

# JUNIPER MIST PREMIUM ANALYTICS DATASHEET

## Product Overview

The [Juniper Mist Premium Analytics cloud service](#) offers network and security visibility and business intelligence to drive your digital transformation journey. This service provides [insights into your network](#) and business operations while overcoming the complex challenges associated with the influx of big data from the multitude of networks and clients.

## Product Description

Juniper Mist™ Premium Analytics is an advanced, cloud-based analytics service that provides enterprises with end-to-end network observability. IT and line-of-business users can gain unique networking and location insights based on any combination of Juniper Mist AI-driven datasets. Simple dashboards make it easy to:

- Specify criteria and filters
- Identify issues and trends
- Generate, schedule, and email customized reports

Premium Analytics is the only analytics service of its kind that stores up to 13 months (or more) of data. This feature extends observability of historical data beyond the 30 days available with the standard Juniper Mist analytics service, enabling users to perform long-term historical time series analyses of network, app, visitor, and employee behavior to enhance business decision making.

IT professionals can use Premium Analytics to obtain insights across their entire network—wired, wireless, and WAN—to help them plan their IT infrastructure, manage resources, gain insights into security events, and improve IT operations. Professionals in a range of vertical markets—including retail, healthcare, education, and hospitality—can use Premium Analytics to analyze long-term trends, visitor behavior, and zone movement. Additionally, Premium Analytics provides facilities managers with insights they can use to optimize space and manage assets and occupancy.

## Features and Benefits

### Wireless, Wired, and WAN Network Insights

To ensure that IT assets and controls meet the business expectations of 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 client devices.



Figure 1: Use case examples for IT professionals

With the Premium Analytics service, networking teams gain insights from client to cloud, allowing them to effectively identify and solve sub-par experiences. They can also use client and traffic utilization data for better planning, resource management, and public safety. Here are some sample networking use cases:

- Monitoring and behavior reports for applications, traffic, and clients
- Monitoring historic and average service-level expectations
- WAN visibility for link and application quality of experience
- Ingestion and reporting from Juniper and third-party network devices (not managed by Juniper Mist cloud architecture)
- Insights on device OS and device manufacturers
- Traffic metrics on the basis of service set identifier (SSID), switch interfaces, or WAN zones
- Complete visibility into security events on the network



Figure 2: Use case examples for retail and marketing professionals

#### Discover complete visibility into security events

In the world of security, having a clear view of what is happening on the network is essential to prevent potential threats looking to infiltrate the network. Juniper Mist Premium Analytics gives organizations the security insights they need with visibility into security events and actions within the Juniper Mist dashboard. The security insights dashboard helps security operations teams identify and respond to potential threats, reducing security risks and improving the organization's overall security posture. In addition, the shared operational dashboard between network and security teams allows for awareness of operational sensitivities of both networking and security requirements, ultimately leading to a better customer experience.

Juniper is now enabling the integration of network and security domains to enhance the user experience. With the help of this dashboard, network operations and security teams can easily detect and highlight issues that require further attention to manage a security event. This dashboard can also audit actions to improve operational workflows, benefiting network and security teams.

Together, Juniper Mist Premium Analytics' Actions Taken dashboard in Mist with the security insights dashboard brings an operational workflow that customers have struggled with for years. It enables collaboration between two often siloed but critically co-dependent functions: networking and security. This industry-first innovation uses a persona-based workflow response system to effectively address threats, regardless of the role. It accelerates time to

mitigate threats, improves agility, and reduces operational costs in terms of time and potential damage.

### Line of Business Insights

Business insights, including customer and employee engagement, occupancy analysis, and proximity tracing, have become top priorities for digital transformation initiatives, especially in hybrid workforce environments. Whether analyzing retail traffic flows, space occupancy and utilization in the enterprise, optimizing staff operations, or conducting real-time reporting of congested areas,

enterprises from different verticals want network data insights to drive decisions around staffing, product placement, real estate planning, and proximity tracing.

