



# Mist and Purple Deliver a Cloud-based Seamless and Engaging Guest Access Experience

Create exceptional customer experiences through Wi-Fi analytics, wayfinding and marketing automation with the Juniper wireless platform, driven by Mist AI, through integration with Purple.

## THE CHALLENGE

In an era where Wi-Fi is considered a basic human need, venues have a duty to not only provide this service to their customers, but to also provide a seamless, efficient and engaging service. Visitors are looking for a hassle-free method of getting high quality connectivity; studies have shown that a lengthy login process has deterred customers from logging in, and subsequently affecting their overall experience and 75% of visitors, out of an estimated footfall of 100,000 per month, will not return to a venue at all!

Businesses have a duty to understand how to improve the customer experience, encourage repeat visitors, whilst also seeing a return on investment for the company.

## THE MIST-PURPLE SOLUTION

Mist and Purple have partnered to deliver an integrated cloud-based solution that allows you to convert your physical space into an intelligent one. Purple's Guest Access solution provides an overlay to your existing Wi-Fi infrastructure, so no extra hardware is required- making setup extremely quick.

Businesses can manage every step of the guest Wi-Fi experience via an online portal; from login methods and beautifully designed splash pages, to branding, promotions and advertising.

In addition to portal access, the Guest Access solution also includes social login, multilingual options, tier bandwidth, content filtering.

## Features and Benefits

The integration of the Juniper networking solutions, that are driven by Mist AI, with the intelligent network automation from Purple delivers the following benefits:

### For Customers

- **A tailored Wi-Fi experience** – customers have their diverse and varied needs addressed through Purple's customizable Guest Access journey. From alternative authentication processes, multiple language options, the ability to filter the content for any younger children, amongst more, Purple ensures there is something for everyone. For instance, including alternative methods of login is key- whilst a large number of consumers opt for social media login, and 71% of consumers who have had a positive social media experience with a brand are likely to recommend it to others, it is equally important to offer a short form login for consumers who are 50+, or based in countries with social media restrictions.

### For Businesses

- **Branding** – Businesses will benefit from the option of including a branded Wi-Fi solution, which will keep their customers happy and encourage their chances of returning to the venue.
- **Revenue Generator** – Businesses can also treat the Guest Access login process as an opportunity to promote their products/services, whether that is a new item or drive customers to app downloads, converting a cost to a revenue generator.
- **Analytics** – Finally, through the use of the portal, businesses are able to gain rich analytics and insights from their customers, which they have never seen before, which can then be used to drive marketing decisions.



