

Cloud Ingenuity App for Location Services

Powered by Juniper driven by Mist AI



Cloud Ingenuity





The Cloud Ingenuity – Juniper Solution

Juniper Networks, a leader in artificial intelligence (AI)-driven networking, and Cloud Ingenuity, an innovative solution integrator, have partnered to deliver an integrated location services solution to enhance user experience from the industry leading Mist AI and Juniper wired and wireless infrastructure solutions. The combined Juniper-Cloud Ingenuity solution uses detailed location data for an optimal user experience while improving IT productivity leveraging Juniper's best in-class AI. The result is transforming your Wi-Fi infrastructure into a strategic business asset.

Modernized Remote Connectivity

Work from home and IoT are market trends increasing the importance of Wi-Fi. Pair that with end users expecting Wi-Fi to just always work as a basic service wherever they are, and you understand how this need is growing. Organizations become dependent on remote connectivity and modernized Wi-Fi capabilities are crucial for success. Organizations are embracing this trend and now want to use a user's location or customer's location as a critical indicator to drive business decisions. Cloud Ingenuity's technical advancements allow businesses to benefit from the data of their users' locations while improving user experience and understanding customer needs.

Traditionally, basic Wi-Fi access allows users limited connectivity, and provides no information about their surroundings. Many Wi-Fi infrastructures leverage legacy hardware resulting in IT teams being unaware of the resulting performance due to the lack of visibility. This poor experience negatively reflects your brand when customers engage, impacts the productivity of your business end-user's ability to do their job, and affects the productivity of your IT support team who cannot solve problems efficiently.

Optimum Customer Experience

Organizations are looking for innovative ways to deliver a high-touch experience for their visitors. The Cloud Ingenuity app enables facilities to deliver the following:

- Wayfinding for visitors and/or end users for a modern, interactive experience
- Improved Wi-Fi experience while maximizing the ROI of your investment in Wi-Fi
- Accurate people and asset location and proximity data to provide valuable behavior insights into end users or customers



Benefits

The integration of the AI-driven networking from Juniper and Location Services capabilities from Cloud Ingenuity delivers:

- Enhanced user experience through valuable location data
- Improved IT productivity with the visibility provided to people and asset locations
- Rewind capabilities to see a history of people and device location on the network for security and valuable marketing data

Location becomes a critical business KPI to:

- ✓ Understand employee/customer location and how it impacts the business
- ✓ Understand customer buying habits
- ✓ Enhance end user experience on campus, at airports, or at hospitals for example
- ✓ Enhance safety and physical security (visitor location or fire drill execution)
- ✓ Ensuring the security of critical assets

How it Works?

Juniper solution components



Juniper Mist 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.



Juniper Mist User Engagement: Pushes location-based information to mobile users, such as turn-by-turn directions and proximity notifications.



Juniper Mist Asset Location: Finds high-value resources such as shipping pallets, wheelchairs, security personnel, etc.



Juniper Access Points are deployed on premises for Wi-Fi, Bluetooth Low Energy (BLE), and/or IoT access.



Mist AI constantly monitors the network, detects and reports anomalies, and automatically corrects problems.



Cloud Ingenuity components



Location Services:

Self-guided directions at a user's finger tips



Asset Search:

Global search across the Wi-Fi network for people or devices



Density:

population density in buildings



Rewind:

Understand where people and/or assets have been on the network



Why Cloud Ingenuity?

Enterprises are relying on the network for nearly every aspect of their business. User experience for your customers and employees has a direct business impact in the form of brand damage or reduced productivity. As the edge of the network is upgraded to the AI Driven Enterprise from Juniper, the potential to leverage this powerful data set to drive business impact becomes more and more possible in today's modern infrastructures. Leveraging the Cloud Ingenuity application with Juniper opens the door for IT to finally be viewed as more than just a cost center and/or Wi-Fi being nothing more than plumbing. AI and BLE technology will enable you to provide users with the best experience possible while utilizing this valuable data set for business impacting decisions.

Use Cases

- Now a student on campus can quickly find their way to class with directions and parking recommendations.
- A doctor can quickly be located within a hospital for emergency surgery, or to save a life.
- Store owners can see which customers visited the store each day and where they spent their time. They can use these results to customize offers for customers.
- Shoppers can alert a sales specialist or a manager to their location for help.
- School districts have a valuable tool for fire drills, active shooter exercises to understand where students are.

Next Steps

To learn more please contact your Cloud Ingenuity or Juniper representative, or visit [Cloud Ingenuity's website](#) and [Juniper Networks](#).

About Cloud Ingenuity

Cloud Ingenuity is a trusted partner in technology that focuses on Business, Architectural and Organizational outcomes by aligning People, Process, Technology and Data. In addition, they provide the strategic vision and expertise needed to keep your technology investments relative and agile across 5 key tenants: Multi-cloud, Security, Network, Collaboration, and Visibility. Cloud Ingenuity delivers lower operating expenses with a higher level of integration that transforms the user experience.

Learn more at cloudingenuity.com.

About Juniper Wireless Services driven by Mist AI

Mist built the first AI-driven Wireless LAN (WLAN), which makes 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 mist.com.

