Reach New Dimensions

SELF DRIVING NETWORKS FOR THE NEXT DECADE

Juniper Partner Playbook

Enter

EXCLUSIVE NETWORKS UK & JUNIPER NETWORKS

EXCLUSIVE NETWORKS | JUNIPER NETWORKS

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Table of Contents

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Introduction

Experience-first networking is at the heart of the Juniper Networks strategy. The most important requirement for networking is simple: great experiences. Our partnership with Juniper Networks allows our partners to maximise mid-market and enterprise opportunities for AI-driven networking, Cloud and connected security solutions with Juniper Networks.

FROM AUTOMATION TO AUTONOMY

IT leaders around the world have to ensure business continuity, employee productivity and innovation by evolving the network operations to power and keep up with our fundamentally changed lives — and the biggest driver for enabling this network transformation is artificial intelligence (AI). Legacy LAN, WLAN and WAN systems require a massive volume of data to run, yet they still don't provide an adequate level of insight.

With real AI, your network becomes easier to operate. You can quickly configure, troubleshoot, and protect your network while minimising errors. And when you can fix problems before they impact users, you're delivering a next-level user experience. All of that with a real cost saving advantage with Juniper's AI solutions! (up to 78% on your investment).

Reach New Dimensions

EXCLUSIVE NETWORKS & JUNIPER NETWORKS.

Meet Juniper Networks

EXPERIENCE-FIRST NETWORKING

Juniper knows that experience is the first and most important requirement for networking in the Cloud era. This is why they are focused on putting users – the network architects, builders, and operators – at the centre of all that they do, so that users – the salesperson giving a demo over a video call, the associate using a point-of-sale scanner in a store, the students watching Netflix in their dorm rooms, and the developer coding the next billion-dollar app – are as happy and productive as possible.

JUNIPER NETWORKS ID CARD

Juniper Networks, Inc. is an American multinational corporation headquartered in Sunnyvale, California. The company develops and markets networking products, including routers, switches, network management software, network security products, and software-defined networking technology.

STOCK PRICE: JNPR (NYSE) US$28.26 -0.40 (-1.40%)

CEO: RAMI RAHIM (NOV 10, 2014–)

FOUNDER: PRADEEP SINDHU

FOUNDED: 1996

HEADQUARTERED: SUNNYVALE, CA

2020 REVENUE: $4.445B

GLOBAL REACH

9.500
Employees +

120
Locations +

50
Countries +

24/7
Availability to address all customer needs

JUNIPER NETWORKS SUPPORTS

10/10
Forbes Companies Globally

20/20
World's Largest Cloud Providers

49/50
Top Global Service Provides

18/20
Largest Global Banks

7/10
Top Technology Companies

8/10
Top Global Retailers

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Meet Juniper Networks

THE JUNIPER NETWORKS MISSION

POWER CONNECTIONS. EMPOWER CHANGE.

DON'T TAKE OUR WORD FOR IT

CHECK OUT THE LATEST FULL GARTNER REPORT.

THE JUNIPER NETWORKS STRATEGY

CONNECTED SECURITY

- CLOUD-READY DATA CENTRES
- AUTOMATED WAN SOLUTIONS
- AI-DRIVEN ENTERPRISE

THE JUNIPER FOCUS: GOAL

SELF DRIVING NETWORKS FOR THE NEXT DECADE

REACHING THE HIGHEST STANDARDS

FORTUNE WORLD'S MOST ADMIRED COMPANIES 2017

AMERICA'S MOST JUST COMPANIES Forbes 2017

glassdoor 2018 BEST PLACES TO WORK EMPLOYEES' CHOICE

Forbes | 2019 AMERICA'S BEST LARGE EMPLOYERS POWERED BY STATISTA

BEST PLACES TO WORK 2018

GRASPING WHAT SELF DRIVING NETWORKS ARE

WHAT IS A SELF DRIVING NETWORK?

The vision of a self-driving network describes the eventual combination of telemetry, workflow automation, DevOps, and machine learning to create an infrastructure that is responsive, adaptive, and ultimately predictive.

The economics of networking are about to change.

Watch Juniper Networks CTO, Kireeti Kompella describing a near future where networks are autonomous and can self-configure, monitor, correct, defend, and analyse resulting in a network which costs less to operate, while increasing agility, security, and resiliency.

JUNIPER NETWORKS
The Self-Driving Network™
Kireeti Kompella

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Products, Solutions & Services

PRODUCTS OVERVIEW

CAPABILITIES OVERVIEW

ROUTING AND SWITCHING

DATA CENTRE

SECURITY

CLOUD

AUTOMATION & DEVOPS

MIST AI

DESIGN

LET'S UNDERSTAND WHAT PRODUCT IS IN EACH CATEGORY:

Routing & Switching	Automation & DevOps	Data Centre	MIST AI
vMX	JNCIS-DevOps	JNCIEDC	JNCIS-MistAI
MX204	JNCIA-DevOps	JNCIPDC	JNCIA-MistAI
MX960			

Junos Security	Cloud	Design	
JNCIE-SEC	JNCIE-Cloud	JNCDS DC|SP|SEC	
JNCIP-SEC	JNCIP-Cloud	JNCDA	
JNCIS-SEC	JNCIS-Cloud		
JNCIA-SEC	JNCIA-Cloud		

View Tech Library

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Products, Solutions & Services

PRODUCT DOCUMENTATION

JUNOS

Junos OS

Juniper Extension Toolkit (JET)

Junos OS Evolved

View More ››

ROUTING

vMX

MX204

MX960

View More ››

SWITCHING

EX4400

EX4300

EX3400

View More ››

SECURITY

vSRX

SRX300

SRX340

View More ››

CLOUD & NETWORK MANAGEMENT

Contrail Networking

Junos Space Network Management Platform

Contrail Service Orchestration (CSO)

View More ››

CLOUD SERVICES

Mist Wi-Fi Assurance

Mist Wired Assurance

View More ››

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Products, Solutions & Services

