

# JUNIPER TECHNOLOGY MIGRATION INCENTIVE PROGRAM

## Overview

The Juniper MX Technology Migration Incentive Program (TMIP) helps customers realize the full potential of their Juniper Networks® MX Series Universal Routing Platform investments well into the Cloud-5G+AI era by introducing innovative new technology consumption models and unique value propositions for the routing hardware and Junos® operating system software.

## Why Upgrade

Through the Juniper TMIP, upgrades will pay for themselves—while unlocking years of innovations in Junos OS.

- **Extend the life of existing assets—without a hardware upgrade**
  - Leverage available slots
  - Protect existing investments
- **Take advantage of cloud-era technology consumption models**
  - Pay only for the features you use
  - Pay for the duration you use the features
- **Improve operational efficiency**
  - Increase port density on routers
  - Improve power efficiency
  - Simplify inventory with fewer SKUs and spares, and lower training costs

1

Extend the life of existing assets -  
without a forklift upgrade



- Leverage available slots
- Protect existing investments

2

Cloud-era technology  
consumption models



- Pay only for the features you use
- Pay for the time you use the features

3

Improve operational efficiency

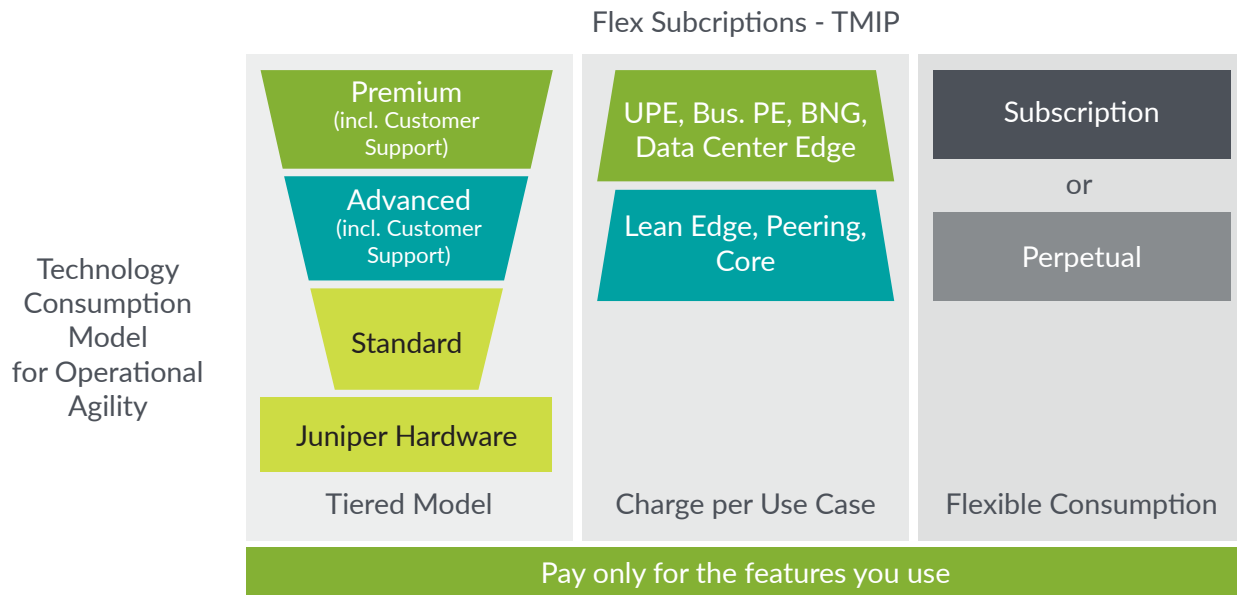


- Increase port density on routers
- Improve power efficiency
- Simplify inventory, fewer SKUs and spares, and lower training costs

---

## Easy Upgrade

The Juniper Technology Migration Incentive Program allows you to adopt a more flexible, business-centric technology consumption model called **Flex Pricing** that is better suited to successful cloud-era outcomes in a dynamic, fast moving environment by paying only for the features you use and only for the length of time you need them.



