

J-PARTNER TECHNOLOGY ALLIANCE PROGRAM OVERVIEW

Partner with an Industry Leader to Deliver
Best-in-Class, Joint Solutions to High-
Performance Enterprises and Service Providers

The Value of a Juniper Networks Partnership

Today's business networks are more than communications vehicles: they are platforms for innovation. Enterprises and service providers invest in IT not only to maintain their existing services through growth and change, but also to create new services that differentiate them from the competition.

Juniper Networks® networking infrastructure and security solutions provide fast, reliable and secure access to applications and services over a single network. Together, we can help our customers grow, strengthen, and create innovative business models with high-performance, open, flexible solutions.

Juniper Networks helps companies around the world build high-performance networks that enhance business speed, safety, and flexibility. The top 100 service providers, 99 of the Fortune 100, and large government agencies and institutions around the world are among the over 30,000 businesses that rely on Juniper Networks to quickly meet their challenging requirements. These businesses prefer Juniper Networks' approach: open, flexible network solutions over closed or complicated legacy networks.

Working with partners offers greater value to our customers, and expands Juniper Networks solution offerings to new and existing customers of all sizes. For potential partners, working with Juniper Networks affords similar advantages, including:

- Increased market reach
- Increased revenue opportunities
- Enhanced market credibility

The J-Partner Technology Alliance Program: High-Performance Solutions for High-Performance Businesses

Juniper Networks created the J-Partner Technology Alliance Program to meet the needs of high-performance businesses. The Technology Alliance Program is a framework for developing and delivering best-in-class solutions that solve customer, market, and industry high-performance networking needs.

The Technology Alliance Program consists of two categories. The J-Partner Service Provider Technology Alliance Program lets service providers deploy differentiated services quickly and cost-effectively, driving new sources of revenue and increasing customer loyalty. The J-Partner Enterprise Technology Alliance Program enables enterprises to create high-value interactions with their clients and network users, increasing productivity, supporting differentiation, and accelerating growth. This program also targets the public sector—including public institutions, military, intelligence, and civilian agencies—to ensure their networks securely and efficiently deliver critical services that inform and protect citizens.

Technology Alliance Program Benefits

Working with a Juniper Alliance Partner Development Manager, Technology Alliance participants gain access to Juniper Networks sales, marketing, and support programs needed to create and promote joint solutions. A variety of program elements enable participants to stay informed, create awareness, reach potential customers, close sales, and support customers.

Stay Informed

The Juniper Networks Partner Center Access Web portal gives Technology Alliance Partners the latest information on Juniper training programs, marketing programs, product and service updates, and industry and market information. In addition, quarterly Technology Alliance newsletters notify Technology Alliance Partners of news, upcoming events and product launches.

“Many companies talk partnership. At Juniper, the term is “deliberate dependence”. Deliberate dependence reveals itself in the way the Juniper’s Marketing, Alliance and Product Management teams work with RSA. I can tell you that it is not just talk, Juniper is committed to delivering for their partners, and they have done so for RSA.”

Tim Shea,
Global Alliances Manager
RSA Corporate Development

Create Awareness

The Technology Alliance Program has a number of vehicles that help create market awareness for joint solutions. Web and in-person events help introduce solutions to Juniper Networks sales teams and executives, global channel partners, and distributors. Print, email, and Web communications help reinforce the message.

Reach Potential Customers

Technology Alliance Partners can immediately start marketing their relationship and solution in a variety of ways. Technology Alliance Partners are listed on the Juniper intranet, and are invited to participate in J-Partner events. Juniper Networks provides a J-Partner Technology Alliance logo and a media kit to jump-start collateral and press efforts. Joint press releases can celebrate significant wins. Depending on the level of engagement, Technology Alliance Partners may also be eligible for customer-facing joint collateral, joint sales tools, success stories and joint lead-generation campaigns.

Close Sales

Qualified participants in the Technology Alliance Program are eligible for enhanced sales support from Juniper. A joint sales strategy can help identify the best opportunities for new customers and new markets.

Support Customers

Technology Alliance Partners have access to online technical and product training offered through the Partner Center Web portal, including internal Webinar (J-Learn) materials. Discounts on Juniper Networks products and demonstration kits help exhibit the solution at events and to prospective customers.

Technology Alliance Program Requirements

Customers rely on Juniper Networks to deliver relevant solutions that meet and exceed expectations for quality, timeliness, service and value. Prospective J-Partner Technology Alliance Partners must meet certain requirements to ensure not only the success of the solution, but also the success of our customers. Successful entrants to the Technology Alliance Program offer compelling value in one or more targeted market sectors and work with Juniper Networks to:

- Qualify market demand for the joint solution
- Develop the joint solution
- Complete successful solution testing
- Identify support, escalation, and sales contacts and processes
- Provide technical and business contacts
- Create a joint business plan
- Schedule regular reviews to evaluate joint success

In addition, Technology Alliance Partners are obliged to promote joint solutions. Participants in the Technology Alliance program must:

- Publicize joint customer wins
- Create collateral that articulates the solution value proposition
- Establish a marketing budget to conduct joint marketing activities
- Create a Web presence with information on the joint solution

Becoming a Technology Alliance Partner

Juniper Networks works with prospective Technology Alliance Partners to establish a successful, long-term relationship. Juniper Networks Technology Alliance team members collaborate with prospective partners to validate solutions developed or enabled as part of a high-performance network. Once the solution is approved, partners are welcomed into the Technology Alliance program and are immediately eligible for the many benefits described above. Juniper Networks launches the solution to our sales teams and channel partners, and regularly measures the success of the program through an Alliance review.

Next Steps

Vendors with demonstrated customer demand for solutions in enterprise or service provider environments can start reaping the benefits of the J-Partner Technology Alliance Program. If you are interested in growing your business and extending greater value to your customers, please contact alliance-development@juniper.net.

About Juniper Networks

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at www.juniper.net.

“We are proud to be a member of Juniper’s Technology Alliance Program. Working together, we are able to extend our market reach, increase revenue opportunities and provide our joint customers with best-in-class solutions.”

Joe Sigrist,
Senior Vice President and General
Manager of Video Solutions at
Polycom

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