JUNIPER MIST™ PREMIUM ANALYTICS OVERVIEW
Accelerate Your Digital Transformation with End-to-End Visibility and Business Insights

Enterprises continue to modernize their IT infrastructures to support their digital transformation initiatives. Many networking teams have started to feel overwhelmed by growing demands such as boosting enterprise network connectivity, planning business re-openings according to new social norms, and the need to collect end-user insights for streamlined operations and better user experience.

CHALLENGE

Enterprise networking teams are on a nonstop treadmill, of sorting through multiple monitoring systems to track the performance of different applications, services, systems, and networks. No matter where they are in their digital journey, they face the following challenges:

- Data is stored in silos, whether across disparate systems or organizations, making it diffcult to access the right data when it's needed.
- Filtering and accessing analytics via legacy systems is costly, slow, and inefficient.
- There is a scarcity of rapid and actionable network business insights available.

SOLUTION

With the Juniper Mist Premium Analytics Service, enterprises get end-to-end network visibility and unique, data-driven insights that help them accelerate their digital journey. Juniper customers using our built-in analytics service, which provides historical reporting for up to 30 days' worth of data, can now also benefit from the complementary premium service subscription to view network throughput peaks, identify repeat customer and employee visitors, and more so they can align support resources for on-demand assistance or public safety. The Premium Analytics service extends Juniper baseline analytics capabilities to include third-party network elements, longer periods of data consumption, specialized solutions like user journey mapping and proximity tracing, and the option to generate customized reports.

Networking Insights

To ensure IT assets and controls meet the business expectations of your digital business, end-to-end network visibility, continuous monitoring, and actionable insights are critical. This involves not only identifying network infrastructure misconfigurations and issues, but also addressing deficiencies impacting applications, end-users, and client devices. With Juniper Mist Wired and Wireless Assurance services, networking teams gain the insights that allow them to effectively identify and solve sub-par experiences. They can also use client and traffic utilization data for better planning, resource management, and public safety. Customers with multivendor network stacks that require end-to-end visibility into traffic utilization, application performance, and network health can gain those insights with the Juniper Mist Premium Analytics service. Here are some sample networking use cases:

- Monitoring and Behavior Reports for Applications and Clients
- WAN Visibility for Link QoE and Application QoE
- Ingestion and Reporting from Juniper and other Third-Party Network Devices (not managed by Juniper Mist cloud)

Engagement Insights

For leading enterprises, customer and employee engagement has become a top priority for digital transformation initiatives. Whether analyzing retail traffic flows and space utilization in the carpeted enterprise, optimizing staff operations, or conducting real-time reporting on congested areas, enterprises from different verticals want network data insights to drive decisions around staffing, product placement, real estate planning, and proximity tracing. Juniper Mist Premium Analytics combines location services[1] built into our platform and those available through technology partnerships. The result is fast access to business insights that support requested analytics on customers and guests. Enterprises that segment their end-users and subscribe to Juniper Mist User Engagement or Asset Visibility services will see areas where customers visit, allowing them to drive more interactions with associates and customers for higher basket sizes. Retailers can also use our digital platform to help them support industry best practices for cross-selling, omnichannel initiatives, and day-to-day practices like social distancing. To learn more about Juniper's use cases that support new social practices at work, please visit https://www.juniper.net/us/en/solutions/contact-tracing/.

Popular engagement analytics use cases include:

- Visitor Segmentation and Trends with Dynamic Categorizations
- Unique Visitor Trends with Popular Motion Flows for User Journey Mapping and Proximity Tracing.
- Ingestion and Customized Reporting with Third-Party Data

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[1] Juniper Mist User Engagement and Juniper Mist Asset Visibility are the location services subscriptions from Juniper Networks.

