

Take full advantage of your network with AI-driven Wi-Fi



Wireless networks are the cornerstone of today's digital workplace, yet most wireless local area network (WLAN) solutions were built before the prominence of smartphones, cloud, and most modern Internet of Things (IoT) devices. AT&T Business Wi-Fi with Mist, a Juniper Company, is the highly-reliable, cloud-based Wi-Fi service you trust, built on a modern, Artificial Intelligence (AI)-driven WLAN architecture.

The Mist platform enables you to scale your AT&T Business Wi-Fi service to match the complexity of your business's wireless network. It combines machine learning, AI, and data analytics to optimize your wireless services and drive actionable insights. Through Mist, you can transform your Wi-Fi from merely a basic means of accessing the internet into a robust toolset you can use to make the most of your connected devices. Save time and money by identifying issues faster and dedicating resources more effectively.

Potential benefits:

- Save time and money with AI-driven automation
- Monitor user behavior and drive actionable insights
- Reduce administrative and IT burden
- Keep better track of your assets and devices with location tagging
- Better engage your customers with location-based marketing

Reduce your IT burden and learn more, faster

The AI engine at the core of AT&T Business Wi-Fi with Mist analyzes vast quantities of metadata and automates many of the routine service tasks that would otherwise consume your IT team's time. For example, the platform is capable of:

- Supervised machine learning that correlates events for rapid root cause detection
- Time-series anomaly detection that identifies negative trends and measures impact

- AI-driven Radio Resource Management (RRM) that optimizes your radio frequency (RF) settings in near-real time
- Natural Language Processing (NLP) used for making complex queries easy and fast
- Unsupervised machine learning used with active virtual bluetooth technology to accurately locate users and devices

Supported by a microservices cloud architecture, new enhancements and bug fixes can be delivered without network disruption.



Manage and build your platform to suit your needs

AT&T Business Wi-Fi with Mist enables wireless and location services to be used in a scalable and cost-effective manner. You can easily add/remove cloud services as your business requirements change; no adjustments to hardware required. Similarly, Mist's API-centric platform simplifies program automation and almost-seamless integration with complimentary products.

Pick and choose from a suite of cloud services

Wi-Fi capabilities

AT&T Business Wi-Fi with Mist makes your Wi-Fi predictable, highly reliable, and measurable. Automate operations, save time, and get visibility into your users' experience.

- Customizable Wi-Fi service levels
- One-click root cause identification
- Guest Wi-Fi
- AI-driven radio resource management
- Near-real-time user state information
- Simple resources assignment

AI-driven virtual assistant

The Mist platform comes with its own virtual network expert that helps perform tasks and answer questions.

- Anomaly detection
- Data correlation and analytics
- Integrated help desk
- Accurate root cause analysis

User engagement services

Empower your business with powerful location-based capabilities to streamline troubleshooting and better engage with customers.

- Near-real-time wayfinding
- Proximity notifications and alerts
- Location sharing

Asset troubleshooting and tracking

The same technology used for engaging with mobile users can be used for asset visibility and tracking.

- Asset identifying and tagging
- Activity monitoring and analytics
- Asset tracking

Why AT&T

We provide managed mobility solutions to keep your employees and customers connected in today's fast-paced, competitive world. And we connect your data from edge to edge—across endpoints, networks, and cloud ecosystems, all wrapped in security, to help transform your business. AT&T offers services in mobility, voice and collaboration, cybersecurity, IoT, cloud solutions, Internet and networking services, and DIRECTV for Business for companies of all sizes.

For more information, call your AT&T representative or [click here](#) to learn more about AT&T Wi-Fi solutions.