

# Experience-First Networking for Retail

Enhance omnichannel customer experiences that deliver personalized interaction to modern consumers and provide retail IT teams with secure client-to-cloud automation, insight, and AI-driven operations.



# Experience-First Networking

Experience is the first and most important requirement for networking in the cloud era.

That's why Juniper focuses on the end-user experience – the consumers' new shopping preferences with consistent, seamless, integrated channel choices, frictionless interactions, personalized expectations, and new shopping habits like Buy-Online, Pick-Up-In-Store (BOPIS).

Our comprehensive focus on experience excellence is delivered from the moment we engage with retail IT teams, to how they can upgrade and scale to provide the modern-day, secure, connected shopping experience.

# Deliver The Connected Store with AI-Driven Networking

Retail organizations need new ways to enrich, streamline, and connect the customer experience, in-store and online, make informed decisions to support operational and commercial objectivity, and implement universal changes swiftly while reducing operational workload. Optimizing IT experiences saves time and money while enabling IT departments to best align with key organizational objectives.



# Heightened Wi-Fi is critical for in-store and warehouse staff and is key to driving great customer experience

## Meet the needs of today's customers with reliable and optimized Wi-Fi.

### Deliver simple, reliable, and secure network experiences to warehouse staff, customers, and store employees.

- Enhance customer and employee experiences with reliable Wi-Fi.
- Ensure network performance and optimal experience for devices and users.
- Enable integrated online to offline customer experiences, for example home delivery, click-and-collect, and appointment-driven shopping.
- Increase basket size and revenue with real-time marketing offers in-store.
- Make troubleshooting easy with event correlation and Marvis actions.
- Automate network setup, deployment, and management.
- Offer best in class user experiences with easy guest access.
- Use dynamic packet capture (PCAP) to eliminate truck rolls.

## Real experiences and results

- ✓ A leading fashion retailer transformed their in-store Wi-Fi experience. With Juniper AI-driven networking, their technical staff visits to stores (truck rolls) **reduced by 85%**.
- ✓ **Outletcity Metzingen's** 40,000 square meters of retail floorspace plus outdoor areas provided 4.2 million shoppers with exceptional Wi-Fi and saw a 1.5x increase in the usage of the Outletcity mobile app by utilizing Wireless Access Points.

None of this can happen in a vacuum. For automation, insight, and AI-driven actions to deliver maximum results from the client all the way through the cloud (or several clouds), they must be coordinated. More specifically, correlation is required across the WLAN, LAN, WAN, Data Center, and security domains to deliver cohesive operations and experiences.

