

# HOW RETAILERS CREATE THE BEST SHOPPER EXPERIENCES



## Top 4 Capabilities Required to Achieve Assured User Experiences

Juniper Networks can help you be confident that your network meets the needs of everyone on it. With an AI-Driven Network from Juniper, you gain these four capabilities:



### 1. Network Visibility

**Requirement:** To ensure the best shopping experiences, retailers need to see and understand how the network is performing for each and every user (both customers and employees).

**Juniper** is the only vendor capable of tracking service level expectations (SLEs) down to the client level. This offers unprecedented visibility into each user's experience with the richest data set, plus telemetry from switches, firewalls, and other network devices, to ensure you know exactly what is happening on your network.



### 2. Automated Maintenance and Troubleshooting

**Requirement:** When there is a network issue, it needs to be addressed fast, preferably before it impacts the experiences of shoppers or staff.

**Juniper** provides automated workflows and self-driving operations that enable you to act the moment SLEs fall below a threshold. Corrective actions can be implemented and problems fixed before your customers and employees even know about them, and without burdening your IT staff.



### 3. Remediation Across Wi-Fi, Wired, and App Problems

**Requirement:** It doesn't matter where you have a network issue, just that it's resolved. Getting to the root of the problem takes a holistic approach to network assurance with visibility, maintenance, and troubleshooting capabilities across your wired, wireless, and WAN domains.

**Juniper** is the only vendor with event correlation across LAN (wired and wireless), WAN, and SD-WAN domains, so you can assure experiences and optimize performance from client to cloud.



### 4. Accurate Location Services

**Requirement:** To deliver personalized services, you need to be able to pinpoint where people and products are throughout your operations.

**Juniper's** patented locations services add a unique spin on experiences, allowing you to customize them based on users and their location. High-accuracy indoor location services with scalability, resiliency, and flexibility (without battery beacons) mean you can offer help when it's needed to drive satisfaction and revenue. The integrated vBLE delivers services like wayfinding, asset visibility and management, occupancy, and proximity tracing.

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## The importance of assured user experiences

Great experiences can set your brand apart, helping you connect and engage with your customers in meaningful ways that keep them shopping and coming back. [Research shows](#) consumers (95%) prefer retailers that offer connected convenience over ones that don't. This means it is more important than ever to have a network you can rely on to deliver seamless, satisfying staff and customer experiences.

## Up is Not the Same as Good

It's not enough to know your network is running, you need to know how well it is meeting the needs and expectations of all the shoppers and associates who are on it. This takes a modern network architecture with all the visibility, maintenance, and troubleshooting capabilities required to identify and remediate Wi-Fi, wired, and application problems before they can impact experiences. With a network that delivers the utmost in resiliency and agility, your employees and customers will be happier with the IT services being delivered. They will have better shopping experiences, and your business will be better able to meet its desired goals with lower OPEX.

## Deliver the Best Shopper Experiences with AI-Driven Networks

A modern network architecture provides assured experiences for staff and customers. Retailers can:

- Personalize experiences with the ability to greet shoppers the moment they enter and provide relevant, location-based offers that can help them find what they need and incent them to buy
- Provide easy and reliable Wi-Fi that keeps shoppers engaged and associates helping them
- Reduce transaction wait times to maximize revenue
- Optimize operations to minimize overall IT costs and drive staff productivity

## Next Steps

Juniper enables you to deliver assured user experiences to differentiate your brand and drive your business forward. To learn more, please visit [Juniper Networks/Retail](#).

## Juniper Solutions

- [Indoor Location Services](#)
- [Juniper® Mist™ Cloud](#)
- [Assurance Services: Wired, Wireless, WAN](#)
- [Marvis™ Virtual Network Assistant](#)
- [Juniper Support Insights](#)

## About Juniper Networks

At Juniper Networks, we are dedicated to dramatically simplifying network operations and driving superior experiences for end users. Our solutions deliver industry-leading insight, automation, security, and AI to drive real business results. We believe that powering connections will bring us closer together while empowering us all to solve the world's greatest challenges of well-being, sustainability, and equality.



Driven by  
Experience™

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