SOLUTIONS MAP & PARTNER SPECIALISATIONS

	ROUTING & SWITCHING		DATA CENTRE	SECURITY	CLOUD	AUTOMATION & DEVOPS	MIST AI	DESIGN
EXPERT	JNCIE-SP	JNCIE-ENT	JNCIE-DC	JNCIE-SEC	JNCIE-CLOUD			
PRO	JNCIE-SP	JNCIE-ENT	JNCIP-DC	JNCIP-SEC	JNCIP-CLOUD			
			JNCIS-ENT					
SPECIALIST	JNCIE-SP	JNCIE-ENT		JNCIS-SEC	JNCIS-CLOUD	JNCIS-DEVOPS	JNCIS-MISTAI	JNCDS-DC/SP/SEC
ASSOCIATE	JNCIA-JUNOS	JNCIA-JUNOS		JNCIA-SEC	JNCIA-CLOUD	JNCIA-DEVOPS	JNCIA-MISTAI	JNCDA
	SERVICE PROVIDER & SWITCHING	ENTERPRISE ROUTING & SWITCHING	DATA CENTRE	SECURITY	CLOUD	AUTOMATION & DEVOPS	MIST AI	DATA CENTRE, SERVICE PROVIDER, SECURITY DESIGN

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Products, Solutions & Services

IN FOCUS

MIST AI AND CLOUD

ARTIFICIAL INTELLIGENCE DRIVEN ENTERPRISE

Transform IT with ai-driven operations and support

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.** Optimising IT experiences saves time and money and allows your customers to best align with their key business objectives.

HOW DOES JUNIPER MIST WORK?

Juniper Mist AI uses a combination of Artificial Intelligence, Machine Learning and data science techniques to optimise user experiences and simplify operations across the wireless access, wired access, and SD-WAN domains.

WHAT IS MARVIS?

The first virtual network assistant (VNA) purpose-built with Mist AI for enterprise WLANs, LANs, and WANs. It fundamentally transforms network operations from reactive troubleshooting to proactive remediation through self-driving actions.

KEY FEATURES OF AIDE (THE AI DRIVEN ENTERPRISE)

- Best in class user experience: detect & fix issues before end users notice.

- Simplified operations.

- Cost reduction.

- Open to all vendors/provides AI-driven health insights for multi vendor access switches.

TYPICAL USE CASES

- "The Wi-Fi sucks," but all dashboards and event logs say the network is working just fine?

- "The internet isn't working," but there are no records of a WAN service issue in the area.

- "My application is slow" leaves the customer scrambling to determine if there really is a network or security problem.
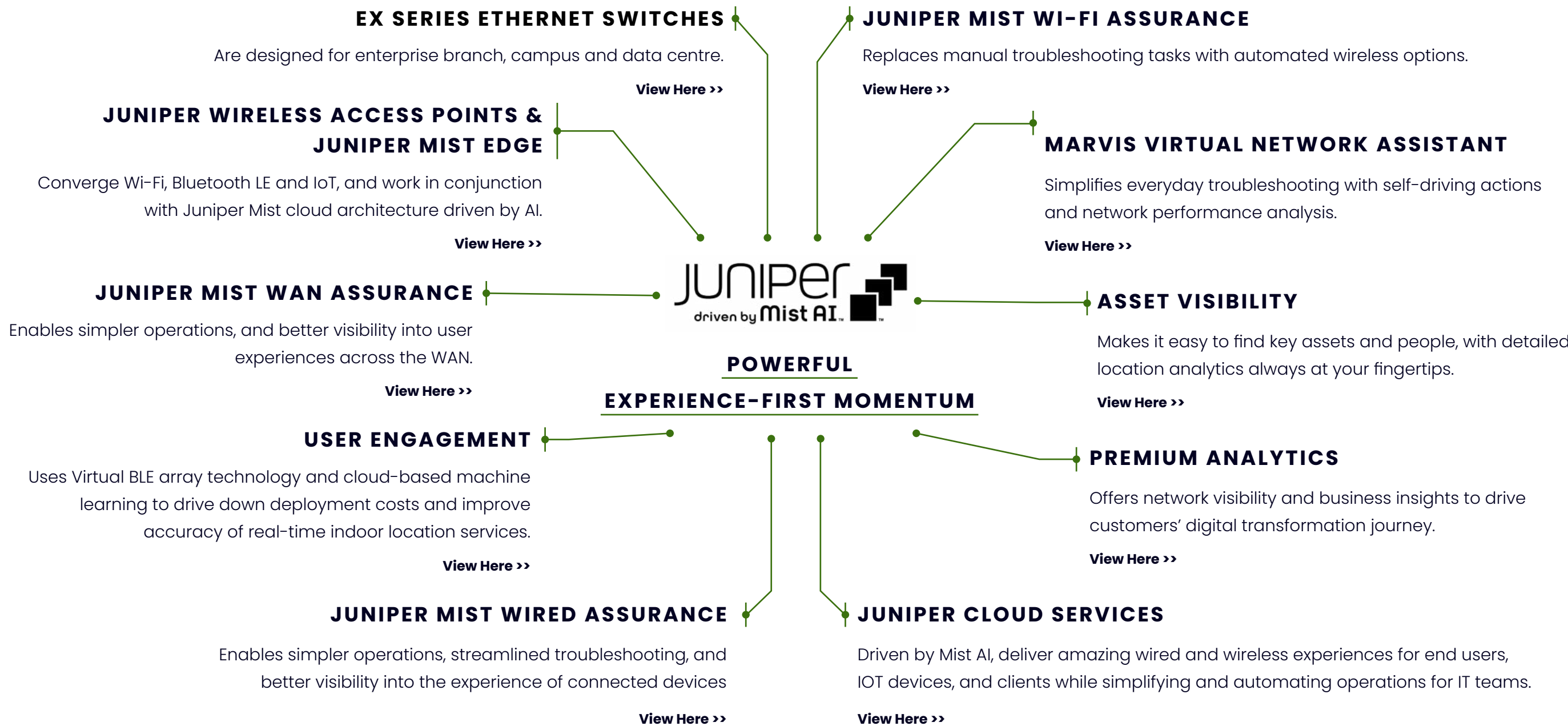
Often there is a disconnect between network performance and user experience. Juniper knows that experience is the first and most important requirement for networking in the Cloud era.

