



Sify-managed Access, powered by Cisco Meraki Messaging Framework

Internal use only

Introducing the Managed Cisco Meraki Access narrative

A strategic approach to discussing this offer's value



Tier 1

Primary narrative



Managed Cisco Meraki Access

Our new approach: Managed Cisco Meraki Access is a powerful offering comprised of two solutions—Meraki Switching and Meraki Secure Wi-Fi. Since the distinct solutions are rarely sold separately and they are better together, we are adjusting our messaging to encapsulate the broader Managed Cisco Meraki Access story. To tell this story, we are updating our go-to-market strategy to highlight managed solutions that align to Managed Cisco Meraki Access.

For this Kit, you'll notice a heavier emphasis on the holistic Managed Cisco Meraki Access offering (about 60%) with nods to the specific solutions—Managed Secure Wi-Fi and Managed Switching (20% each).



Tier 2

Managed offers



Managed Meraki Switching

The dominant sales and marketing narrative is focused on Cisco Meraki Access, but the value of Managed Meraki Switching is still important to share. Throughout the Cisco Meraki Access GTM Kit, leverage Meraki Switching details and talking points as you see fit.



Managed Meraki Secure Wi-Fi

The dominant sales and marketing narrative is focused on Cisco Meraki Access, but the value of Managed Meraki Secure Wi-Fi is still important to share. Throughout the Cisco Meraki Access GTM Kit, leverage Meraki Secure Wi-Fi details and talking points as you see fit.

Overview: Sify-managed Access, powered by Cisco Meraki

First, let's set up an overview for your joint solution with Cisco Meraki Access as a managed service.

To the right is our high-level messaging for Cisco Meraki Access. This answers the question: **What is Managed Cisco Meraki Access?**

Use our overview to inspire your offering details and include the unique aspects you bring to customers. What do customers need to know about your solution? This can be written as customer-facing or audience-agnostic.

Next, we'll craft a customer-facing value prop to answer:

Why Sify-managed Access, powered by Meraki?

Joint offering overview



Sify-managed Access, powered by Cisco Meraki offering details

As businesses evolve to meet the needs of an increasingly dynamic, hybrid workforce, ensuring secure access to private apps, clouds, and the Internet is more important than ever. Sify-managed Access, powered by Cisco Meraki, combines the value of Cisco Meraki switching and Wi-Fi products with expert management from Sify to ensure your teams have reliable access where and when they need it. After an initial site survey that generates accurate coverage, Sify enables quick, consistent deployment and configuration based on customized solution builds. Gain network visibility on Sify's platform with Cisco Meraki Controllers, while lowering the total cost of ownership and saving network administrators' time.

With expert management, you can grow and expand at your pace, protect your entire network with holistic security, and decrease downtime with remote troubleshooting. Free your teams from manual, complex tasks so they can focus on more strategic work.

This offering leverages the following existing solutions:

Cisco Meraki Switching

Cisco Meraki Secure Wi-Fi

Value proposition: Sify-managed Access, powered by Meraki

The next step for building powerful, consistent messaging is creating a unique value proposition. Consider the power of our joint solution—Cisco Meraki Access as a managed service. How does this solution benefit customers? And what unique benefits do you bring to the table?



Sify-managed Access, powered by Meraki value prop

Access is critical to any network experience, but with so many different infrastructures, managing it can be time-consuming. Sify-managed Access, powered by Cisco Meraki, empowers your business by generating smarter spaces and creating safer environments. Sify's simple-yet-powerful solution optimizes network reliability, speed, and uptime while enabling geo-redundant, consistent, and secure infrastructure experiences. With Sify's 24x7 proactive support, scale confidently so new employees, branches, and technologies can securely access your network when and where you need them to. Entrust Sify experts to manage your end-to-end access experience and offer critical insights on a single platform, so your business can focus on more strategic initiatives.

Messaging pillars: Sify-managed Access, powered by Meraki

How Sify helps



Deploy faster

Meet the network's ever-changing needs rapidly and securely. Sify can set up and deploy your network quickly and give you actionable infrastructure insights through a platform designed to fit your specific needs. Rely on automated safeguards and consistent policies that help you achieve fast network performance. Access Sify's experts to ensure swift and actionable support when you need it most.