Premium Analytics combines location services built into the platform and those available through technology partnerships. User engagement and asset visibility are the location services from Juniper Networks. The result of this combination of location services and analytics is fast access to business insights that support requested analytics about customers and guests.



Figure 3: Use case examples for operations and real estate management

Enterprises and retailers that segment their end users and subscribe to the user engagement or asset visibility service will see areas where customers visit, allowing them to drive more interactions with associates and customers for higher basket sizes. Retailers can also use the digital platform to help them support industry best practices for cross-selling, omnichannel initiatives, and day-to-day practices like social distancing.

To learn more about Juniper’s use cases that support new social practices at work, please visit <https://www.juniper.net/us/en/solutions/contact-tracing.html>.

Popular business analytics use cases include:

- Visitor segmentation and trends with dynamic categorizations
- Unique visitor trends with popular motion flows for user journey mapping and proximity tracing
- Ingestion and customized indoor location data reporting

Table 1: Available Dashboards

Networking Dashboards		
Wireless	AP Insights	<ul style="list-style-type: none"> <li>• AP-specific insights for traffic and clients</li> </ul>
	Executive Summary: Wireless	<ul style="list-style-type: none"> <li>• High-level summary wireless network metrics</li> <li>• Performance overview information, including site-level SLE's, client count, and traffic trends</li> </ul>
	RF Health & Utilization	<ul style="list-style-type: none"> <li>• Channel utilization analytics for RF bands</li> <li>• Interference, neighbor count, and co-channel metrics</li> <li>• Filter by org, site and AP</li> </ul>
	Wireless Client Events	<ul style="list-style-type: none"> <li>• Organization-wide client-failure analysis</li> <li>• Failure types and distribution by site, WLAN, AP, client type, and OS</li> <li>• Detailed failure analysis for DHCP, DNS, authorization, association, and roaming</li> </ul>
	Wireless Client Sessions	<ul style="list-style-type: none"> <li>• Client session trends and Insights</li> <li>• Session distribution views for top APs, WLANs, and client OSs</li> <li>• Guest session details, including registration data</li> </ul>
	Wireless IDS	<ul style="list-style-type: none"> <li>• Long-term storage of rogue and IDS events</li> <li>• Filter by site, BSSID, and RSSI</li> <li>• Trending and distribution views</li> </ul>
	Wireless Network Insights	<ul style="list-style-type: none"> <li>• Organization-wide SLE and traffic trends</li> <li>• Client distribution by device type, OS, 802.11 protocols</li> <li>• Traffic and applications insights by SSID and clients</li> <li>• Busiest AP and SSID</li> </ul>
	Wireless Site Comparison	<ul style="list-style-type: none"> <li>• Compare up to three sites or site groups for various wireless metrics, including SLE, client, traffic, and applications</li> </ul>
	Wired	Executive Summary: Wired
PoE Switch details		<ul style="list-style-type: none"> <li>• Detailed PoE information on switch and port basis</li> <li>• Client information</li> <li>• Power draw</li> <li>• PoE device class</li> <li>• PoE mode</li> </ul>
Sustainability Analytics		<ul style="list-style-type: none"> <li>• Energy consumption insights on the wired network</li> <li>• POE budget and consumption</li> <li>• POE usage insights by site, switch, and ports</li> </ul>
Switch Insights		<ul style="list-style-type: none"> <li>• Switch specific metrics for ports, traffic, and utilization</li> </ul>
Wired Network Insights		<ul style="list-style-type: none"> <li>• Traffic metrics of wired networks by site, switch, port, and VLAN</li> <li>• Traffic trends—by switch, port, and VLAN</li> <li>• Port utilization trends</li> <li>• Switch SLE metrics</li> </ul>
Wired Site Comparison		<ul style="list-style-type: none"> <li>• Compare up to three sites or site groups for various wired metrics, including SLE, interfaces, traffic, and POE</li> </ul>