For more information download the full AIDE brochure here.

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Products, Solutions & Services

THE PRODUCT & SERVICES THAT COMPRISE THE JUNIPER MIST SOLUTION INCLUDE:

EX SERIES ETHERNET SWITCHES

Are designed for enterprise branch, campus and data centre.

View Here >>

JUNIPER WIRELESS ACCESS POINTS & JUNIPER MIST EDGE

Converge Wi-Fi, Bluetooth LE and IoT, and work in conjunction with Juniper Mist cloud architecture driven by AI.

View Here >>

JUNIPER MIST WAN ASSURANCE

Enables simpler operations, and better visibility into user experiences across the WAN.

View Here >>

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.

View Here >>

JUNIPER MIST WIRED ASSURANCE

Enables simpler operations, streamlined troubleshooting, and better visibility into the experience of connected devices

View Here >>

JUNIPER MIST WI-FI ASSURANCE

Replaces manual troubleshooting tasks with automated wireless options.

View Here >>

MARVIS VIRTUAL NETWORK ASSISTANT

Simplifies everyday troubleshooting with self-driving actions and network performance analysis.

View Here >>

ASSET VISIBILITY

Makes it easy to find key assets and people, with detailed location analytics always at your fingertips.

View Here >>

PREMIUM ANALYTICS

Offers network visibility and business insights to drive customers' digital transformation journey.

View Here >>

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.

View Here >>

JUNIPER driven by Mist AI

POWERFUL
EXPERIENCE-FIRST MOMENTUM

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Products, Solutions & Services

WEEKLY MIST AI LIVE DEMO

JOIN THE WEEKLY LIVE DEMO AVAILABLE ON MIST AI

Register Now

WHY IS AIDE RELEVANT TO THE RETAIL SPACE?

- **Location awareness** - This feature has been used widely after COVID to re-open safe retail spaces.
- **Capacity Awareness** - This feature helps retail spaces tremendously to understand how many shoppers are on premises.

WHY IS AIDE RELEVANT TO HIGHER EDUCATION?

- **Location awareness** - This feature has been used widely after COVID to re-open safe higher educational spaces.
- **Capacity Awareness** - This feature helps retail spaces tremendously to understand how many students are on the university/and/or school premises.

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Know Your Competition

COMPETITORS AND ALTERNATIVES TO JUNIPER NETWORKS[1]

Alcatel·Lucent Enterprise   ARISTA   CISCO   DELL Technologies

Extreme   HUAWEI   NETGEAR   vmware

WHAT DOES YOUR TARGET AUDIENCE LOOK AT WHEN CHOOSING A SOLUTION?

When evaluating different solutions, potential buyers compare competencies in categories such as:

- **Evaluation and contracting**
- **Integration and deployment**
- **Service and support**
- **Specific product capabilities**

KNOW WHERE YOU STAND – JUNIPER NETWORKS[2]

JUNIPER NETWORKS RATINGS OVERVIEW

68%   ★★★★★

29%   ★★★★☆

4%   ★★★☆☆

CUSTOMERS' EXPERIENCE

4.6
Evaluation & contracting

4.6
Integration & deployment

4.5
Service & support

4.7
Product capabilities

Read More

[1] Source: Gartner / https://www.gartner.com/reviews/market/data-center-and-cloud-networking/vendor/juniper-networks/alternatives
[2] Source: Gartner / https://www.gartner.com/reviews/market/data-center-and-cloud-networking/vendor/juniper-networks/alternatives

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Know Your Competition

JUNIPER NETWORKS STRENGTHS

Reviewers rated Juniper Networks higher than these competitors in the following categories

COMPETITORS	BETTER AT SERVICE & SUPPORT	EASIER TO INTEGRATE & DEPLOY	BETTER EVALUATION & CONTRACTING
CISCO		✓	✓
EXTREME			✓
VMWARE		✓	✓
DELL TECHNOLOGIES		✓	✓
NETGEAR	✓	✓	✓
ALCATEL LEUCENT ENTERPRISE	✓	✓	✓
HPE	✓		
NVIDIA		✓	
H3C		✓	
LENOVO	✓	✓	
NOKIA (NUAGE NETWORKS)		✓	✓
ALLIED TELESIS			✓
PLURIBUS NETWORKS			✓
RUIJIE	✓		✓
ZTE	✓		✓

Source: https://www.gartner.com/reviews/market/data-center-and-cloud-networking/vendor/juniper-networks/alternatives

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The Market Opportunity

JUNIPER NETWORKS AI-DRIVEN ENTERPRISE (AIDE)

WHAT IS JUNIPER MIST AI?

Juniper Driven by Mist AI, has rolled out an artificial-intelligence, cloud-based appliance and a WIFI 6 access point aimed at helping users roll out smart, high-density wireless networks.

WHY IS AI THE NEXT BEST THING?

Recent global research by Juniper Networks shows that both consumers and enterprises want to use artificial intelligence (AI) to a greater extent – and many executives have put it as a top strategic priority for 2022.

In the corporate world, AI is just starting to be utilised to automate daily tasks, such as chatbots for customer service, bank reconciliations and smart workflows for IT trouble ticket management.

According to Juniper's research, 95% believe their organisation would benefit from embedding AI into their daily operations, products and services, and according to Gartner1, "by 2022, 65% of enterprises will deploy network automation in the access layer (up from less than 15% in 2017)."

WHY AI?

AI brings much-needed automation, insights and actions that lower costs and maximise user experience in ways that simply cannot be achieved using traditional IT service models and tools. For example, AI can simplify network operations with real-time anomaly detection and event correlation to pinpoint the source of issues. It can also recommend actions for proactive correction and power self-driving network operations to correct issues before anyone even knows they exist.

