

Simplify Wireless Operations and Offer  
High Value Location Services with Mist



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Smart Devices (phones, tablets and laptops) need a smart wireless platform for simple and reliable operations and value-added services that take advantage of mobility.

However, existing wireless architectures take a network-centric approach to wireless, and lack the scale, flexibility, and insight to deliver on the expectations of this new “Smart Era” in mobility. Furthermore, current Wi-Fi solutions have become commoditized over time, making it hard for you as an MSP to offer high margin, differentiated wireless services.

Mist changes all that with its new Intelligent Wireless Cloud (IWC) platform. Built from the ground-up to deliver smart wireless services for the Smart Device Era, the Mist platform combines unprecedented insight into mobile user behavior with advanced features such as machine learning, event correlation, dynamic packet capture, and highly accurate location services to simplify wireless operations while enabling you to deliver new location-aware services.

Mist takes a unique user-first approach to wireless, which gives you unprecedented visibility and control of your client’s mobile experiences thereby drastically reducing your support costs and improving customer satisfaction. In addition, we give you the agility to quickly and easily deploy new services, an upsell opportunity, that deliver substantial value to your customer base. For these reasons, Mist is the perfect wireless platform for MSPs.

## Simplify Your Wireless Operations

Mist brings the intelligence to wireless networking, replacing reactive and manual networking troubleshooting with a new paradigm for smart automated wireless operations. We let you know about problems before your customers do – or avoid these problems entirely - through automation. This maximizes the level of service offered to your wireless customers, while minimizing your operations costs. In addition, it lets you focus less on connectivity issues and more on value-added mobility services that drive your business forward.

Key operational benefits of the Mist platform include:

**Turn big data into big knowledge –** The Mist solution has a Proactive Analytics and Correlation Engine (PACE) that uses patent-pending machine learning technology to collect RF statistics from all wireless users and correlate events for quick root cause identification and remediation. By reducing the Mean Time to Repair

(MTTR) wireless problems, Mist saves the average MSP up to 40% in troubleshooting costs.

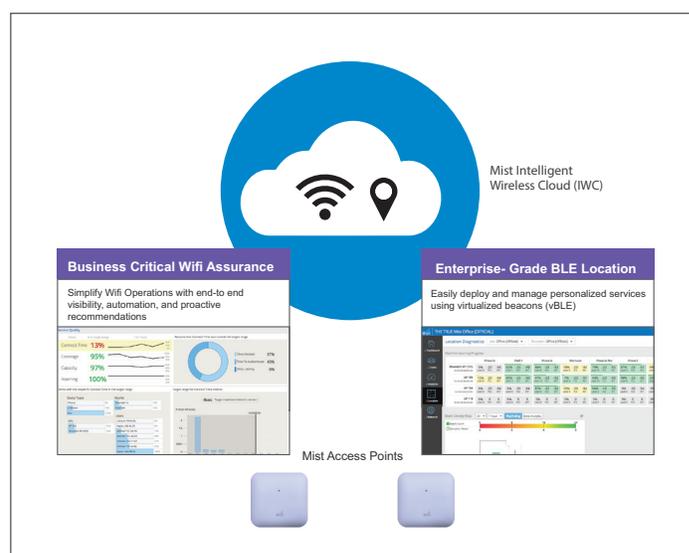
**Step into your users’ shoes –** With Mist’s real-time RF dashboards you can easily visualize the users’ quality of experience in real-time, literally seeing it as they are experiencing it. This lets you verify the severity of a situation before allocating expensive time/resources to it.

**Maintain Service Levels –** Mist’s Automated and Real-Time Service Level Expectation (SLE) compliance monitoring helps you maintain the level of service your customers expect. Mist automatically monitors SLE metrics on a per-user, per-minute basis, so you’ll know when—and why—an individual user’s mobile experience doesn’t meet service level expectations.

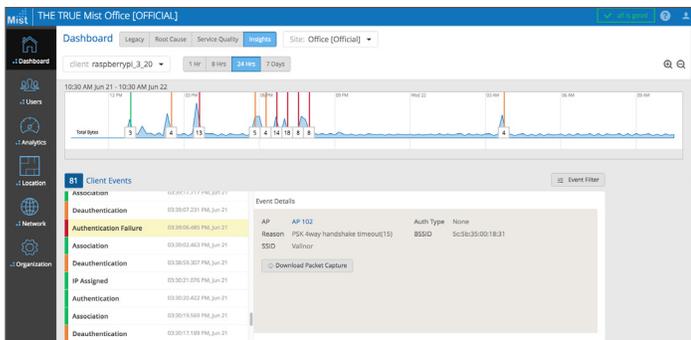
**Say goodbye to sniffers and truck rolls –** With Dynamic Packet Capture (dPCAP), every time an error is detected, the Mist platform automatically takes packet captures and stores them in the cloud for analysis. Gone are the days when you have to send expensive network support engineers onsite with sniffers trying to track down a problem that might not even occur anymore.

**Turn back time –** With Mist’s advanced Network Rewind functions, you can roll back time to witness what your users’ experienced when a wireless event occurred, ensuring quick and detailed forensic analysis.