## Solution Components

### The Juniper Mist solution includes the following components:

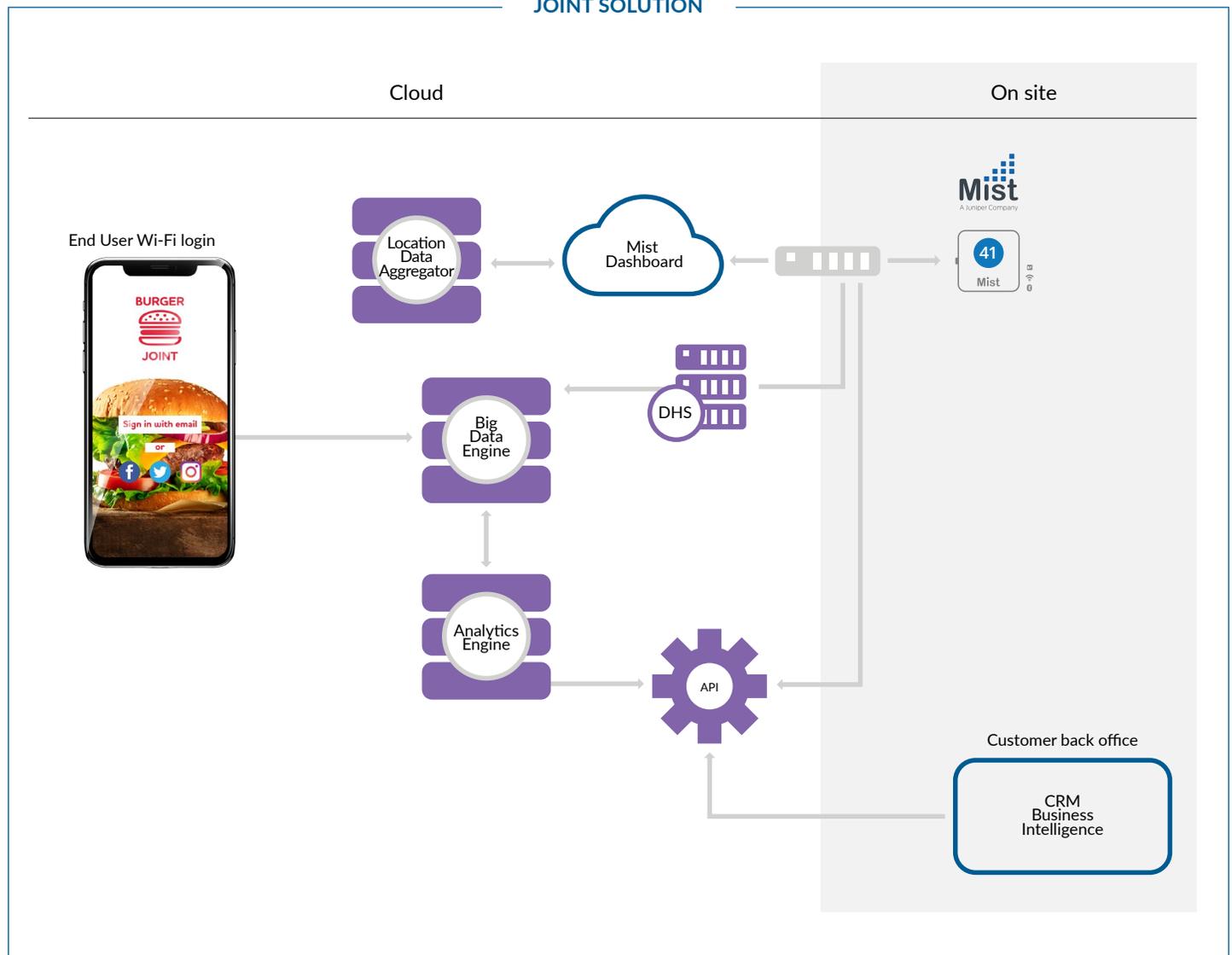
**Mist cloud** – All wireless deployment, operational, and management functions are handled via the Mist cloud, which delivers the following Wi-Fi and virtual Bluetooth® LE services:

- **Wi-Fi Assurance** – Includes user service levels, anomaly detection, automated event correlation for troubleshooting, dynamic packet capture, policy configuration, guest WLAN access, and more
- **Marvis Virtual Network Assistant** – Provides natural language queries with integrated help desk functionality for rapid and simple root cause determination and problem resolution while realizing the self-driving network with its Marvis Actions framework
- **Mobile User Engagement** – Pushes location-based information to mobile users, such as turn-by-turn directions and proximity notifications
- **Asset Location** – Finds high-value resources such as shipping pallets, wheelchairs, security personnel, etc.
- **Juniper Access Points** – Deployed on premises for Wi-Fi, BLE, and/or IoT access.

### The Purple solution components include:

- **Social Wi-Fi** – Let customers connect seamlessly using their social media credentials
- **Content Filtering** – Block URLs for family friendly Wi-Fi and complete piece of mind
- **Tiered Bandwidth** – Directly charge customers for Wi-Fi access based on time, data and speed
- **Multilingual** – Our system detects a customer’s browser language and updates to match
- **MyData Portal** – Give customers complete control over their data with the MyData portal

### JOINT SOLUTION



The joint solution from Mist and Purple addresses many use cases for enterprise businesses, including the following:

1. **Capture customer data and enrich existing data records/profiles:**

As statistics show that 75% of visitors do not return to a venue, it is pertinent to not waste the small window of opportunity to capture their details and convert these visitors into frequenting consumers. Purple can help businesses to capture customer data and enrich existing data records/profiles:

When attempting to access the Guest Wi-Fi, customers will be presented with a splash page and two forms of authentication for the login process- social login or a short form with custom fields. Custom field log in forms enable you to capture any data you wish, allowing you to create the best possible customer profile for your business, whilst social login offers a simplified login process which allows businesses to capture richer and more detailed data such as social interests, date of birth, gender and more. The rich data set will be stored on the manageable captive portal, enabling businesses to build accurate customer profiles, which can then be used to influence marketing and communications strategy.

