

# JUNIPER OPERATE SPECIALIST PROGRAM

## Service Overview

As a valued Juniper Networks Operate Specialist partner, we know that service sales are critical to your total financial opportunity. To continue our focus on building a deliberate dependence on your services capabilities, Juniper Networks has developed the Operate Specialist program.

Juniper provides you with the tools, skills, automation, and offerings to optimize your service practice to more efficiently and profitably deliver a wide range of services for Juniper products and solutions. Our goal is to ensure that the Juniper Networks solutions you deliver for end customers are successful, scalable, and provide the opportunity to generate new, predictable, and recurring revenue streams.

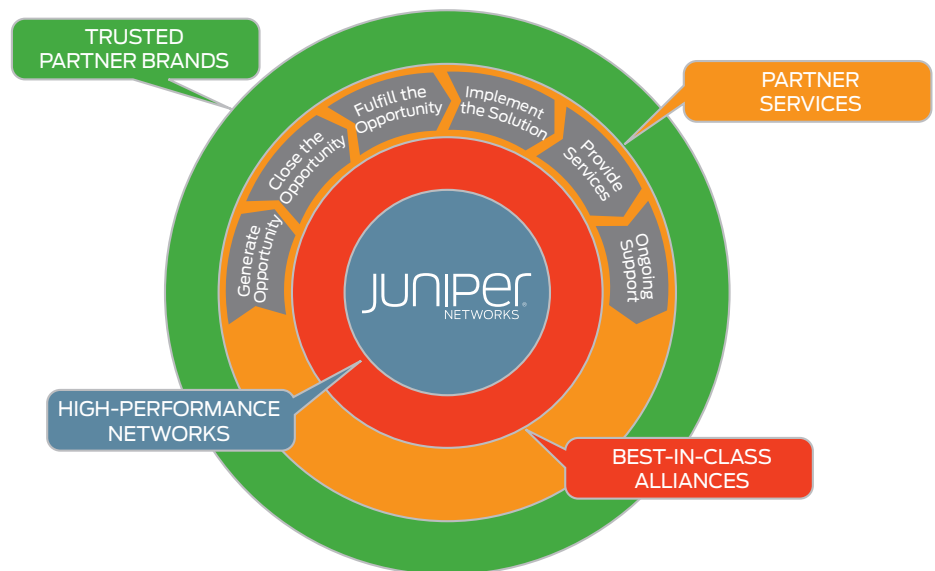


Figure 1: Operate Specialist Partner

## Service Description

### Operate Specialist Description

The Operate Specialist program provides you with the opportunity to sell your own brand of maintenance service to end customers. This program gives you maximum flexibility to provide a single source problem resolution process for your customers. Receive access to Level 1 and Level 2 technical support, while leveraging Juniper’s service organization and infrastructure to augment your support capabilities.

Within the Operate Specialist program, you can provide support based on the three technology groups: Network Infrastructure, Advance Network Infrastructure, and Advance Security. You may qualify for one or more of the technology categories (please see Table 2). If you do not qualify for one of the technology groups, you always have the option to resell any of our Juniper Networks Technical Services offerings, including Juniper Care and Juniper Care Plus.

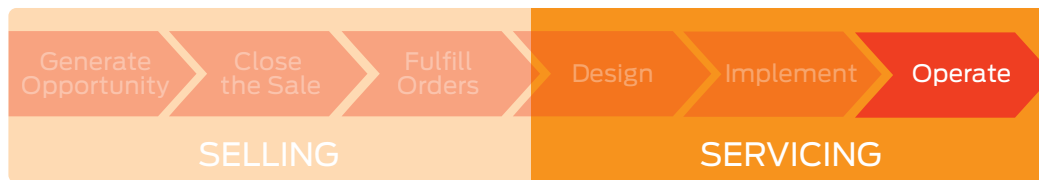


Figure 2: Operate Specialization methodology

Service automation provides a platform for you to deliver new revenue generating services:

