initiate a Meraki Trial
- Connect with your Meraki account manager to discuss demo options



Questions?

THE WHY

CUSTOMERS WANTED RTP TO DO THE THINGS WE DON'T DO TODAY

We have built better, simpler ways of doing the things customers want to do.

Storage Reasons

128GB, 256GB, 512GB options

Storage Estimates

Motion Based Retention (MBR)

MBR Regions of Interest

Scheduled Recording

Retention Limits

90 or 180 day Cloud Archive

Integration Reasons

Motion Alert e-mails

Snapshot API

Access Control partners

Dashboard REST APIs

Analytics Reasons

Motion Heatmaps

Integrated Edge ML CV

Multiclass Object Detection

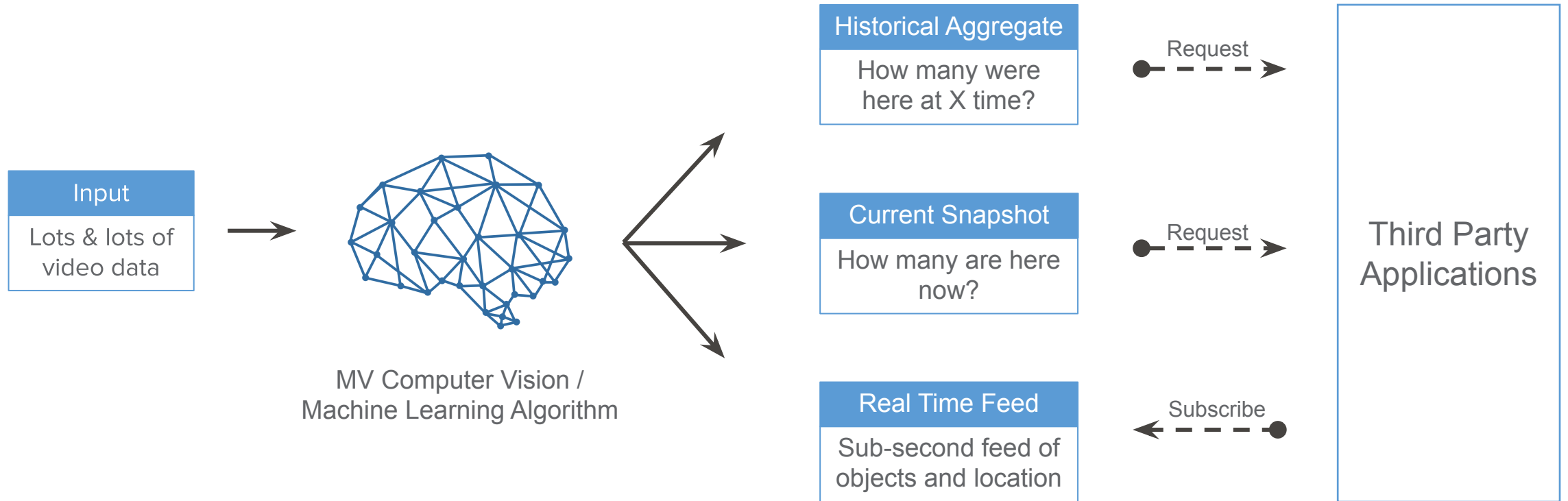
Snapshot API

MV Sense APIs

Analytics partners

Hybrid Cloud ML CV

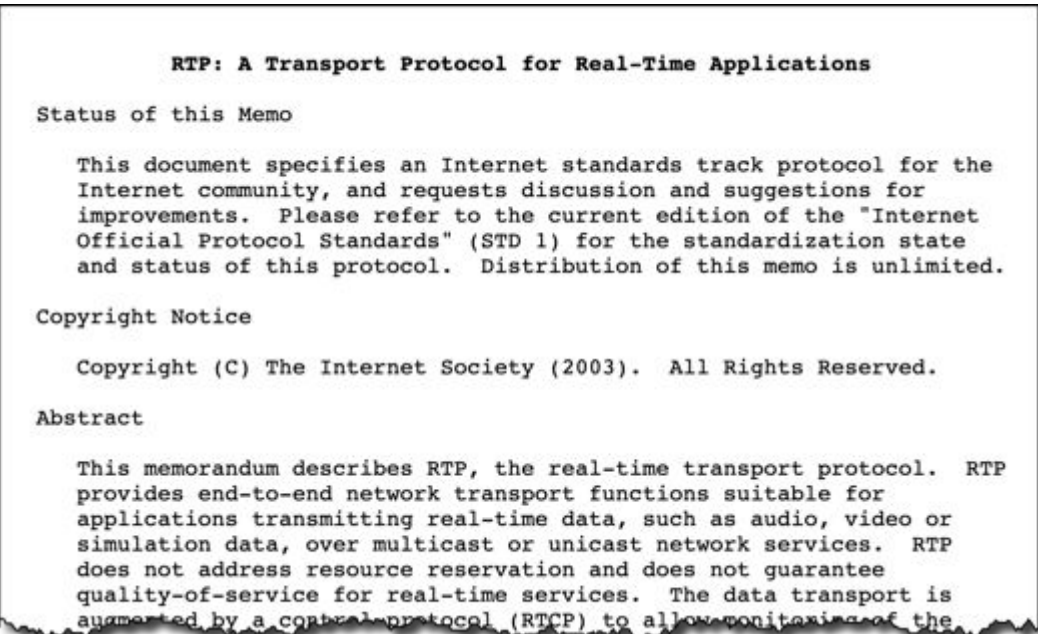
Machine Learning - Meraki MV Sense



Smarter data to solve tougher business problems

“BUT WE NEED TO INTEGRATE THE
VIDEO INTO OUR ON-PREMISE CCTV
SOLUTION”

RTP support on 2nd generation cameras



Real Time Protocol (RTP) allows direct video stream access

RTP is an industry standard for video streaming (RFC3550)

Enables MV integration into almost any other system

Available on the MV12, MV22, MV32, MV72

There is always someone who isn't happy

Offering RSTP is NOT the solution to most sales objections

But RSTP support allows customers who need to integrate legacy systems, to migrate to MV

