

JUNIPER PARTNER ADVANTAGE

Overview

HP **E**



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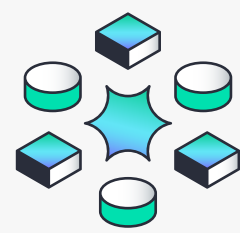
WELCOME

WHY PARTNER WITH US?

By partnering with HPE, you can be at the forefront of the AI-Native Networking movement. The HPE Juniper Networking AI-Native Networking Platform leverages AIOps to assure that connections are reliable, measurable, and secure for every device, user, application and asset.

You'll be able to create a branded, differentiated service catalog to increase your recurring revenues and grow your market by delivering analyst endorsed technology with the flexibility and nimbleness that your business and your customers need.

Our opportunities



Differentiated technology



Industry analyst recognition



Partner assured services & software



Margin rich full stack selling opportunity



Untapped partner opportunity



Low market share



ROLES AVAILABLE WITHIN JUNIPER PARTNER ADVANTAGE

Juniper Partner Advantage program offers two types of roles to its partners based on their go-to-market strategy and their partnership with HPE.

Solution reseller role

Enable partner-led resale business, providing a well-structured set of resources, offering multiple specializations, market-leading incentives, and providing performance tracking capabilities to drive a highly profitable partnership.

Managed network provider role

Empowers partners to deliver a differentiated catalog of managed networking services that leverage HPE Juniper Network Mist AIOps to increase operational efficiencies, improve SLAs, and generate new high-margin recurring revenue streams.

SOLUTION RESELLER

JUNIPER PARTNER ADVANTAGE SOLUTION RESELLER

Now is our time. That’s why we’re extending our significant investment in the Juniper Partner Advantage solution reseller role. More money. More ideas. More commitment. There is market share to gain, and we have the hypergrowth formula to take advantage.

We are intently focused on modernized collaboration, experience-led selling, and building market-leading solution practices together. And we’re increasing your earning potential and profitability by investing in your practice. All this, so we can accelerate your growth and strengthen our partnership even further as we take command of our future together.

This guide introduces the features and benefits of being a Solution Reseller: its key elements, how you benefit from becoming a partner, and where to find more detailed information.

Solution Reseller Role classifies its partners into four partner levels:



Elite Plus



Elite



Select



Reseller





WHY PARTICIPATE AS A RESELLER?

The Juniper Partner Advantage Solution Reseller Role provides access to HPE Juniper Networking software, hardware, and service solutions in a resell motion to your customers. Maximizing this role allows partners to deliver their service offering with market-leading, industry-recognized, and experience-first network solutions to solve today's most complex business challenges.

This role includes:

- New initiatives, rewards, incentives, and specializations designed to drive incremental growth for your business
- Differentiate your practice beyond specializations through HPE Juniper Networking Partner Assurance for Solution Resale
- Powerful dashboards that provide at-a-glance visibility into your business performance in real time
- Paths to success that guide partners in different functions with steps to deliver incremental growth and profitability
- Champions Program for your Sales, Marketing, and Technical individuals to reward them for their success. Access to recognition, rewards, PXMs, and the community to fuel continued growth
- Service Opportunities through HPE Juniper Networking service specializations to reward partners for developing rich practices and offering lasting customer experience

Partnering with HPE Juniper Networking means you can benefit from a clear and consistent go-to-market approach with differentiated value across our AI-Native Networking Platform.

LEVELS AND BENEFITS

The Juniper Partner Advantage Solution Reseller Role has a four partner levels – Elite Plus, Elite, Select and Resellers – that supports you in realizing growth in your business and investing with Juniper over time.

REQUIREMENTS	ELITE PLUS	ELITE	SELECT	RESELLER
Signed Juniper Partner Advantage terms & conditions	✓	✓	✓	✓
Invitation only	✓	✓	✓	
Minimum sales achievement** (Based on tier & country tier)	✓	✓	✓	
Minimum percentage service attach rate** (Or services partner status)	✓	✓	✓	
Sales champions accreditation**	✓ (4)	✓ (4)	✓ (2)	
Technical baseline accreditation**	✓ (2)	✓ (2)	✓ (1)	
Completion of specialization**	✓ (3)*	✓ (2)	✓ (1)	
Partner assured**	✓			
Quarterly account planning**	✓			
Co-investment agreement**	✓			

This table shows an overview of the benefits available to you as a partner in 2026.

