

Meraki Trials Overview



Zero-risk product trials for your customers

Your customers can try any Cisco Meraki product on their network at no charge. We'll ship them the gear and provide technical support to get them set up.

The Trial Program in Numbers

The Meraki trial program is a key resource for accelerating opportunities and expanding your account footprint. Here are some key numbers to know.

21% more likely to close

Net new customers who participate in a trial are 21% more likely to make a purchase.



7% more likely to expand

Current customers are 7% more likely to repurchase, expanding their portfolio, when they trial a product they do not own.



\$0

Trials are offered at zero cost to your customer. If Meraki isn't right for them, they can send the gear back with the provided return shipping label.



6

Customers can trial any number of products in any one of the six Meraki product lines.



22%

Customers are 22% more likely to install their trial gear when they connect with our Free Trial Adoption (FTA) team.



How to Initiate a Trial

1 Complete the Trial Form

Complete the trial form, at meraki.com/trial, on your customer's behalf. Make sure you use your unique referral code from Partner Portal to get credit for the trial.

2 Connect with Meraki

Work with your Meraki rep and the customer to assess the best gear for their environment.

3 Let Us Take Care of the Rest

Your Meraki rep will build the BoM and add it to the shipping queue that same day.

Best Practices for Successful Trials

Upsell

Add additional products to a trial for potential upsell, especially products that might be on the customer's upgrade list in the next year. One quick play: send an MS to power an MR trial

Support

Meraki's Trial Adoption (FTA) team of support engineers are readily available to help your customers configure their trials. Pre-configure customer networks before the gear arrives to maximize trial time.

Check In

Make sure trials are "claimed" and activated to ensure customers aren't sitting on boxed gear. Touch base every few days to see how the trial is progressing.

Services

Use the trial as an opportunity for the customer to also trial your professional services - install gear, manage the trial, and create customer confidence.

FAQ

Does my customer need to provide a credit card to trial?

Customers are asked to provide billing information as a safeguard, but it's a risk-free evaluation. For public sector customers with no credit card, contact your Meraki rep for more options.

Can a customer add additional gear to an open trial?

Yes! They can have additional gear sent out by opening multiple trials with their Meraki rep.

What happens if my customer returns the trial late?

Customers will receive ample notifications to extend, purchase, or return the gear; if no action is taken, the network will be shutdown and the customer will be charged.

How does a customer return the gear?

If the customer decides Meraki isn't for them, they simply pack the gear back in its original box, attach the provided shipping label, and mail it back to Meraki.

Can the customer keep the gear?

Absolutely, if the customer would like to keep the gear, work with your Meraki rep to convert the trial to a purchase.

How long are trials? *

Duration	Customer	Size
14 Days	Education	< 4,000 students
	City/County	< 150K population; < 300K population
	Commercial	< 1,000 employees
60 Days	Education	> 4,000 students
	City/County	> 150K population; < 300K population
	Commercial	> 1,000 employees

*Listed trial segment sizes and durations are for the US Market. For specifics on markets outside of the US, please reach out to your Meraki rep.