

Mist Premium Analytics

Accelerate Your Digital Transformation with End-to-End Visibility and Business Insights

Enterprises are rapidly modernizing their IT to support the various initiatives to enable digital transformation. Whether its implementing the latest connected enterprise with service robots and enabling remote access capabilities or gathering end-user insights for their business's multi-channel retail campaign, today's networking teams are overwhelmed by its growing demands. Ultimately, for networking teams, digital transformation is now an ongoing priority.

CHALLENGE

In supporting their company's digital transformation initiatives, today's enterprise networking teams are constantly running on a treadmill of sorting through multiple monitoring systems to track the performance of different applications, services, systems and networks, whether they are on-premises, in the cloud or both. No matter where they are in their digital journey, networking teams have realized the following challenges:

- Access to data is kept in silos, whether across disparate systems or organizations
- Filtering and analytics today are costly, slow and inefficient
- Absence of rapid and actionable network business insights

SOLUTION

With Mist's Premium Analytics Service, enterprises can get benefits of the network IQ to succeed in their digital transformation journey. It offers end-to-end network visibility and unique data driven insights to help networking teams accelerate their enterprise's digital journey. Mist customers, who are using the built-in analytics service that provides historical reporting for up to 30 days of data, can now also benefit from this new complementary subscription to view their network throughput peaks or identify repeat visitors (customer or employee) to properly align their support resources based on the ability to analyze longer duration of data and customize it in numerous ways to gather insights.

Networking Insights

To ensure IT assets and controls meet the business expectations for 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 clients. As a Mist Wired or Wireless Assurance subscriber, networking teams have the networking insights to effectively identify and solve sub-par experiences for their end-users and clients, as it pertains to the Mist cloud managed network. Other customers utilize client and traffic utilization insights for better planning and resource management. Customers, who have multivendor network stacks and require end-to-end visibility on traffic utilization, application performance, network health, can now benefit from Mist Premium Analytics service. Here are some sample networking use cases:

- Monitoring and Behavior Reports for Applications and Clients
- WAN Visibility for Link QoE & Application QoE
- Ingestion and reporting from Juniper and other 3rd Party Network Devices (Not managed by Mist Cloud)

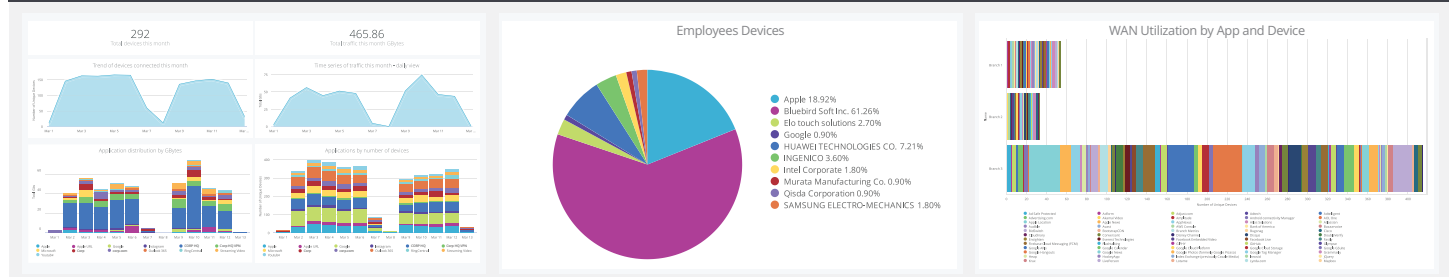
Engagement Insights

For leading enterprises, customer or employee engagement has become a top company priority with their digital transformation initiatives. Whether it's analyzing traffic flows in retail, space utilization in the carpeted enterprise or optimizing staff operations, enterprises from different verticals want insights from the network data to drive decisions around staffing, product placement, real estate planning. By leveraging Mist's location services subscription, both built-in to the platform as well as through our complementary technology partnerships, Mist Premium Analytics empowers networking teams fast access to business insights that support requested analytics on customers and guests. Enterprise subscribers to Mist's User Engagement or Asset Visibility services have real-time views of what type of customers or employees visit a specific store, or conference room. Many retailers are seeking digital platforms that can provide them with data insights to help support their cross-selling and omni-channel initiatives. Following is a list of some popular engagement analytics use cases:

- Visitor Segmentation and Trends with Dynamic Categorizations
- Unique Visitor Trends with Popular Motion Flows
- Ingestion and Customized Reporting with 3rd Party Data

NETWORK IT USE CASES

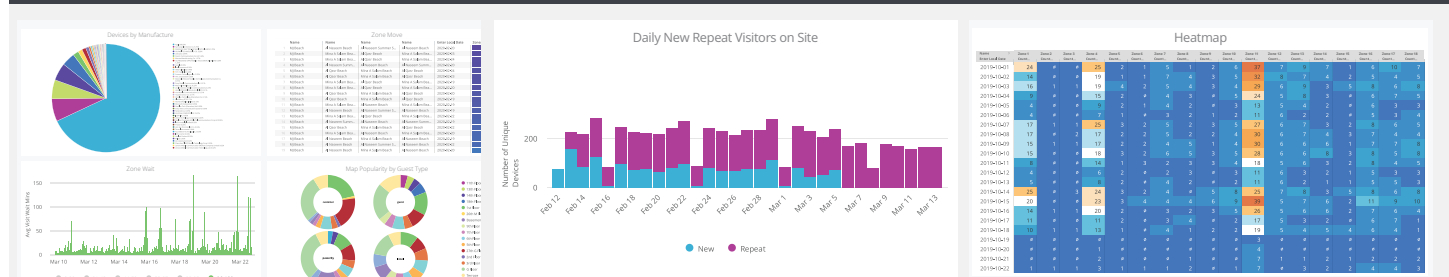
NETWORK ANALYTICS



Network Analytics	Basic	Premium Analytics
Networks Insights on Wired and Wireless	Y	Y
Security Insights – Rogues and Honey pots	Y	Y
Client Connections – Trends 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 3 rd 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 Pre-defined Labels for Visitor Segmentation	Y	Y
Unique Visitor Trends Based on Pre-defined 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 and Visits and Dwell	Y	Y
Visitor Segmentation Between New and Repeat Based on Flexible and Configurable Time Duration		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 Re-process Historical Data Sets-based on Changes in Criteria		Y
Popular Motion Paths – Traffic Flows Between Zones		Y
Ingestion and Reporting with Location and 3 rd Party Data (Sentiment, Weather, PoS, etc.)		Y