**Networking Dashboards**

WAN	Security insights dashboard	<ul style="list-style-type: none"> <li>Insights on IDP and URL events</li> <li>IDP and URL event trends</li> <li>Top IDP threats with source and destination IPs</li> <li>Top URL blocked events with source and destination IPs</li> </ul>
	WAN Network Insights-SRX	<ul style="list-style-type: none"> <li>WAN SLE metrics for SRX Network</li> <li>Link metrics for org-wide WAN links (average and peak utilization, latency, jitter packet loss)</li> <li>Application distribution by users</li> <li>Traffic metrics by site, SRX, zone, and time</li> </ul>
	WAN Network Insights-SSR	<ul style="list-style-type: none"> <li>WAN SLE metrics for SSR network</li> <li>Link metrics for org-wide WAN links (average and peak utilization, latency, jitter packet loss)</li> <li>Application distribution and trends</li> <li>Traffic metrics</li> </ul>
Other	Audit	<ul style="list-style-type: none"> <li>Long term storage of audit logs</li> <li>Top actions by type</li> <li>Top actions by user</li> </ul>
	Inventory	<ul style="list-style-type: none"> <li>Organization-wide inventory report</li> <li>Firmware and model details</li> </ul>

**Line of Business Dashboards**

Location	Engagement Analytics	<ul style="list-style-type: none"> <li>Visitor footfall metrics</li> <li>Loyalty visitor, one time visitor, passerby visitor</li> <li>Monthly and weekly trends of visitor footfalls</li> <li>Dwell time metrics and trends</li> <li>Zone ranking and zone movement analytics</li> </ul>
	Occupancy Analytics	<ul style="list-style-type: none"> <li>Occupancy and dwell-time details of sites, floors, and zones</li> <li>Zone ranking and heatmap</li> <li>Filter occupancy sources from Wi-Fi, BLE Tags, BLE App clients</li> </ul>
	Occupancy Analytics by Zone	<ul style="list-style-type: none"> <li>Zone-specific occupancy insights</li> <li>Device trends, device visits, and dwell times</li> <li>Filter occupancy sources from Wi-Fi, BLE Tags, and mobile apps</li> </ul>
	Proximity Tracing and Occupancy Compliance	<ul style="list-style-type: none"> <li>User journey map</li> <li>Proximity tracing filtered by engagement duration</li> <li>Filter by multiple input sources: Wi-Fi, BLE, and tags</li> </ul>