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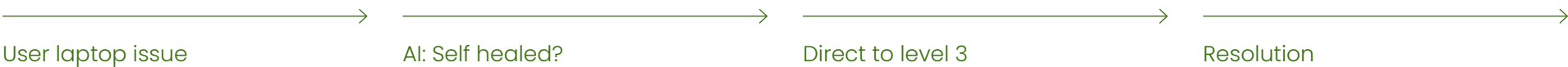

LIFE AS AN OPERATIONS MANAGER: JUNIPER VS LEGACY VENDORS

LEGACY VENDORS

User laptop issue → Raise ticket → Level 1 data capture → Analysis → Level 2 Recreating issue to identify → Check if wider issue on network → Resolution

Time = 2–3 hours

WITH JUNIPER NETWORKS

User laptop issue → AI: Self healed? → Direct to level 3 → Resolution

Time = Instant or 1–10 mins

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Contents   Introduction   Juniper Networks   Products, Solutions & Services   Competition   Market Opportunity   **Value**   Juniper on X-OD   Target Audience   Advantage Program   Toolbox   Get Started   Contact

The Exclusive Networks Value

VALUE ADDED SERVICES

As well as bringing experience-first networking to your partners we can further enhance the commercial opportunity with Exclusive Networks value added services.

END TO END PARTNER SUPPORT

From configuring customer solutions to providing post sales implementation and support. **2:1 technical resource**. Exclusive Networks align two technical engineers to each sales person to support solution design, configuration, demos and staging.

GSO – GLOBAL SERVICES OPERATIONS

The GSO (Global Services Operation) is an Exclusive Networks portfolio of professional services including Global supply chain, compliant logistics, design consultancy, implementation engineering, business support services, sustainable & ethical recycling.

DEDICATED SALES & MARKETING

Tools and campaigns to help promote Juniper Networks products to your customers as well as support with business planning, account mapping, marketing execution, lead generation and more.

FINANCING & LEASING

With more and more businesses looking at financing options in order to ease cash flow, Exclusive Networks' Finance & Leasing service provides simple and flexible finance options that put liquidity back into the channel. We offer multiple payment options and multiple contract options with global availability.

X-OD - COMING SOON!

X-OD from Exclusive Networks is an on-demand platform designed to simplify technology consumption and drive growth by fast-forwarding your evolution to the subscription economy. X-OD allows partners to easily win the Juniper Networks deal and increase the customer lifetime value!

TRADITIONAL MODEL:

QUOTATIONS	ORDERING	MSSP MODEL	PRO SERVICES
Autonomous; takes second	100% digital; just a couple of clicks	MSSPs buy infrastructure the same way they sell services	Reseller services bundled into a single, simple subscription
Takes days waiting for price confirmation	A multi-stage process of paperwork and communications	MSSPs risk upfront investments to realise service returns	Reseller services are sold separately to products

X-OD - Countries included : UK, Ireland, Belgium, Finland, Netherlands, France, Espagne, Austria, Allemagne.

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Welcome to the subscription economy

JUNIPER NETWORKS **ON** **X-OD**
exclusive networks.
on demand.

X-OD is a subscription based OPEX billing initiative. X-OD gives your end user customers a new way of consuming technology, either monthly, quarterly or annually, without the need for complex financing models or the upfront CAPEX costs.

In addition, partners can white label the service via our X-OD portal (FOC) so you can build your own quotes and wrap around your own service offerings.

WHAT MAKES X-OD SO USEFUL?

Traditionally vendors have been sold technology solutions either upfront or via financing. Only newer vendors and MSSP partners can offer subscription-based models. We know that not all customers can support the budgets needed to meet security requirements, nor do they want multiple 3rd party contracts on their books. X-OD allows customers to purchase the technology they need to keep their business secure and competitive but in a more manageable way.

WITH X-OD, PARTNERS CAN:

- Build stronger relationships with your customers
- Sell via an OPEX model and benefit from regular recurring revenue
- Add another string to your bow; so you can win more deals

THE BENEFITS OF X-OD

- Cash is king. X-OD allows partners to become profitable more quickly by not having to manage the total upfront CAPEX costs
- No multiple 3rd party contracts to sign ,which can impact credit and add complexity to the approval process
- As a subscription-based model, X-OD is managed differently to traditional finance. The monthly, quarterly, or annual cost is managed rather than the total lump sum of the deal
- Depreciating hardware is not aligned with the company's books, it's on XOD
- Competitive advantage, increased customer retention and LTV9
- Predictable higher revenues and shareholder value
- Can be linked to any monthly billing currently offered by the partner
- Offers an additional option to customers when they are evaluating the impact a finance deal could have on their business or they are unable to support the upfront CAPEX costs

X-OD AND JUNIPER NETWORKS AI-DRIVEN ENTERPRISE

SIMPLIFY UPSELLING FOR CHANNEL PARTNERS

- Increase deal size by adding more subscriptions with limited impact on monthly payments
- Speed up the sales cycle, unlocking budget with flexible payments
- Offers more agility in the way security is consumed and operated

BUY THE WAY YOU SELL AS AN MSSP

- Align MSSP's cost and revenue model without upfront outlay
- Enable switch to both buying and selling on a monthly/quarterly OPEX basis
- Increase stickiness allowing MSSPs to bundle own service

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Know Your Target Audience

More Case Studies

RETAIL

INDUSTRY DIVE

Retail organisations know that personalising consumers' shopping experience translates into better engagement and higher revenue. From a secure WAN backbone to AI-driven wired and wireless access, Juniper helps retailers deliver improved customer and sales associate experiences while streamlining IT operations. These capabilities are part of the reason that six of the world's top Fortune 10 retailers run their networks on Juniper equipment.

- Boost reliability and speed for front-of-store sales and back-of-store operations
- Superior in-store shopping experience with real-time wayfinding and guest Wi-Fi
- Personalise the shopper experience with real-time notifications and alerts
- Speed time to market for new digital initiatives
- Securely connect and safeguard your retail operations

GAP INC. TRANSFORMS IN-STORE WI-FI EXPERIENCE WITH AI-DRIVEN NETWORKING

Technology has transformed retail, changing how shoppers interact with their favourite brands. To give customers and retail associates the best experience with in-store Wi-Fi, Gap Inc. found AI-driven networking to be a perfect fit.

Download Case Study

EDUCATION

INDUSTRY DIVE

Juniper's AI-Enabled Campus is a comprehensive reference architecture that allows colleges, universities, and research institutions to build secure, high-performance digital learning and research networks.