* One Specialization must be Wired & Wireless

** Requirements are base for entry into Elite Plus level. Annual requirements tied to Partner’s Individualized Memorandum of Understanding (MOU)



BENEFITS	ELITE PLUS	ELITE	SELECT	RESELLER
Seller rewards	✓	✓	✓	✓
Champions program	✓	✓	✓	✓
Product discounts	\$\$\$	\$\$\$	\$\$	\$
Access to non-standard pricing	✓	✓	✓	✓
Deal registration	✓	✓	✓	✓
Velocity channel pricing	✓	✓	✓	✓
Product promotions	✓	✓	✓	✓
Partner sales & technical training	✓	✓	✓	✓
Access to HPE Juniper Networking partner center	✓	✓	✓	✓
Access to the hub (marketing center)	✓	✓	✓	✓
Discount demonstration equipment - NFR	✓	✓	✓	✓
HPE Juniper Networking partner locator	✓✓	✓	✓	
Incentive rewards eligibility	\$\$\$	\$\$	\$	
MDF	✓	✓	✓	
HPE Juniper Networking service partner eligibility	✓	✓	*	
Access to WW briefing centers	✓✓	✓		
Access to field marketing resources	✓	✓		
Access to HPE Juniper Networking partner account manager	✓	✓		
Elite plus exclusive incentive rewards	✓			
Custom co-investment plan	✓			

This table shows an overview of the benefits available to you as a partner in 2026.