**Let us put this into perspective with an example you can relate to.**

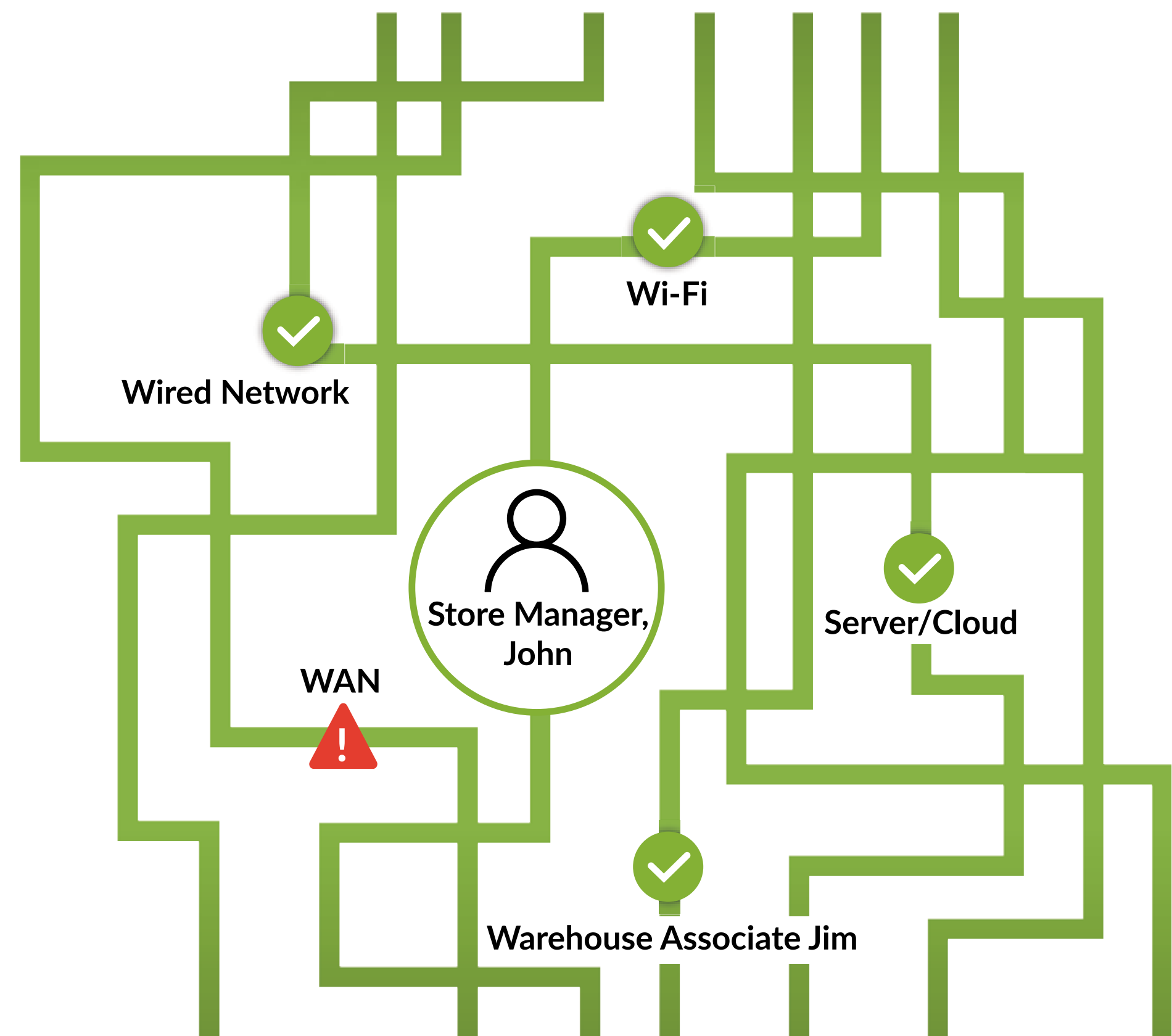
Yesterday, store manager, John's online meeting with the warehouse associate Jim dropped. Why? Was it his Wi-Fi? A bad ethernet cable on his router? The application server in the cloud/data center? A new security policy? Malware on his computer? Or his internet/WAN connection?

With end-to-end service levels, event correlation, anomaly detection, and self-driving functionality, you can easily discover the issue and fix it before the store manager, John even knows there is a problem. Juniper picks up where other solutions stop. We know that even though the network is up, John's experience is not good. And we know these things proactively, often before a user complains or a ticket is opened.

**That's experience-first networking.**



**What was wrong with the store manager's video call yesterday?**



# Location-Based Services elevate brand with better in-store shopping experiences and optimize warehouse operations with asset tracking and route optimization



## Elevate experiences, drive engagement, and optimize operations.

**Juniper's unique virtualized Bluetooth (vBLE) location-based services are built right into the network.**

- Enhance customer and employee experiences with Juniper Indoor Location Services.
- Provide localized services, such as turn-by-turn wayfinding, promotional reminders, and product information.
- Use the accuracy of virtual beacons (under 1m) to deliver on-the-spot information, such as digital coupons, upsell recommendations, or hazard alerts.
- Easily locate people and assets, including in-store associates and high-value products.
- Predict problems before they arise, such as capacity issues during the holidays.
- Efficiently manage people flow in outdoor queues and in-store to meet social distancing and occupancy guidelines.

## Real experiences and results



With wearable devices, mobiles, and laptops critical to **Northgate Market's** business operations, a reliable wireless network was vital. Northgate transitioned to an all-new Juniper wireless network across 41 stores in 10 days, optimized wireless experiences for 6,000 associates, and **reduced trouble tickets by 75%.**

# Ensure reliable connectivity between headquarters, warehouses, and stores

## Simplify network operations, increase network service reliability.

### Reduce helpdesk workload to free up skilled team members.

- Simplify network planning, design, and operation with network automation and optimization.
- Improve in store and back-end warehouse network operational efficiency.
- Optimize network and branch performance based on apps, devices, and bandwidth.
- Remediate network, wired, and Wi-Fi problems quickly.
- Support connected in-store and remote IT operational requirements.
- Cloud hosted operations ensure seamless availability with no downtime.
- Automated deployment, testing, and validation provides the agility to scale with applications and new stores, while reducing CapEx and OpEx, and avoiding human errors.

