Cisco Meraki

Embrace Change:
4 Ways to Prepare for What's Next

Change has seemed like the only constant in recent months.

Organizations large and small have been meeting the demand for hybrid work and learning environments, omnichannel delivery of goods and services, and a seemingly constant flurry of financial curve balls. These challenges have highlighted, like never before, the need for an agile infrastructure and a culture ready to embrace change.

For many IT leaders, the foundation for agility resides in the cloud. Moving processes, applications, security, and other functions into public, private, or hybrid clouds not only extends access to dispersed teams, it also provides flexibility and dexterity to IT, allowing you to quickly do more with less from decentralized locations.

As this move to the cloud continues, and your teams are being tasked to do more with the same budgets, how can IT drive and support the change needed to enable the digital workplaces of today and the future?

A foundation for agility

The move to a digital workplace needs a robust, secure, and strong foundation. Whatever your company's size, most likely you are searching for ways to minimize the time you spend on the mundane and maximize resources spent on digital innovation, like new services, products, and capabilities.

With a cloud-based network platform, your business will have the agility needed to take on this evolution.

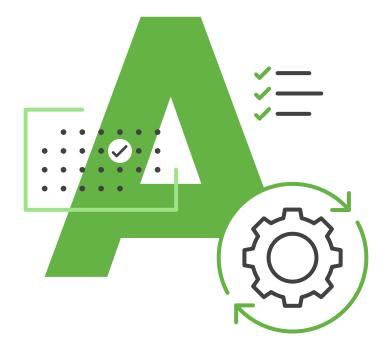# Improve the end-to-end customer experience journey

The interactions businesses have with their customers are more digital than ever, and it's now an imperative that the customer experience is as seamless and friction-free as possible. Businesses are making customer experience a top priority, helping them gain an advantage in their markets.

To that end, Forrester predicts that 25% of brands will achieve statistically significant advances in customer experience quality in 2021[1].

Take advantage of an easier path to transformation and growth, underpinning a better experience for everyone.

1   Forrester, "Predictions 2021: Trust, Safety, And Inclusion Will Be At The Core Of Customer Experience"

See how the ABCs of agility can help you exceed customer expectations.

A **broad ecosystem** built on open APIs showcases a vibrant, growing community of partners—third-party software developers, system integrators, consultants, value-added resellers, and more—which enables you to quickly meet your need for new services, such as custom portals and splash pages featuring unique offers and tailored communications for your most valued customers.

Automation can slash up to 95% of the time spent on housekeeping tasks like troubleshooting the network, liberating your team of IT professionals to focus on proactive programs[2].

For example, automating maintenance schedules based on when network activity is the lowest will minimize downtime and impact on your customers and employees.

2   Gartner, "What's Changed: Gartner's 2017 Magic Quadrant for Wired and Wireless LAN Access Infrastructure"

Configuration that is secure and replicable reduces the complexity and a single pane of glass will allow you to quickly respond to anything and deploy anywhere.
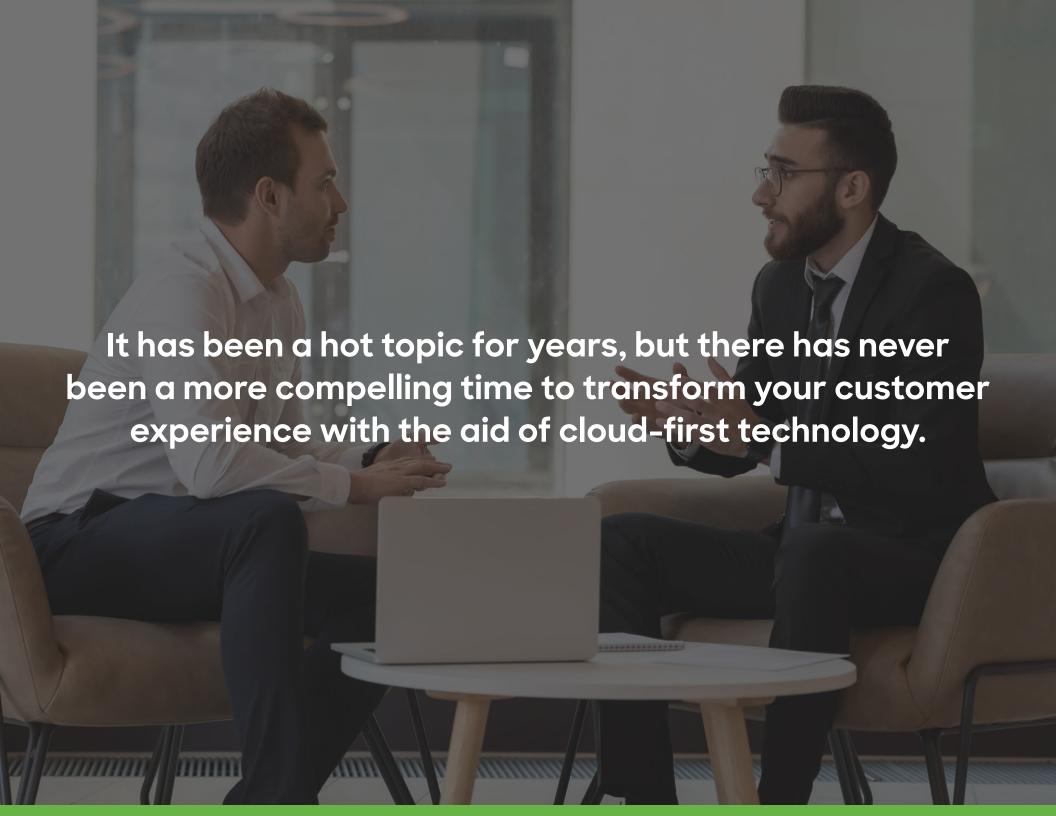
Connect new branch sites, storefronts, and remote offices in minutes with plug-and-play capabilities that allow you to serve customers faster and with a consistent experience across any location.

Data analytics allow you to proactively see usage patterns that unveil opportunities.

For example, gain visibility into frequent visitors to understand trends that drive their loyalty or connect customer feedback to your analytics to better recognize staff efforts. This also gives you insight into the future, empowering you to anticipate, prepare for, and embrace what's next.

It has been a hot topic for years, but there has never been a more compelling time to transform your customer experience with the aid of cloud-first technology.

Learn more about our cloud-first networking platform.

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