- Increase gross profit as well as reduce support efforts and costs
- Maximize margins and maintain account control
- Leverage co-delivery models to provide flexibility and increased customer satisfaction
- Utilize sales tools, technical guides, “how to” information, and troubleshooting tips
- Access informative sales and marketing strategies to capture new business and penetrate deeper into existing accounts
- Participate in troubleshooting webcasts
- Promote your capabilities via the “Authorized by Juniper Networks” designation
- Gain visibility within Juniper’s sales and customer service teams

### Operate Specialist Service Offerings

As an Operate Specialist, you will have the unique opportunity to offer your end customers industry-leading technical support solutions that expand your partner branded service capabilities. Juniper has formulated the following support offerings that are available only to the Operate Specialist:

- Operate Specialist Support
- Advanced Customer Support
- Advanced Partner Support (check for availability within your location)

In addition, complementary “for fee” options include: Resident Engineer, Resident Consultant, Consulting Credits, and Focused Technical Support.

In addition to partnering with Juniper Networks for backup support and logistics, you can offer enhanced levels of technical support that include:

- Automated incident detection, troubleshooting data collection, and issue escalation by leveraging Juniper Networks Junos® Space Service Now to provide your customers with an efficient, rapid response to network issues. Service Now simplifies operational processes, saving you time and money, and it helps you provide a higher level of support to your customers, collecting the right data at the right time when an issue occurs. Service Now makes collecting inventory information for Juniper Networks solutions fast and efficient.
- Preferential treatment for your top accounts that results in faster case closure, decreased network downtime, and more personalized technical support.
- A set of proactive product reporting options focused on mitigating risk and evolving the network that Juniper Networks delivers to you, and which you can then repackage under your own brand.

## Features and Benefits

Table 1: Operate Specialist Features and Benefits

Feature	Feature Description	Benefit
Operate Specialist branded support and service	Market and sell your own brand of maintenance or management service.	Increase your recognition and customer control while generating deeper penetration into accounts.
Operate Specialization guides	Access sales tools, technical guides, “how to” information, troubleshooting tips, and more.	Support your customers faster and more efficiently to drive down costs and increase customer satisfaction.
Sales and marketing techniques and recommendations	Assist your sales teams in identifying customer needs and offering the best solutions with custom designed playbooks and training.	Drive dialogue towards the best solution to solve customer issues and less on price, while high impact marketing efforts generate quality leads resulting in increased revenue.
Access to Operate Specialist support offerings	Offer your own brand of advanced services, leveraging Juniper Networks technology and resources to help you deliver quick and effective results.	Open up new revenue and margin opportunities by providing your customers with a suite of new offerings targeted at increasing network performance.

## Operate Specialist Business Requirements

To qualify as a Juniper Operate Specialist, you are required to meet the level of business responsibilities as defined in Table 2. These business requirements, combined with program metrics, are monitored annually.