## Real experiences and results



With Juniper, [Colruyt](#) was able to support business growth by increasing bandwidth from **10 Gbps to 40 Gbps**, increase network availability by reducing risk of downtime with automated failover capabilities, and improve profitability by keeping licensing and maintenance costs low.



The delivery of experience extends beyond what is going on for the retail user. This assured user experience depends on the experience and means of the operations team. Better automation, insights, and AI in operational toolsets helps them to deliver new retail apps and services, assure the user experience and retailer security, and make repairs and changes when needed.

**Here’s an example from the operator’s point of view.**

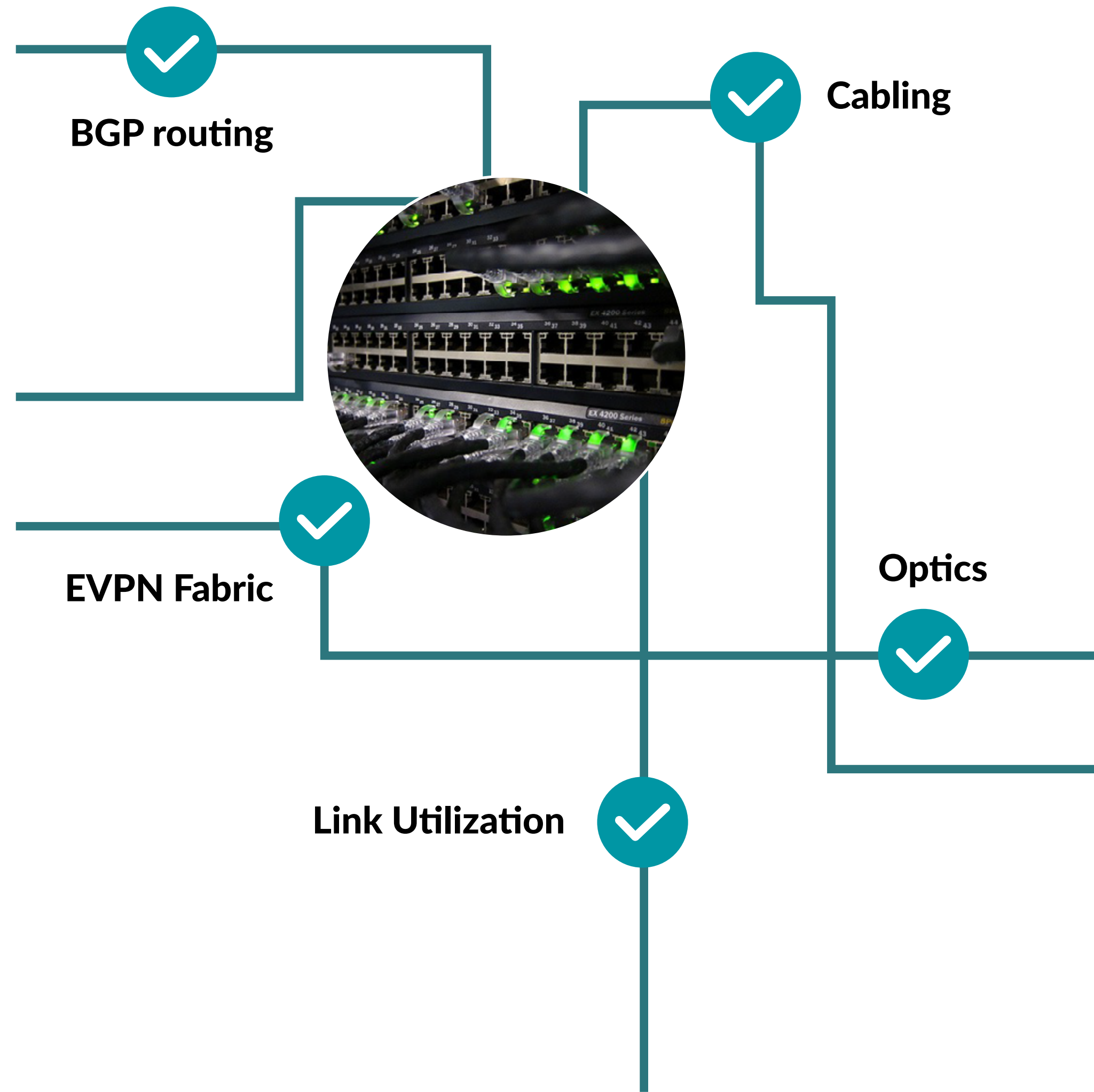
It’s a refrain we’ve heard before – the application isn’t functioning correctly, so it \*must\* be the network. The ability to quickly diagnose where the problem lies is key to getting the network fixed, or as is often the case, shortening the mean time to innocence.

