

# JUNIPER OPERATE SPECIALIST – FREQUENTLY ASKED QUESTIONS

## Overview

### What is the Operate Specialist Program?

The Juniper Operate Specialist program allows Juniper partners to provide primary post-sales level 1 and level 2 support to their end user customers. This program lets you design your own branded support offerings, and receive backup support from Juniper Networks for level 3 JTAC technical support and hardware replacement. Additionally, Juniper Operate Specialists have access to technical troubleshooting webcasts, and expert-to-expert support (for qualifying partners,) as well as recognition of partner specialization and promotion of capabilities within Juniper Networks sales.

### What is the value to Juniper partners?

The Juniper Operate Specialist program allows a Juniper partner to provide primary post-sales support and service assistance to end users. This allows you to deliver an all-inclusive, partner-branded solution to your end customer and maintain the primary account relationship.

Additionally, Juniper Networks is the only vendor that offers its partners the ability to deliver high-end support to their end customers with Operate Specialist Support enabled by Juniper Networks® Junos® Space Service Now and Service Insight application. Realize the following benefits:

- Increase gross profit, scale more effectively, and provide more value to end customers.
- Deliver new revenue-generating services through service automation.
- Reduce the learning curve and learn new technologies in days, not weeks.

For more information, please review the following materials:

[www.juniper.net/partners/partner\\_center/common/customer\\_service/operate\\_specialist.jsp](http://www.juniper.net/partners/partner_center/common/customer_service/operate_specialist.jsp)

### Who can participate in the Juniper Operate Specialization?

The Juniper Operate Specialist level is designed specifically for Juniper partners with Elite status who have an in-house, 24x7x365 support organization.

### What differentiates Juniper Networks service specializations from other vendors?

Juniper Networks service specializations recognize and reward Juniper partners' technical service and support expertise. These new offerings are horizontal in their focus and target specific products versus general markets or technology categories.

Juniper Networks has developed enablement tools centered on three segments—technical, business, and sales resources—that can enhance Juniper partners' revenue and profitability. These tools are created based on best practices from industry experts, and experiences learned over years of supporting customers in designing, implementing, and operating high-performance networks.

### How can the Operate Specialist program help me become more profitable?

There are many ways to increase your profitability as a Juniper Operate Specialist, including the following:

- Obtain entitlement to service automation when you purchase an Operate Specialist Support contract.
- Get exclusive access to brand-new enablement resources focused on helping you enhance your business, sales, and technical competencies.
- Get a simplified discount structure with the opportunity to earn additional points through performance measurement.
- Gain access to expert-to-expert support, a special support queue for Operate Specialists who meet certain criteria.

Operate Specialists are the only Juniper partners who are authorized to deliver their own brand of support for Juniper products. Service automation, enabled by Junos Space Service Now, is groundbreaking technology that enables the automation of many technical support functions, enhancing the productivity of your support staff. And if you purchase the advanced level of support, you are entitled to Junos Space Service Insight, a powerful new technology that delivers proactive reports.

Bottom line: Service automation reduces your support cost and your customer's support cost, and provides a platform for you to deliver new revenue-generating services.

### Are there separate Operate Specializations for each of the three levels (Security, Network, Advanced), or is it all just called "Operate Specialization"?

In the Juniper Operate Specialist program, you must also qualify for each separate product certification. For instance, if you are a Juniper partner with a sales certification of Advanced Security and Network Infrastructure, you must also meet the qualification requirements for the Juniper Operate Specialist—Advanced Security, and Juniper Operate Specialist—Network Infrastructure.

It is critical that Juniper Networks ensures that partners participating in the program have the expertise to offer end customers the highest quality service and support in the industry.

### If I become an Operate Specialist, do I only sell my own branded service and purchase Operate Specialist support for backup services? Can I also sell Juniper Technical Services in some circumstances?

You should sell your branded support to your end user. Selling your own brand of service gives you the ability to be the primary interface to your customers and to market your own branded service.

