Enhanced Retail Experiences with Mist's Next Generation Wireless Platform

AI-driven wireless is the hottest trend in retail, with 7 of the top 40 retailers having implemented new networks in just the past 6 months. The digital retail cycle starts from inventory to customer transaction, all being centered around the mobile endpoint. Direct ship from factory floors or cashless transactions at brick & mortar is the new retail of today. As connected devices, from IP-based robots to cashless transaction smartphones, meet the voracious consumption of omnichannel consumer, retailers are at the forefront of experiencing digital transformation as their network becomes more mission critical. Seeking never-ending customer engagement, your peers are building the store of the future with AI-powered Wi-Fi and Bluetooth LE to increase revenue per transaction or customer retention. Now you can too!

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.

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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 checkout customers from the store floor.

WHY MIST'S NEXT GENERATION WIRELESS PLATFORM

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.

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BENEFITS OF USING MIST SMART WIRELESS FOR SMART EDUCATION

Increase Customer Engagement

Deliver a better onsite experience with personalized location services. No battery beacons required!

Customized greetings

Mobile check-in

Turn-by-turn directions

Find closest sales associate

Drive More Revenue

Real-time heatmaps and historical data on traffic patterns provide key insight into shopper behavior.

Improve product placement

Increase share of wallet

Boost conversion rates

Push relevant offers

Lower Operations Costs

Wi-Fi has never been easier to set-up, manage, and troubleshoot with an API-driven platform with AI-driven insight.

Automate store IT operations

Accelerate branch rollouts

Simplify troubleshooting

Shift away from controllers

WHY MIST?

The Mist platform lets you think centrally and act locally through a combination of cloud-based intelligence and on premises enterprise-grade Access Points. The Mist wireless platform uses machine learning to automate key tasks like event correlation, location, and clustering to dramatically simplify wireless operations and deliver personalized services to mobile users. The Mist wireless network is purpose-built on a modern microservices cloud architecture, ensuring the industry's best scale with unprecedented agility for rolling out or changing services.

WHY WESTCON?

At Westcon, we're creating a future built on winning alliances. As businesses chart their digital transformation, new openings are created. Specialising across data centre, infrastructure, collaboration and security, we're here to help partners take advantage of innovations in analytics, AI, cloud, cybersecurity, IoT, SD-WAN and much, much more. And, when you partner with the channel's most outstanding levels of value and service, be assured that you're ready to seize the opportunity.

Our partnership in practice

Technical enablement: we keep you up to speed with tailored training, sales enablement and one-to-one bootcamps

Lead generation: dedicated business development managers help you grow and develop a Juniper pipeline

Proof of concept: offer customers a try-before-you-buy programme with best-in-class demo units and facilities

Winning team: we are Juniper's Distributor Partner of the Year for providing the best possible outcomes for its customers

Upsell, cross-sell or net new – grow your Juniper business with Westcon

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