## Network IT Dashboards



Figure 4: Wireless network insights

Report Period is in the last 7 days

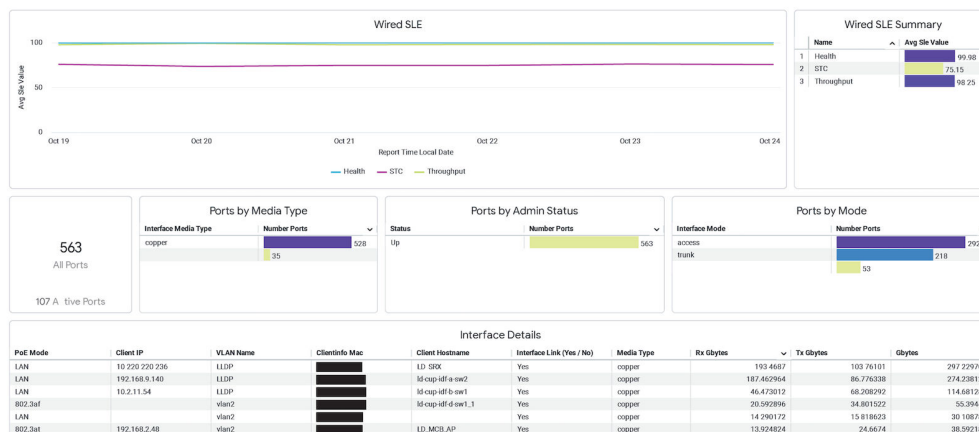


Figure 5: Wired network insights

Date range is in the last 7 days

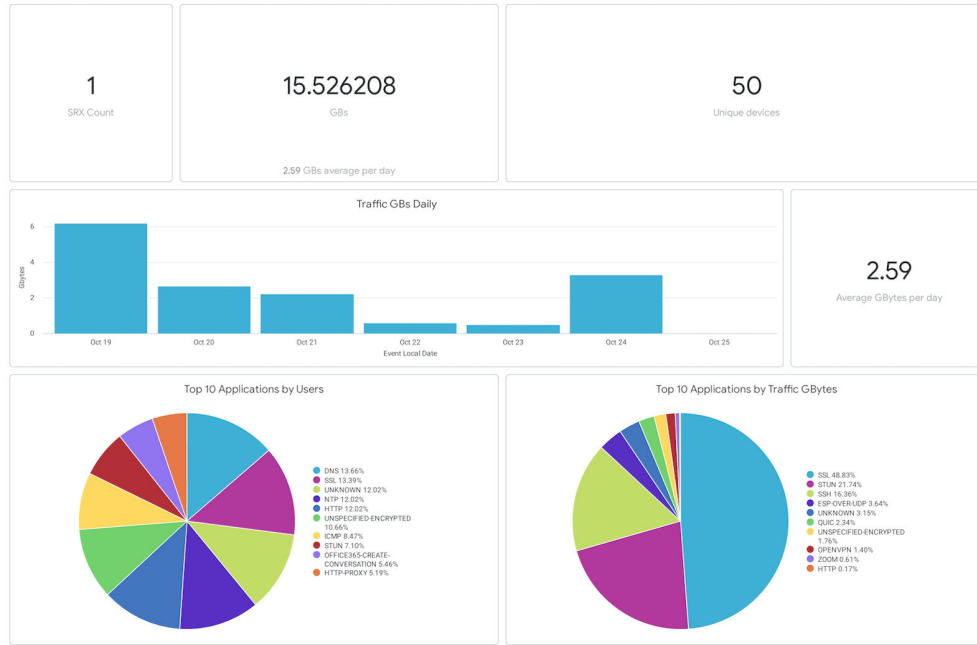


Figure 6: WAN network insights

Date Range is in the last 30 days Average Rssi is in range [-100, 0]