If end users want to receive direct post-sales support from Juniper Networks, you can sell them any of the Juniper Technical Services to meet their needs. For more information, please visit [www.juniper.net/us/en/products-services/technical-services](http://www.juniper.net/us/en/products-services/technical-services).

## Requirements

### What are the Juniper Operate Specialist requirements?

Figure 1 outlines the Operate Specialist qualification process, and Table 1 outlines the eligibility requirements for becoming a Juniper Operate Specialist.

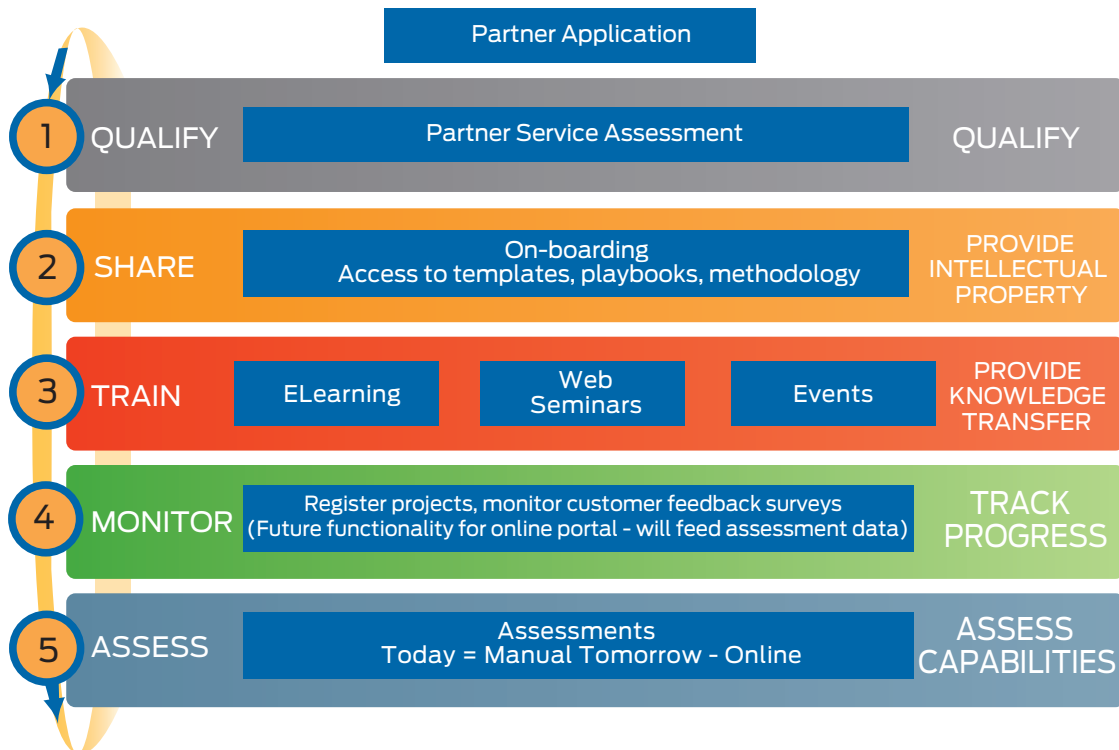


Figure 1: Operate Specialist requirements

Table 1: Operate Specialist Eligibility Requirements (I)

	ADVANCED SECURITY	NETWORK INFRASTRUCTURE	ADVANCED NETWORK INFRASTRUCTURE
Eligible products	Unified Access Control (IC4500/IC6500) SSL VPN (SA series) Firewall/IP Sec VPN (ISG Series, NetScreen Series, SRX Series) Intrusion Detection and Prevention (IDP Series)	Routing (M Series, MX Series) Switching (EX Series) WAN Acceleration (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 (II) 2 JNCIS-FWV 2 JNCIA-IDP* 2 JNCIS-SSL 2 JNCIA-AC* 2 JNCIS-SEC***	Elite Level Plus (II) 2 JNCIS-M or 2 JNCIS-ER or 2 JNCIS-ENT**** or 2 JNCIS-SP***** 2 JNCIA-EX* or 2 JNCIS-ENT 2 JNCIA-WX* 2 JNCIS-SEC***	Elite Level Plus (II) 2 JNCIP-M or 2 JNCIP-SP***** 1 JNCIP-E** 2 JNCIS-SEC***
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>• Offer 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>• Offer remote diagnostics capabilities</li> <li>• Feature problem re-creation lab in each service center</li> <li>• Have defined procedure to escalate into (JTAC)</li> <li>• Offer 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> <li>• Provide technical certification in security and routing protocols OSPF, IS-IS, BGP, MPLS, and UNIX</li> </ul>	