2. **Once data is captured, Purple can help to further segment the information into categories, allowing businesses to understand who their customers are:**

Once data has been captured through the captive portal, businesses will be able to access a centralized, enterprise-class reporting dashboard, which makes understanding the data collected quick and simple. To enhance the understanding of the customer, the Purple connectors can be used to strengthen understanding of the customer's thoughts and needs. The option to use the TripAdvisor connector to automatically prompt reviews from previous visitors can be enabled as part of the login process.

3. **Businesses of varying sizes will encounter different difficulties and obstacles- with the introduction of more technology, it can be assumed that the chance of support requests will also increase. Purple and Mist can help to reduce Wi-Fi help desk issues:**

Purple offers a highly reliable platform that is securely hosted on Google Cloud Platform. We support over 140+ million users globally, with a 99.9% uptime. So, no matter the size of the venue, or predicted footfall, Purple has the capability to support all customers. Purple has a fully dedicated support team that will handle any issues regarding Wi-Fi login errors etc., allowing businesses more time to focus on other important matters.

With Mist's AI-Driven Support and proactive anomaly detection, problems are detected and in many cases resolved automatically without operator intervention thus minimizing the time spent on handling support tickets. By leveraging data science and machine learning, the virtual network assistant, Marvis, is able to determine root cause and help resolve issues faster.

## Summary

### **Combine AI-Driven Wireless from Mist with Wi-Fi analytics, wayfinding and marketing automation from Purple to Elevate User Experience**

Businesses who are looking for ways to engage with their customers, encourage spend and stimulate growth will benefit from leveraging the Mist and Purple joint solution. The Wi-Fi analytics, wayfinding and marketing automation platform can provide value for businesses by collecting real-time analytical data and gaining actionable insights. Businesses can also generate ROI through monetising the service, which poses a clear advantage over traditional guest Wi-Fi solutions where the business gets nothing in return for providing free Wi-Fi. With a presence in Healthcare, Hospitality, Retail, Stadiums, Education, Transport and Finance- the joint solution can provide a heightened customer experience in a number of verticals.

### **Next Steps**

To learn more about the joint Mist-Purple solution, please contact your Purple or Mist representative, or visit [www.purple.ai](http://www.purple.ai) and [www.mist.com](http://www.mist.com).

### **About Mist**

Mist built the first AI-driven Wireless LAN (WLAN), which makes Wi-Fi predictable, reliable, and measurable and enables scalable indoor location services like wayfinding, proximity messaging and asset visibility. In addition, Mist's AI technology plays a key role in bringing automation and insight across the full IT stack, delivering seamless end-to-end user experiences and substantial IT cost savings. In 2019, Mist was acquired by Juniper Networks and operates as a business unit focused on the AI-Driven Enterprise which combines Mist's next-generation Wireless LAN (WLAN) platform with Juniper's best-in-class wired LAN, SD-WAN and security solutions to deliver unsurpassed end-to-end user and IT experiences. For more information, visit [www.mist.com](http://www.mist.com).

### **About Purple**

Purple helps businesses transform their physical venues into intelligent spaces.

Purple is a powerful and secure platform, with features such as social login, enhanced social media interaction, family friendly content filtering and real time insight and analytics from data capture, predictive analytics, and engagement, to helping customers quickly navigate complex venues, they are the Google Maps and Analytics of the physical world. With over 140 million users worldwide across 50,000 venues, Purple works with a number of brands including McDonald's, Walmart, AENA, Merlin Entertainments, Miami Heat, Michael Kors, and more. Purple employs over 100 full-time staff with offices in the UK (HQ), US, Chile, Spain, and Australia. Purple also has an active partner base of 2,000 in over 100 countries.

Learn more at [www.purple.ai](http://www.purple.ai)