

# Media giant PunaMusta tackles fast-changing market with Mist AI



PunaMusta Media Oyj, a media powerhouse in Finland, publishes Karjalainen, the country’s third-oldest Finnish-language newspaper. It also owns seven regional and local newspapers, a radio channel, and several printing, branding solutions, and digital services businesses.

PunaMusta chose Juniper networking, powered by Mist AI, for a campus infrastructure refresh to help prepare for future acquisitions and market expansion.

## OVERVIEW

Company	PunaMusta Media Oyj
Industry	Media and Entertainment
Products Used	AP32 Wireless Access Points, EX2300, EX4400, and EX4600 Switches, Wireless (Wi-Fi) Assurance, Wired Assurance
Region	EMEA

## CUSTOMER SUCCESS AT-A-GLANCE

75%

Decrease in network trouble tickets

Mist AI

Continuously optimizes the network user experience

22

Offices in Finland and Estonia

800+

Employees

## CHALLENGE

### Poor performance and unstructured compliance

PunaMusta has had a steady diet of acquisitions, and growth is a big part of its future. Six acquisitions in three years led to a mixed bag of wireless LAN products in its different locations that were difficult to manage and troubleshoot. Users were frustrated, and network-related support tickets were rising.

The company wanted to strengthen data protection to comply with the latest GDPR mandates and meet certification requirements, as it works to achieve ISO 27001 Certification for Administrative Data Security.

PunaMusta sought a new wired and wireless network that would deliver a better employee experience at its current locations and simplify network provisioning as it acquired and integrated more companies.

“Traditional pre-installation is time-consuming and resource-intensive,” says Atso Norppa, ICT manager at PunaMusta Media Oyj. “Juniper provides zero-touch provisioning, AI-driven operations, and networkwide visibility—everything we needed to ensure fast deployments and great performance.”




**SOLUTION**

## Easy provisioning and proactive troubleshooting

PunaMusta refreshed 22 locations in Finland and Estonia with Juniper Access Points and Ethernet switches, which work in conjunction with the Juniper Mist cloud architecture. Network operations are optimized and automated by Juniper Mist Wi-Fi Assurance and Juniper Mist Wired Assurance AI-driven network services. Provisioning new sites is simple, fast, and—most important—error-free.

Network administrators rely on Marvis Virtual Network Assistant for prescriptive actions, self-healing operations, and to proactively address issues before they impact users. For example, Marvis has already identified a missing VLAN, bad cable, and decreased optical port signal as potential sources of network disruption. With Marvis Actions offering suggestions for how to resolve these issues, PunaMusta's network stayed up and running without users being affected.

At the helm of the company's wired/wireless network deployment was Mintly Oy, a Juniper Elite Plus Partner, which provided network design and development services.



**OUTCOME**

## Ready to print, publish, and broadcast

PunaMusta now has a future-ready network able to support continued business growth through acquisitions. When the company adds business locations, the networking team can quickly bring up the new network without any fuss. The team also has gained visibility into the real-time experience levels of the client devices connecting to the Juniper wireless network, which supports capabilities for meeting GDPR and ISO 27001 compliance requirements.

Now that the users' network experience is significantly better with Juniper, helpdesk calls about slow applications or bad connections have plummeted, as have trouble tickets, giving the network support team more time to focus on strategic work.

"We are excited and happy that we made the transition to Juniper," says Norppa. "We don't have many user complaints anymore, because Juniper lets us know about network issues and addresses them before they become problems."



**"Juniper has delivered everything it promised. We have the visibility, automation, and AI-driven operations that will take us into the future."**

Atso Norppa  
ICT Manager, PunaMusta Media Oyj

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