

TECHNOLOGY ALLIANCE PROGRAM FREQUENTLY ASKED QUESTIONS

What is the Technology Alliance Program?

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 meet customer, market, and industry networking needs.

Who should apply?

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 that their networks securely and efficiently deliver critical services that inform and protect citizens.

Potential partners with a solution that, when joined with Juniper's solution, provides a networking solution to a customer problem, should apply to join the program.

How do I apply?

Send an email to alliance-development@juniper.net and include the following information:

- Company name and location
- Company size
- Description of joint solution
- Value proposition for joint solution
- Customer deployments

What is the approval process?

After we receive your application, our business development team will review it and your proposed joint solution. If the team believes that our joint solution will meet the high-performance networking needs of our customers, then you will be admitted into the program.

What are the benefits of joining the Technology Alliance Program?

Working with a Juniper technology partner development manager, Technology Alliance partners have access to sales, marketing, and support programs for creating and promoting joint solutions. A variety of program elements enable partners to stay informed, create awareness, reach potential customers, close sales, and support customers.

Is there a fee associated with joining?

No, there are no fees associated with joining the Juniper Technology Alliance Program.

After I'm accepted into the program, what's next?

After the solution is approved, partners are welcomed into the Technology Alliance Program and are immediately eligible for the many benefits described above. Juniper launches the solution to our sales teams and channel partners and regularly measures the success of the program through an alliance review.

About Juniper

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.



Corporate and Sales Headquarters

Juniper Networks, Inc.
1194 North Mathilda Avenue
Sunnyvale, CA 94089 USA
Phone: 888.JUNIPER (888.586.4737)
or 408.745.2000
Fax: 408.745.2100

APAC Headquarters

Juniper Networks (Hong Kong)
26/F, Cityplaza One
1111 King's Road
Taikoo Shing, Hong Kong
Phone: 852.2332.3636
Fax: 852.2574.7803

EMEA Headquarters

Juniper Networks Ireland
Airside Business Park
Swords, County Dublin, Ireland
Phone: 35.31.8903.600
Fax: 35.31.8903.601

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