(I) The table is a high-level summary, and additional requirements are listed in the application process.

(II) All certification requirements are in addition to technical certification requirements for Juniper partner level (engineers must be performing post-sales technical support role).

\*JNCIS is mandatory upon availability. JNCIA is required if JNCIS is not available.

\*\*JNCIP-E is required when the Juniper Networks E Series Broadband Services Routers are supported by an Operate Specialist.

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

\*\*\*\*From Q4 2010 onwards, the new JNCIS-ENT certification is to be rolled out and replaces JNCIS-ER and JNCIA-EX. All JNCIS-ER and JNCIA-EX certifications remain acceptable during the validity period of two years from the date of examination.

\*\*\*\*\*FROM Q4 onwards, the new JNCIP-SP certification is to be rolled out and replaces the JNCIP-M certification. All JNCIP-M certifications remain acceptable during the validity period of two years from the date of examination.

For additional information, please review the Operate Specialist data sheet:

[www.juniper.net/us/en/local/pdf/datasheets/1000260-en.pdf](http://www.juniper.net/us/en/local/pdf/datasheets/1000260-en.pdf)

## If I am an Elite-level Juniper partner, are there certification requirements for the Operate Specialist in addition to the Elite-level certification requirements?

Yes. The certification requirements listed in the previous requirements chart are in addition to the requirements to become an Elite Juniper partner. Partners must achieve and maintain all of the business requirements in order to retain their Juniper Operate Specialist status.

## What are the support offerings for the Operate Specialist?

There are two (two) primary offerings:

1. Operate Specialist Support (base-level support, a maintenance contract)
2. Advanced Customer Support (advanced level of support)

Also available are the following complementary-for-fee options:

- Advanced Partner Support (advanced level of support)
- Consulting Credits (highly proactive)
- Focused Technical Support
- Resident Engineer
- Resident Consultant

Operate Specialist Support includes award-winning 24x7 support, e-support, online courses, and service automation enabled by Junos Space Service Now.

Advanced Customer Support is for the customer who wants Juniper to have a hands-on role, delivering personalized services to the customer, co-delivered by the Operate Specialist and Juniper.

Advanced Partner Support delivers proactive and personalized services directly to the Operate Specialist then branded and delivered by the Operate Specialist to the customer. Junos Space Service Insight, a powerful service automation platform, is included.

For additional information on these exciting support offerings, please review the following material:

[www.juniper.net/partners/partner\\_center/common/customer\\_service/operate\\_specialist.jsp](http://www.juniper.net/partners/partner_center/common/customer_service/operate_specialist.jsp)

## What prerequisites, if any, are there for Operate Specialist Support, Advanced Customer Support, and Advanced Partner Support? What platforms are required for these services?

1. You must be an existing Juniper Operate Specialist to qualify to purchase Operate Specialist Support, Advanced Customer Support, and Advanced Partner Support.
2. Juniper Operate Specialists are responsible for all branding and marketing of these services to their end customers.
3. Juniper Operate Specialists must complete training on installation, configuration, and operation of Service Now and, if applicable, Service Insight—and, if required, train the end user on the Service Now and Service Insight technology.
4. Juniper Operate Specialists are responsible for installation, configuration, and operation of Service Now and Service Insight on their site and/or the end user customer's site to ensure operation including connectivity to Juniper Networks JSS systems.
5. Juniper Operate Specialists must continue to perform all level 1 and 2 support, and escalate (through Service Now, phone, or Web) level 3 cases to Juniper Networks as needed.
6. For Juniper Advanced Customer Support, the Juniper Operate Specialist must identify a single point of contact to be the primary interface to the Juniper Service Manager.
7. For Juniper Advanced Partner Support, the Juniper Operate Specialist must identify a Juniper-certified single point of contact who must undergo business training for the delivery of the proactive product reports features for delivery (consolidation) and read-out to your customer.
8. Juniper Operate Specialists must provide access to all required network information in their customer's environment so that Juniper can adequately fulfill the Juniper-delivered service features to them, including establishing the Service Now and Service Insight requirements with the end user and Juniper Networks.

