JUNIPER NETWORKS | **T** Mobile

T-Mobile

Connecting 3,500 retail stores and optimizing broadband
circuits with AI-native full stack networking

Make every retail connection count

Learn how →

Industry

Retail

Region

Americas

Overview

Transforming the retail experience

As the Un-carrier, T-Mobile aims to radically transform the wireless customer experience.
The company, which has the largest 5G network in the U.S., is migrating to Mist™, Juniper's
AI-native networking platform and a full stack solution, as it reimagines the customer
experience at 3,500 stores.

Challenge

T-Mobile has always put its customers first, and as part of its mission to deliver the best
network and the best value, the wireless leader knew it would need to upgrade network
capabilities at thousands of stores to keep up with modern demands to create the best
experiences possible when visiting its stores.

"We believe that new technology should not just be a replacement, but support our long-term
vision," said Ryan Hollinger, Senior Director of IP and Security Architecture at T-Mobile.

The company was an early adopter of Mist Wi-Fi for its offices. After years of proven
performance in its offices and an extensive evaluation of Juniper's wireless, wired, and
SD-WAN solutions for the retail use case, T-Mobile selected the Juniper's AI-native full
stack platform for its stores.

Transformation

"Mist brings wireless, switching, and routing under one umbrella, allowing us to manage
the networking for our stores and offices through a unified view," said Tamas Felker,
Senior Manager of IP and Security Architecture at T-Mobile. "Juniper offers automation
and advanced analytics that will be critical to streamline deployment and take full
ownership of the network life cycle."

Juniper's AI-native networking platform is built from the ground up to leverage a common
cloud and AI engine across wireless, wired, and SD-WAN domains. With Juniper, T-Mobile
can assure that every connection is reliable, measurable, and secure while streamlining
network operations.

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Outcomes

Rapid deployment

25

Stores rolled out
per night

Scalable for growth

3,500

Stores to be upgraded with
Juniper networking

Cloud-scale connectivity

1

Dashboard to manage
wired, wireless, and
SD-WAN

Solution and implementation

Juniper Wireless
Access Points

Juniper Mist
Wi-Fi Assurance

Marvis AI Assistant

Juniper EX
Switches

Juniper Mist
Wired Assurance

Juniper Mist AI
Accelerate Service

Juniper Session
Smart Routers

Juniper Mist
WAN Assurance

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Tamas Felker
Senior Manager of IP and
Security Architecture,
T-Mobile

Juniper unifies access for wired, wireless, and SD-WAN

T-Mobile is rolling out Juniper access points, switches, and Juniper Session Smart Routers at its stores across the U.S., connected across a tunnel-free SD-WAN, with local internet breakout to improve the user experience for SaaS apps. Juniper AIOps ensure reliable, measurable, secure, and high-quality connections with end-to-end visibility into the user experience.

Network and security operations for T-Mobile's stores and offices are managed through the Mist cloud for scalability and performance. T-Mobile leveraged Juniper's API-first approach to automate deployment and ongoing network operations. Built-in AI delivers proactive automation and self-healing capabilities that replace time-consuming manual tasks and lower network operational costs.

JUNIPER NETWORKS®

Unmatched network assurance, experience, and performance

With Juniper's AI-native network and a tunnel-free SD-WAN architecture, T-Mobile can now measure users' network experience at the stores. Real-time client-level insights are correlated across the full stack to proactively resolve and ensure exceptional user experiences for customers and store associates. Zero Trust ensures connectivity and customer purchases are more secure from start to finish.

Clear visibility and precision troubleshooting find hidden issues

As the T-Mobile team began to roll out the Juniper routers, Mist AI shed light on several problems that were impacting broadband circuit uptime. With Juniper's AIOps troubleshooting tools—and the data to back up the findings—the teams from T-Mobile, Juniper, and the broadband providers easily collaborated and quickly resolved the issues.

"Circuit issues are infamous among retailers as they are typically hard to detect and isolate," said Hollinger. "Mist AI supplies us with the data to quickly pinpoint any problems and make the necessary changes."

Streamline the network life cycle

"With Juniper's suite of intelligent and automated tools, we can minimize the number of resources needed to deploy and manage the network life cycle," said Felker. "We can support a growing number of stores without increasing our IT headcount."

More information

Mist: purpose-built with AI and for AI

To learn more about Juniper's AI-native full stack network, visit our website at https://www.juniper.net/us/en/campus-and-branch.html

For technical datasheets, guides, and documentation, visit Juniper AI for IT operations (AIOps): https://www.juniper.net/us/en/solutions/artificial-intelligence-for-it-operations-aiops.html

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