



# Everything You Need to Get Started Selling Juniper AI- Driven Enterprise Solution

# It's Time to Be Bold

Partnering with Juniper has never been easier or more profitable.

Optimizing IT experiences with Juniper Mist™ saves your customers time and money, while allowing their departments to best align with business objectives. Organizations around the world benefit from an AI-driven network, powered by Juniper Mist AI.

- **Gap Inc.** improved the shopper experience and cut technical staff visits to stores by 85%
- **ServiceNow** maximized employee productivity by eliminating over 90% of all user-generated Wi-Fi trouble tickets
- **The Orlando Veterans Administration Medical Center** combined Wi-Fi, virtual Bluetooth LE and IoT to track assets, provide a better network experience for veterans and prevent dementia patients from leaving facilities unattended
- Students at **Dartmouth** are getting reliable wired and wireless connectivity everywhere on campus.
- **Outletcity Metzinger** increased mobile app usage by 1.5x with fast, reliable Wi-Fi access across the luxury mall in Germany

As a Juniper Mist partner, we want to provide you with everything you need to get started on a successful journey with us. This Quick Start Guide contains a collection of resources to help you begin your journey and build a successful business in partnership with Juniper.

Inside you will find the basics to get started, sales enablement materials, marketing resources, customer events, and much more.

If you need additional information, please reach out to your local partner account manager or field marketing manager who will assist you with any queries, or email [juniper-partner-marketing@juniper.net](mailto:juniper-partner-marketing@juniper.net).

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# INTRODUCTION TO THE JUNIPER AI-DRIVEN ENTERPRISE

At Juniper, we are driven to deliver network experiences that transform the way people connect, work, and live.

When you sell Juniper Mist solutions, you can deliver a superior user experience for your customers while also simplifying IT operations. Optimizing IT experiences saves time and money and allows your customers to best align with their key business objectives.

For the most current information on the Juniper AI-Driven Enterprise solution, check [here](#):

The products and services that comprise the Juniper Mist solution include:

- [EX Series Ethernet Switches](#) are designed for enterprise branch, campus, campus and data center.
- [Juniper Wireless Access Points](#) and [Juniper Mist Edge](#) converge Wi-Fi, Bluetooth® LE and IoT, and work in conjunction with Juniper Mist cloud architecture driven by AI.
- [Juniper Cloud Services](#), driven by Mist AI, deliver amazing wired and wireless experiences for end users, IoT devices, and clients while simplifying and automating operations for IT teams.
- [Juniper Mist Wi-Fi Assurance](#) replaces manual troubleshooting tasks with automated wireless operations.
- [Juniper Mist Wired Assurance](#) enables simpler operations, streamlined troubleshooting, and better visibility into the experiences for connected devices.
- [Juniper Mist WAN Assurance](#) enables simpler operations, and better visibility into user experiences across the WAN.
- [Marvis Virtual Network Assistant](#) simplifies everyday troubleshooting with self-driving actions and network performance analysis.
- [Premium Analytics](#) offers network visibility and business insights to drive customers' digital transformation journey.
- [User Engagement](#) uses Virtual BLE array technology and cloud-based machine learning to drive down deployment costs and improve accuracy of real-time indoor location services.
- [Asset Visibility](#) makes it easy to find key assets and people, with detailed location analytics always at your fingertips.

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Experience-First Networking eGuide – Discover how to maximize user and IT experiences with secure client-to-cloud automation, insight, and AI-driven actions. [Watch our CEO explain “Why Juniper”](#).

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The AI-Driven Campus White Paper – Deep dive into the power of AI to deliver better user experiences and simplify IT operations. [Read the whitepaper](#).



<https://thehub.juniper.net/>



Ready to be bold with Juniper?

Whether you've recently signed up or just joined as a Juniper Partner, we've assembled some useful links below to initiate your journey.

These will give you all the information you need to begin selling Juniper AI-Driven Enterprise solutions.

## PARTNER PROGRAM BASICS

Understand the [Juniper Partner Advantage Program here](#)

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Become a Juniper partner: If you are not currently a Juniper Mist Partner, [apply here](#).

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Obtain your Juniper Partner Center login [here](#).

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[Partner Center](#) houses resources to help you manage and build your Juniper partner business such as configuration tools, partner program information and sales enablement resources.

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Visit the dedicated Juniper Mist section of Partner Center [here](#).

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For our Japanese-speaking partners, we have a dedicated Japanese Partner Center section [here](#).

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Juniper's Latest [News and Announcements](#)

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Receive updates on Juniper news with [News On Demand updates](#).

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Follow Juniper on social media:

Corporate:

-  [Facebook](#)
-  [Twitter](#)
-  [YouTube](#)
-  [LinkedIn](#)

Partner:

-  [Facebook](#)
-  [Twitter](#)
-  [YouTube](#)
-  [LinkedIn](#)



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Everything you and your sales team need to know to sell the value of Juniper's AI-Driven Enterprise solution. We have Partner Account Managers and System Engineers who can assist you in setting up a training program for your team. A brief list of self-service materials is in the next column.