## Additional Benefits

By enrolling in the Juniper Technology Migration Incentive Program, you will enjoy the following benefits:

- **Better performance:** 4x the bandwidth (modular port concentrator) and 10x greater space efficiency (Juniper Networks® MX204 Universal Routing Platform) via scale-up, scale-out future-proofed architectures
  - **Cloud outcomes:** Increased agility, flexibility, and openness while reacting quickly to changing market conditions with an application-driven network
  - **Operational savings:** Orders of magnitude greater efficiencies in terms of power and space, along with better End-of-Sale/End-of-Life strategies, superior support, and automation
  - **Simplicity:** Fewer SKUs and spares to manage reducing complexity and costs and simplifying training
  - **Automation:** Greater orchestration capabilities with Junos OS programmability, NetOps, and a network automation suite featuring Juniper Networks NorthStar Controller and Contrail® HealthBot
  - **Integrated security:** Juniper Connected Security, SPC3 firewall, Corero distributed denial of service (DDoS) partnership, Security Intelligence (SecIntel), and Media Access Control Security (MACsec) for enhanced security
-

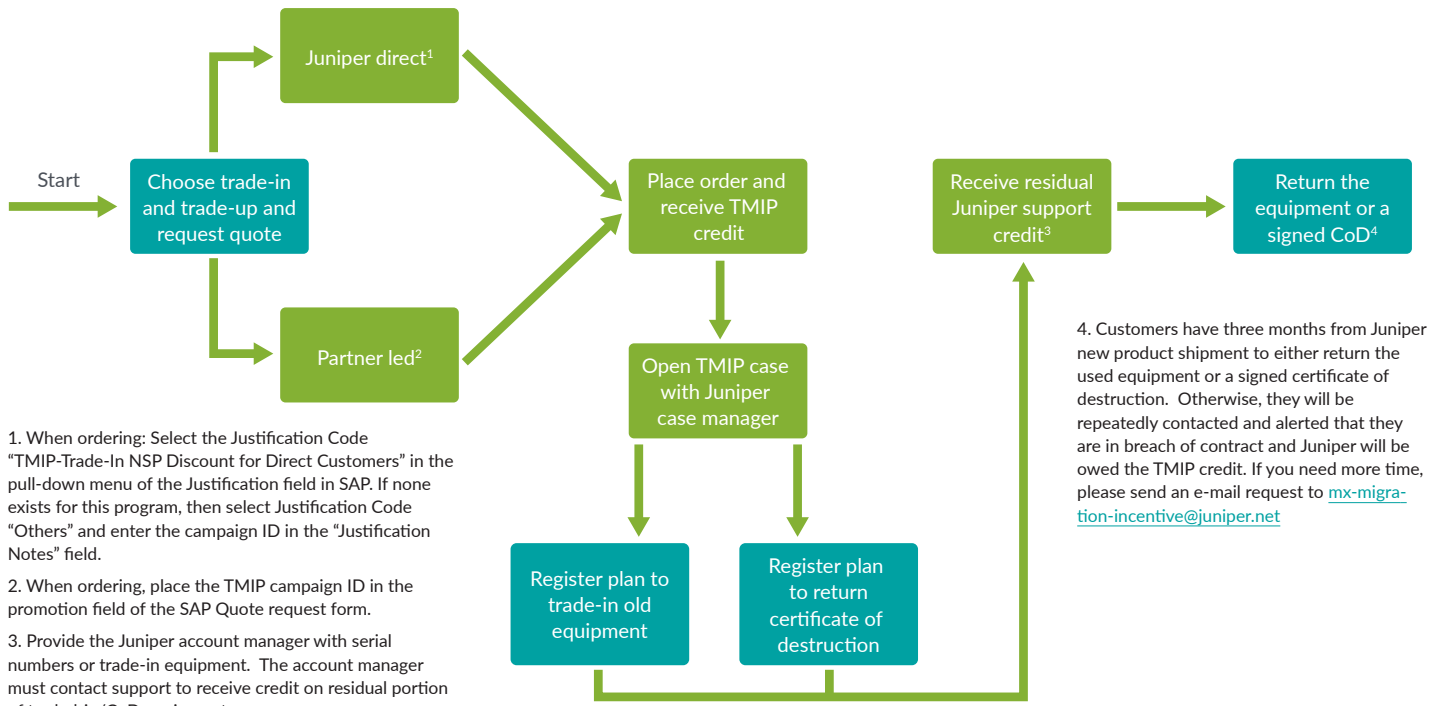
## Program Credit: Trade-In or Trade-Up

“Trade-In” equipment is interpreted as returned equipment; “Trade-Up” represents hardware Juniper is migrating to.

