

Cisco Meraki: Strategies for Modern Business

Real-World Growth: Unified Cloud Management Case Studies.



Real Results, Radically Simplified

Discover How Four Leading Businesses Turned Complex Challenges into Sustainable Growth with the Cisco Meraki Cloud Platform.

In today's digital-first world, a competitive edge is defined by efficiency, security, and the ability to scale. But complexity can stand in the way. This document explores the journeys of four diverse companies that streamlined their IT, unlocked powerful data insights, and achieved remarkable results by leveraging a single, unified cloud-managed platform. See how they did it.



SAMSØE SAMSØE

- **Boost Sales with Data:** Achieved a 5.5% sales conversion uplift in men's apparel by using smart cameras and data to inform merchandising strategies.
- **Enhance Customer Experience:** Utilized indoor air quality sensors to create a more comfortable in-store environment, encouraging shoppers to extend their visits.

Mike's Bikes

- **Automate and Go Green:** Saved an estimated 30,000 sheets of paper annually and freed up employees for customer engagement by deploying Meraki-powered digital price tags.
- **Empower Lean IT:** Enabled a small IT team to effortlessly manage the entire network infrastructure, security, and uptime across all locations from a single dashboard.

Zero Latency

- **Redefine the User Experience:** Revolutionized immersive gaming by using high-performance Wi-Fi 6E to eliminate the need for cumbersome 13-pound player backpacks.
- **Expand Globally, Faster:** Streamlined new venue rollouts around the world, enabling rapid expansion without the need for costly on-site technicians.

MobileONE, LLC

- **Achieve Major Cost Savings:** Projected to save nearly \$500,000 over five years by replacing outdated and failure-prone NVR security systems with a modern solution.
- **Scale at High Speed:** Deployed secure networks across 230 retail locations in under three months, with a lean two-person IT team managing over 1,000 IoT devices remotely.

SAMSØE SAMSØE

Weaving AI into the fabric of retail experiences

Industry

- Retail

Location

- Copenhagen, Denmark

Products

Meraki dashboard

- Cellular Gateway
- Meraki Wireless
- Meraki Switching
- Meraki Sensors
- Meraki Cameras
- Security & SD-WAN

Z Series - Teleworker Gateway

Solutions

- Lean Operations
- Physical Security
- Safe environments
- Security/SASE
- Smart spaces
- Sustainable Operations

Situation:

As an international fashion brand with over 50 global stores, SAMSØE SAMSØE sought a robust and reliable network foundation to enhance the retail experience and gain crucial insights for strategic business growth.

Challenge

The brand faced a critical gap: the inability to deeply understand customer behavior and demographics within their stores. They needed actionable data, far beyond simple foot traffic, to inform merchandising decisions by revealing exactly who their customers were and how they interacted with the space.



Results

The impact was immediate. Data from the Munich flagship revealed an unexpected customer split, and a resulting merchandising adjustment led to a 5.5% increase in men's sales conversion in just one quarter. This tangible success underscored the power of a data-driven strategy, making the Meraki network indispensable for the brand's growth.

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“Our board and C-suite were really blown away by the Meraki smart cameras and EVERYANGLE solutions. They were like, ‘When did we do that? What system is that? When can we have it in more stores?’”

Simeon Solarsky

Head of Information Technology Operations & Infrastructure, SAMSØE SAMSØE

Mike's Bikes

Pedaling toward omnichannel customer experiences with digital price tags

Industry

- Retail

Location

- San Rafael, California

Products

- MR - Meraki Wireless
- MX - Security & SD-WAN
- SM - Systems Manager

Solutions

- Lean Operations
- Security/SASE
- Sustainable Operations

Overview

As a leading bicycle retailer, Mike's Bikes was challenged by inconsistent network infrastructure and outdated manual processes across its numerous locations. To standardize operations and empower employees to deliver exceptional service, the company urgently needed a reliable and scalable technology solution.

Challenge

The company's small IT team struggled with unreliable networks and the resource-intensive burden of manually updating paper price tags. This constant, tedious task diverted significant employee time away from direct customer engagement, creating a critical operational bottleneck.



Results

The Meraki solution transformed operations, enabling the lean IT team to manage the entire infrastructure with greater efficiency and agility. By eliminating manual updates, Mike's Bikes freed employees to focus on customer engagement and achieved a significant sustainability impact, saving an estimated 30,000 sheets of paper annually.

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“The simplicity of both the software and the hardware tools that we've put into place contributes to our success. Cisco Meraki is what powers the business.”

Chris O'Dell
IT Director, Mike's Bikes

Zero Latency

Game on! Redefining immersive gaming experiences with seamless connection powered by Wi-Fi 6E

Industry

- Retail

Location

- San Rafael, California

Solutions

- Networking
- Remote workforce

Overview

As a global leader in warehouse-scale, free-roam VR entertainment, Zero Latency required a high-performance technology solution to power its immersive experiences and support an aggressive global expansion strategy.

Challenge

The primary obstacle to growth was the cumbersome, 13-pound VR backpack required for gameplay. This heavy equipment physically strained players, limited accessibility for a wider audience, and created a significant operational bottleneck that impeded the company's plans for rapid global expansion.

Products

- MR - Meraki Wireless
- MS - Meraki Switching



Results

The implementation of Cisco Meraki's cloud-managed Wi-Fi 6E solution delivered a revolutionary shift. By moving all VR rendering to a central server, Zero Latency completely eliminated the need for player backpacks, dramatically improving the user experience and broadening accessibility. Concurrently, the intuitive Meraki dashboard streamlined new venue deployments, enabling rapid and efficient global expansion without requiring on-site technicians.

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“The ease of use and maintainability of Cisco and Meraki equipment is critical for our operators.”

Scott Vandonkelaar

Chief Technology Officer, Zero Latency

MobileOne LLC

Optimizing retail store connectivity and monitoring with standardized smart spaces

Industry

- Retail
- Small Business

Location

- California, USA

Products

- Meraki dashboard
- MR - Meraki Wireless
- MS - Meraki Switching
- MT - Meraki Sensors
- MV - Meraki Cameras

Solutions

- Lean Operations
- Physical Security
- Smart spaces
- Wireless

Overview

As one of the largest authorized AT&T retailers, MobileOne's rapid growth was being held back by an outdated and fragmented network. They urgently required a unified, scalable, and easily manageable solution to sustain their expansion across hundreds of stores.

Challenge

The company was burdened by a costly and unreliable NVR surveillance system that created significant security risks and operational bottlenecks. This challenge was amplified by a lean IT team that struggled to manage a vast, distributed network of locations and IoT devices without centralized control.



Results

Meraki's cloud solution enabled a rapid deployment across 230 retail locations in under three months. The company is projected to save nearly \$500,000 over five years by replacing the old NVRs, while empowering its two-person IT team to centrally manage all networks and over 1,100 IoT devices from a single dashboard.

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“With cloud-based networking I can now troubleshoot from anywhere. I have fixed many issues remotely, even from a golf course on a cellular-enabled tablet.”

Kade Clifton
IT Manager, MobileOne