



# Mist and Purple Deliver Wi-Fi Analytics

Create exceptional customer experiences through Wi-Fi analytics, wayfinding and marketing automation using the Juniper wireless platform, driven by Mist AI, through integration with Purple.

## THE CHALLENGE

Studies have shown that a shocking 75% of visitors, out of an estimated footfall of 100,000 per month, will not return to a venue. The challenge for venues is to understand how to create a raving fan, who will not only frequent their establishment repetitively, but will also engage strongly whilst within that venue.

Businesses need to understand who is present within their venue, how are they interacting with it, and what can they as a business be doing better for them.

Capturing accurate customer data can be difficult. You can't just have somebody at the front of a store with a clipboard collecting names and email addresses or ask them to complete a survey before you take payment.

It can also work out as expensive – the average cost per lead for CRM and display advertising is \$70 or with PPC advertising coming in at \$60. Businesses can choose to make that investment, but what is the likelihood of that being effective?

## THE MIST-PURPLE SOLUTION

Mist, a leader in artificial intelligence (AI)-driven networking, and Purple, a leading provider of Wi-Fi analytics, wayfinding and marketing automation, have partnered to deliver an integrated solution to enhance the experience of the end user from the class leading Mist wireless edge across a multi-vendor, brownfield network infrastructure.

The combined Mist-Purple solution delivers integration to provide an in-depth understanding of the demographics and behavioral trends of visitors within a venue, in order to better optimize your space.

Mist and Purple have partnered to deliver an integrated cloud-based solution that allows you to convert your physical space into an intelligent one.

Using Purple cloud software enabled over your existing Wi-Fi network, you can access a wealth of rich Wi-Fi analytics. Similar to website analytics, our platform provides real time customer data and insight including name, age, gender, social interests, contact information, location, footfall, dwell, frequency of visits and much more.

All of the data collected is stored within a centralized, enterprise-class reporting suite, ready for you to analyze and take action.

## Features and Benefits

### Through the joint solution, businesses are able to:

- Build detailed customer profiles with the data collected
- Access all of the data from a centralized reporting suite
- Easily segment the data to understand your different customer groups
- Use the data collected to personalize marketing communications



