

DELIGHTFUL SHOPPING EXPERIENCES WITH AN AI-DRIVEN NETWORK



From providing essential products to advancing lifestyles and fashion, today's retailers have to connect with their customers more intimately. In addition, you're also struggling to transform your operations for the new global climate and new contactless shopping needs. Understanding customers better, creating safe, in-store shopping experiences, optimizing inventories, and building robust contactless operations all demand technology infrastructure that's built for retail. Only an AI-driven enterprise can keep pace with these new operations and help you shift from surviving to thriving in this era.

RETAIL OF TOMORROW

- Advanced in-store shopping experience powered by location services
- Deep customer insights and more efficient associate interactions
- Improved store IT operations including automated, easy deployments and inventory tracking
- Safe in-store experience for customers and associates with contact tracing and congestion alerting
- Buy online pick up in store (BOPIS) and other contactless shopping methods

RETAIL INNOVATION OUTCOMES

BOPIS

- Advanced location-based services and rugged outdoor Wi-Fi 6 APs support app wakeup, curbside pickup notification with associate app, customer associate interaction in store, and loss prevention
- Support Internet of Things (IoT) initiatives for thermal compliance of perishable goods awaiting pickup
- Real-time inventory management, predictive analytics, and AI-powered search
- Enterprise-grade network connectivity for retail sites and warehouses to provide a good customer experience

Touchless In-Store Retail

- Deliver consistent experience across multiple generations of devices and clients
- Predict problems before they arise, such as capacity issues during the holidays
- Overcome high-density and harsh RF environments
- Gain visibility of network user experiences for in-store customers
- Provide high-speed indoor/outdoor Wi-Fi coverage with built-in location services
- Offer touchless app-based search, evaluation, and product selection
- Enable freedom to create push notifications anywhere with virtual beacons
- Provide turn-by-turn directions with subsecond latency
- Exploit proximity notifications with 1-3 meter accuracy
- Deploy location-based advertising

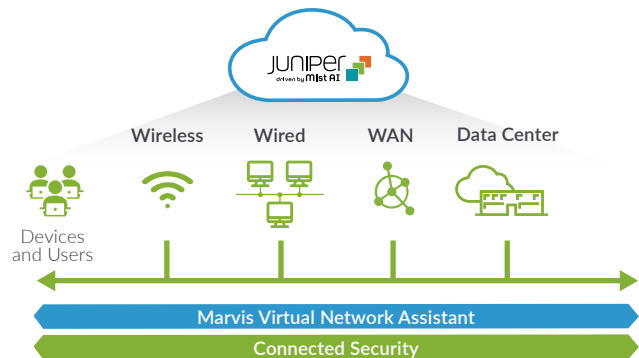
Advanced Warehouse Inventory

- Proximity and contact tracing solutions to provide employee safety
- Touchless inventory systems for workers in warehouses and distribution centers
- Secure SD-WAN and more bandwidth to support touchless inventory systems

AI-DRIVEN RETAIL SOLUTION

Juniper, driven by Mist AI™, delivers:

