GENERATING HAPPY CUSTOMERS WITH JUNIPER AI-DRIVEN ENTERPRISE SOLUTIONS

The fast, reliable, and secure network retailers trust to drive real business results

Challenge

Creating reliable, personalized shopping experiences that translate to better engagement and higher revenue. To compete, retailers must improve their operational performance to be more efficient and ensure their wireless connectivity is on par with the growth of mobile and IoT devices.

Solution

Juniper AI-Driven Enterprise solutions give retailers reliable wired, wireless, and WAN connectivity, location-based services, and asset tracking that enables them to deliver great experiences regardless of when, where, or how the customer shops.

Benefits

- *Automates the entire network life cycle in a single, closed-loop system to reduce operational costs and IT burden*
- *Boosts uptime and performance for point of sale (POS) transactions and back-of-store operations*
- *Provides superior in-store shopping experiences with real-time wayfinding and guest Wi-Fi*
- *Enables more personalized shopping experiences with relevant messages, notifications, and alerts*
- *Protects commercial and customer data at all points of the network*

Solution Brief

When it comes to retail, experience rules, both in-store and online. In today's rapidly changing, highly competitive retail landscape, retailers that can create the best shopping experiences will realize more growth and success. To create amazing experiences, they must make it as easy as possible to engage and support customers in-store, online, and via mobile channels. Simultaneously, they need to be able to complete transactions whenever and wherever the customer wants. Unfortunately, legacy infrastructure holds retailers back, making it difficult to deliver the performance and insights they need to compete.

Juniper provides the AI-Driven Enterprise solutions and expertise retailers can rely on to build fast, efficient retail operations. With predictable wired, wireless, and WAN connectivity, retailers can keep their stores, warehouses, and headquarters humming and create the types of personalized experiences that keep customers coming back for more.

The Challenge

To stand out, retailers must deliver highly reliable, engaging experiences that satisfy the needs of customers and help them transact whenever and wherever they want. The quest to deliver enhanced personalized experiences often strains a retailer's already overtaxed IT infrastructure. Most are finding their legacy networks are not equipped to support the rising demands of wireless and location-based services and meet omnichannel expectations. The complexity of current network tools and operational workflows further adds to their difficulties, driving up operational costs when they should be reducing them to be more competitive.

"To achieve greater digitalization of the shopping experience, we needed an excellent network infrastructure. And Juniper network enables us to deliver that experience."

Simon Drees - Director of Omnichannel Services and Innovations, Outletcity Metzingen