DARTMOUTH TRANSFORMS THE CAMPUS EXPERIENCE WITH AI-POWERED INSIGHT AND AUTOMATION

Universities are under pressure to meet student expectations for fast, pervasive, and reliable access to the applications they need, no matter where they are on campus. To deliver an amazing service experience, Dartmouth turned to a network powered by Mist AI and automation.

Download Case Study
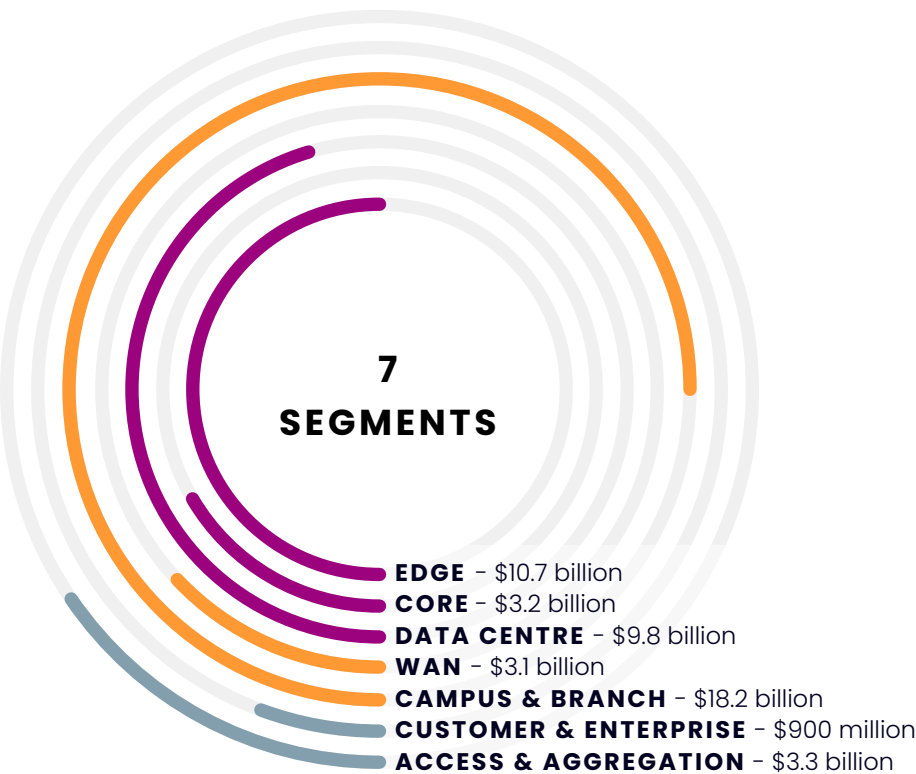
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Know Your Target Audience

7 SEGMENTS, EACH WITH A SPECIFIC TARGET AUDIENCE AND SPECIFIC NEEDS.

KEY:

TARGETS SERVICE PROVIDERS

TARGETS ENTERPRISES

BOTH SERVICE PROVIDERS & ENTERPRISES

7 SEGMENTS

EDGE - $10.7 billion
CORE - $3.2 billion
DATA CENTRE - $9.8 billion
WAN - $3.1 billion
CAMPUS & BRANCH - $18.2 billion
CUSTOMER & ENTERPRISE - $900 million
ACCESS & AGGREGATION - $3.3 billion

Source: https://www.networkworld.com/article/2186441/juniper-targeting-7-key-market-segments.html

KNOW YOUR TARGET AUDIENCE

Understanding your target audience, who they are, what they like, what is their role and responsibilities within the business, what do they read: all these elements will help you adjust your pitch to match the persona you are addressing.

GET READY TO DEMO AND PITCH TO:

KEY PERSONA:

- Technical Vendor Alliances Manager
- Technical Manager
- Vendor Manager
- Senior Vendor Manager

ROLE AND RESPONSIBILITIES:

An alliance manager is responsible for adding value to a company by extending its accounts to company partners. Relationships with these partners must remain well managed and mutually beneficial to both companies. Alliance managers have the responsibility to ensure effective governance of the relationship, protect their company's assets and maximise long-term value for the company, its partners and customers. They are the choreographers or orchestrators of the alliance.

WHAT DO THEY DO?
WHAT DO THEY CARE ABOUT?

THEY CARE ABOUT DATA AND INSIGHTS. THIS IS WHY:

- **They create vendor profiles** that provide relevant market, interaction and performance data specific to each strategic vendor. Update monthly.

- **They build dashboards** that provide near-real-time updates. They often include tactical data most relevant to understanding a strategic vendor's performance.

- **Use quarterly scorecards** to provide a regular update and objective analysis of the most relevant and strategic measures of a vendor relationship. These can include a 360-degree review, for which the vendor provides a customer assessment and recommended improvement actions.

- **They prepare vendor risk plans annually,** or as often as required by policy or regulation. Plans should provide an overview of vendor risks and the relevant actions taken, or necessary, to reduce residual risks and respond to risk events.

They also create the governance framework for how the collected data is communicated with the vendor and across the organisation's key stakeholders. Ideally, this is a schedule of review meetings that are agreed upon at the point of procurement or during the onboarding process.

Juniper Partner Advantage Program

2022

JPA PROGRAM BRINGS ENHANCED REWARDS TO GROW PARTNER'S BUSINESS

- Accelerating Innovation
- Growing Partner-led Profitability
- Delivering Business Simplicity

Single Tiering Structure: Reseller, Select, Elite

Unified Deal Registration Guidelines and Portal Form

AI-Driven Enterprise Specialisation expanding the success of Mist and Juniper Wired/ Wireless Solution

Comprehensive tools including Partner 360 Dashboard, Juniper Learning Academy, and more

Plus Programs provide incremental support to unlock strategic market opportunities

JUNIPer NETWORKS | Partner Advantage

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Juniper Partner Advantage 2022

PROGRAM OVERVIEW

[1] Total SA threshold (product + services) varies by country
[2] Juniper's suggested discounts are subject to change at anytime. Final pricing is a matter of negotiation between the Juniper Partner and the authorised Juniper Distributor.

