Juniper Networks Open IP Service Creation Program (OSCP)
FAQ for Program Participants

1. What is the OSCP?

Juniper's Open IP Service Creation Program (OSCP) is a new application development program that allows 3rd parties to create new, innovative IP service management functionality via the development of interfaces to or direct software applications for Juniper Networks SDX-300 Service Deployment System.

The program is aimed at creating enhanced network value for service providers and their customers by leveraging Juniper and participant products/applications. Participants in the fee-based program engage with Juniper in several ways per the varied program tier levels. The OSCP provides application development assistance and tools as well as various marketing and promotional benefits by leveraging the capabilities and entrenched presence of the SDX-300 for service operators worldwide.

2. Who should consider joining?

The OSCP is targeted at various service infrastructure software and hardware providers with content/application platforms, networking platforms, and network/service management systems that would benefit from enhanced service delivery and management functionality by intelligently interacting with the network via the SDX. Additionally, the program is targeted at content, application, or hosting providers whereby the hosting/control platforms can interact with the network to assess and allocate network resources for premium user consumption experiences. ISVs and systems integrators can also participate to build applications for the SDX for advanced IP service management functionality that can be extended to multiple service provider customers.

3. What are the program benefits?

The program offers a wide array of features and benefits to participants which will vary depending upon the program tier (Premium, Preferred, or Select) specification and additional participant options. Highlights are listed in the table below.

Application Development Toolkit	• Full set of APIs • Documentation • Coding examples • SDX product • SDX product roadmap information
Application Development Assistance	• Remote consultancy support • Remote SDX platform for application validation • Juniper Technical Assistance Center (JTAC) support • Web-based training • SDX knowledge base • SDX product updates
Marketing and Promotions	• Web site promotion on Juniper external and internal sites • Joint collateral • Use of Juniper logo • Opportunity for representation at Juniper Executive Briefing Center (EBC) • Opportunity for participation in Juniper events/tradeshows and business meetings • Increased market traction via Juniper customer base

4. What is the SDX?

The SDX-300 Service Deployment System is the leading policy and resource management platform, managing IP services delivery for millions of subscribers across more than one hundred service providers worldwide. By interfacing with both 3rd party applications and underlying networking systems, the SDX-300 specializes in end-to-end intelligent service control. It's functions include assessing and reserving bandwidth; performing per user, per service authentication, authorization, and accounting; monitoring service performance; and, in conjunction with Juniper Networks' security products and routers, diagnosing and controlling system-wide threats. The SDX-300 integrates easily into multi-vendor networks via its open interfaces: SOAP/XML, Web Services, Diameter, and UDDI on its northbound side and COPS, RADIUS, PCMM, CLI, and SNMP on its southbound side. Service sessions are authorized by the SDX-300 and are provisioned across wireless, DSL, cable, Ethernet, ATM, Frame Relay, SONET, and fixed wireless environments. For additional information on the SDX-300, its capabilities and solutions, please visit http://www.juniper.net/products/sdx/.

5. What kinds of applications are best suited to the program?

The robust, versatile feature set of the SDX-300 facilitates the development of a wide range of innovative IP service applications that provide service providers with the ability to cost-effectively provision new services, manage end-to-end service resources, protect the network, and assure service quality based on specific subscriber or application needs. The SDX-300 can dynamically adjust the "behavior" of the network – bandwidth shaping, QoS parameters, and traffic redirection or filtering – based on specific content/application requirements and current network conditions, i.e., resource availability, traffic volumes and types, subscriber preferences, and other factors such as time of day.

Participants have the ability to create applications that leverage this powerful functionality via communications to the SDX from other service infrastructure platforms: server-based application management platforms and network/CPE management systems. Participants can also write applications that reside directly on the SDX for advanced delivering authorization, authentication, and accounting features. Emerging applications that are gaining traction with service providers include: portal or application-driven requests for quality network treatment of specific content or applications, flow-through provisioning and control of end-to-end networking equipment including access/CPE platforms, "follow-me" subscriber service provisioning across multiple devices or locations, translation and implementation of business management rules into the specific service provisioning policies, delivery of tiered subscriber service packages for internet and other multi-play applications, and identification and control of malicious traffic and heavy volume users.

