Sushi Sushi

Australia's #1 sushi franchise relies on the Mist platform

Make every connection count in restaurants

Explore the platform →

Industry

Retail

Region

APAC

Transform store operations and elevate the customer experience

Australians are eating sushi like never before, and the market is poised to become a billion-dollar industry, driven by people hungry for fast, healthy, and convenient food. At the forefront of this wave is Sushi Sushi—the brand that helped bring sushi into the Australian mainstream.

With 170 stores nationwide, Sushi Sushi is known for premium quality, authentic Japanese ingredients, and locally sourced fresh produce. Sushi Sushi relies on Mist, Juniper's AI-native networking platform, to power store operations, serve customers, and accelerate business growth.

Overview

"With the **stability and visibility** of the Mist platform, our franchise partners can focus on the customer experience."

Anthony Sok
General Manager of IT, Sushi Sushi

Challenge

Sushi Sushi has expanded from a single Melbourne store in 1998 to 170 locations across Australia, including dine-in restaurants, kiosks, and grab-and-go micro stores in shopping centers, high streets, universities, supermarkets, hospitals, and airports. With plans to scale to over 250 stores by 2028, the company set out to modernize its operations with future-ready, enterprise-grade IT infrastructure.

Anthony Sok, General Manager of IT at Sushi Sushi, was prepared for the challenge when he joined. "It was clear that foundational work needed to be done to restore our franchisees' trust in IT," he said. "There was a backlog of IT support tickets."

"The comms rack in the stores were difficult to cable manage," said Sok. In-store systems were unreliable. Switches lacked the capacity to connect all the stores' essential devices at the same time. Wi-Fi was slow.

"The IT helpdesk team spent a lot of time troubleshooting problems with the store operators, which took their time away from selling sushi," said Sok. "We had no visibility into the store connectivity, and there was no way to be proactive when clients dropped or if the internet went down."

Transformation

Sushi Sushi undertook a complete digital transformation, standardizing and modernizing its in-store systems and infrastructure. All locations upgraded to Mist for an AI-native and cloud-native network that would deliver the right data, the right real-time response, and the right secure infrastructure to support smooth store operations, excellent customer experiences, and streamline IT operations.

Sok also saw the opportunity to leverage the Juniper network to drive customer loyalty and repeat business. Juniper Indoor Location Services, working in conjunction with the virtual Bluetooth® Low Energy (vBLE) capabilities in Juniper access points, provide a digital foundation for future mobile ordering and loyalty programs.
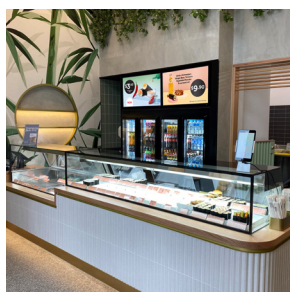
Outcomes

Wireless that works

90%

Decrease in network-related tickets in 2 months after deploying Juniper wired and wireless access

Easy onboarding

10

Weeks to deploy Juniper wired and wireless access at 170 stores

Simplified operations

66%

Reduction in time spent managing the network in 4 months

Solution and implementation

Juniper AP24 Access Point	Juniper EX2300 Switch	Marvis AI Assistant
Juniper Wi-Fi Assurance	Juniper Wired Assurance	Juniper Indoor Location Services
Juniper Premium Analytics	Juniper User Engagement	Juniper Asset Visibility

Cloud-native, AI-native networking assures user experiences

With Mist, Sushi Sushi brings together wireless access, wired access, and indoor location services under a common Marvis® AI engine and microservices cloud solution across all its locations. The result is transformational scale and agility, simplified network operations, and exceptional user experiences for the IT admin team, store operators, and guests.

Juniper's campus and branch solution was quick to deploy and is easy to operate. IT deployed the new network and cabling at 170 stores in 10 weeks. "With Mist, we could allocate a switch to a site template within six to eight clicks, which means we could mass deploy switches straight from distribution," said Sok.

"It would have taken us double the period of five to six months with any other partner or product," he continued. "Pretty much Zero Touch Provisioning with a generous amount of PoE ports for the entry-level 24-port switch meant we could remove a significant number of power cable and outlets."

Marvis® AI Assistant, the industry's first virtual network assistant, simplifies operations and empowers the IT admins to find and fix problems quicker and more reliably, lowering OpEx and assuring store operations.

"We reduced the time spent managing the network by two-thirds, with the help of our beloved Marvis AI Assistant," said Sok. "Exception handling and issues served on a silver platter has heavily reduced needle-in-the-haystack troubleshooting. We identified 20 cable faults within the store or even in the shopping center due to Marvis AI."

Key takeaways and outcomes

"The Marvis AI Assistant gives us **recommendations on a silver platter**."

Anthony Sok
General Manager of IT,
Sushi Sushi

From firefighting to forward-thinking IT

When Sok joined Sushi Sushi, he made a bold commitment to the company's 90 franchise partners: Transform IT in just four months. He delivered on that promise.

"We're passionate about the success of our franchise partners, and now we can take our brand to the next level," he said.

● **Smooth store operations**

"The stability and visibility of the Mist platform allows our franchise partners to focus on the customer experience," said Sok.

Phones, point-of-sale systems, digital signage, and guests' mobile devices have measurable, reliable, and secure connections. The Juniper Wi-Fi 6E APs automatically optimize the users' network experience and can deliver real-time indoor location services without battery-powered beacons.

● **IT is no longer firefighting**

The Marvis AI Assistant has reduced IT headaches and empowered the IT team to resolve problems faster. "Our IT team used to work more than 60 hours a week to put out fires," said Sok. "With Mist, we spend far less time on intensive troubleshooting and we're down to a manageable 40 hours. We finally have room to breathe—and focus on what's ahead."

The days of overflowing support ticket queues are behind them, too. "Before Juniper, we would receive roughly 60 tickets a month just on network dropouts, unstable internet, weak wireless signal, end user performance issues," he said. "Within two months that was halved to 30 and within 12 months it is sitting at single digits each month.

● **Drive revenue and brand loyalty**

An agile, scalable network has freed up Sushi Sushi's management team to focus on the customer experience, including plans for a mobile app for convenient ordering and pickup.

"A mobile app and location services are a game-changing way to communicate with customers about promotional offers and loyalty rewards when they are in the vicinity of a Sushi Sushi location," said Sok. "We are working with the Juniper stack to push the boundaries of customer experience."

The Mist platform: purpose-built with AI and for AI

To learn more about Mist, visit our website at https://www.juniper.net/us/en/campus-and-branch.html

Watch this webinar for a deep dive into how the Marvis AI Assistant simplifies network management.https://www.juniper.net/us/en/events/demos/2025/how-marvis-simplifies-network-management.html

Take the next step

Connect with us

Learn how we can build what's next.

Connect with us →

Explore solutions

Discover Juniper's solution practice.

Discover Juniper's network solutions for retail →

Read case studies

See how we help unlock new growth.

My Muscle Chef →

7-11 Japan →

More insights

Get the latest news delivered weekly.

The Feed →

www.juniper.net