	Reseller	Select	Elite
Requirements	• Accept Ts & Cs	• Minimum SA requirement based on country[1] • 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	• Minimum SA requirement based on country tier[1] • 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
Benefits	• Access to Generally Available (GA) Products • 30% Suggested Juniper Product Discount; 14% Suggested Services Discount[2] • Deal Registration • Access to Juniper Rewards • Access to Learning Academy training	• Access to GA/Restricted Products • 40% Suggested Juniper Product Discount; 14% Suggested Services Discount[2] • 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	• Access to GA/Restricted Products • 45% Suggested Juniper Product Discount; 14% Suggested Services Discount[2] • 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

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Juniper Partner Advantage 2022

2022 SALES AND TECHNICAL REQUIREMENTS

SPECIALISATIONS

• Detailed technical curriculum tied to product categories and solutions

• Includes Tech Renewal Learning and Juniper Networks Certification Program requirements

TECHNICAL BASELINE

• Built to support partner Sales Engineers, skills including technical positioning, how to demo, designing configurations, and more

• Junos and Design foundational certifications required

SALES PROFESSIONAL

• Designed to build skills including sales foundation, winning with Juniper, and how to sell support and services

• Fresh new content in bite-sized, easy to consume, on-demand courses delivered through the introduction of quarterly Sales Essentials sessions

Visit Juniper Learning Center to Get Started

SPECIALISATIONS	SPECIALISATIONS
TECHNICAL BASELINE	TECHNICAL BASELINE
SALES PROFESSIONAL	
Select	Elite

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Juniper Partner Advantage 2022

JPA 2022 SPECIALISATIONS
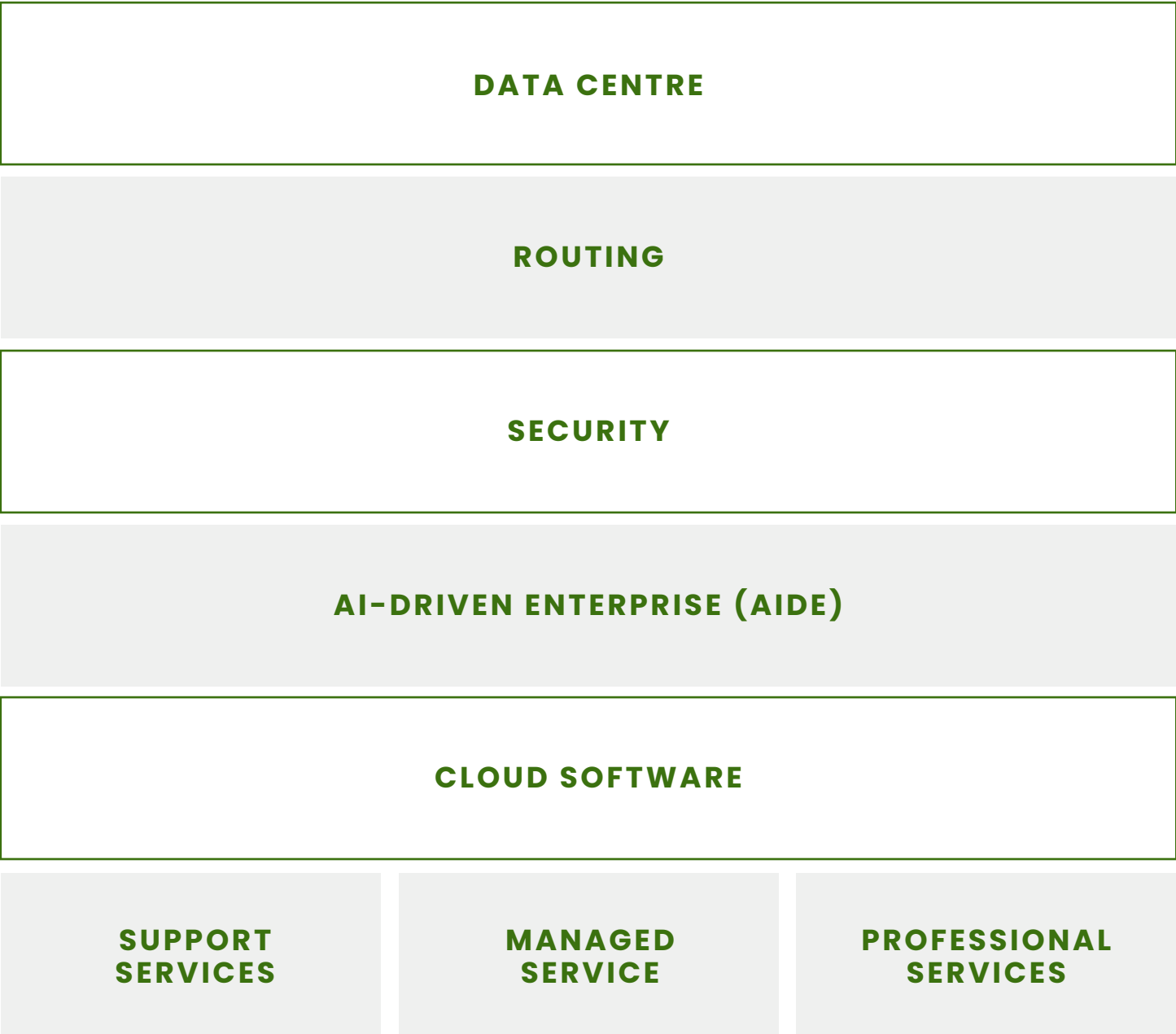
SPECIALISATIONS BRING PARTNERS

- Ability to expand education, build expertise, and access to incremental resources

- Recognition for your commitment and expertise

- Incentives including product access, incentive rewards, and promotions

FLEXIBILITY OF CHOICE

- Align specialisation(s) to fit the area of focus for your business

- Stack multiple specialisations to build the complete solution expertise for customer requirements

WHAT'S NEW IN 2021?