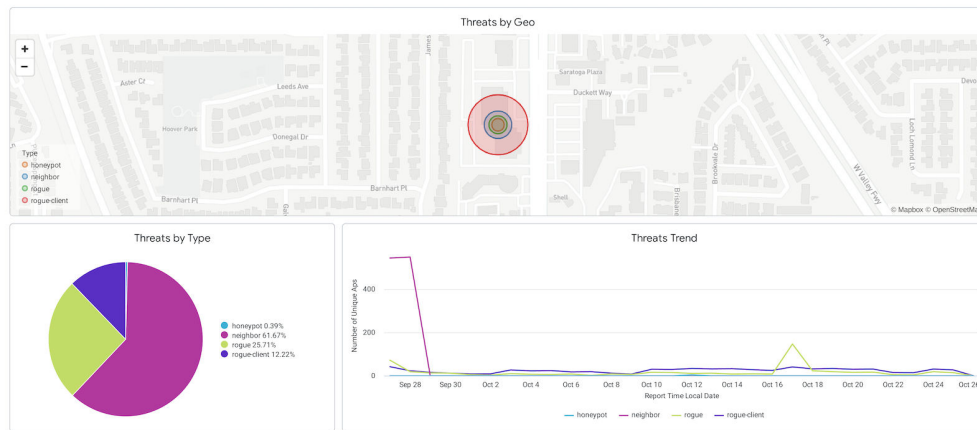


Figure 7: Wireless IDS

Report Date is in the last 7 days

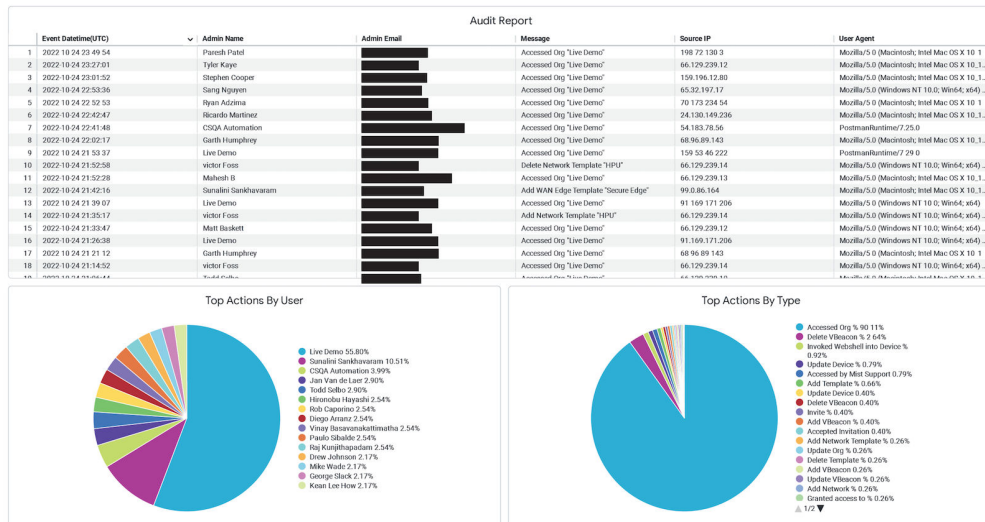


Figure 8: Audit log

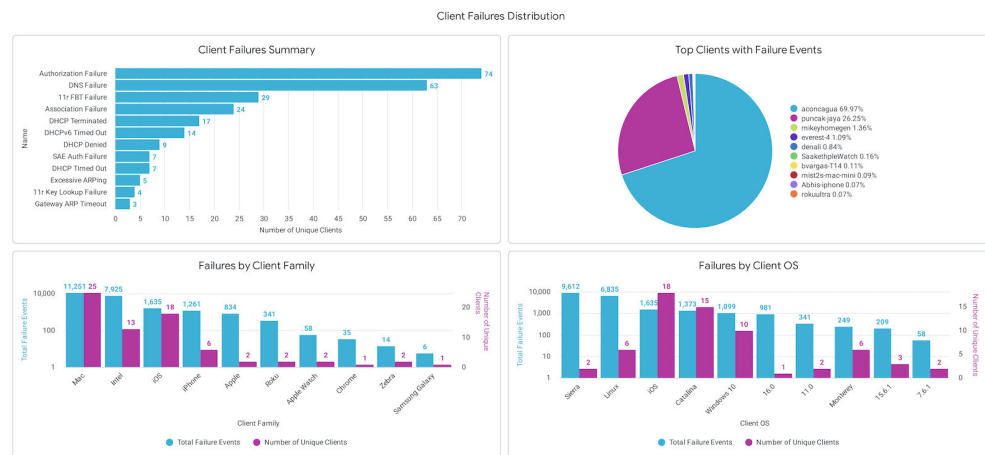


Figure 9: Client events

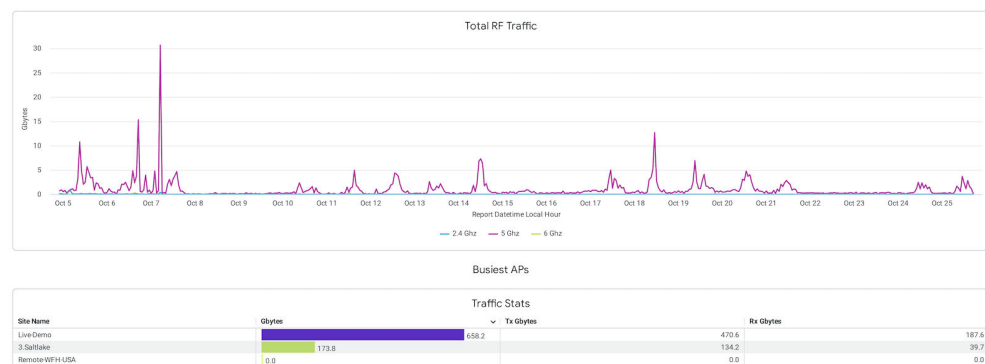


Figure 10: RF health and utilization



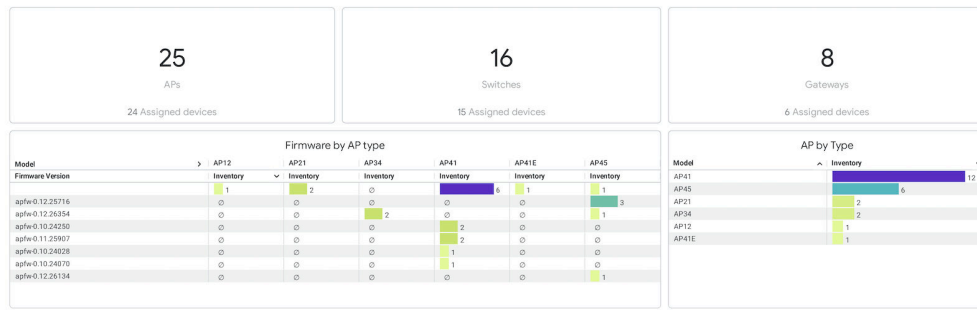


Figure 11: Inventory

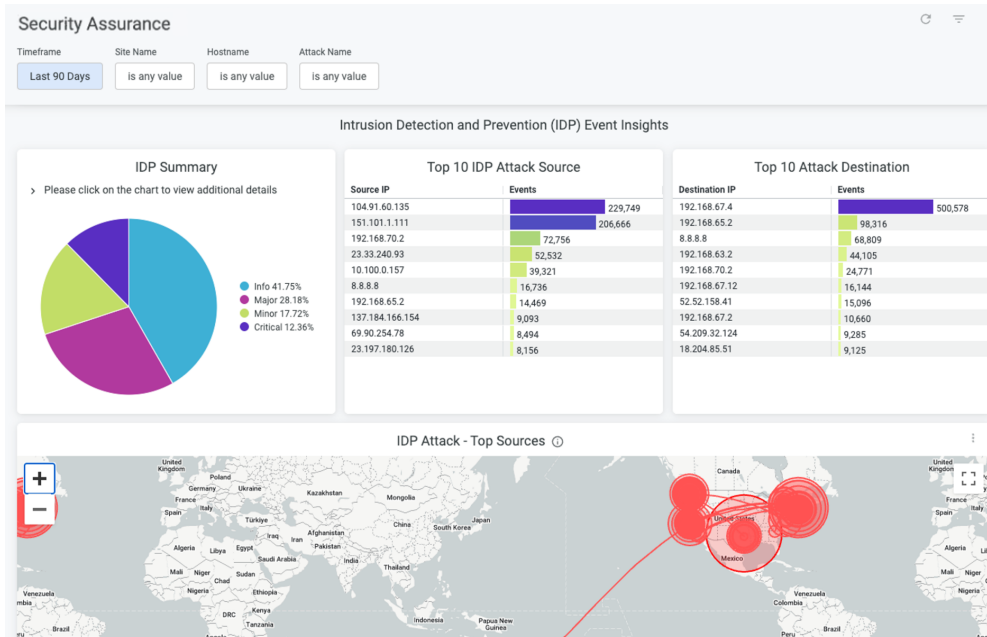


Figure 12: Security insights dashboard

Table 2: Wired, Wireless, and WAN Network Insights

Features	Basic	Premium Analytics
Networks insights on wired and wireless	Y	Y
Security insights dashboard: rogues and honeypots	Y	Y
Client connections: trend and counts	Y	Y
Application visibility from Juniper Mist Wireless	Y	Y
Queries (rank, list, trend, and counts)	Y	Y
Custom queries: unique devices on multiple WLANs (trend and counts)	N	Y
Average and historic service-level expectations beyond seven days	N	Y
Trend reports for applications, traffic, and clients	N	Y
Insights on device OS and device manufacturer	N	Y
Traffic metrics on the basis of SSID, switch, switch interfaces, or WAN zones	N	Y
Access point ranking by clients and traffic	N	Y
Wireless security threat distribution and rogue access point trends	N	Y
Audit log reports for longer period	N	Y
Inventory reports	N	Y
WAN visibility for link QoE and application QoE	N	Y
Ingestion and reporting from Juniper Network devices (not managed by Juniper Mist cloud)	N	Y