NETWORK IT USE CASES
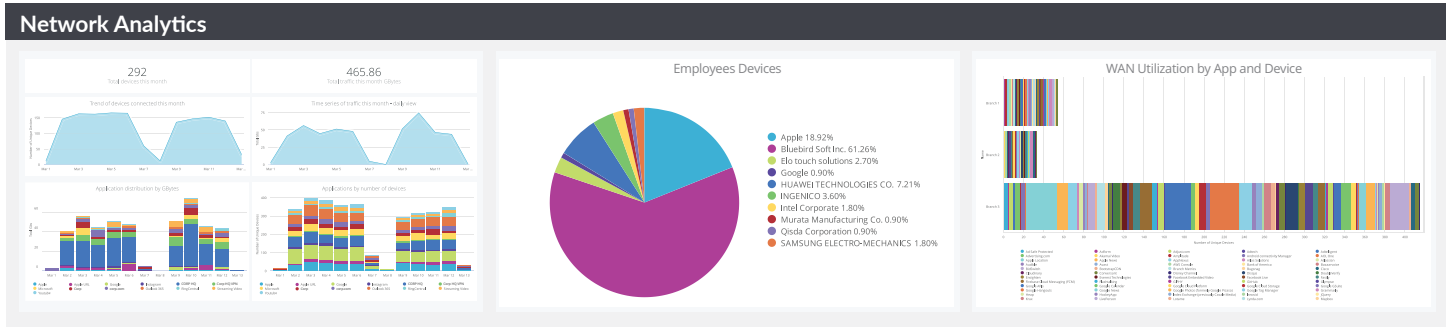
Network Analytics

Network Analytics	Basic	Premium Analytics
Networks Insights on Wired and Wireless	Y	Y
Security Insights – Rogues and Honeypots	Y	Y
Client Connections – Trend, and Counts	Y	Y
Application Visibility from Mist Wireless	Y	Y
Queries (Rank, List, Trend, and Count)	Y	Y
Custom Queries – e.g. Unique Devices on Multiple WLANs – Trend and Counts		Y
WAN Visibility for Link QoE and Application QoE		Y
Ingestion and Reporting from Juniper Network Devices (not managed by Mist Cloud)		Y
Ingestion and Reporting from Third-Party Network Devices (not managed by Mist Cloud)		Y

LINE-OF-BUSINESS USE CASES

Engagement Analytics
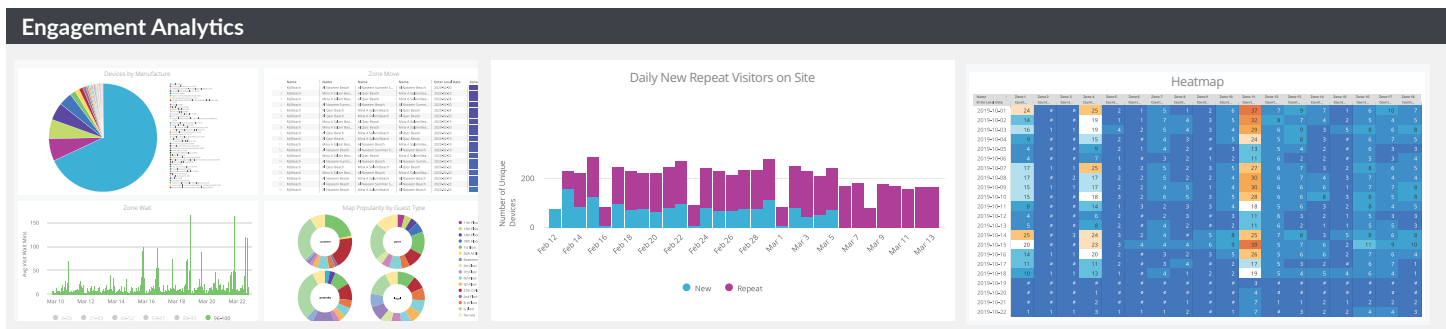
Engagement Analytics	Basic	Premium Analytics
Visitor Segmentation and Reporting – Based on User Defined Dwell Times	Y	Y
Dwell Time – Trends and Averages for Predefined Labels for Visitor Segmentation	Y	Y
Unique Visitor Trends – Based on Predefined Labels for Visitor Segmentation	Y	Y
Dwell and Visits Per Site, Floor, and Department	Y	Y
Visitor Segmentation Between New and Repeat, Based on a Fixed, 7-Day Rolling Window	Y	Y
Heatmaps – Real-Time and Historical Replay of Visits and Dwell Times	Y	Y
Visitor Segmentation Between New and Repeat, Based on Flexible and Configurable Time Duration		Y
Proximity Tracing and User Journey Solutions		Y
Data Segmentation and Reporting Based on Dynamic Aggregation of Dwell Times for Visitor Segmentation		Y
Dwell Time – Trends and Averages for Dynamically Defined Labels for Visitor Segmentation		Y
Unique Visitor Trends Based on Dynamically Defined Labels for Visitor Segmentation		Y
Ability to Reprocess Historical Data Sets Based on Changes in Criteria		Y
Popular Motion Paths – Traffic Flows Between Zones		Y
Ingestion and Reporting with Location and Third-Party Data (Sentiment, Weather, PoS, etc.)		Y