- AI-Driven Enterprise building upon AI-Access

DATA CENTRE
ROUTING
SECURITY
AI-DRIVEN ENTERPRISE (AIDE)
CLOUD SOFTWARE

SUPPORT SERVICES	MANAGED SERVICE	PROFESSIONAL SERVICES

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Juniper Partner Advantage 2022

FINANCIAL BENEFITS – BOLD INVESTMENTS

INCENTIVES	RESELLER	SELECT	ELITE
Seller Rewards • Points-based reward system for approved partner sellers	✔	✔	✔
Discounts • Juniper products including products driven by Mist AI	✔	✔	✔
Deal Registration • Rewards partners with added discounts when initiating a new opportunity and registering Juniper and Mist single program will have a unified set of program rules and portal	✔	✔	✔
Incentive Rewards • Backend incentive to provide added profit to partners who drive targeted behaviors tied to Deal Registration, Growth, and Customer Value		💵💵	💵💵💵
Market Development Funds (MDF) • Designed to foster joint Juniper / Juniper Partner Go-To-Market (GTM) strategies, enabling demand generation for Juniper solutions		✔	✔

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Juniper Partner Advantage 2022

PARTNER SELLER REWARDS

Partners' sales representatives may earn reward points in return for closing registered deals across all product SKUs. Points earned can be redeemed towards a variety of exciting rewards available via the online catalog.

2022 Q1 JUNIPER REWARDS

Rewards Structure		Rewards Promotions[1]	
POINT STRUCTURE 1.5% of Partner Sales Achievement* for Security, Switching and Routing is awarded to the Partner Sales Representative.	**ACCOUNT ELIGIBILITY** Closed through Juniper's Deal Reg. Tool - SA must be booked against the quote linked to the original Deal Registration. Rewards are awarded on both named and commercial accounts and on full Sales Achievement amount.*	**CLOSED DEAL REGISTRATION PROMOTION** Pre-populated claim form based on Juniper SA Report loaded to JPR Awards based on Deal Reg Booked Amount • 1.5% of the booked amount for Security, Switching and Routing for Partner Sales Reps • 1% of the booked amount for Security, Switching and Routing for assisting colleagues	
SOLUTION ARCHITECTS & SES Sales Representatives can name the lead technical person to allow them to receive rewards for supporting the Juniper sales. 1% for Security, Switching and Routing.	**QUARTERLY REWARDS CAP** Rewards are capped at 1,000,000 points per Rep in AMER/EMEA by quarterly promotion. Rewards are capped at 250,000 points per Rep in APAC by quarterly promotion.	**NON-DEAL REGISTRATION PROMOTION (CHINA ONLY)** Manual claiming by sales reps after sale is closed • Sales reps submit Distributor and End Customer Invoices as proof of performance. Awards are based on product and quantity sold	

[1] *Excludes Services*

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Juniper Partner Advantage 2022

PARTNER MARKETING BENEFITS AT-A-GLANCE

| PARTNER MARKETING RESOURCES	RESELLER	SELECT	ELITE
Turn-key Marketing Campaigns and Programs	✔	✔	✔
Go-to-Branding Resources, Templates, Partner Badges	✔	✔	✔
Partner Program Tier Logo Usage in Marketing Materials and Customisation with Partner Value Proposition	✔	✔	✔
News on Demand Channel Publication	✔	✔	✔
Social Media Syndication	✔	✔	✔
Invitation to Demand Generation Events/Webinars	✔	✔	✔
Access to Juniper Store for Promotional Merchandise	✔	✔	✔
Market Development Funds for Joint Business and Marketing Planning and Custom Campaigns	Partner Self-Fund	Potential Eligibility	Juniper Earned MDF

Learn More

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Toolbox

1/ THE PARTNER PORTAL

The partner portal is your first point of call for all your juniper networks support needs.
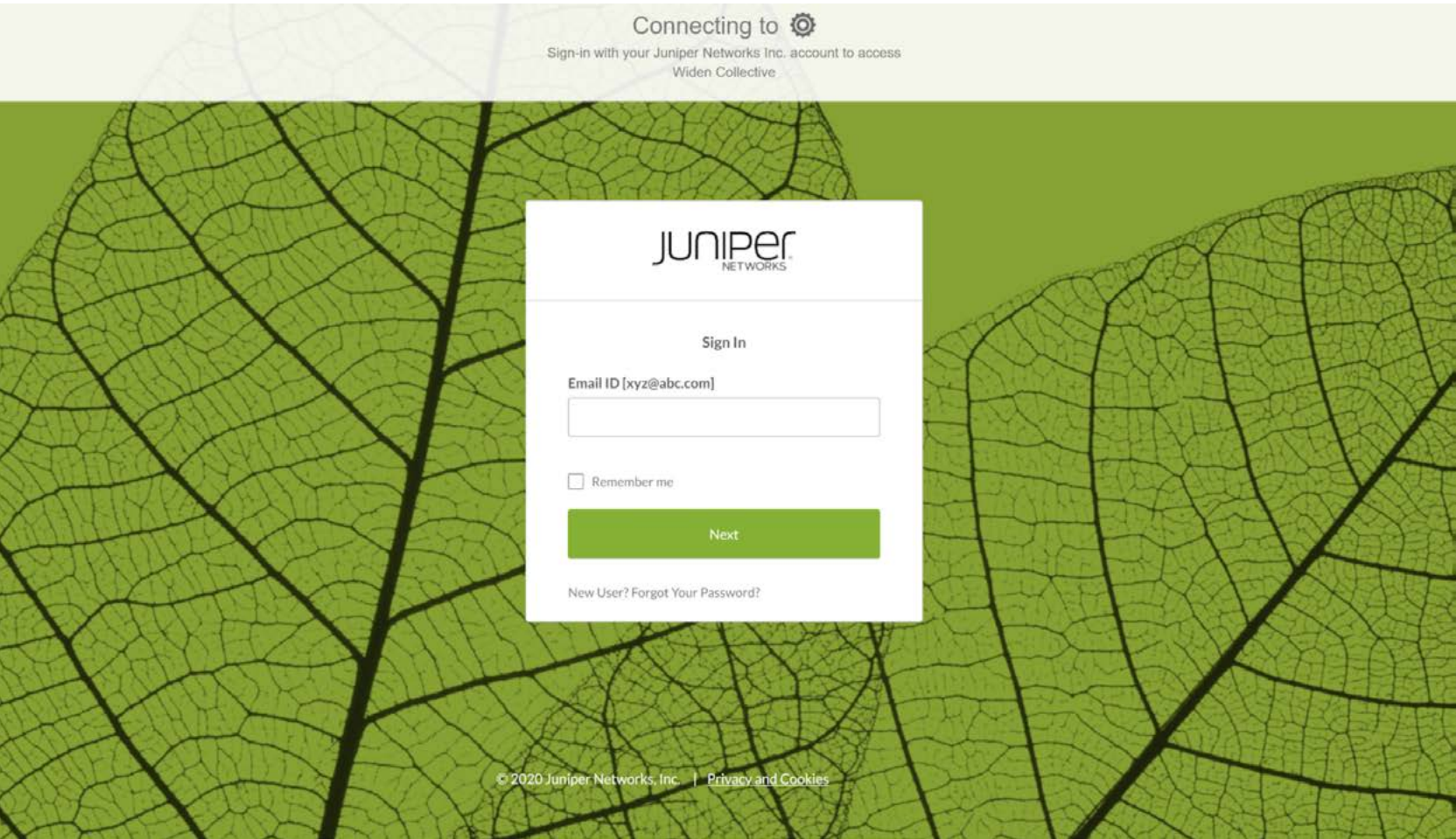
Access to the portal then provide you with access to the following categories of content:

Sign in here

Quick Links

Configurator Tool ›	Order Status Tool ›	Webcast Training ›
Deal Registration ›	Partner Social on Demand ›	Rewards ›
Distribution ›	Product Price List ›	Market Development Fund (MDF) ›
Distributor Tools ›	Product Promotions Catalog ›	Juniper Performance Incentive Program ›
Learning Academy & Enablement Essentials ›	RoHS 2 Restricted Availability Product SKU List (EMEA only) ›	Access Juniper Partner Portal ›
Market Development Funds Program View ›	Support Availability Tool ›	

Toolbox

2/ THE LEARNING CENTRE

GETTING STARTED WITH JUNIPER CERTIFICATION

To gain a full understanding of Juniper certification tracks, download the Juniper Networks learning paths guide here

For More Information

CERTIFICATION TRACKS

CERTIFICATION TRACKS	ASSOCIATE LEVEL	SPECIALIST LEVEL	PROFESSIONAL LEVEL	EXPERT LEVEL
AUTOMATION & DEVOPS	JNCIA-DEVOPS	JNCIA-DEVOPS	N/A	N/A
CLOUD	JNCIA-CLOUD	JNCIA-CLOUD	JNCIA-CLOUD	JNCIA-CLOUD
DATA CENTRE	JNCIA-JUNOS	JNCIA-JUNOS	JNCIA-JUNOS	JNCIA-JUNOS
DESIGN	JNCDA	JNCDS-DC JNCDS-SEC JNCDS-DP	N/A	N/A
ENTERPRISE ROUTING & SWITCHING	JNCIA-JUNOS	JNCIS-ENT	JNCIP-ENT	JNCIE-ENT
MIST AI	JNCIA-MISTAI	JNCIS-MISTAI	N/A	N/A
SECURITY	JNCIA-SEC	JNCIA-SEC	JNCIA-SEC	JNCIA-SEC
SERVICE PROVIDER ROUTING & SWITCHING	JNCIA-JUNOS	JNCIS-SP	JNCIS-SP	JNCIS-SP

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Toolbox

2/ THE LEARNING CENTRE

WANT TO LEARN MORE ABOUT NETWORKING FUNDAMENTALS?

INDUSTRY-SPECIFIC TERMINOLOGY?

GET THE LATEST THINKING FROM YOUR NETWORKING PEERS?

You're in the right place.

THE LEARNING CENTRE PROVIDES YOU WITH QUICK AND EASY ACCESS TO:

- Networking fundamentals
- Glossary
- Day one books: Day one books cover networking technologies using step-by-step instructions and practical examples written by working engineers. The day one library has over a million downloads and counting
- Book bundles will download a .zip file.
- You can purchase paper books here
- TechWiki
- Training courses

THE LEARNING CENTRE PROVIDES YOU WITH QUICK AND EASY ACCESS TO:

Have you considered the All-Access Training Pass?

You can SAVE thousands and get unlimited access to all Juniper courses for an entire year!

Leverage Juniper's learning paths to determine the recommended order in which courses should be taken based on your preferred area of concentration. For more details relating to certification please visit Juniper Networks Certification Program page.

VISIT JUNIPER NETWORKS CERTIFICATION PROGRAM

Register Now

ON-DEMAND COURSES ARE ALSO AVAILABLE IF YOU ARE LOOKING FOR A SPECIFIC COURSE OR JUST TO BRUSH UP ON ONE SPECIFIC TOPIC.

View Here

3/ THE TECH LIBRARY

The tech library includes product documentation, the design centre, the learning centre, tools and applications and the latest news. These resources will enable you to deepen your product knowledge. Head over here to have a look at the Tech library.

Access the Tech Library Now

4/ THE DEAL REG PLATFORM

Informing Juniper of any new deals is key and must be done via the deal reg platform.

Access Deal Registration Platform Here

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Contents   Introduction   Juniper Networks   Products, Solutions & Services   Competition   Market Opportunity   Value   Juniper on X-OD   Target Audience   Advantage Program   Toolbox   **Get Started**   Contact

Get Started!

WHAT'S NEXT?

GET STARTED TALKING ABOUT JUNIPER NETWORKS WITH YOUR PARTNERS TODAY!

01 Create a target partner list of existing Juniper partners and partners who are new to Juniper Networks but who are already customers of Exclusive Networks.

02 Download and send our partner email series here to start raising awareness of the Exclusive Networks partnership with Juniper Networks and the value Exclusive Networks brings.

03 Arrange a call-out day to drive partners to the MIST AI demo sessions and / or a refresher session on the product portfolio.

04 Track your progress in our lead tracker.

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Your Key Points of Contact

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