Simplify WiFi Operations and Offer High Value Location Services with the Mist Platform



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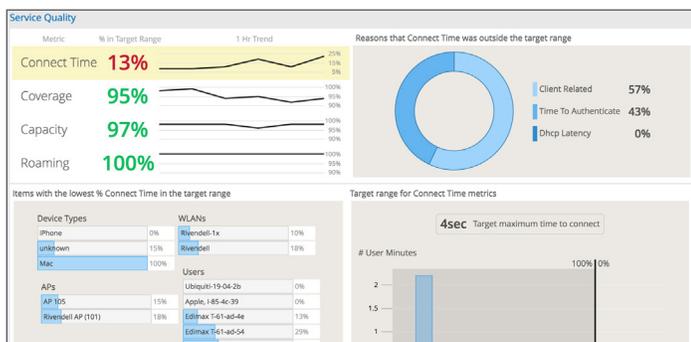


PACE easily identifies and fixes the root cause of wireless problems

**Get ahead of the troubleshooting curve** – Mist features a built-in recommendation engine (with automated notifications) to help identify and resolve problems before they occur.

**Easily assign network resources** – Say goodbye to the hassles of VLANs and ACLs. With WxLAN, Mist lets you assign network resources (e.g. servers and printers) to wireless users with the click of a mouse or automatically via pre-assigned policies.

**Bring SaaS agility to wireless operations** – Mist cloud platform was designed to provide unprecedented visibility and control at web scale, with a micro services architecture for extreme agility when rolling out new features/services. Benefits include on-demand network upgrades and fixes that take minutes instead of hours. Plus, you can roll out new services faster than the competition.



Monitor and enforce Service Level Expectations for all users

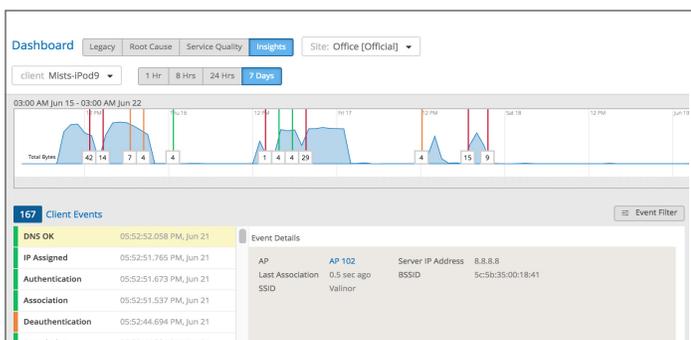
## Sell High-Value, Differentiated Services

The same Mist platform used for business critical WiFi can also be used to deliver high accuracy location services using enterprise-grade BLE (either together or independently of one another). Mist brings unprecedented flexibility and cost savings to wireless location services via the following unique features:

**Let's get virtual** – With Mist's patented virtual BLE (vBLE) technology, you can deploy virtual beacons in a physical environment with the simple click of a mouse. There is no need to purchase and deploy separate physical beacons and no need to continuously swap out batteries.

**Can you see me now** – Mist offers the best location accuracy in the business, with 1 to 3 meter accuracy latency based on density of deployment.

**Flexibility is key** – The Mist platform is constantly adapting to changes in the RF environment to ensure the best location accuracy under all circumstances. This obviates the need for time consuming site surveys. In addition, the Mist cloud continually updates RF models based on individual mobile device characteristics, even different iPhone and Android versions, ensuring a consistent experience across all mobile devices.



Roll back in time to when events occurred for quick and easy forensics

**Open APIs for easy integration**– Mist offers a mobile SDK for iOS and Android with three types of APIS (vBLE beacon, indoor location, and zone analytics) for seamless integration with complementary products in your solutions portfolio.

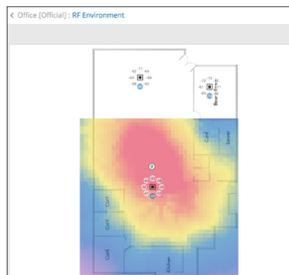
## Simplify Wireless Operations and Offer High Value Location Services with Mist

Below are some examples of how Mist's Enterprise-Grade BLE Location services can be used to deliver new mobile experiences to your clients:

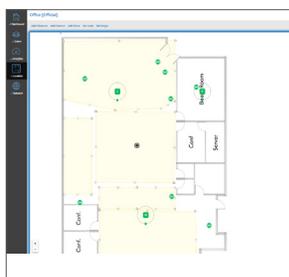
- Proximity marketing
- Wayfinding
- Asset tracking
- Location sharing
- In-venue analytics (e.g. foot traffic)

Because location-aware experiences are often driven by marketing and other teams, Mist also gives you new customer touch points beyond network IT. Greater awareness of your offerings can translate into increased referrals and sales.

For all of the above reasons, Mist is the perfect wireless platform for MSPs looking to deliver smart wireless services for the Smart Device era. Are you ready to join us? Email [partner@mist.com](mailto:partner@mist.com) for more information or visit [www.mist.com](http://www.mist.com).



Mist provides high accuracy location services with sub second latency



Virtual beacons save time and money when deploying location services

## About Mist

Mist built the first wireless platform for the Smart Device era. By taking a user-first approach to networking, the Mist Intelligent Wireless Cloud (IWC) eliminates the operational burdens of legacy wireless architectures by replacing human interaction with machine learning and proactive automation. In addition, Mist takes unique advantage of user location and behavior to deliver a superior experience for wireless users.

The Mist team consists of leading experts in wireless, machine learning, and cloud, who are responsible for building the largest and most advanced networks in the world. Founded in June 2014, the company is based in Cupertino, CA. For more information, visit [mist.com](http://mist.com)