* With HPE Juniper Networking Partner Account Manager nomination

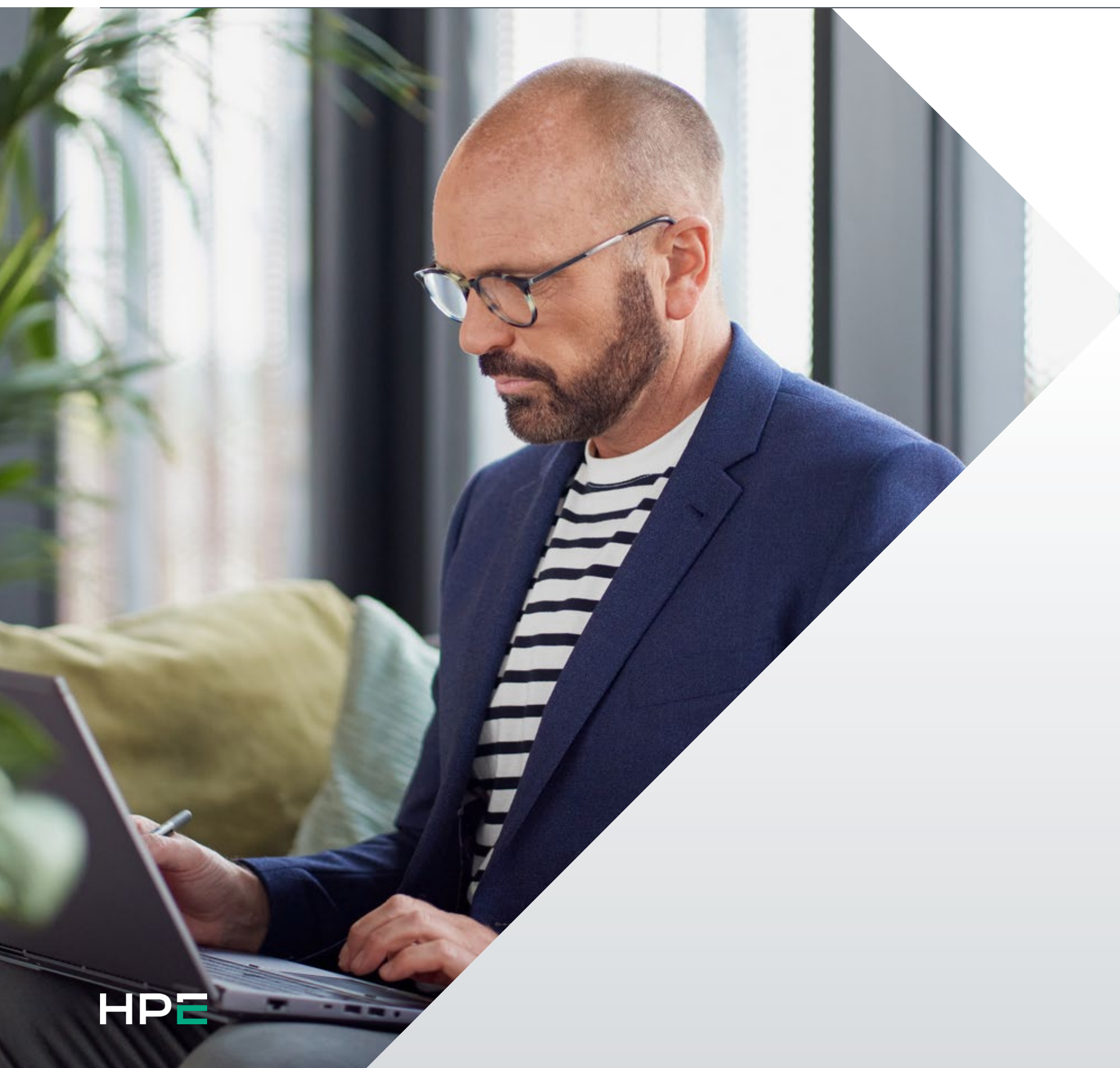
LEVELS AND BENEFITS DEFINED

Streamlined 5-step deal registration

1. You or your distributor submit your opportunity via the Deal Central platform
2. You or your distributor submits a Bill of Materials (BOM) upon submission or after approval
3. You and your distributor are notified of approval
4. HPE Juniper Networking sends an approved price quote
5. We work together to win the opportunity

Please note that partners must meet all the defined requirements to be eligible for Juniper Partner Advantage benefits.





Deal registration:

Deal Registration rewards you for identifying and developing new business opportunities when selling eligible products and services. By taking part, you can benefit from preferential deals and price advantages. [Learn more](#)

Seller rewards:

Incentivizes your sales representatives and technical sellers to drive targeted sales focused activities (including Deal Registration), helping you to close more new opportunities and grow your business. Individuals required to be a Juniper Champion. [Learn more](#)

Quarterly incentive rewards:

The program rewards based on Deal Registration, Specializations, and includes Boosters on select Software and Expanding a Customer's HPE Juniper Networking Solutions. [Learn more](#)

Co-investment funds (Elite Plus only):

Designed for Partners with a strong HPE Juniper Networking practice looking to capture the AI-Native Networking opportunity. By providing dedicated funding driven by formal commitment via MOU outlining objectives, co-investment areas, timelines for execution, and tight alignment with HPE Juniper Networking sales, Partners can see hypergrowth profitability. [Learn more](#)

Service performance program reward:

Service Performance Program enables our partners to sell & renew services while providing performance-based rewards to drive attaching and renewing services. [Learn more](#)

TRAINING

Juniper Partner Advantage provides easy access to valuable training in bite-sized, easy-to-consume modules via the Juniper Partner Advantage Networks Learning Academy, our one-stop e-learning platform.

Training and learning requirements

Sales champions

The Juniper Champions Program brings together a peer group of proactive individuals in a unique, professional community network. Designed to help partners develop new capabilities, win business faster, and create outstanding customer experiences. Champions can reach the top of their game, speed sales, and win larger deals, while paving their path to achieving “Legendary” status. Sales Champions will be well-positioned to win business faster by accelerating sales processes through prioritization of lead distribution, access to pre-sales tools, and invitations to virtual community events.

[Learn more](#)

Technical baseline

Designed to support your sales engineers and solution architects with a foundation of skills across the HPE Juniper Networking portfolio of solutions, this accreditation includes Juniper associate level certifications for Junos.

[Learn more](#)

Specialization-centric training

Designed to provide the flexibility to build HPE Juniper Networking expertise in areas that make sense for your business, we offers specialization training and focused certification to support the complex environments your customers need you to transform. To achieve any one of HPE Juniper Networking's specializations, you will need to complete Juniper Network Certification Program (JNCP) certifications or defined accreditations to build your pre- and post-sales skills.

