

Experience-First Partner Journey



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Customers and Partners who have not evaluated the Juniper networks and Mist Systems Solutions - all we humbly ask is, please try. You will not look back and will not regret! This is truly the network for the next decade! All we ask is put us in the mix. Invite anyone else you want to the RFP, bakeoff, POC, ...etc, just include Juniper-Mist.

	1	2	3	4	5	6	7	8
	Onboarding Call	Partner Success Thru Distribution	Sales Training Begins	Solution Demo	Sales & Marketing Launch Plan	Get Mistified. You can't UN-see this!	Deal Registration	Drive Revenue
	30 Days			60 Days		90 Days		120+ Days
OUTCOME	Partner registers to become a Juniper Reseller	Partner is guided through key Juniper resources	Complete Sales Professional & new Tech Course of choice	Partner is ready to perform live demo	Partner develops a Juniper Experience Launch Plan	Partner setting up POC/Demo environment	Registering the first deal	Partner creating recurring revenue
STEPS	<ol style="list-style-type: none"> Intro call with Distributor & Juniper DPAM Discuss the JPA program steps Gain access to the Juniper Partner Portal 	<ol style="list-style-type: none"> Operations 101 Training Branding & Enablement 101 (The Hub) Partnering for Success -best practices (logo on partner site & social media, recurring weekly progress calls) OPTIONAL - MDF Training 	<ol style="list-style-type: none"> Partner to complete JPA Sales Professional Partner to complete one new tech (Mist, I28T, Apstra) course of choice on LA 	<ol style="list-style-type: none"> Complete AIDE training Complete How to Demo Deliver Live Demo OPTIONAL - Order NFR equipment for demo environment 	<ol style="list-style-type: none"> Create a plan including: <ol style="list-style-type: none"> Target customer profiles Vertical overviews End user training Deployment of one demand gen activity leveraging content on The Hub 	<ol style="list-style-type: none"> Set up (NFR) demo pool environment Launch first virtual demo webinar Complete first POC with end user and assistance from Distribution 	<ol style="list-style-type: none"> Submit deal registration from POC Set targets for new end customer 	Revenue Acceleration through Experience-First Acceleration Plan (EFA)
LEAD	Distributor	Distributor (+Juniper Support)	Distributor	Distributor	Distributor	Distributor (+Juniper Support)	Distributor	Distributor (+Juniper Support)

Link overview – Global partner onboarding journey

All links are non theatre specific

STEP	CONTENT	LINK
1	JPA Program	https://partners.juniper.net/partnercenter/programs-promotions/programs/juniper-partner-advantage/index.page
	Partner Center	https://partners.juniper.net/partnercenter/index.page
	Partner Rewards	https://partners.juniper.net/partnercenter/programs-promotions/programs/juniper-partner-rewards/
2	Sales Tools & Resources	https://partners.juniper.net/partnercenter/sales/
	Product Ordering	https://partners.juniper.net/partnercenter/sales/product-ordering/
	Order Status	https://partners.juniper.net/partnercenter/sales/order-status/
	Marketing Hub	https://thehub.juniper.net/
3	Certification Journey	https://www.juniper.net/us/en/training/certification.html
	Learning Academy	https://jpartnertraining.juniper.net/#/courses/
	Champions Program	https://partners.juniper.net/partnercenter/champions/?tab=technicalchampions
	Programs & Promotions	https://partners.juniper.net/partnercenter/programs-promotions/index.page
	Velocity Pricing	https://partners.juniper.net/partnercenter/velocity-pricing/
	Price List	https://partners.juniper.net/partnercenter/pricelist/index.page
	Configurator	https://partners.juniper.net/partnercenter/sales/configurator/
Competitive Migration/Pathfinder	https://apps.juniper.net/home/	
4	Course "How to Demo"	https://jpartnertraining.juniper.net/#/1458638397723820406
	Demo Lab Program	https://partners.juniper.net/partnercenter/programs-promotions/programs/demo-lab/index.page
5	Featured Campaigns	https://thehub.juniper.net/portals/dsaif0bl/FeaturedCampaigns-Partner2021
	Partner Toolbox	https://thehub.juniper.net/portals/6kgawiln/PartnerToolbox
6	Mist POC White Glove	https://juniper.widen.net/s/hrdtpplxgp/mist-white-glove-poc
	POC Checklist	https://ai.mist.com/go-live-checklist
7	Deal Registration	https://partners.juniper.net/partnercenter/sales/deal-reg/