## Can I market my specialization to other Juniper Networks partners?

No. The Juniper Operate Specialist program allows you to provide post-sales support only to your end user customers.

## Can I receive any special discounts on training to achieve my technical certification requirements?

Yes. Juniper offers two programs: Fast Track or Training Credits. The Fast Track program is specifically designed for experienced networking professionals who want to become certified in the shortest amount of time possible. For more information, please visit [www.juniper.net/us/en/training/fasttrack](http://www.juniper.net/us/en/training/fasttrack).

The Training Credits program allows you to purchase training in advance. Training credits should be used within 12 months of purchase. For additional information, please visit [www.juniper.net/us/en/training/trainingcredits](http://www.juniper.net/us/en/training/trainingcredits).

## How can I get the training to help me meet my technical certification requirements?

Juniper Networks offers many resources to help you get your staff trained and certified. The following are links to resources you can use to complete the required certifications:

Education and Certification: [www.juniper.net/us/en/training/](http://www.juniper.net/us/en/training/)

Authorized Education Partners: [www.juniper.net/us/en/training/technical\\_education/authorized\\_education.html](http://www.juniper.net/us/en/training/technical_education/authorized_education.html)

Fast Track Program: [www.juniper.net/us/en/training/fasttrack/](http://www.juniper.net/us/en/training/fasttrack/)

Training Credits Program: [www.juniper.net/us/en/training/trainingcredits/](http://www.juniper.net/us/en/training/trainingcredits/)

## How much time do I have to meet the technical certification requirements?

All Juniper partners who want to become Juniper Operate Specialists must meet the technical requirements prior to signing a contract.

How does Juniper Networks order management know that I am a Juniper Operate Specialist and eligible to purchase Operate Specialist Support, Advanced Customer Support, and Advanced Partner Support?

Juniper tracks the status of all Juniper Operate Specialist partners. Order management validates any service orders against the list of Juniper Operate Specialist-approved partners.

## Can I purchase Operate Specialist Support, Advanced Customer Support, and Advanced Partner Support through distribution?

The APAC Operate Specialist can purchase these offerings from distribution. In the other regions of the world, the offerings must be purchased directly from Juniper Networks.

## What are the pay-for-performance (PFP) metrics and when do they take effect?

The pay-for performance (PFP) metrics are a series of four criteria that Juniper uses to evaluate Juniper Operate Specialist performance and eligibility for performance incentives.

The four categories used to evaluate a Juniper Operate Specialist's performance incentives are:

1. Service Attach Rate
2. JTAC Utilization Case-Handling Performance
3. Service Renewal Rate
4. Technical Certification Compliance

## How are the PFP metrics measured?

The PFP metrics are measured as outlined in the following summary.

Table 2: Summary of PFP Metrics

OPERATE SPECIALIZATION PERFORMANCE METRICS	
<b>Attach Rate</b>	
· Attach Rate Target	Attach rate target per defined product goals
<b>JTAC Case Handling Performance</b>	
Performance against case closure questions	80% score across 4 questions
<b>Service Renewal Rate</b>	
· Service Contract Dollar Value	80% of quarterly Renews Service Revenue
· Quantity of Service Contracts Renewed	80% Renewal of total Eligible Service Contracts
<b>Technical Certification</b>	
· Certification Technical Representatives	Compliance to program requirements
<b>Service Volume</b>	
· Service Bookings	Compliance to program requirements
<b>RMA Performance</b>	
· Return to Juniper (Turnaround) of defective hardware	10-days
· No Trouble Found (NTF)	<20% NTF
<b>Customer Satisfaction</b>	
· Customer Satisfaction Process	Track and Share with Juniper Customer Satisfaction

## Qualification Process

### How do partners qualify?

The Juniper Operate Specialist is by invitation only and targeted at partners with an existing customer support infrastructure.