**Table 2: Operate Specialist Business Requirements\***

	Advanced Security	Network Infrastructure	Advanced Network Infrastructure
Eligible products	Access Control SSL VPN Firewall VPN IDP Series	M Series MX Series EX Series WX Series WXC Series	E Series T Series M Series MX Series
Professional services	Not Applicable	Not Applicable	Not Applicable
Lab equipment	Required	Required	Required
Technical certification**	Elite Level Plus** 2 JNCIS-FWV 2 JNCIA-IDP <sup>1</sup> 2 JNCIS-SSL 2 JNCIA-AC <sup>1</sup> 2 JNCIS-SEC <sup>3</sup>	Elite Level Plus** 2 JNCIS-M or 2 JNCIS-ER or 2 JNCIS-ENT <sup>4</sup> or 2 JNCIS-SP <sup>5</sup> 2 JNCIA-EX <sup>1</sup> or 2 JNCIS-ENT 2 JNCIA-WX <sup>1</sup> 2 JNCIS-SEC <sup>3</sup>	Elite Level Plus** 2 JNCIP-M or 2 JNCIP-SP <sup>5</sup> 1 JNCIP-E <sup>2</sup> 2 JNCIS-SEC <sup>3</sup>
Pre-sales authorization	Elite Level	Elite Level	Elite Level
Sales authorization	Elite Level	Elite Level	Elite Level
Post sales technical assistance center	<ul style="list-style-type: none"> <li>• 24/7 technical support desk</li> <li>• Provide Level 0 first call support</li> <li>• Provide Level 1 troubleshooting</li> <li>• Provide Level 2 troubleshooting</li> <li>• Remote diagnostics capabilities</li> <li>• Problem recreation lab in each service center</li> <li>• Defined procedure to escalate into JTAC</li> <li>• Call handling, software download, and escalation management</li> <li>• Provide, track, and execute software upgrades and maintenance releases</li> <li>• Act as customer interface for all hardware and software issues</li> <li>• Process all end user RMAs</li> </ul>		

\* Table is a high-level summary and additional requirements are listed in the application process.

\*\* All certification requirements are in addition to technical certification requirements for Juniper Partner level (engineers must be performing post sales technical support role).

1 JNCIS is mandatory upon availability; JNCIA is required if JNCIS is not available.

2 JNCIP-E is required when E Series products are supported by Operate Specialist.

3 For Operate Specialist with multiple product specializations, only two JNCIS-SEC certifications in total are required.

4 The JNCIS-ENT certification has replaced JNCIS-ER and JNCIA-EX. All JNCIS-ER and JNCIA-EX certifications will remain acceptable during the validity period of two years from date of examination.

5 The JNCIP-SP certification has replaced the JNCIP-M certification. All JNCIP-M certifications will remain acceptable during the validity period of two years from date of examination.

## Juniper Networks Services and Support

Juniper Networks is the leader in performance-enabling services that are designed to accelerate, extend, and optimize your high-performance network. Our services allow you to maximize operational efficiency while reducing costs and minimizing risk, achieving a faster time to value for your network. Juniper Networks ensures operational excellence by optimizing the network to maintain required levels of performance, reliability, and availability. For more details, please visit [www.juniper.net/us/en/products-services](http://www.juniper.net/us/en/products-services).

## Operate Specialist Qualification Process

The Operate Specialist program is by invitation only, see Figure 3. To qualify, you must have demonstrated your ability to offer comprehensive technical support, including troubleshooting, remote diagnostics, and problem recreation; 24/7 technical support coverage; being able to act as the primary customer interface for warranty and support; and being able to process all RMAs on the end customer's behalf. Additional requirements are outlined in Table 2.

Current Juniper partners who would like to apply for consideration to become an Operate Specialist are required to complete a prequalification application. Upon receipt of this application, the Juniper Networks Service Partner Manager will contact the Juniper partner and the Partner Account Manager (PAM) to review the application and discuss qualifications and next steps.

