
Delivering Amazing Retail Experiences with Mist's Next Generation Wireless Platform



Delivering Amazing Retail Experiences with Mist's Next Generation Wireless Platform



Bringing New Value to Shoppers, Workers, and the IT Personnel that support them.

It is increasingly difficult to get shoppers onsite to retail establishments. When so much is available online with the click of a mouse, retailers need to offer highly differentiated, highly personalized services to attract customers to stores and maintain high volumes of foot traffic.

Fortunately, the proliferation of smart mobile devices presents a new opportunity to optimize the retail experience. Stores can now take advantage of the location of individuals to optimize interactions, lower costs, and deliver personalized buying services.

This is the value proposition of Mist's next generation wireless platform, which takes a unique user-first approach to wireless. Built from the ground-up to deliver smart wireless services for the Smart Device Era, Mist combines unprecedented insight into wireless user behavior with proactive actions for simpler operations and amazing mobile experience.

The Mist platform lets you think centrally and act locally through a combination of cloud-based intelligence and on premise Access Points. Top attributes of the Mist platform include:

- **A purpose-built cloud architecture.** The Mist Intelligent Wireless Cloud (IWC) is designed to provide unprecedented visibility and control at web scale, with a micro services architecture for extreme agility when rolling out new features/services.
- **Data science meets wireless wizardry.** Mist uses machine learning, event correlation, and automation to ensure the wireless network is always optimized for constantly changing user requirements and device capabilities (with minimal manual IT intervention.)
- **Integrated high accuracy location.** The same platform used for business critical Wi-Fi delivers highly contextual location services using enterprise grade BLE. With Mist, you can see where the mobile are at all times, and deliver high value location services with the click of a mouse. No physical beacons or site surveys are required.

In addition to classic wireless networking functions (like Wi-Fi guest access), the Mist platform enables retail stores to offer services never before possible. Examples include:



Amazing Shopping Experiences:

- **Proximity messaging.** Notify shoppers in-store when items purchased are ready for pickup. Greet loyal customers as they arrive with a special offer. Deliver relevant product information, such as a short video, while a customer is looking at the product in-store.
- **Navigation in store.** Find a specific department or location of a product in-store. Find the shortest checkout line or nearby bathrooms.
- **Employee assistance.** Find the closest sales associate for product inquiries or rapid checkout.



Amazing Manager / Employee Experiences:

- **Increase foot traffic.** Target people outside of store with coupons and messages to encourage them to come inside.
 - **Maximize staffing resources.** Monitor staffing levels across departments to ensure employee resources match foot traffic; Easily locate staff members.
 - **Asset tracking.** Track items like forklifts, shopping carts, displays, and more. Create alerts if moved off premise .
 - **Mobile PoS.** Give employees the power to look up prices and check-out customers from the store floor.
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- **Understand shopping patterns.** Learn how many customers came into a store at a given time and where they spent the most time; Track foot traffic outside of store vs inside.



Amazing IT Experiences:

- **No physical beacons;** No BLE site surveys. IT administrators have a painless BLE experience with Mist, as there is no need to hang beacons, replace batteries, move beacons, or do site surveys. With Mist, virtual beacons and zones are setup in seconds with the simple click of a mouse.
 - **Best accuracy and performance.** People and items can be located to within 1 m (with sub second latency) using Mists' sophisticated location algorithms that constantly adapt to changing RF and user/ device conditions.
 - **Quick problem remediation.** Proactive Analytics and Event Correlation (PACE) identify Wi-Fi problems as they happen and identify root causes easily for rapid troubleshooting (i.e. is it a connection, capacity, or time to connect issue? Is it a wired or wireless problem? Is it specific to individual users or groups of users?)
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- **Predictive recommendations.** The Mist platform provides recommendations to fix Wi-Fi problems before they arise, ensuring the best experience across mobile devices.
 - **Easily assign resources.** IT staff can provide access to the Internet, printers and other resources to wireless users with the click of a mouse.



Smart Wireless for Smart Retail

Modern retail stores need modern wireless technology to attract and retain customers through personalized buying experiences. This is achieved with the Mist Intelligent Wireless cloud, which brings unprecedented scalability, ease of use, automation, and high accuracy locations services to every retail environment. When brick and mortar stores need a solid wireless foundation, Mist is the answer.

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