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### PARTNER PROGRAM BASICS

**Mist AI-Driven Access Gold Pitch** – [Learn how](#) to pitch Juniper Mist to your customers.

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**Mist AI-Driven Wired and Wireless Access Sales Playbook** – Get insight into the unique value proposition, target audiences, use cases, and common objections. [Download](#).

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**Mist Value Calculator** – Input customer details for a [customized report](#) showing the total cost savings breakdown.

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**Wired to Mist Wireless Battle Card** – Get a head-to-head [comparison](#) of Juniper Mist with Cisco, Meraki, and Aruba.

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See the latest partner promotions and programs on [Partner Center](#).

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[Deal Registration](#)

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For an up-to-date listing of all partner tools and resources, [check here](#).





## TECHNICAL TRAINING RESOURCES

To become an authorized Juniper partner, you will need training and certification on the fundamentals and certain specializations. We offer ongoing training for you and your engineers to build the best skills to support your professional development and practice building.

**Jumpstart Junos OS** – [Start learning](#) the Junos® operating system today with learning webinars. Learn the fundamentals or advance your knowledge. Open to anyone regardless of partner or customer status.

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**Mist AI Learning Path** – [Plot your path](#) to becoming a Juniper Networks Certified Specialist, Mist AI (JCNIS-Mist AI), or a Juniper Network Certified Associate, Mist AI (JNCIA-Mist AI).

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**Juniper's AI-Driven Enterprise Demo** – [Learn how](#) to demo the Juniper AI-Driven Enterprise solution.

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**Mist AI-Driven Access Gold Demo** – [See how](#) to demo Juniper Mist solutions to your customers.

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**On-Demand Partner Webinars** – [Get up to speed](#) at your own pace.

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**AI-Driven Enterprise Bootcamp Training** – [Give](#) your engineers the in-depth knowledge they need to present, quote and demo the AI-driven Enterprise solutions.

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**Juniper Learning Academy** – This is the [best place to start](#) for training on products and tools, available at no charge for partners. Once you complete the training, you can give live demos to prospects and customers.

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**Get trained on Juniper** – [View](#) the schedule of Juniper training classes, including Juniper Mist solutions. Get trained on-demand or choose an all-access pass for the best value.



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## MARKETING RESOURCES

Take advantage of a selection of great content you can use to engage customers and help drive success in your business.

### VISIT THE HUB

We provide partner marketing materials in a portal called [the Hub](#). You'll find marketing campaigns and materials available to support your Juniper Mist lead generation and nurture efforts, including campaigns in a box, recorded webinars, weekly live demos and more. To access resources on the Hub, you must have valid Partner Center credentials. If you are having login issues, please contact [thehub@juniper.net](mailto:thehub@juniper.net).



<https://thehub.juniper.net/>

Inspire your customers with the [Mist AI anthem video](#).

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[See](#) how Juniper's mission is to power connections and empower change.

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[Gartner](#) Names Juniper a Leader in the 2020 Magic Quadrant for Wired and Wireless LAN Access Infrastructure

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[Discover](#) why Juniper solutions, driven by Mist AI, leads the market.

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[Watch](#) this video to see how you can outsource your toughest networking challenges to Marvis Virtual Network Assistant.

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Invite your customers to join the weekly [Wired and Wireless Wednesday](#) live demonstrations. Juniper authorized partners can [request a custom invitation and tracking code](#) and receive an attendee report.

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[Take](#) a self-guided tour of the Hub, your source for Juniper marketing assets and cobrandable campaigns.

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Stop by the [AI-Driven Enterprise portal](#) for content to get you started, including website copy, customer invitations, product images, and more.

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[See](#) the latest partner promotions and programs on Partner Center.

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[Get the latest](#) on MDF eligibility and guidelines.

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### VISIT THE HUB

Download Juniper marketing assets, brand imagery, and cobrandable campaigns on the Hub.

<https://thehub.juniper.net/>



## CUSTOMER EVENTS

Invite your customers and prospects to events, summits and bootcamps to deepen their understanding of Juniper solutions.

[Get](#) the latest global event lineup.

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[Join](#) our weekly live demo: Wired and Wireless Wednesdays

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[Track](#) customers who attend Juniper events. Request your own partner URL for Juniper Mist Events.

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Follow Juniper Networks and Juniper Partners on social media for latest updates and events

Corporate:



Partner:



## HELPFUL CONTACTS AND LINKS

[Partner Center Main Page](#)

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[Juniper Mist Resource Library](#)

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[Juniper Price List](#)

Find up-to-date Juniper prices all in one place.

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[Configurator Tool](#)

Streamline the sale with this product configuration and quote tool.

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[Network Product Selector](#)

Employ this user-friendly tool to select the optimal technology platform for your customers network.

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[Demo Lab Program](#)

As a Juniper partner or distributor, purchase demo equipment and associated Juniper Care support at highly discounted prices.



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#### Corporate and Sales Headquarters

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**JUNIPER**  
NETWORKS

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