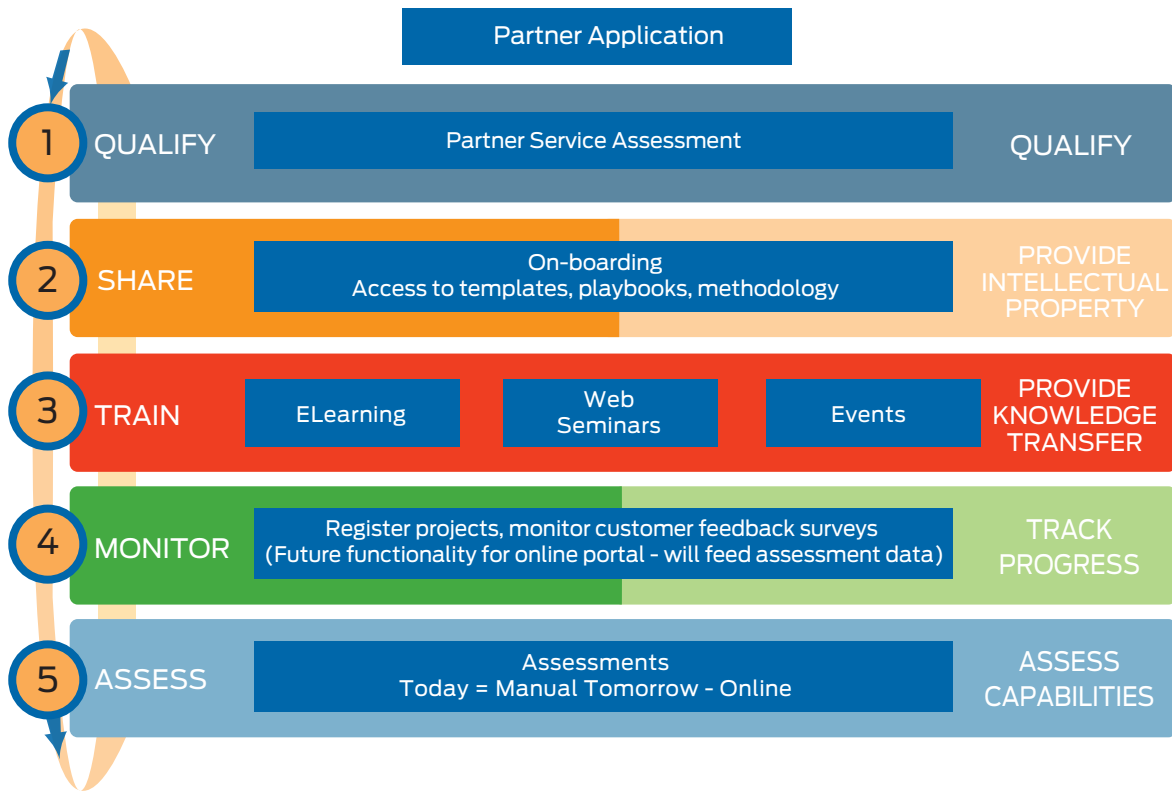


Figure 3. The Operate Service Specialization qualification process

### Step 1: Juniper partner completes the Operate Specialist application.

The Operate Specialization program is by invitation only, and pre-approval and qualification is required. The application should be completed by the Juniper partner, in conjunction with the Juniper Networks PAM.

### Step 2: PAM or Juniper partner submits the completed application to Juniper’s Service Partner Manager.

The Juniper Networks PAM or Juniper partner will contact the Service Partner Manager to submit the Operate Specialist application and evaluate the applicant’s qualifications.

### Step 3: Juniper’s Service Partner Manager contacts the Juniper partner for pre-assessment.

The Service Partner Manager will coordinate with the Juniper Networks PAM to make the final assessment.

If the Juniper partner qualifies for the Operate Specialist program, an invitation is extended to the Juniper partner with a confirmation notice and access to the resources the Operate Specialist program provides.

If the Juniper partner does not qualify for the program, the Service Partner Manager will work with the Juniper Networks PAM to notify the Juniper partner of the reasons for disqualification, and assist in providing guidelines on what additional criteria need to be completed in order for further consideration.

### Step 4: Ongoing monitoring and tracking.

Juniper’s Service Partner Manager will work with Juniper partners and PAMs to monitor and track service delivery to ensure that the highest level of support is offered to end customers. Periodic customer surveys and project evaluations are performed to assist in evaluations.

### Step 5: Annual assessments.

Juniper’s Service Partner Managers will perform an annual assessment to ensure that Juniper partners maintain the required expertise and capabilities needed to deliver first-class customer support to end customers. Annual qualification to continue participation in the program is required

### About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at [www.juniper.net](http://www.juniper.net).



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