# Solution Components

## The Mist solution includes the following components:

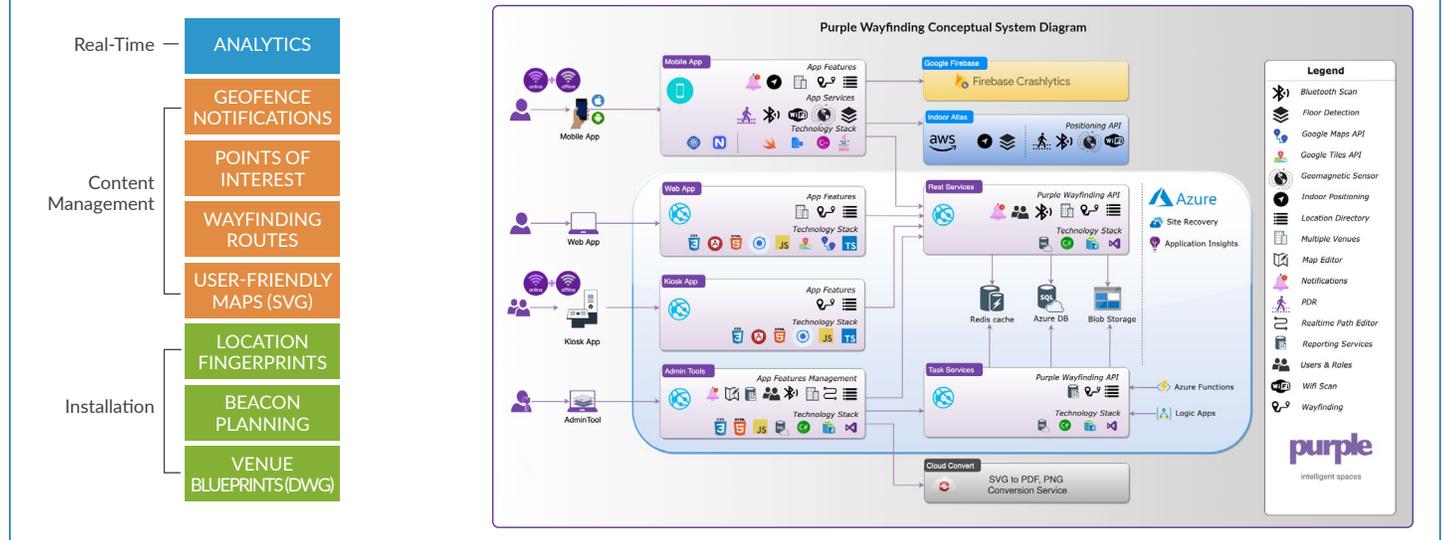
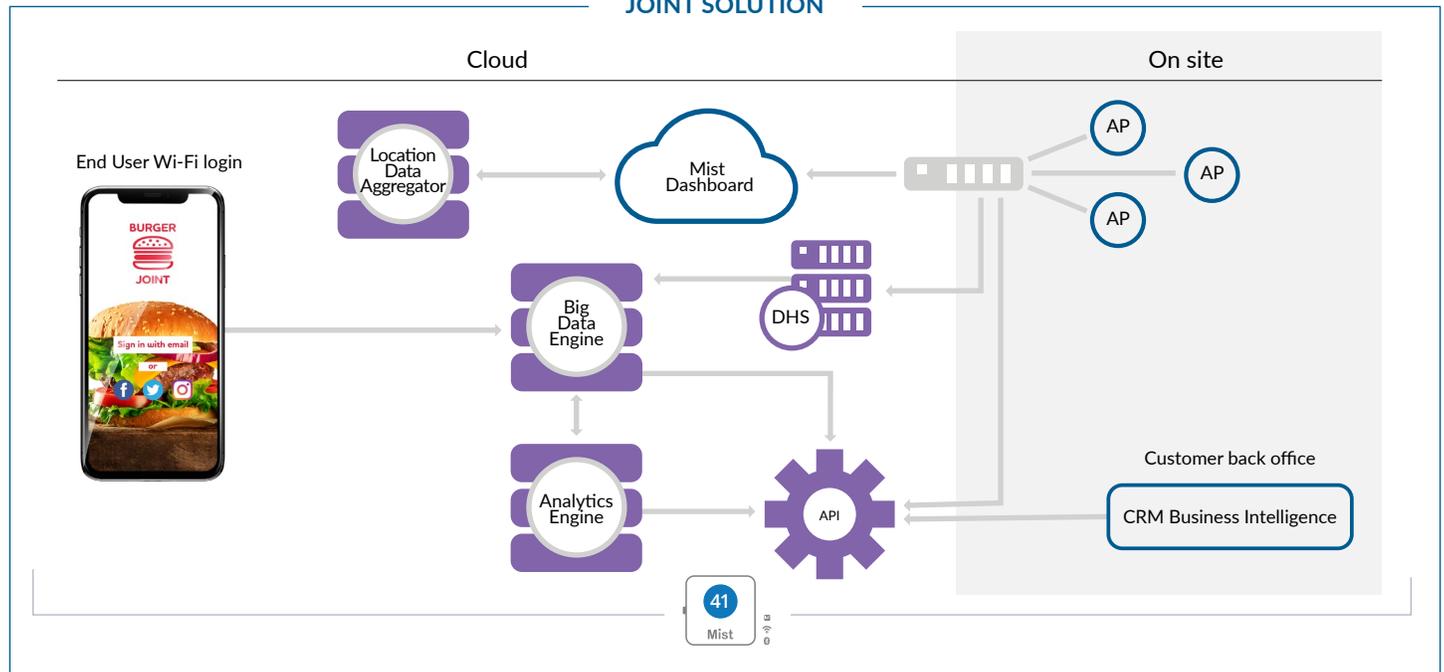
**Mist cloud** – All wireless deployment, operational, and management functions are handled via the Mist cloud, which delivers the following Wi-Fi and virtual Bluetooth LE services:

- **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
- **Mobile User Engagement** – Pushes location-based information to mobile users, such as turn-by-turn directions and proximity notifications
- **Asset Location** – Finds high-value resources such as shipping pallets, wheelchairs, security personnel, etc.
- **Juniper Access Points** – Deployed on premises for Wi-Fi, BLE, and/ or IoT access

