

Gap Inc.

Mist and Gap Inc. presented together at the NRF 2019 Conference in New York on January 13, 2019:

- Snehal Patel, Global Network Architect, Gap Inc.
- Jeff Aaron, VP Marketing, Mist Systems

A recording can be viewed here:

<https://www.mist.com/resources/nrf-2019-mist-gap-presentation>

Gap Inc. Transforms Wireless Experiences with Mist

As the largest specialty retailer in the US, Gap Inc. continues to innovate and capture their digital customers' fashion interests. Ready to transform the firm's digital transformation efforts, Snehal Patel, Gap Inc.'s Global Network Architect, prioritized the importance of delivering a foundationally sound wireless network not only for the first 800+ retail stores worldwide, but also in Gap Inc.'s headquarter campus and other facilities. Yet, throughout Snehal's IT career, his experience with wireless solutions have always been challenging, given the limited visibility capabilities of the existing solutions.

"My biggest problem with wireless was, I don't know what's going on."

Snehal Patel, Global Network Architect, Gap Inc.

Now, there are several characteristics unique to the retail industry that have made it challenging to deliver good Wi-Fi. Aside from the continuous AP conflicts from your neighboring retailers, there is a common industry practice of 'store flipping', where merchandise is seasonally rearranged, that also impact the RF performance. Along with these individual storefront challenges, large retailers, like Gap Inc., have the scaling challenge of managing multiple stores. Along with these unique challenges, the retail industry has also been impacted by digital transformation. Today, retailers are using digital technology to revolutionize the in-store experience, as well as reshaping everything from finding a local store to paying for goods via a mobile transaction associate, all with the goal of meeting the growing demands of their omnichannel customers.

So, when the opportunity to redesign the wireless network came about, Gap Inc. decided on Mist Systems to transform the experiences in their stores, as the solution offered visibility and data to ensure the delivery of the next generation Wi-Fi.

"We are transforming our wireless network now, and we do it every 6-7 years when it makes sense. We were deploying lots and lots of devices in wireless but the network wasn't designed to support this."

Snehal Patel, Global Network Architect, Gap Inc.

ABOUT GAP INC.

INDUSTRY

Largest US specialty retailer

135,000+ Employees

3,500+ stores (2,400+ in US)

CHALLENGES

- Needed reliable Wi-Fi for dynamic retail business
- Limited visibility to troubleshoot for scale (Stores and facilities along with headquarter)
- Lacked innovative experiences for thousands of guests daily
- Had to support their 24/7 operation with limited IT staff

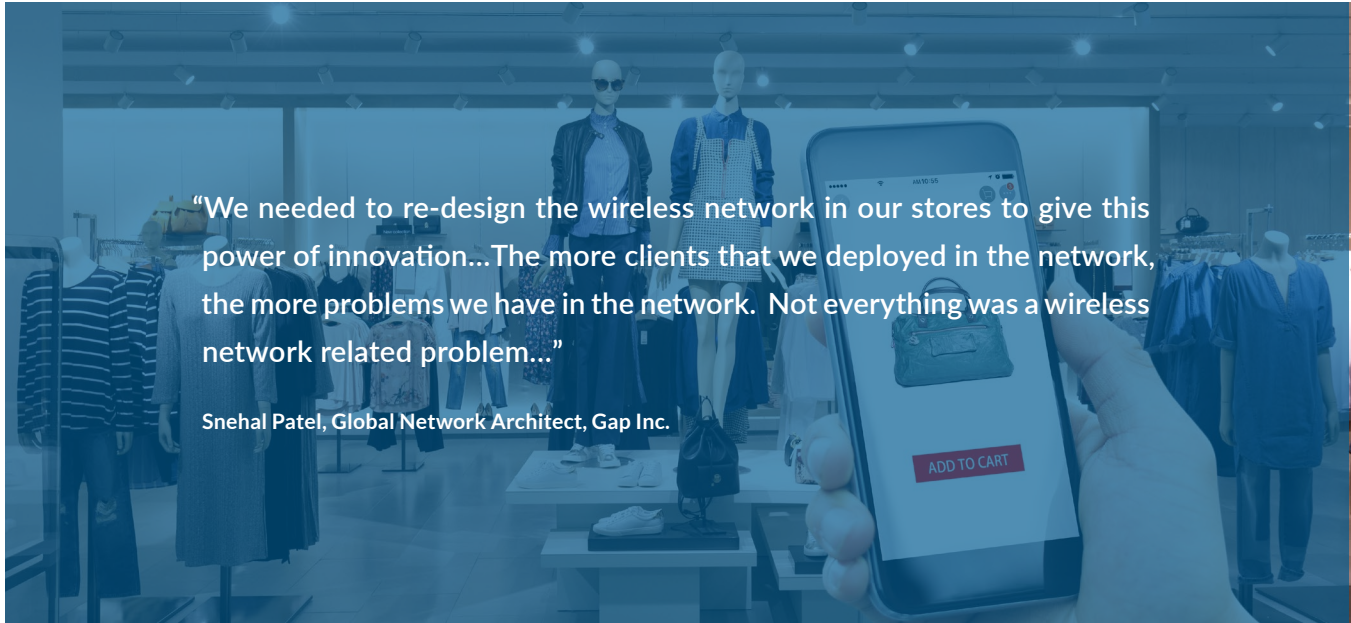
SOLUTION DEPLOYED

- Mist AP-41
- Mist Wi-Fi Assurance Service
- Mist Virtual Network Assistant Service

KEY BENEFITS

- Visibility to ensure wireless uptime and quality
- Faster troubleshooting with AI Network reliability boosted
- Accelerated store deployments with automation





“We needed to re-design the wireless network in our stores to give this power of innovation...The more clients that we deployed in the network, the more problems we have in the network. Not everything was a wireless network related problem...”

Snehal Patel, Global Network Architect, Gap Inc.

AI DATA FOR MANAGEMENT AND SUPPORT VISIBILITY

As more and more retail workloads have become dependent on its wireless network, Gap Inc. selected Mist Systems based on the following:

- Defacto Wireless Health Report SLE** – Service Level Experience is the new wireless health report, by applying data science and machine learning, that defines and alerts onsite service wireless levels.
- Root Cause Identification in One Click** – Mist’s Proactive Analytics and Correlation Engine (PACE) offers real-time data baseline and anomaly indicators from its machine learning algorithms to help identify root cause for immediate and simple resolution.
- 24/7 AI-driven Virtual Assistant** – Marvis is the first of its kind to complement the SLE framework for streamlining wireless operations. By accepting commands in either Natural Language or Guided Queries, Marvis helps Gap Inc. provide insight into how their network is operating and being used.

And lastly, the adaptive cloud services of Mist helps simplify the operations and programmability challenges of managing and scaling to 800+ stores globally.