## Line-of-Business Dashboards

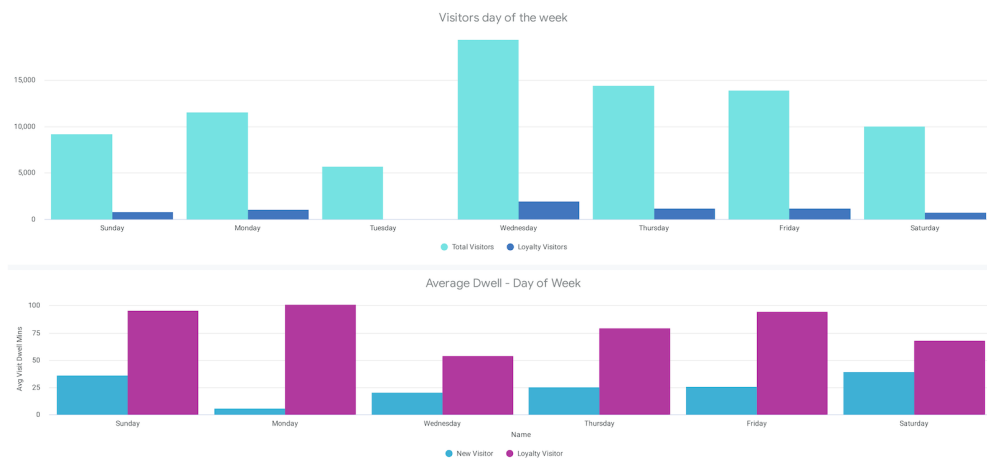


Figure 13: Engagement analytics

Table 3: Engagement Analytics

Features	Basic	Premium Analytics
Visitor segmentation and reporting based on user-defined dwell times	Y	Y
Dwell time that includes trends and averages for predefined labels for visitor segmentation	Y	Y
Unique visitor trends based on predefined 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, seven-day rolling window	Y	Y
Heat maps, including real time and historical replay of visits and dwell times	Y	Y
Visitor segmentation between new and repeat based on flexible and configurable time duration	N	Y
Data segmentation and reporting based on dynamic aggregation of dwell times for visitor segmentation	N	Y
Dwell time that includes trends and average for dynamically defined labels for visitor segmentation	N	Y
Unique visitor trends based on dynamically defined labels for visitor segmentation	N	Y
Ability to reprocess historical datasets based on changes in criteria	N	Y
Popular motion paths, including traffic flows between zones	N	Y

