

# Mist Corporate Facts



## Why the need for a new wireless architecture?

Smart Devices (phones, tablets and laptops) need a smart infrastructure for simple and reliable operations and value-added services that deliver an amazing mobile experience to administrators and users. Current wireless architectures, which take a manual network-centric approach to wireless, lack the scale, flexibility, and insight to support the needs of this new Smart Era in mobility.

## What does Mist do?

Mist created the world's first AI-driven wireless platform, where the user (and the mobile device) are the heart of the wireless network. An infrastructure that can handle billions of smart devices by eliminating the manual processes associated with legacy architectures, and can take advantage of the unique attributes of wireless to deliver amazing mobile experiences for both administrators and users.

## How does Mist do this?

The Mist Learning Wireless LAN makes Wi-Fi predictable, reliable and measurable by providing unprecedented visibility into the user experience and by replacing time consuming manual IT tasks with proactive automation. In addition, Mist is the first vendor to bring Enterprise grade Wi-Fi, BLE and IoT together to deliver personalized, location-based wireless services without requiring battery-powered beacons. All operations are managed via Mist's modern cloud architecture for maximum scalability, agility, and performance.

Top attributes of the Mist Learning WLAN include:

### **A.I. is in the Air**

Mist uses machine learning, event correlation, and automation to ensure the wireless network is always optimized for constantly changing user requirements and device capabilities (with minimal manual IT intervention.)

### **Integrated high accuracy location**

The same platform used for business critical Wi-Fi delivers highly contextual location services using enterprise grade BLE. With Mist, you can see where the mobile are at all times, and deliver high value location services with the click of a mouse.

### **Extensible and programmable cloud architecture**

The Mist platform is built on a micro-services cloud architecture with a design paradigm of API-first. This enables easy integration and automation, as well as the rapid introduction of new services. Mist brings SaaS agility, reliability, and scale to wireless networking.

## The Mist Team

The Mist team consists of leading experts in wireless, machine learning, and cloud, who are responsible for building the largest and most advanced networks in the world.

**Sujai Hajela** (CEO), formerly held executive positions at Cisco, Motorola, Symbol, and Alteon.

**Bob Friday** (CTO and Founder), previously played key roles at Cisco, Airespace, and Metricom.

**Brett Galloway** (Chairman), formerly CEO of Airespace and a Senior Vice President at Cisco responsible for enterprise networking and security.

**Randy Frei** (Chief Architect), formerly of Ubiquiti and Skypilot.

**Laura Perrone** (CFO), formerly of Picarro, Omeon, Icarian, and Rendition

**Sudheer Matta** (VP Product Management), formerly of Cisco, Juniper and Trapeze.

**Jeff Aaron** (VP Marketing), formerly of PernixData, Silver Peak, Airespace, and Newbridge/Alcatel



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## What services can be built on the Mist platform?

*The Mist platform enables the following strategic wireless services:*

### **Business critical Wi-Fi assurance ensures a great operational experience**

Mist brings automation to wireless management, replacing reactive networking troubleshooting tasks with a new paradigm for smart automated wireless operations. This minimizes network operations costs while enabling IT departments to focus less on connectivity and more on value-added mobility services.

### **Enterprise-grade BLE location services delivers amazing user experiences**

The same Mist platform used for business critical WiFi can also be used to deliver high accuracy location services using enterprise grade BLE. Mist customers can bring value to their business with advanced wireless location services like push advertising, wayfinding/navigation, asset tracking, and analytics.

## Target customers and Go to Market

Mist is primarily sold as a wireless service through Managed Service Providers (MSPs) and OEMs. Companies of all sizes, from SMBs to large enterprises, leverage the Mist services to simplify wireless operations and/or deliver value-add location services, such as push advertising, wayfinding, visitor analytics, and asset tracking. Existing Mist customers include a global automotive company, a leading ecommerce and cloud company, a multinational retail corporation, a top social networking company, a sports bar chain, plus top universities, medical facilities, resorts and more.

## Mist Funding and Board

Mist has raised approximately \$45 million in funding to date from top investors, including Lightspeed Venture Partners, Norwest Ventures, GV (formerly Google Ventures), Cisco Investments and NTT DOCOMO Ventures, Inc.

The Mist Board of Directors includes

**Sujai Hajela** (Mist)

**Bob Friday** (Mist)

**Brett Galloway** (Mist)

**Matt Howard** (Norwest)

**Arif Janmohamed** (Lightspeed)

**Karim Faris** (GV)

Advisors:

**Alan Cohen**, CCO at Illumio and formerly Vice President at Cisco, Airespace and Nicira.

**Praveen Akkiraju**, former CEO at VCEebra, Motorola, and AirDefense.



### **Tech Startups Blazing New Trails**

"The most next-gen WLAN Platform I have ever seen."



### **Cool Vendor in Mobile and Wireless**

"Mist systems is redefining the indoor location service market."



### **Cooldest Networking Startup 2016**

"Mist applies data science and machine learning to transform and ensure mobile user experiences."

