Executive Overview

Headquarters: San Francisco, California

Employees: 100+

Specialization: Internet infrastructure provider delivering enterprise-grade security, routing, switching, wireless. A unified network stack, delivered as a service.

Meter provides internet infrastructure for businesses. Founded in 2015 by Sunil and Anil Varanasi, the company delivers a unified network stack, providing the hardware, software, and operations needed for any enterprise to seamlessly run on a reliable and modern network. Their networks are purpose-built, scalable, and delivered as a service for one predictable monthly fee. Today, hundreds of customers—from growing startups to public companies—trust Meter to run their networks. Long term, their ambition is to evolve internet infrastructure into a turnkey utility. Meter is headquartered in San Francisco and backed by leading venture capital firms, investors, and founders.

Product & Service Offerings

- **Network**: Wired and Wireless LAN and SD-WAN that includes hardware (PDUs, Wireless Access Points, Cellular Access Points, Switches, Security Appliances), software, and operations to install and manage the network.

- **Cellular:** Cost-effective, reliable cellular coverage—installed faster and for less with Citizen's Broadband Radio Service (CBRS) technology as compared to traditional Distributed Antenna System solutions.

Network

Premium Plan:

- Unified enterprise networking hardware stack:

    - Includes cloud-managed PDUs, Wireless Access Points, Switches, Security Appliances with lifetime support, maintenance, and upgrades.

    - Guaranteed performance, security, and reliability

- Full access to Meter's purpose-built software:

    - The Meter Dashboard for deep visibility and ultimate control

    - Meter Command for custom dashboard generation, rapid user troubleshooting, and network configuration using natural language.

    - Select software features include end-to-end network insights and configuration control, real-time topology diagram and rack elevations, and granular security controls

    - End-to-end security features include least privilege access, zero trust architecture, blocked ingress ports, inter-VLAN default block, Single sign-on, role-based access control, secure tunnel encryption, guest isolation with rotating passwords, bulk security policy updates, secure authentication (WPA2, WPA3, PMF, and 802.1X support, rogue AP detection, and DNS security across layer 7

- Day 0, Day 1, and Day N operations

    - Network design, configuration, and testing.

    - Deployment support: installation and cabling.

    - Full co-management and support of the network, including proactive alerting and monitoring.

Professional Plan

- Same as above, but deployment support services charged separately

Cellular :

- Unified enterprise cellular hardware stack:

    - Includes cloud-managed PDUs, Cellular Access Points, Switches, Security Appliances with lifetime support, maintenance, and upgrades.

- Integrated software and dashboard for visibility and control

- Day 0, Day 1, and Day N operations

- Network design, configuration, and testing.

- Deployment support: installation and cabling. Full co-management and support of the network, including proactive alerting and monitoring.

Sales Engineer Take On Best Fit

Meter is a best fit for multi-location enterprises (Office, Retail, Hospitality, Manufacturing, Logistics) seeking fully or co-managed wireless and/or cellular LAN infrastructure with flexible OPEX or CAPEX subscription models. Key advantages include eliminating capital costs through funded hardware and installation, providing a fully managed service to augment or replace IT staff, and offering continuous upgrades for best-in-class performance and security. Additionally, Meter can purchase existing legacy hardware, removing sunk costs and enabling immediate modernization.
Chip Hoisington - VP of Connectivity & Colo

Key Features & Differentiators

1. **Seamless network deployment and management**: Alongside expert partners, Meter designs, installs, and manages the network end-to-end, eliminating operational complexity for IT teams.

2. **No upfront costs**: Subscription-based pricing eliminates upfront capital expenses while providing continuous lifecycle management.

3. **Full integration**: Meter's sophisticated integration of enterprise hardware and cloud-based software ensures superior performance, reliability, security, and quick troubleshooting. It also enables unique products, such as Command and Cellular.

4. **Lifetime upgrades**: Meter future-proofs networks with continuous hardware and software updates at no additional cost.

5. **Multi-site management**: Meter streamlines networking for businesses with multiple locations through centralized management and support.

6. **One unified operating system** across routing, switching, and wireless for superior performance, security, and reliability.

7. **2-3x faster design, hardware provisioning, and installation t**han legacy vendors. Support and lifecycle management included.

8. **Zero upfront costs**: predictable monthly pricing with no upfront investment.

Top Industries Served

- Manufacturing
- Education
- Hospitality (Hotels, Food, Beverage)
- Retail & Consumer Products / eCommerce

Ideal Customer Profile

- **Multi-site enterprises**: Businesses that require consistent and reliable networking across thousands of locations.

- **Lean IT teams relative to their organization**: Companies with stretched IT teams looking to offload day-to-day networking responsibilities.

- **Cost-conscious organizations**: Companies looking to shift from unpredictable CapEx spending to a predictable, OpEx-based model.

- **Growing businesses**: Organizations that need to rapidly scale. They are looking for high-performance network infrastructure at a predictable and lower price.

- **Tech forward companies**: Companies that are interested in leveraging a model offering the latest technology at all times to enable the latest IoT technologies

Customers: Mid-market and enterprise organizations across various industries, including 3rd party logistics, technology, retail, education, and hospitality

Qualifying & Technical Questions

1. How much time does your team spend on network management and troubleshooting?

2. Do you need a solution that includes coordinated deployment, ongoing lifecycle management, and proactive support?

3. Are you looking to avoid large upfront investments or high software licensing fees for your networking infrastructure? How do you like to spend your money?

4. Do you struggle with managing your network and hardware lifecycle/interoperability across multiple locations?

5. Would allowing a vendor to co-manage your network help your team focus on more strategic IT, application, or security priorities?

Elevator Pitch

Meter makes getting internet, networking, Wi-Fi, and cellular quick and effortless for enterprises. Think of it as the easy button for networking. Alongside Meter's partners, they deliver everything required to get guaranteed performant, reliable, and secure connectivity in an enterprise space — all for one predictable monthly fee. They've designed a full-stack network with Meter-made hardware, software, and operations that are purpose-built to scale and give their customers ultimate control over and deep visibility into their networks. With Meter's expert lifecycle management, you'll always have access to the latest and greatest technology.

Objections & Rebuttals

"Why should we replace our current vendor with Meter?"

Meter offers a unified networking stack with all the hardware, software, and support to get great internet, networking, and Wi-Fi. Meter's model dramatically reduces operational complexity, eliminates vendor fragmentation, and guarantees performance, security, and reliability across your network. Meter's pricing assures predictability and eliminates high software licensing fees. To make the switch easy and cost-effective, Meter offers a formal buy-back program where Meter comes to pack, pick up, and sustainably recycle your old equipment.

"Why a subscription model instead of purchasing hardware outright?"

Meter's subscription pricing eliminates unpredictable upfront costs and includes lifetime upgrades, ensuring you always have the latest technology without additional investment. Meter will save you more than 20% over a 5-year term.

"How reliable is Meter's hardware and support?"

Meter's vertically integrated design ensures superior performance and interoperability. Meter networks are deployed in some of the most complex environments (warehouses, robotics laboratories, across hundreds of locations). Everything—installation, monitoring, and troubleshooting—is guaranteed reliability and uptime as part of their SLA.

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