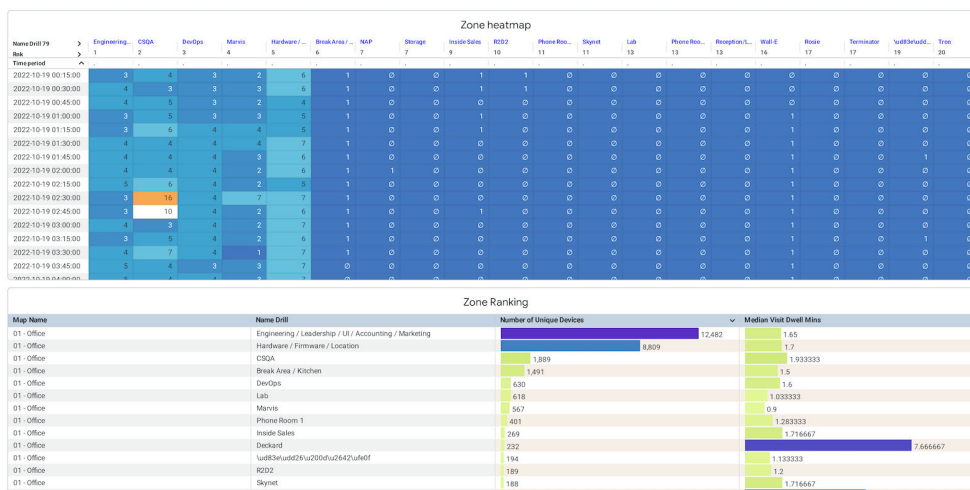


Figure 14: Occupancy analytics

Table 4: Occupancy Analytics

Features	Basic	Premium Analytics
Heat map of floor and zone occupancies based on preconfigured maximum capacity restrictions	Y	Y
Ability to customize timeframe and location sources	Y	Y
Occupancy trends over time	N	Y
Zone ranking based on capacity and dwell time	N	Y
User ranking based on dwell times	N	Y

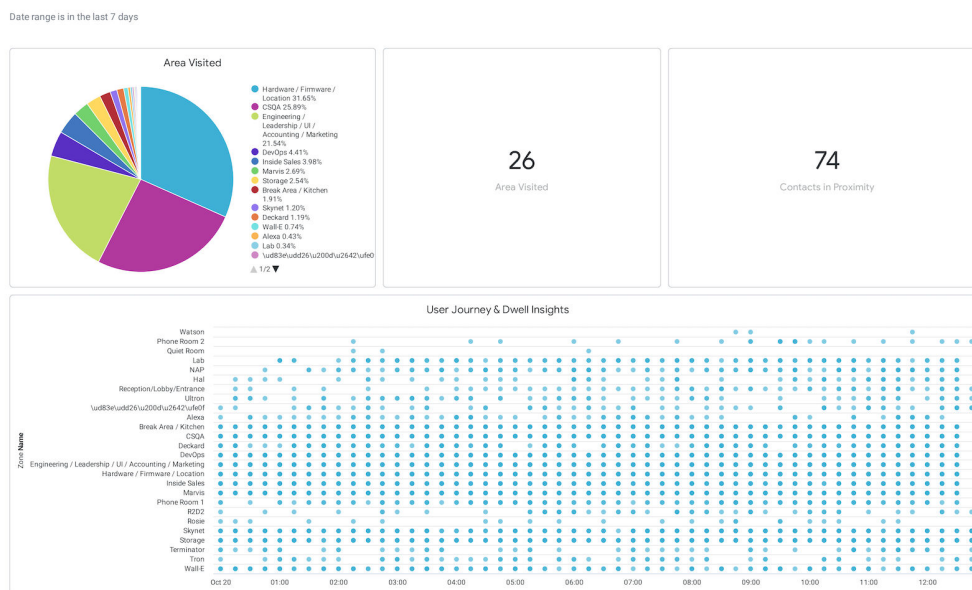


Figure 15: Proximity tracing

Table 5: Proximity Tracing

Features	Basic	Premium Analytics
Ability to rewind and replay the location history of individuals	N	Y
Ability to identify users who were in close proximity to a selected individual	N	Y
Ability to identify encounter duration	N	Y
Ability to customize encounter duration and historic timeframes	N	Y
Heat map of zone occupancies based on preconfigured maximum capacity restrictions	N	Y

## Ordering Information

Juniper Networks products are sold directly as well as through Juniper partners and resellers. Please contact your Juniper account team or partner for licensing. For more information on how to buy, please visit: <https://www.juniper.net/us/en/how-to-buy/form.html>.

## About Juniper Networks

Juniper Networks believes that connectivity is not the same as experiencing a great connection. Juniper's AI-Native Networking Platform is built from the ground up to leverage AI to deliver exceptional, highly secure, and sustainable user experiences from the edge to the data center and cloud. Additional information can be found at [www.juniper.net](http://www.juniper.net) or connect with Juniper on [X](#) (formerly Twitter), [LinkedIn](#) and [Facebook](#).

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