Could the issue be caused by an external routing issue? Something internal to the network fabric? Security policy? Bandwidth or cabling? It can be a major headache to sort through all the possible areas of failure to find the root of the problem.

Having a single source of truth for your network allows network operators to specify exactly how they expect their network to operate and ensure that the network’s function is continuously validated against that intent – if there is deviation, the system generates an anomaly. Further, the approach enables observability across teams, proactive discovery of potential issues and eases change management.

**That’s putting experience for the operations team first.**

**Streamline Operator Experiences**





# Protect the network, employees, and customer privacy

## Safeguard against rising cyber threats.

### Secure customer payment information and all confidential data with a zero trust, threat-aware network.

- Protect employee data, customer payment information, and transactions, while maintaining PCI compliance and protecting in-store IoT devices - including point of sale equipment, cameras, scanners, and smart scales.
- Secure network, devices, software, and data.
- Unify and rate threat intelligence from multiple sources.
- Protect your commercial and customer data across the network, with enterprise-level security extended to all users.
- Integrated compliance to external standards and audit reporting service provides an ongoing risk and security posture analysis.
- Automated deployment, testing, and validation of the retail network provides a rapid response to threats.

## Real experiences and results



**Badcock Home Furniture & More**, opened 30 stores over the last two years. Rapid expansion meant its network needed to support more stores, more applications, and more transactions. Juniper Networks securely connected 378 stores, automated configurations to simplify operations, and built a scalable network foundation for future growth.