Manage everywhere

Optimize operations and security with a single, cloud-based dashboard that gives you the visibility and transparency you need to manage your network effectively. Streamline access control with clear and consistent policies, securing your network and user data. Ensure seamless connections and protection for all devices that connect to the network.



Scale reliably

Grow your network with confidence, knowing you have Sify to help scale your business. With predictable resource costs, defined implementation timelines, and proven performance SLAs, Sify can provide secure coverage and consistently exceptional performance across locations. Future-proof for growth and maximize uptime by proactively detecting and repairing issues, saving you time and money.

Sify-managed Access, powered by Meraki differentiators

Sify + Cisco joint differentiators

- **Comprehensive, end-to-end solutions:** Unlock integrated solutions to scale your infrastructure, including Wi-Fi, SD-WAN + SSE, Cloud, Security, and DC managed services.
- **Flexible, service-based model:** Pay only for the solution you need based on your business requirements with dynamic consumption and management models.
- **Expansive capacity:** Connect instantly and securely to an ecosystem of sensors and IoT devices. Manage thousands of ports across switches whether physically or remotely stacked.
- **Extensive security:** Eliminate sudden disconnections and Wi-Fi attacks with natively immune access points.
- **Zero-touch provisioning:** Deploy and connect quickly with pre-provisioned hardware, easy plug-and-play deployments, and end-to-end expert management—without interference, no matter the density.
- **Intuitive, cloud-native platform:** Leverage one centralized, managed Meraki Platform to adopt solutions, access apps, and configure thousands of networks fast.
- **Automatic updates:** Ensure your software is the latest, safest, and fastest while saving time with updates.
- **Built-in alerting and reporting:** Measure footfall analytics to track frequently trafficked areas and improve customer experiences. Quickly identify issues or network troublesome spots to reduce downtime and save resources—without maintaining another solution.
- **Sustainability:** Reduce your carbon footprint by increasing efficiency, saving energy, and optimizing resource usage.
- **Expert support:** Collaborate with Sify experts who understand your business, challenges, and goals.

Sify-managed Access, powered by Meraki target audience and proof points

Target audience:

- Personas: CIO, Network Heads, IT Managers
- Industries: All industries; specific segments include retail, logistics, manufacturing, and BFSI
- Geographies: India geography
- Organization size: Small to large-sized businesses

When to position:

- The customer needs greater agility and reliability for their network, particularly at distributed locations as they scale.
- The customer needs the ability to quickly troubleshoot and optimize network traffic. Manual configurations and sending workers onsite for updates are time consuming.
- The customer needs expert IT support to improve experiences and efficiencies. Their IT resourcing may be constrained by time, cost, or skill.

Cisco Meraki Access | Joint solution proof points:

- Sify is backed by Gartner as a niche player in managed network services¹
- Sify is a major player in managed cloud services²
- Sify has 650+ enterprise customers, including multiple mission critical networks of India
- Sify supports global operations across 22 countries and 1500+ cities throughout India
- 3 out of 4 Fortune 500 companies trust Cisco Meraki, the world's largest cloud network that grows with your business
- 99.99% uptime SLA

Meraki Switching | Joint solution proof points:

- 60% cost savings due to zero-touch provisioning, POE reporting, port scheduling, reporting, visibility, and alerts³
- 42% of organizations saw up to 25% cost savings⁴
- 83% of organizations identified Meraki's simplified management as the most valuable feature³
- 52% of organizations are better equipped for a digital future⁵

Meraki Secure Wi-Fi | Joint solution proof points:

- Sify manages 11,000+ LAN and 30,000+ WAN assets for customers
- 2.4x larger bandwidth and 4x wider channels than other Wi-Fi solutions⁶
- \$4.45M average cost of a data breach for SMBs with <500 employees, a 15% increase over 3 years⁵
- 51% organizations planning to increase security investments to protect from a breach in 2023⁵

Sources

1: MQ for Managed Network Services 2023, Gartner. 2023.
2: Managed Cloud Services APEJ 2021, IDC MarketScape. 2021.

3: Reducing Cost and Complexity with Cisco Meraki Switches.
4: TechValidate survey of 1,620 users of Cisco Meraki. Oct 2020.

5: Meraki Wireless MR BDM.
6: Cost of a Data Breach Report 2023, IBM. 2023.