

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 country¹
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 tier¹
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

¹Total SA threshold (product + services) varies by country

Benefits:

Reseller: Access to Generally Available (GA) Products
30% Suggested Juniper Product Discount; 14% Suggested Services Discount²
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 Discount²
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 Discount²
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

²Juniper's suggested discounts are subject to change at any time. Final pricing is a matter of negotiation between the Juniper Partner and the authorised 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