

# Why become a partner of Juniper Networks?

To be bold. To build trust. To deliver excellence.

The increasing relevance of Experience-First solutions by Juniper Networks in numbers:

**10 out of Forbes 10**  
companies globally

**20 of the 20**  
largest cloud providers

**49 out of 50**  
top global service providers

**18 of the 20**  
most prominent universities

**18 of the 20**  
largest global banks

**7 of the 10**  
top technology companies

**12 of the 15**  
top global players

**The 1st**  
to create a truly AI-driven network with  
user experience as the primary input

## Juniper Partner Advantage Program Overview

### Requirements:

**Reseller:** Accept T&Cs

**Select:**

- Minimum SA requirement based on country<sup>1</sup>
- 15% of total SA must be in Services OR partner must have PSS/PPS Specialisation
- Minimum 1 Sales Professional Accreditation
- Minimum 1 Tech Base Accreditation
- Minimum 1 Specialisation with supporting technical requirements

**Elite:**

- Minimum SA requirement based on country tier<sup>1</sup>
- 15% of total SA must be in Services OR partner must have PSS/PPS Specialisation
- 10% of total SA must be in Deal Reg. SA
- \$250,000 of total SA must be in Security SA
- Minimum 2 Sales Professional Accreditation
- Minimum 2 Tech Base Accreditation
- Minimum 2 Specialisation with supporting technical requirements

<sup>1</sup>Total SA threshold (product + services) varies by country

### Benefits:

**Reseller:**

- Access to Generally Available (GA) Products
- 30% Suggested Juniper Product Discount; 14% Suggested Services Discount<sup>2</sup>
- Deal Registration
- Access to Juniper Rewards
- Access to Learning Academy training

**Select:**

- Access to GA/Restricted Products
- 40% Suggested Juniper Product Discount; 14% Suggested Services Discount<sup>2</sup>
- Deal Registration
- Access to Juniper Rewards
- Partner Locator
- Access to Learning Academy training
- Deal Registration and Specialisation Rewards
- Growth Reward
- Access to MDF through Juniper or Distribution

**Elite:**

- Access to GA/Restricted Products
- 45% Suggested Juniper Product Discount; 14% Suggested Services Discount<sup>2</sup>
- Deal Registration
- Access to Juniper Rewards
- Partner Locator
- Access to Learning Academy training
- Deal Registration and Specialisation Rewards
- Growth Reward
- Total Product Reward
- Access to MDF

<sup>2</sup>Juniper's suggested discounts are subject to change at any time. Final pricing is a matter of negotiation between the Juniper Partner and the authorized Juniper Distributor.

## How to become a Partner? The Juniper Networks Journey

30 days



#### Onboarding Call

Introduction, Discussion of Program Steps, Joining Partner Portal



#### Partner Success Through Distribution

Training on Operations, Marketing & Enablement, Best Practices and MDF\* optional



#### Completing Sales Training

JPA Sales Professional, One New Tec training of choice

60 days



#### Solution Demo

Partner completes AIDE and How to Demo training, delivers live demo



#### Sales & Marketing Launch Plan

Creating Launch plan and running a demand gen activity

90 days



#### Partner setting up POC/Demo Environment

Set up NFR, launch first virtual webinar, complete POC with end user



#### Deal Registration

120+ days



#### Partner creating recurring revenue