

# Prime Cargo

AI-Native Networking supports fast, precise logistics

Optimize Wi-Fi for  
challenging spaces

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## Industry

Logistics

## Region

EMEA

## Juniper and Mist AI optimize warehouse logistics

Prime Cargo is Norway's most flexible logistics partner, handling logistics for a diverse set of clients, from tire suppliers to ecommerce shops. Its Oslo warehouse is open 17 hours each day—and longer during peak season—and offers customers efficient loading and unloading, climate zones, and strong physical security.

To build a smart, customer-centric warehouse, Prime Cargo chose Juniper's AI-Native Networking Platform for the huge space filled with goods. Juniper AI-Native Networking delivers better Wi-Fi coverage and an improved digital experience for the employees on the front line of fulfilling orders.

## Overview



## Challenge

Warehouses are among the most difficult Wi-Fi environments. Prime Cargo's 50,000-square-foot warehouse's high ceilings and racks, forklift trucks, variable stock levels, and goods like tires and wine can make fast, reliable Wi-Fi coverage everywhere challenging.

Prime Cargo's legacy on-premises wireless LAN controllers lacked the reliability, capacity, and ease of management needed in a busy warehouse. Getting good support from the vendor was another frustrating issue, and IT had to endure long waits to get help to resolve issues.

## Transformation

Prime Cargo upgraded to the Juniper AI-Native Networking Platform, the only fully integrated AI-Native portfolio of campus and branch solutions. Prime Cargo can manage the wireless network under the Mist AI engine and microservices cloud infrastructure from onsite or anywhere with zero scheduled downtime for new feature rollouts. The logistics leader has everything it needs to deploy wireless networking quickly and securely, operate easily with near real-time insight into user experience, and realize lower TCO and OpEx.

"The AI-powered network **adjusts the RF transmission strength automatically**, and we need fewer access points than we had in our old network."

Jon Grøntvedt  
IT Manager, Prime Cargo

#### Solution and implementation

## Outcomes

Wi-Fi coverage

**50,000**

Square feet of  
warehouse space

Reduced capital  
expenses

**<33%**

Fewer APs needed for  
better coverage than  
previous wireless LAN

Improved user  
experiences

**0**

Wi-Fi complaints in the  
first six months of using  
Juniper networking

Juniper AP32  
Wireless Access Point

Juniper Mist Wireless  
(Wi-Fi) Assurance

Marvis Virtual  
Network Assistant

## Cloud-based alternative wins kudos

Prime Cargo chose Juniper and Mist AI for its warehouse wireless network to deliver high performance and simpler management. IT executives also wanted a service-oriented network solutions partner with deep technical understanding. They found both in Juniper and nLogic, who has earned the rigorous Juniper Partner Assured status.

Warehouse staff connect their laptops, wearable scanners, and other Wi-Fi devices through Juniper AP32 access points. Juniper Mist AI automatically manages the radio resources with dynamic channel and power assignment that factors in Wi-Fi and external sources of interference like shelving, moving equipment, and the stock itself.

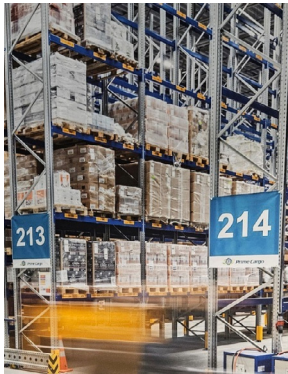
Juniper Mist Wireless Assurance automates the Wi-Fi to be predictable, reliable, and measurable and provides unique visibility into user service levels. The IT team relies on Marvis Virtual Network Assistant to address disruptions to the user experience through natural language and suggested actions. Now that they have proven AIOps, IT has more visibility across the Wi-Fi network and can address potential issues before they impact users.

"I have good feedback from our users that **the network is faster and more reliable**. In the first six months of using Juniper, I haven't had one single complaint."

Jon Grøntvedt  
IT Manager, Prime Cargo



## Key takeaways and outcomes



"We wanted a Wi-Fi solution that we could easily operate and make changes for ourselves and **we needed a partner that gave us quick, smart answers.** We found the solution with Juniper and nLogic."

Jon Grøntvedt  
IT Manager, Prime Cargo

## The right partner, technology, and network boost growth

"We wanted a Wi-Fi solution that we could easily operate and make changes for ourselves, and we needed a partner that gave us quick, smart answers," said Jon Grøntvedt, IT Manager at Prime Cargo. "We found the solution with Juniper and nLogic."

The Juniper AI-Native Networking Platform combines AI, ML, and data to optimize user experiences and provide proactive notifications to correct potential issues. The warehouse Wi-Fi is more reliable and stable, and potential issues often resolve themselves before users are impacted, thanks to Mist AI.

### From PoC to deployment in no time

Prime Cargo's IT team is lean: Only three people support 180 employees and 150+ wireless devices. The trio installed the Juniper APs and had them in production without any problems. "It was quite easy to get everything up and running," said Grøntvedt. "A Juniper network is easy to manage."

### Not one network complaint

Warehouse employees are much happier with the Juniper Wi-Fi. Complaints have dropped to zero and they report that the network is faster and more stable than the previous Wi-Fi as they pick, pack, and ship orders for delivery by truck, boat, or plane.

### Wi-Fi services unleash new revenue possibilities

Since moving to Juniper networking, Prime Cargo was able to sell a wireless network service to customers. The Juniper network is adding business value for incremental revenue that doesn't require huge resources to support.

## More information

## Learn more about Juniper cloud services

To learn more about Juniper AI-Native Networking Platform, visit our website at <https://www.juniper.net/us/en/ai-native-networking-platform.html>

To learn more about Juniper Wireless Access, visit our website at <https://www.juniper.net/us/en/solutions/wireless-access.html>

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