

IMD elevates campus experience with navigation app



With its focus on experiential learning and leadership development, the International Institute for Management Development (IMD) is a global leader in executive education, drawing over 29,000 participants annually to its programs.

IMD leverages a Juniper Mist network to power its campus navigation app to support the everyday learning and operations of participants at its Lausanne campus.

OVERVIEW

Company	International Institute for Management Development (IMD)
Industry	Higher Education
Products Used	Wireless Access Points, EX Series, Wi-Fi Assurance, Wired Assurance, Marvis VNA
Region	EMEA

CUSTOMER SUCCESS AT-A-GLANCE

4X

Faster to troubleshoot network problems using Mist AI

4,267

Downloads of IMD campus app used by participants, faculty, and staff (December 2023)

250

Hours saved making user adds, moves, and changes to wired network due to better Wi-Fi

6,000

People physically on campus participate in IMD programs each year

CHALLENGE

Blend the physical and digital experience

“Our campus experience is second to none in terms of pedagogy,” says Louis Leclézio, chief digital and customer experience officer at IMD. “We wanted to offer a holistic experience by blending the physical and virtual worlds.”

IMD, located on the picturesque shores of Lake Geneva, is a hub of academic excellence with state-of-the-art lecture halls and conference rooms. Amenities are tailored to executives, with advanced videoconference facilities, dedicated study spaces, and an on-campus restaurant.

IMD needed to refresh its campus network to deliver a first-class digital experience. Its old-style network – a wireless LAN controller and a big stack of switches – couldn’t deliver the fast, reliable connectivity and indoor location services that the campus navigation app required. IMD also wanted to streamline network support, with better visibility and tools to spot and fix problems sooner.




SOLUTION

The power of cloud, AIOps, and location services

IMD chose Juniper's AI-driven network solution, including wireless, wired, and indoor location services, for its campus network refresh. Juniper wireless access points and switches work in conjunction with the Juniper cloud architecture, driven by Mist AI, to continuously optimize the quality of network connectivity for students, faculty, and staff across the IMD campus. Juniper Mist Indoor Location Services tap into the virtual Bluetooth® LE (vBLE) technology in Juniper wireless access points to deliver optimum location accuracy for IMD's campus app.

Mist AI has reduced the IT operations workload and improved participant experiences by increasing visibility across the wired and wireless network and automating actions. Juniper Mist Wi-Fi Assurance, Wired Assurance, and Marvis Virtual Network Assistant automate everyday operations and speed troubleshooting when issues arise.

"With Marvis, we can troubleshoot Wi-Fi problems three or four times faster," says Dominique Esteves, systems and network engineer at IMD. "The information we need is centralized in the Juniper Mist portal so we can see where the problem is and fix it faster."


OUTCOME

A better digital experience on campus

Over 29,000 executives and experienced professionals participate in IMD programs every year, including almost 10,000 participants who are physically at IMD. Their Wi-Fi experience is transformed, allowing them to work and navigate anywhere on campus.

With the IMD campus app on their phones, program participants, guest speakers, and faculty receive a welcome notification when they arrive on campus for classes or an event. Their daily agenda is at their fingertips, with a map and detailed directions to find their destinations. They can use the app to easily locate colleagues on the map or preview the lunch menu.

The Juniper Mist network is more sustainable from an IT support perspective, too, which frees up time for strategic work and innovation. With plentiful Wi-Fi, fewer people need to plug into the wired network. That means IT needs to make fewer adds, moves, or changes to the wired network, eliminating hours of work for every change. IT no longer has to update wireless LAN controller or access point software, and new features are delivered regularly from the Juniper Mist cloud. This allows the team to explore new capabilities, such as Generative AI integration with the Marvis virtual assistant.



"The IMD campus app, which relies on our Juniper Mist network, gives our program participants a personalized experience that blends the digital and physical worlds."

Carlos Ballester Lafuente
Head of IT Innovation, IMD

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