

Competitive Battle Card: Cambium vs. Cisco Meraki

Meraki Claim to Fame

First to deliver cloud-managed Wi-Fi that is simple to use and geared to customers who lack in-house wireless expertise

Selling Against Meraki

- 1 Cambium's ONE network is a complete solution that extends outdoors**
 - Cambium: Wi-Fi, switching, security, SD-WAN and outdoor fixed wireless, all **managed in a single platform**
 - Meraki: No outdoor fixed wireless to create an end-to-end wireless fabric.
- 2 Cambium has much more flexible management**
 - Cambium: cloud, on-prem or mobile options – not locked into one solution
 - Meraki: **cloud is expensive and mandatory**. If you don't pay, APs stop working in 30 days (not with CMBM). No CLI/SSH for troubleshooting!
- 3 Cambium has best in class Wi-Fi scale and performance**
 - Cambium: 2, 3 & 5 radio APs with integrated control, not cloud dependent
 - Meraki: **no high density APs**, and fundamentally dependent on cloud
- 4 Cambium has superior application intelligence**
 - Cambium: Complete DPI engine in APs supporting 2400+ apps with prioritization, rate limiting, blocking, and time-of-day policy control
 - Meraki: **basic app intelligence** with only 400 apps; not a true DPI stack
- 5 Cambium provides lower Total Cost of Ownership**
 - Cambium: value priced solutions and license free management options lowers overall system costs. Run a Value Profiler report!
 - Meraki: solution is **expensive!** Very limited features in low end Go option.

Defending Against Meraki

- 1 We have an all-in-one solution – Wi-Fi, switches, security, cameras**
 - Cambium is the only vendor delivering an end-to-end wireless fabric – backhaul, distribution and access – plus switching, security and SD-WAN all managed in one console. Position the new NSE 3000.
- 2 We are very easy to use**
 - Always do a demo cnMaestro or XMS-Cloud – our solutions are best shown hands on.
 - Meraki cloud lacks significant functionality (e.g. granular radio config, customizable dashboards, CLI access to APs, etc.)
- 3 We have free, integrated services (MDM, NAC, Content filtering)**
 - These features are not 'free' – they require the cloud subscription and functionality is less than best-of-breed integrations.
- 4 We have 4 radio APs**
 - No, Meraki APs have 2 Wi-Fi user servicing radios plus a couple with 3 radios. They will count RF security and BLE radios which don't connect Wi-Fi users, but confuses customers. Count those radios and Cambium has 6 radio (XE5-8) and 5 radio (XV3-8) APs.
 - Cambium Wi-Fi solutions sale to the highest density in the industry.

Equivalent AP Models – Meraki

Wi-Fi Generation	Extreme AP Model	Type	Cambium Equivalent Primary	Cambium Equivalent Secondary
Wi-Fi 6E	CW9162	Wi-Fi 6E 2x2	XE3-4	XV2-2X (no 6GHz)
	CW9164	Wi-Fi 6E 4x4/2x2	XE3-4	XE5-8
	CW9166	Wi-Fi 6E 4x4	XE3-4	XE5-8
	MR57	Wi-Fi 6E 4x4	XE5-8	XV3-8 (no 6GHz)
	No equivalent	Wi-Fi 6E 4x4 5-radio	XE5-8	
	No equivalent	Wi-Fi 6E 4x4 outdoor	XE3-4TN	
Wi-Fi 6	MR28	Wi-Fi 6 2x2 low	XV2-21X	
	MR36	Wi-Fi 6 2x2 high	XV2-2X	
	MR44	Wi-Fi 6 4x4/2x2	XE3-4	
	MR46	Wi-Fi 6 4x4	XV3-8	XE3-4
	MR56	Wi-Fi 6 8x8/4x4	XV3-8	
	MR36H	Wi-Fi 6 2x2 wall plate	XV2-22H	
	MR86	Wi-Fi 6 4x4 outdoor	XE3-4TN	
	MR78	Wi-Fi 6 2x2 outdoor	XV2-2T0/2T1	XV2-23T
	MR20/33/42	Wi-Fi 5 2x2/3x3	e410	XV2-21X or XV2-2X
	MR52/53	Wi-Fi 5 4x4	e600	XE3-4
	MR30H	Wi-Fi 5 Wall Plate	e425H or e430H	XV2-22H