

# Competitive Battle Card: Cambium vs. Juniper/Mist



## Juniper/Mist Claim to Fame

Mist delivers distributed microservice architecture with artificial intelligence, machine learning, and indoor location for Wi-Fi and switching

### Selling Against Juniper/Mist

- 1 Cambium's ONE network is a complete solution that extends outdoors**
  - Cambium: Wi-Fi, switching, security, SD-WAN and outdoor fixed wireless, all **managed in a single platform**
  - Mist: No outdoor fixed wireless to support an end-to-end wireless fabric.
- 2 Cambium has a lower Total Cost of Ownership**
  - Cambium: Broad portfolio (value to high density APs) right-sized to fit a broad set of use cases. 5 year cloud lists for \$240 MSRP.
  - Mist: **Very expensive** with 5 different subs and at least 2 subs needed for AI/ML. Two 5 year subs are \$1125 MSRP. And no price advantage for purchasing multi-year subscriptions unlike other enterprise vendors.
- 3 Cambium has a superior future proof strategy for Wi-Fi 6E**
  - Cambium: 3 & 5 radio APs with SW-defined radios for flexible migration
  - Juniper: fixed APs only, **no SW-defined radios**, no high density APs
- 4 Flexible Management**
  - Cambium: license free cloud, hosted cloud, on-prem, and mobile app
  - Mist: Limited options with cloud-centric story. **AI/ML story only available with hosted cloud subscription at high cost.**

### Defending Against Juniper/Mist

- 1 Mist AI driven LAN simplifies network operation**
  - Mist AI is an attractive story but why is all that intelligence needed? Because Juniper systems are complex to operate. That level of sophistication would not be needed if the system was easy to use.
  - cnMaestro X and XMS-Cloud provide powerful yet easy-to-use management with zero touch provisioning, PBA, troubleshooting, analytics, etc. Do a demo to showcase what we have.
- 2 Mist AI optimizes the wired user experience**
  - Mist tracks three wired SLA metrics in a graphical format. cnMaestro X and XMS-Cloud provide 1-Year Performance graphs with individual metrics like throughput, packet errors, TX/RX packets, and CPU usage.
  - Mist claims AI driven wired story can find "Missing vlan on ethernet ports". With Cambium PBA Auto-Vlan, this problem doesn't happen as switches automatically learn the VLANs required on the ports connected to APs.
- 3 Mist's Virtual Network Assistant provides client roaming visualization**
  - cnMaestro has client troubleshooting with remote packet capture, Wi-Fi analyzer, network connectivity checks, remote debug logs, and client roaming history – even in the Essentials version without a subscription.
  - XMS-Cloud provides enhanced troubleshooting for clients, including roaming history, application usage, and an array of wireless parameters.