

AI is in the Air ... and the Aisle

The Mist Learning Wireless LAN (WLAN) uses Artificial Intelligence (AI) to simplify Wi-Fi operations, deliver amazing location-based experiences with virtual Bluetooth LE, and provide invaluable insight into shopper traffic patterns.





Virtual Wi-Fi Assistant

Mist is the first vendor to use Artificial Intelligence to make Wi-Fi predictable, reliable, and measurable. Setup is easy, with automated operations that let you focus on store operations and customer engagement instead of troubleshooting.

WI-FI IS PREDICTABLE, RELIABLE AND MEASURABLE

- Set, monitor and enforce customized service levels for shoppers and employees, such as time to connect, throughput, and capacity
- Ensure a consistent experience across multiple generations of devices and clients
- Predict problems before they arise, such as capacity issues during the holidays
- Mist Access Points are state of the art, designed for reliability in high density and harsh RF environments

EASY SETUP AND OPERATIONS

- Simplified deployment
- 100% operated via the cloud (no on-premises controllers)
- Guest portal with Facebook and Google logins  
- Point/click setup of policies that follow shoppers and employees as they roam
- Open APIs for automated notifications and workflows

PROACTIVE TROUBLESHOOTING WITH ACTIONABLE INSIGHT

- Automated event correlation pinpoints problems across wireless/wired/device domains
- Dynamic packet capture saves opex and capex, by reducing issue resolution to minutes instead of days
- Virtual wireless assistant resolves problems before customers and associates complain
- Baseline performance of each store and monitor trends over time



Bluetooth® LE Engagement

Mist is the only vendor to deliver high accuracy location services without requiring battery beacons. By virtualizing the indoor location experience, Mist has changed the indoor location game.



Bluetooth® LE Asset Visibility



Location-based Insight

VIRTUAL BEACONS ENSURE SEAMLESS ENGAGEMENT WITH CUSTOMERS

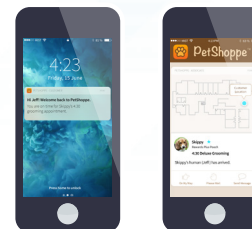
- Freedom to create push notifications anywhere with virtual beacons
- Deploy unlimited virtual beacons and move easily using software (UI or APIs)
- Provide turn-by-turn directions with sub second latency
- Proximity notifications with 1-3 meter accuracy
- Location-based advertising

EASILY LOCATE PEOPLE AND ASSETS

- Offer assistance to customers at their time of need
- Greet customers on arrival with relevant information, such as where to pick up online orders
- Locate pallets, displays, and other mobile assets

OPTIMIZE SERVICES BASED ON TRAFFIC PATTERNS

- Real-time analytics (visits, dwell times, time of day)
- 100% open via APIs



The Mist Learning WLAN delivers the best Wi-Fi and Bluetooth® LE experiences for shoppers and employees.

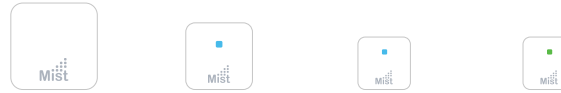
MIST CLOUD



The Mist Platform, featuring a microservices architecture, makes wireless deployment easy and scalable



MIST ACCESS POINTS

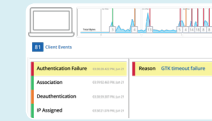


	AP61	AP41	AP21	BT11
Deployment	Outdoor	Indoor	Indoor	Indoor
Wi-Fi	802.11ac Wave2 4x4:4	802.11ac Wave2 4x4:4	802.11ac Wave2 2x2:2	-
Wi-Fi Tri-Radio	✓	✓	✓	-
IoT Interface	-	✓	-	-
Antenna Options	Internal/External	Internal/External	Internal	Internal
Virtual Bluetooth® LE	✓	✓	✓	✓
Warranty	1 Year	Limited Lifetime	Limited Lifetime	Limited Lifetime

WHY IS MIST WI-FI UNIQUE?



Easily monitor user Service Level Expectations (SLE) in real-time and provide predictive recommendations to avoid or fix problems.



Dynamically capture packets the moment an event occurs; Rewind to see any user's state at any point in time.



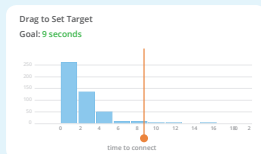
Proactively identify and fix the root causes of problems, using Mist's Proactive Analytics and Correlation Engine (PACE).

MIST WI-FI ASSURANCE SERVICE

Predictable and reliable Wi-Fi: Set, monitor, and enforce levels for shoppers and employees

Proactive operations: Automatically identify and fix wired/wireless/device problems using machine learning

Minimize Wi-Fi costs: Focus on things that matter; eliminate onsite visits with dynamic packet capture



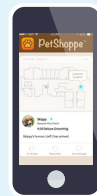
WI-FI SERVICE LEVELS

MIST BLE ENGAGEMENT SERVICE

Deliver indoor location-based services to your mobile devices, such as turn-by-turn directions and contextually relevant messages.



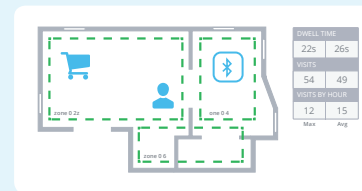
WAYFINDING ACROSS STORES



PROXIMITY MESSAGING

MIST BLE ASSET VISIBILITY SERVICE

Get full visibility into people and things using standards-based Bluetooth® BLE

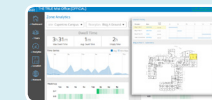


- Create unlimited beacons, anytime and anywhere
- Greet customers with personalized messages
- Provide turn-by-turn directions
- Proximity notifications and location-based advertising

WHY IS MIST BLE UNIQUE?



Patented virtual BLE (vBLE) technology lets you deploy and move virtual beacons with the simple click of a mouse (or via APIs), eliminating the need for physical beacons.



Monitor visits and dwell times, with detailed drill down into zone traffic patterns and congestion points.



100% standards-based approach, using Bluetooth® LE that is integrated into enterprise-grade Access Points.

CUSTOMERS



TOP E-COMMERCE COMPANY