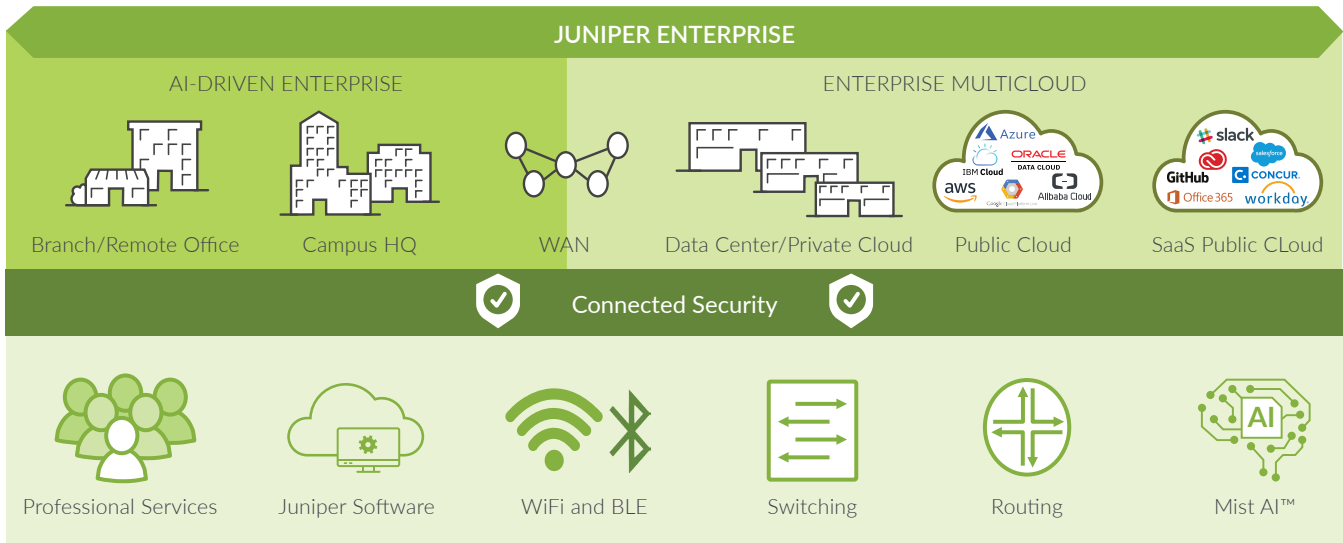
- Superior end-user experiences across various domains
- Simplified networks using AI for IT operations (AIOps)
- A robust portfolio of cloud-ready switches, APs, and SD-WAN edge devices
- The Self-Driving Network™ with proactive troubleshooting issue resolution
- A microservices cloud natively integrated with AI and data science tools
- Strategic business value through location services without needing overlay software or physical beacons
- 100% open and programmable APIs for full automation and integration with third-party workflows



CUSTOMERS



Juniper, driven by Mist AI, is focused on simplifying network operations and optimizing user and device experiences. This results in a network that is more predictable, reliable, and measurable while delivering relevant technologies such as wayfinding, asset visibility, and contact tracing.



JUNIPER MIST™ CLOUD SERVICES QUICK VIEW

- WI-FI ASSURANCE:** Make Wi-Fi predictable, reliable, and measurable. Automate operations, save time and money, and get unprecedented visibility into the Wi-Fi user experience.
- WIRED ASSURANCE:** Deliver better experiences for connected devices with AI-powered automation and service level. Leverage rich Junos telemetry from EX Switches to enable simpler operations, shorter mean time to repair, and improved visibility.
- WAN ASSURANCE:** Bring AI-driven insights for the WAN and branch into your Juniper secure SD-WAN solution. Shift the focus from network and application behavior to actual user experiences.
- MARVIS VIRTUAL NETWORK ASSISTANT:** Mist AI comes to life with the industry's first virtual network assistant. Marvis helps IT teams get to answers with streamlined operations and simplified troubleshooting—helping to boost user experiences.
- RISK PROFILING:** Risk Profiling driven by Mist AI empowers IT teams to defend infrastructure by providing deep network visibility and enabling policy enforcement at every point of connection throughout the network.
- PREMIUM ANALYTICS:** Get network visibility and business insights to drive your digital transformation journey. Really understand business operations while overcoming the complex challenges associated with the influx of big data from network and client endpoints.
- USER ENGAGEMENT:** Leverage patented Virtual BLE (vBLE) array technology and Mist AI to drive down deployment costs and improve the accuracy of indoor location services, from wayfinding to location-based proximity notifications.
- ASSET VISIBILITY:** Make it easy to find critical assets and resources, with detailed location analytics at your fingertips. Our vBLE technology leverages the same infrastructure for engaging with mobile users, reducing the need for overlay sensors or physical beacons.

INDUSTRY RECOGNITION OF JUNIPER

Gartner¹

- [Leader in Gartner 2020 Wired and Wireless LAN Access Infrastructure](#)
- [Leader in Gartner 2020 Magic Quadrant for Data Center and Cloud Networking](#)
- [Gartner Peer Insights 2020 Customers' Choice for Wired and Wireless LAN Access Infrastructure²](#)
- [Visionary in Gartner 2020 Magic Quadrant for WAN Edge Infrastructure](#)
- [Challenger in Gartner 2020 Enterprise Network Firewalls](#)

Forrester³

- [Leader in The Forrester Wave: Open, Programmable Switches for a Businesswide SDN, Q3 2020](#)

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