## The Purple solution components include:

- **Location Analytics** – Identify footfall, high dwell areas, popular pathways and more to help optimize your venue. Describe the component/function
- **Reporting** – Understand your customers and analyze venue performance with a range of reports and filters
- **Enterprise-class Analytics** – Segment your customer data in over 5,000 different ways to help you identify trends and patterns
- **Social Responsibility Dashboard** – Manage your venue density score, hygiene rating and NPS score with Purple’s social responsibility dashboard

### JOINT SOLUTION



## The joint solution from Juniper Mist and Purple poses many use cases for enterprise businesses, including the following:

1. Purple can help businesses in understanding the behaviors and demographics of the visitors within a venue and creating a pathway to convert these visitors into loyalty customers.

Once data has been captured through the captive portal, businesses will be able to access a centralized, enterprise-class reporting dashboard, making understanding the data collected quick and simple.

To enhance the understanding of the customer, Purple connectors can be used to strengthen understanding of the customer's needs. The option to use the TripAdvisor connector to automatically prompt reviews from previous visitors can be enabled as part of the login process.

2. Purple can help businesses in understanding how customers are behaving within their venue in order to enhance their experience in store and out.

Through the use of Purple's Location and Presence features, businesses can gain insight into how customers interact within their stores and who these customers are.

To provide an even more holistic view of a customer's journey, Purple can also compile reports on how long visitors are spending in a store, the time spent in certain areas, and the overall dwell time.

This information can be used to find out why they spend so long in specific locations compared to others and make changes in the lower performing areas to boost dwell time. Subsequently, the understanding of these insights can lead to informed business decisions such as product placement and in-store adjustments.

3. Be able to track, monitor and ensure safe social distancing in a venue during COVID-19.

Businesses have a duty to ensure the safety of their customers whilst they are within their venue, and they must be mindful of the ever-evolving government guidelines.

To assist businesses in this matter, Purple has released a Social Responsibility dashboard which allows businesses to calculate the venue's visitor density score (safe number of visitors in the venue based on square footage and social distancing guidelines) using our venue density widget.

Other measurables include customer feedback, footfall tracker, and a 'responsibility' score taken from our hygiene score, which can be shared with employees and visitors to indicate how socially responsible a business is. All of the aforementioned information can be found on a simple and digestible dashboard, which tracks and monitors the data that can be later shared with the team.

## Summary

### Combine AI-Driven Wireless from Mist with Wi-Fi analytics, wayfinding and marketing automation from Purple to Elevate User Experience

Businesses who are looking for ways to engage with their customers, encourage spend and stimulate growth will benefit from leveraging the Mist and Purple joint solution. The Wi-Fi analytics, wayfinding and marketing automation platform can provide value for businesses by collecting real-time analytical data, gaining actionable insights and addressing key pain points such as maneuvering indoor navigation. Businesses can also generate ROI through monetising the service, which poses a clear advantage over traditional guest Wi-Fi solutions where the business gets nothing in return for providing free Wi-Fi. With a presence in Healthcare, Hospitality, Retail, Stadiums, Education, Transport and Finance- the joint solution can provide a heightened customer experience in a number of verticals.

### Next Steps

To learn more about the joint Mist-Purple solution, please contact your Purple or Mist representative, or visit [www.purple.ai](http://www.purple.ai) and [www.mist.com](http://www.mist.com).

### About Mist

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 [www.mist.com](http://www.mist.com).

### About Purple

Purple helps businesses transform their physical venues into intelligent spaces.

Purple is a powerful and secure platform, with features such as social login, enhanced social media interaction, family friendly content filtering and real time insight and analytics from data capture, predictive analytics, and engagement, to helping customers quickly navigate complex venues, they are the Google Maps and Analytics of the physical world. With over 140 million users worldwide across 50,000 venues, Purple works with a number of brands including McDonald's, Walmart, AENA, Merlin Entertainments, Miami Heat, Michael Kors, and more. Purple employs over 100 full-time staff with offices in the UK (HQ), US, Chile, Spain, and Australia. Purple also has an active partner base of 2,000 in over 100 countries.

Learn more at [www.purple.ai](http://www.purple.ai)