JUNIPEr
driven by **Mist AI**

Juniper and Swiftly Deliver Connected Digital Solution for Brick-and-Mortar Retailers Creating Best-in-Class In-Store Experience

Juniper's wireless platform, driven by Mist AI and the Swiftly Retail Platform work together to deliver a comprehensive retail solution that strengthens digital customer relationships, unlocks new revenue streams, delivers powerful analytics for brick-and-mortar traffic, and meets the fast Wi-Fi that customer's demand.

THE CHALLENGE

Retailers face a challenge building mobile experiences that engage customers in the brick-and-mortar store. A great digital experience starts with great connectivity. While some stores have Wi-Fi capabilities, the wrong solution connections can be spotty and turn a customer service into a big customer complaint. Retailers must also adapt to meet increasing customer demand for personalized experiences that span digital and in-store touchpoints. Even though ecommerce usage is at an all-time high, 80%+ of retail transactions still happen in-store. It is crucial for retailers to deploy a solution that enables retailers to make digital connections with their customers while also delivering the reporting to understand how these capabilities drive business outcomes.

THE JUNIPER–SWIFTLY SOLUTION

The Juniper and Swiftly solution will enable retailers to make personal, relevant, and valuable connections with shoppers leveraging Mist AI's location technology and Swiftly's retail media platform. The Mist AI solution will also plug into Swiftly's closed loop reporting to give retailers unparalleled visibility and insights into how digital efforts drive in-store sales.

FEATURES BENEFITS

- **Engage Your Shopper Digitally When They Walk in The Door** – Integrate with the Juniper Mist BLE radio and Apple Wallet/ Google Wallet to automatically wake up your store's app and display your store's loyalty card when the customer walks in the door.

- **Increase Ad Revenue** – Retailers can sell high-performing digital ad placements that enable brands to market to customers while they are shopping in the store. Swiftly's AI powered recommendation engine leverages Juniper's Wi-Fi location technology to show shoppers personalized offers for the aisle they are shopping.

- **Closed Loop Reporting and Analytics** – The Juniper Mist location technologies integrate with Swiftly's Analytics platform to enable retailers to close the loop between the digital and physical world by reporting how digital activations drive store visits.

- **Increase App Usage and Active User Adoption** – Use Juniper Wi-Fi to drive sign-ups for your loyalty program and downloads of your store's app.

- **Increased Planning Efficiency** – Using JUNIPER location-based data, Swiftly's analytics platform provides insights to improve planogram efficiency including browse time in categories, engage with endcaps, and shopper traffic patterns.

Solution Components
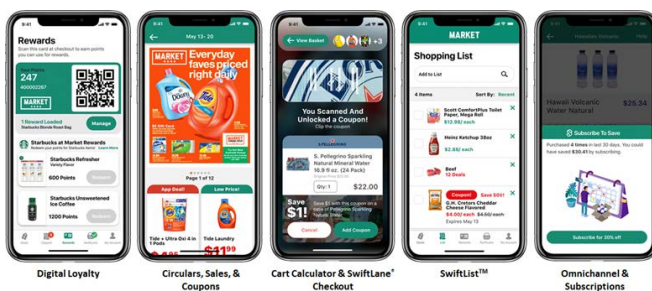
JUNIPER SOLUTION COMPONENTS

The Juniper Mist Cloud Architecture — All wireless deployment, operational, and management functions are handled via the Juniper Mist Cloud Architecture, which delivers the following Wi-Fi and Bluetooth LE services:

- **Wi-Fi Assurance —** Includes user service levels, anomaly detection, automated event correlation for troubleshooting, dynamic packet capture, policy configuration, guest WLAN access, and more

- **Marvis Virtual Network Assistant —** Provides natural language queries with integrated help desk functionality for rapid and simple root cause determination and problem resolution while realizing the self-driving network with its Marvis Actions framework

- **Location Services —** Provide highly accurate turn-by-turn location services and asset visibility

- **Juniper Access Points –** Deployed on-premises for Wi-Fi, BLE, or IoT access

SWIFTLY SOLUTION COMPONENTS

Swiftly — All in-app and closed loop reporting technology for brick & mortar retailers that empowers them to influence shoppers, increase customer value, and build loyalty. The following components provide everything required for the solution:

- **Retail Platform —** Powers an engaging retail app, including digital loyalty, coupons, circulars, deals, mobile self-checkout, ecommerce ordering, click & collect, and more.

- **Ad Platform —** Capture incremental advertising dollars by enabling brands to reach shoppers on your digital properties. Connect those campaigns to in-store offers to deliver personalized experiences that increase sales and create loyalty.

- **Analytics Engine —** Retailers can measure a campaign's effectiveness with reporting based on SKU-level transaction data and attribute it to a specific customer.

Digital Loyalty | Circulars, Sales, & Coupons | Cart Calculator & SwiftLane® Checkout | SwiftList™ | Omnichannel & Subscriptions

Summary

Engage customers digitally in brick-and-mortar stores, drive increased loyalty, and measure the impact of your efforts with Juniper and Swiftly. It is challenging to build a robust network and customer engagement infrastructure. Mist AI and Swiftly have developed a pre-integrated solution so retailers can easily and effectively win in the competitive retail space. Retailers are now able to improve the customer experience, personalize communications and create valuable connections to capture incremental revenues.

NEXT STEPS

To learn more about the joint Mist-Swiftly solution, please contact your Swiftly or Mist representative, or visit www.swiftly.com and www.mist.com.

About Juniper Mist

Mist built the first AI-driven Wireless LAN (WLAN), making Wi-Fi predictable, reliable, and measurable and enables scalable indoor location services like wayfinding, proximity messaging, and asset visibility. In addition, Mist's AI technology plays a key role in bringing automation and insight across the full IT stack, delivering seamless end-to-end user experiences and substantial IT cost savings. In 2019, Mist was acquired by Juniper Networks and operates as a business unit focused on the AI-Driven Enterprise which combines Mist's next-generation Wireless LAN (WLAN) platform with Juniper's best-in-class wired LAN, SD-WAN and security solutions to deliver unsurpassed end-to-end user and IT experiences. For more information, visit www.mist.com.

About Swiftly

The Swiftly® digital platform empowers retailers to grow sales and build loyalty, while enabling brands to reach more shoppers through retail media networks. Swiftly's technology harnesses the power of AI to help retailers build strong digital relationships with customers and deliver amazing sales results. Swiftly powered Retail Media Networks enable America's leading brands to influence consumers across their shopping journey and provide the closed loop reporting that drives high-performing advertising campaigns. To learn more about Swiftly, our Retailer and Brand solutions, and how we are redefining Retail Media, visit www.swiftly.com.