Trade-In		Credit You Receive	Trade-Up		Campaign ID
SKU	BW		SKU	BW	
MPC4E 32X10G	260G	15% of net price as credit for full line card	MPC7E 40X10G	400G	C-00001403
MPC4E 2X100G + 8X10G	260G		MPC7E MRATE	480G	
MPC1E	40G	10% of net price as credit for full line card	MPC7E 40X10G	400G	C-00001404
MPC2E	80G		MPC7E MRATE	480G	
MPC3E	130G				
MPC16X10G	130G				
MX5	20G	10% of net price as credit for MX204	MX204	400G	C-00001405
MX10	40G				
MX40	60G				
MX80	80G	5% of net price as credit for MX104	MX104	80G	C-00001405
MX5	20G				
MX10	40G				
MX40	60G				
MX80	80G				

## Ordering Process

The operational process of instantiating the TMIP process, represented below, begins by determining whether the account is Juniper-led or partner-led.



1. When ordering: Select the Justification Code “TMIP-Trade-In NSP Discount for Direct Customers” in the pull-down menu of the Justification field in SAP. If none exists for this program, then select Justification Code “Others” and enter the campaign ID in the “Justification Notes” field.
2. When ordering, place the TMIP campaign ID in the promotion field of the SAP Quote request form.
3. Provide the Juniper account manager with serial numbers or trade-in equipment. The account manager must contact support to receive credit on residual portion of traded-in/CoD equipment.

4. Customers have three months from Juniper new product shipment to either return the used equipment or a signed certificate of destruction. Otherwise, they will be repeatedly contacted and alerted that they are in breach of contract and Juniper will be owed the TMIP credit. If you need more time, please send an e-mail request to [mx-migration-incentive@juniper.net](mailto:mx-migration-incentive@juniper.net)

## Example TMIP Credit Calculation

Example 1			Example 2		
TMIP Item	Inputs	Calculation/Info	TMIP Item	Inputs	Calculation/Info
Trade-Up →	MPC7E MRATE	List Price=\$1000	Trade-Up →	1xMX104-80G-DC-BNDL + 2x MIC-3D 20GR	List Price=\$10,000 + 2*\$5,000=\$20,000
Trade-In →	MPC4E 32X10G	TMIP Credit 15%	Trade-In →	MX80BASE-T*	TMIP Credit 5%
Order TMIP P/N	<i>Future - N/A for TMIP Phase 1</i>		Order TMIP P/N	<i>Future - N/A for TMIP Phase 1</i>	
Campaign ID	C-00001403		Campaign ID	C-00001405	
Customer Typical Discount (ASP)	60%	Customer ASP=\$400	Customer Typical Discount (ASP)	45%	Customer ASP=\$11,000
TMIP Credit	0.15 x 400 =	\$60	TMIP Credit	0.05 x \$11,000 =	\$550
Customer Pays	\$400 - \$60 =	\$340	Customer Pays	\$11,000 - \$550 =	\$10,450

\*Customer has the choice of keeping Modular Interface Cards (MICs), using them on the new the MX104, or returning them.

## For More Information

Please e-mail [mx-migration-incentive@juniper.net](mailto:mx-migration-incentive@juniper.net) for more information, if you have any further questions, or if you need clarifications.

## About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily. At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining groundbreaking ways to deliver automated, scalable and secure networks to move at the speed of business.

### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1133 Innovation Way  
Sunnyvale, CA 94089 USA  
Phone: 888.JUNIPER (888.586.4737)  
or +1.408.745.2000  
Fax: +1.408.745.2100  
[www.juniper.net](http://www.juniper.net)

### APAC and EMEA Headquarters

Juniper Networks International B.V.  
Boeing Avenue 240  
1119 PZ Schiphol-Rijk  
Amsterdam, The Netherlands  
Phone: +31.0.207.125.700  
Fax: +31.0.207.125.701



Copyright 2020 Juniper Networks, Inc. All rights reserved. Juniper Networks, the Juniper Networks logo, Juniper, Junos, and other trademarks are registered trademarks of Juniper Networks, Inc. and/or its affiliates in the United States and other countries. Other names may be trademarks of their respective owners. Juniper Networks assumes no responsibility for any inaccuracies in this document. Juniper Networks reserves the right to change, modify, transfer, or otherwise revise this publication without notice.