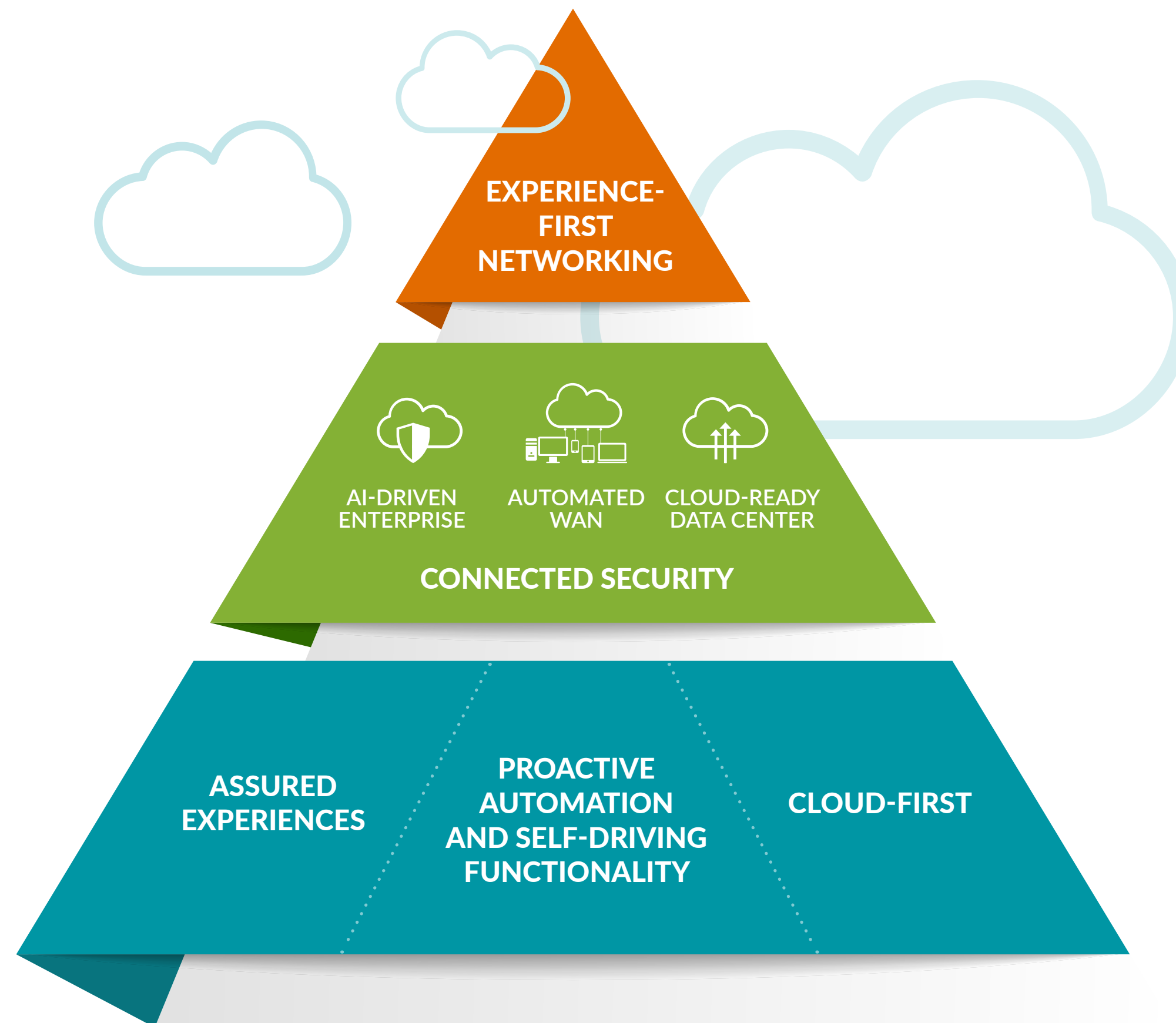


The largest rural lifestyle retailer in America, **Tractor Supply Company** is breaking new ground delivering a consistent customer experience in stores and online. Securely segmented the network to support retail operations, payment processing, IoT devices, and administration.



# The Juniper Enterprise Portfolio: When Experience Matters

Juniper provides a complete client-to-cloud enterprise solution for Retail that encompasses three components to deliver the best IT and user experiences.



The Juniper experience-first solution has the following networking components, each equipped with security built in to make them threat-aware:

## AI-Driven Enterprise

which includes wired and wireless access and SD-WAN 3.0, all driven by Mist AI to Connect retail associates, processes and applications.

## Automated WAN Solutions

for linking different offices and data center facilities with enhanced and reliable academic connectivity.

## Cloud-Ready Data Center

for simplified underlay/overlay management with intent-based automation and assurance.

## AI-Driven Enterprise: Wired/Wireless Access

Wireless is more critical than ever in Retail, but traditional WLAN solutions are over a decade old and lack the agility and elasticity to support the rapid growth in mobile, IoT devices, and applications.

**Juniper changed the WLAN game with a revolutionary modern cloud-native platform that leverages Mist AI to:**



### Lower IT costs to place focus on other operational areas

with AIOps, self-driving network functions and a conversational Virtual Network Assistant™: Marvis.



### Assure better retail associate and customer experience

with wireless service levels, proactive remediation, personalized location services, and security.



### Bring agility to the network

through a microservices architecture that enables weekly updates to adapt to new devices and applications being deployed in your institution's networks that support connected learning.

By leveraging the years of learning that Marvis has performed in the wireless domain, Juniper has brought unprecedented insight and automation to wired access by bringing all these attributes to the EX switching platform.

# We believe, some of the factors that helped gain this recognition are:

**Dynamic packet capture (without human interaction)**  
for easy and accurate data collection without truck rolls.

**Automated event correlation**  
across the wired, wireless, WAN, and security domains for fast root cause identification and remediation for a seamless shopping experience and the support of IoT device growth

**Programmable workflows**  
for 100% API-driven network operations, improving operational and academic efficiency.

**Virtual Bluetooth LE and integrated IoT**  
which bring the benefits of indoor location without extra hardware (e.g., no battery beacons) and software. Easily locate connect customer activities and their physical presence in store.

**Risk profiling for wired/wireless**  
Juniper wired/wireless customers can receive alerts of threats detected by Juniper SRX Series firewalls and ATP Cloud. This allows administrators to quickly assess security risks when users and devices connect to access networks, and take appropriate action if required, such as quarantining or enforcing policy.

## 2021 Gartner® Magic Quadrant™ for Enterprise Wired and Wireless LAN Infrastructure (A Leader, Furthest in Execution & Completeness of Vision)



Gartner Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, Mike Toussaint, Christian Canales, Tim Zimmerman, 15 November 2021. Gartner does not endorse any vendor, product or service depicted in its research publications and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's Research & Advisory organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. GARTNER and Magic Quadrant are registered trademarks and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Juniper Networks.



# A new era of Experience-First Networking is upon us, led by Juniper.

## Is your retail network ready?



Driven by Experience™

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