

# Elevate Retail Productivity with Seamless Connectivity

Increase revenue and lower operating expenses

8 of the top 10 global retailers choose Juniper

[Learn more](#) →

## Retail networking

# Gap Inc.

“Before Mist, we spent a lot more time troubleshooting. **Mist is always measuring the baseline**, and if there’s a deviation, Mist helps our operation team identify the problem.”

Snehal Patel  
Global Network Architect  
[Gap Inc.](#)

## In fast-paced retail, productivity is paramount

Modern retail networks should be effortless to deploy and seamless to operate. They connect customers and employees with the right information at the right time to generate sales. And they allow IT and network administrators to service the needs of warehouses and branch locations, while maintaining a security stance that protects from inventory losses and data breaches.

## The best user experiences for consumers and employees

Everything depends on your network—sales, productivity, brand equity, and customer satisfaction and loyalty. Juniper Networks AI-Native Networking Platform ensures seamless, uninterrupted, and secure connectivity, empowering your workforce to perform at peak productivity while enhancing customer experiences that drive revenue.

### ● Lowers retail operational complexity and cost

- Automates setup, deployment, and management
- Increases IT employee productivity and satisfaction by giving them powerful tools
- Validates network configurations and detects problems quickly

### ● Fuels retail revenue

- Improves digital customer experience in store
- Enables high-value interactions based on shopper’s location
- Improves associate/colleague productivity
- Increases customer loyalty
- Provides additional revenue streams through retail media

### ● Reduces retail risk

- Supports intent-based security policies that are easy to write, understand, and apply
- Assures security posture against exploits, malware, and ransomware
- Streamlines operations by integrating security across routing, switching, and Wi-Fi
- Meets brand expectations through secure user experiences
- Reduces retail shrinkage and loss through secure, location-aware inventory management

**The answer: AI-Native Networking**

## The technology foundation for retail business

Juniper solutions offer superior network innovations so you can, improve employee productivity, reach customers wherever they are, and create the best shopping experiences possible. With Juniper, retailers can seamlessly connect users and devices across wired, wireless, and SD-WAN domains.

Juniper AI-Native retail solutions helps retailers optimize every touchpoint to keep customers engaged throughout their shopping journey—increasing revenue, lowering costs, and reducing risk.

**How it works**

## The world's leading retailers get real-world results

Juniper Networks is trusted by leading retailers that understand the critical role of network connectivity to revenue, productivity, and security.



“The network is a big part of our digital transformation journey, and **we needed a very intelligent, secure network** with next-generation capabilities.”


Neil Holden  
CIO  
[Halfords](#)

 **Automated operations make retail networks more predictable, reliable, and impactful**

100% reduction in network-related trouble tickets – [Halfords](#)

16x faster network-service provisioning – [Musgrave](#)

85% reduction of onsite visits to stores by technical staff – [Gap](#)

 **Reliable, AI-Native wired and wireless performance at scale boosts productivity and enhances customer experiences**

35% improvement in uptime – [Halfords](#)

Increased efficiency of warehouse operations – [JR/Duty Free](#)


Exceptional user experience to employees and shoppers with AI-Native Wi-Fi – [Gap](#)

 **Secure zero trust retail architecture reduces risk**

Supported retail operations, payment processing, and IoT devices with a securely segmented network – [Tractor Supply Company](#)

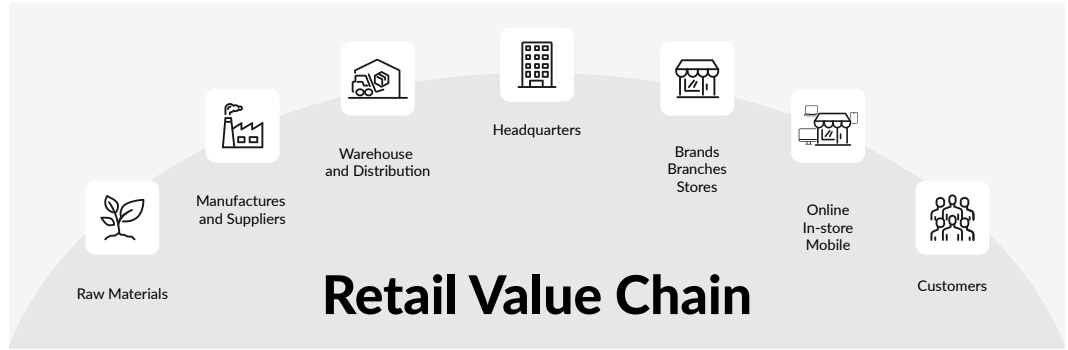
Protected security, data, transactions, and guest privacy – [Baha Mar](#)

Core capabilities



“We were able to **deploy the Juniper network without making any changes** to the stores. Juniper has given us the agility and scalability that we need.”

Raymond Beaudoin  
Network Architect  
[Tractor Supply Company](#)



- AIOps**  
Juniper AIOps leverages powerful data science algorithms, deep domain expertise, and Marvis Virtual Network Assistant, the industry’s only AI-Native virtual network assistant, along with Marvis Minis, the first AI-Native digital experience twin.
- Wireless and Wired Access**  
Juniper’s AI-Native Networking Platform delivers high-speed, scalable wireless and superior cloud-native wired access. Seamlessly integrating across retail environments, our solutions ensure reliable performance and future-proof operations, enhancing both productivity and customer experience.
- Indoor Location Services**  
Juniper Mist Indoor Location Services track real-time foot traffic and customer behavior, deliver turn-by-turn navigation, and enable personalized and contextually relevant engagements and advertising powered by our pioneering AI and virtual Bluetooth® technology.
- Zero Trust security architecture**  
Our seamlessly integrated, threat-aware system spans your entire network and cloud environments, offering end-to-end visibility and automation to protect against evolving threats.
- SD-WAN**  
Juniper’s SD-WAN solution provides reliability, cutting-edge security, and AI-Native insights across WAN for seamless experiences, from checkout to cloud.

Take the next step

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