

# DRIVE UP THE CUSTOMER EXPERIENCE AT THE PUMP

**Operational Simplicity Accelerates Customer Engagement** 



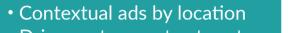
# **WHY JUNIPER** FOR OIL AND GAS RETAIL?

# Station

- Greet visitors/reward loyalty
- Contactless payments

## Store

• Asset visibility/tracking (real time, historically)



- Drive customers to store to boost revenue
- Guide customers
- IoT for facility management
- Analyze, compare behavior geographically

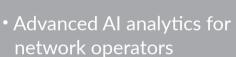


## Customer Engagement

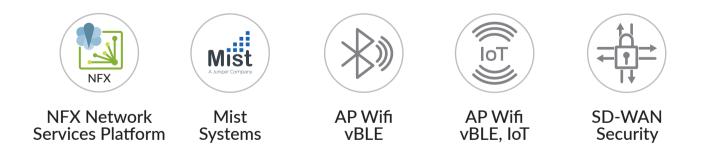


- Mobile Devices listen to vBLE beacons from AP
- Mist SDK (mobile app) sends info to Mist cloud
- Mist cloud sends real-time information to customer
- Unlimited virtual beacons can be created anywhere
- No physical smart beacons needed for OpEx savings

# Operational Simplicity



- Deployment and microservices velocity reduces OpEx
- Asset tracking at global scale
- Zero touch provisioning of SD-WAN, security, VNFs
- IoT port for facilities management applications



## To learn more, contact Juniper sales at 866.298.6428

The Next Generation WLAN

Automation Service Delivery

**Engineering Simplicity** 







AI and Microservices

#### Zero Truck Roles

**Better Together** 

### **About Juniper**

Juniper Networks<sup>®</sup> provides the ideal network for your business, that's simple, reliable and secure. Juniper powers the top global service providers and 99 of the Fortune Global 100. More than 86 percent of smartphone traffic in the U.S. is secured by Juniper. Seven of the eight largest international stock exchanges trade across Juniper's networks. The top 5 social media properties run on Juniper Networks, with more than 4.5 billion updates / day & 53,000+ updates / second.

### **Engineering** Simplicity

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