The prerequisite is an application and assessment process conducted by a Juniper Networks Service Partner Manager. The Partner Account Managers (PAMs) work with the Service Partner Managers to identify and evaluate Juniper partners to become a Juniper Operate Specialist.

### What is the assessment process to become an Operate Specialist?

Juniper partners must complete an Operate Specialist application. The Juniper partner is evaluated by Juniper's Partner Account Manager and Service Partner Manager. You can access the application through the Partner Center at [www.juniper.net/partners/partner\\_center/common/customer\\_service/downloads/doc/990049.doc](http://www.juniper.net/partners/partner_center/common/customer_service/downloads/doc/990049.doc).

### What is the process for a Select Juniper partner to become a Juniper Operate Specialist?

Juniper partners with the "Select" designation must become Elite-level Juniper partners before becoming eligible to be a Juniper Operate Specialist.

### Is "qualification" necessary for every product line that I support?

Yes. In the Juniper Operate Specialist program, you must qualify for each product certification as well. For instance, if you are a Juniper partner with a sales certification of Advanced Security and Network Infrastructure, you must also meet the qualification requirements for the Juniper Operate Specialist—Advanced Security, and Juniper Operate Specialist—Network Infrastructure.

It is critical that Juniper Networks ensures that the partners who participate in the program have the expertise to offer end customers the highest quality service and support in the industry.

### How long does my specialization last?

Ongoing participation in the program is based upon successful completion of an annual assessment.

### How often are my capabilities assessed?

Juniper Operate Specialists are assessed on an annual basis. Each year, you are required to meet the ongoing Juniper Operate Specialist requirements. Failure to do so can result in the termination of your Juniper Operate Specialist status. However, ongoing monitoring of the Juniper Operate Specialist's capabilities takes place throughout the year to ensure any issues are resolved prior to the annual assessment.

### Can I qualify for more than one specialization?

Yes. We expect partners to be interested in expanding their scope and participating in the Juniper Design Specialist and Juniper Implement Specialist programs (based on the qualification criteria) to leverage the resources available and deliver the highest quality service and support to end customers.

### Are there any program fees associated with the program?

No. There are no fees required for qualified Juniper partners. The pricing model is based on the individual support contracts that you purchase to receive your backup support from Juniper Networks.

### If I don't qualify, can I reapply after a certain time frame?

Yes. You can reapply for a specialization, but you must submit a detailed plan and time line that lays out how you intend to achieve the requalification requirements.

### If I don't qualify, am I only able to continue selling the Juniper Technical Services?

Yes. Any Juniper partner, including any Juniper Service Specialist (Implement, Design, and Operate), can sell any of Juniper's services and support at any time.

Consulting Services: [www.juniper.net/us/en/products-services/consulting-services/](http://www.juniper.net/us/en/products-services/consulting-services/)

Education Services: [www.juniper.net/us/en/training/](http://www.juniper.net/us/en/training/)

Installation and Configuration Services: [www.juniper.net/us/en/products-services/install-configuration-services/](http://www.juniper.net/us/en/products-services/install-configuration-services/)

Technical Services: [www.juniper.net/us/en/products-services/technical-services/](http://www.juniper.net/us/en/products-services/technical-services/)

## Do I have to be an Elite Juniper partner before I can become an Operate Specialist?

Yes. Only Elite-level Juniper partners are considered to become Operate Specialists.

## Where can I get a copy of the Operate Specialist application?

You can access the Juniper Partner Operate Specialist application in the Partner Center:

[www.juniper.net/partners/partner\\_center/common/customer\\_service/service\\_specializations.jsp](http://www.juniper.net/partners/partner_center/common/customer_service/service_specializations.jsp)

## 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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