

Sales Guide for Sify-managed Access



How to leverage Sify-managed Access:

- The customer has multiple branches and needs secure, reliable connectivity across locations. They need to easily manage and view all branches.
- 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 remotely. 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.

*Natively immune applies to Meraki Wi-Fi 6E only

Sify-managed Access

The solution: 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.



Customer profile:

- Small to large size businesses
- All industries



Target personas:

- CIO and IT buyers
- Operations
- Security Director
- CFO and financial buyers



Proof points:

- Sify is backed by Gartner as a niche player in managed network services¹
- Sify is a major player in managed cloud services, supporting 650+ enterprise customers²
- Sify supports global operations across 22 countries and 1,500+ cities throughout India
- 3 out of 4 Fortune 500 companies trust Cisco Meraki, the world's largest cloud network that grows with your business

Meraki Switching:

- 60% cost savings due to zero-touch provisioning, POE reporting, port scheduling, reporting, visibility, and alerts¹
- 83% of organizations identified Meraki's simplified management as the most valuable feature
- 52% of organizations are better equipped for a digital future²

Meraki Wi-Fi:

- 2.4x larger bandwidth and 4x wider channels than other Wi-Fi solutions³



Key differentiators

- **Comprehensive, end-to-end solutions:** Unlock integrated solutions to scale your infrastructure, including Wi-Fi, SD-WAN + SEE, Cloud, Security, and DC managed services. Collaborate with Sify experts who understand your business, challenges, and goals.
- **Flexible, service-based model:** Pay only for the solution you need based on your business requirements with dynamic consumption and management models.
- **Extensive security:** Eliminate sudden disconnections and Wi-Fi attacks with natively immune access points.*
- **Sustainability:** Reduce your carbon footprint by increasing efficiency, saving energy, and optimizing resource usage.
- **Expansive capacity:** Connect instantly and securely to an ecosystem of sensors and IoT devices. Manage thousands of ports whether physically or remotely stacked.
- **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.



Common challenges solved by this solution:

- **Consistency across locations:** Businesses are expected to have reliable, secure access to Wi-Fi for their employees, customers, and guests from all branches.
- **Network quality:** Congested network traffic or poorly-routed traffic wreak havoc on users' network quality, causing frustration and loss in productivity.
- **Complex infrastructures and legacy equipment:** Mismatched, outdated, and poorly configured equipment lowers performance while increasing outages and security vulnerability.
- **Security concerns:** Increasing traffic from people, devices, and servers creates opportunities for bad actors to infiltrate and overwhelm networks.
- **Scalability:** Inefficient configurations can create bottlenecks in onboarding new users at coverage area launches, wasting time in ensuring secure and powerful network performance.

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.



Objection handling

Objection	Response
Concerned about pricing	I understand. Many customers we work with face tight budgets. However, once we sit down together, we've found that with Sify-managed Access, powered by Cisco Meraki, you can optimize your switching and Wi-Fi connectivity—ultimately saving you money. Flexible options can also lower TCO.
Don't have the staff	I hear that. Many customers we work with have the same issue with staffing and resources. However, once we start talking, we've found that managed Access frees up resources. Our experts will manage your switching and Wi-Fi for you—taking on repetitive or complex tasks that your team doesn't have time for. What strategic initiatives could your people take on if they didn't need to worry about switching deployment, configuration, optimization, and security? What could your team do with consistent, secure Wi-Fi?
Our switching/Wi-Fi/connectivity needs are met	Great! I'm glad to hear you are having success with your current solutions. Do your solutions integrate with each other? A huge benefit of Meraki Access is our Wi-Fi connectivity, access points, and switches all work together seamlessly. This helps our customers save time and money—especially as they scale—because everything is connected.
Timing not right; Not ready to decide	I understand. There are a lot of priorities competing for your time. However, something you may want to think about is how lack of reliable, secure access could impact your business—both for your employees and customers. What could it mean for productivity if your team has fast, consistent Wi-Fi? How could optimized traffic help your people? Also, cyberthreats are an important consideration for many of our customers. As businesses operated across more locations, the attack surface gets wider. What would it mean for your business to know your network is optimized and secure?



Meraki Switching, at a glance



Customer trigger statement

"I wish I could scale my network quickly and securely across distributed sites. Configuration and troubleshooting are time consuming."



Key insights/talking points

- Intuitive, cloud-native platform
- Built-in alerting and reporting
- 60% cost savings due to zero-touch provisioning and more



Meraki Secure Wi-Fi, at a glance



Customer trigger statement

"I need secure, reliable, and accessible intelligent wireless connectivity. I need insights about how users are leveraging the network."



Key insights/talking points

- Footfall traffic analytics for guests, customers, and employees
- Secure connectivity regardless of location



Call to action for sales teams

- Identify top customer challenges
- Help the customer explore new areas where the Access solution could solve challenges
- Help customers schedule a lab or demo to experience the Access solution in a live environment



Solution resources:

- Messaging Framework (sales asset)
- Pitch Deck (marketing asset)
- Solution Brief (marketing asset)
- Discovery Call Script (sales asset)