6. What is the standard timeline for application development?

Application development can vary from a few days for a very basic "proof-of-concept" to several weeks for more complex robust and "production-oriented" applications. This does not include any application and quality assurance testing that the participant may wish to undertake. Variations upon this will also be driven by the participant's programming experience in relevant areas, such as Web services and SOAP/XML. Juniper provides simplified abstracted interfaces, documentation, and application development consultancy that can help in expediting the development process.

7. Where does development work take place?

Juniper will provide access to the APIs and documentation via the Web, such that participants can develop the applications at their business location(s). Juniper will also provide, as available, remote applications development assistance during the hours of 9am to 5pm ET Monday through Friday.

8. How are SDX-based OSCP applications tested?

Participants can remotely test the applications that interface to the SDX-300. Juniper has arranged for an SDX-300 to be accessible via the Internet and application development consultants are available for assistance. Participants that develop applications that run directly on the SDX-300, must have access to a local SDX-300 platform for testing. Premium Tier participants (namely as ISVs or SI's) must acquire an SDX-300 for development and testing purposes. Preferred and Select Tier participants have the opportunity to purchase an SDX-300 as well. Access to Juniper facilities for testing by Premium/Preferred Tier participants can be arranged, but must be coordinated and scheduled in advance with the development consultants.

9. How would OSCP-developed applications be marketed and sold to service providers?

OSCP participants can take advantage of Juniper's long-standing success in top-tier service provider accounts. The program participants and their respective developed applications will be marketed in various ways. Juniper will post information on both the participant organizations and applications on the internal Juniper Web site for access and use with customers by the Juniper field organizations. Juniper will cite the participant and/or application on the external Web site. Juniper may also offer opportunities for participation in the Juniper EBC for customer demos, as well as promotional opportunities with trade events and Juniper customer/channel events. Priorities for event participation are based on the program tiers. Juniper will also support the development of joint solutions collateral with the participant.

10. Any OSCP success stories – that is, has the OSCP generated any applications, and have they been deployed with customers?

The OSCP is a new program, launched in October 2006. The initial set of participants are in the process of being signed up, so the production of applications within the formal OSCP has not yet been realized. However, a number of companies have developed applications or application interfaces for the SDX as announced in June 2006. They encompass a varied set of service management functionalities that take advantage of the SDX-300's versatility. A subset of the parties includes Siemens, Microsoft, Exent Technologies, Real, Tropos, SeaChange International, and IBM. While it cannot be publicly announced, several of these applications have been deployed in customer environments. The 3rd party and customer interests in the SDX-300 have stimulated the need for the OSCP.

11. I didn't know Juniper had any experience running developer programs. What are its qualifications?

The SDX-300 is a mature product with over 6 years of development and market experience and more than 100 systems deployed worldwide. It is designed as a powerful service management platform supporting flexible integration into the back office operations infrastructure. To accommodate this integration with various service-related databases, accounting, provisioning, and other management systems, Juniper is well versed in understanding the potentially complex challenges associated with developing interfaces to external systems. It has leveraged not only this product design expertise, but also its professional services expertise in SDX customer installation/integration, in designing simplified and standards-based interfaces for use by 3rd parties. As cited above, Juniper has also worked with a number of 3rd parties and partners already in the development of SDX-300 applications. So, while Juniper has not formally run an application developers program, it possesses the required expertise and technology elements to create and execute a successful program.

12. Where can I go for more OSCP-related information?

To learn more about the OSCP, please visit our web site: http://www.juniper.net/partners/oscp.html

You can also contact us by email: oscp@juniper.net

SDX-specific information can be located at the following location: http://www.juniper.net/products/sdx/

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