[Learn more](#)

TECHNOLOGY SPECIALIZATIONS

Specializations cover several key areas of technology for strengthening customer relationships and improving margins. You can align your specializations to fit the area of focus for your business, and stack them to build complete solution expertise.

SD-WAN and session smart routing:

Juniper SD-WAN, driven by HPE Juniper Networking Mist AI™, enables exceptional IT- and end-user network experiences. Powered by HPE Juniper Networking Session Smart™ Routing and HPE Juniper Networking Mist WAN Assurance, it simplifies network operations and safeguards business matters from client to cloud.

Wired and wireless:

For partners who are using Mist AI Cloud to revolutionize wired and wireless enterprise networks, with AI-driven insight, automation, and actions maximizing user experiences, while delivering unprecedented simplicity, reliability, and security.

Data center:

For partners who are deeply focused on data center projects, to help their customers automate the entire network lifecycle with the turnkey Apstra System running on top of Juniper’s award-winning switching, routing and security platforms.

Routing and switching:

Supporting partners specializing in providing routing solutions to enterprise and service provider customers, such as core to edge routing, data center interconnect and traffic management of carrier class, and highly robust and available transport networks for critical business services.

Security:

For partners who provide enterprise and service provider customers with dedicated or integrated security that includes HPE Juniper Networking Connected Security solutions. It provides rich support in the form of focused rebates on Juniper’s security portfolio.



SERVICE SPECIALIZATIONS

Support and strengthen

Whether you choose to resell HPE Juniper Networking branded services or to deliver co-branded service offerings, our programs ensure you have the tools, training, and incentives you need to succeed.

Partner support services (PSS):

PSS equips our partners to be the single face of customer support by providing comprehensive tools, in-depth training, and technical resources. As a PSS partner, you are empowered to create a seamless customer support experience, setting your brand apart. [Learn more](#)

Support services program:

SPP enables our partners with the skills and resources needed to confidently sell and renew services while providing performance-based rewards to drive growth and profitability. [Learn more](#)

Partner assured:

Enables HPE Juniper Networking Solution Reseller and Managed Network Provider Practices to go beyond their specializations, offering greater value to HPE customers through third-party customer lifecycle validation. [Learn more](#)

Partner Support Services counts as a specialization for Select, Elite and Elite Plus members needing to meet the minimum Juniper Partner Advantage requirements.
Participation in these service options is by invitation and requires a separate services agreement.

PARTNER SELLING - WINNING TOGETHER

Some of the essential tools include:

Awareness

News on demand:

Gain access to HPE Juniper Networking communications and tools that can help you uncover the next big opportunity with your customer.
[Sign up](#)

Enablement

Sales training:

Introductory solution training, along with virtual and live training to support an end-to-end approach to partner sales enablement.
[Start learning](#)

Virtual selling pods:

All Elite Plus members will receive access to virtual selling pods and communities forums – resulting in streamlined sales collaboration with HPE Juniper Networking sales teams and increased sales readiness.
[Start learning](#)

Sales

Deal registration:

Get opportunity protection and price advantage discounts that reward you for identifying, developing, and closing new business opportunities.
[Learn more](#)

Product promotions:

Special limited-time pricing catalogues available via our distribution partners.
[Learn more](#)

Quoting:

The self-service MyJuniper online dashboard makes renewal quoting and online support fast, easy, and customizable.

Channel velocity pricing:

Competitive no-touch pricing for sub-\$40K list deals that include EX, Branch SRX, and SW products. Additional pre-approved discounts are included with deal registration.
[Learn more](#)

Technical Sales

HPE Juniper Networking configurator:

The easy-to-use tool for defining the proper configuration for your customer’s environment. [Learn more](#)

Demos:

Access to Juniper Cloud Labs allows you to model networking and security solutions for inclusion in customer networks, proof of concept activities, and customer or self-education.
[Learn more](#)

Pathfinder:

Enables you to determine the proper software version for feature sets and functions on platforms, as well as view statements of product direction for future functionality.
[Access today](#)

PartnerLink:

Connect directly with HPE Juniper Networking Sales and program team using our slackenabled PartnerLink channel.
[Learn more](#)

MANAGED NETWORK PROVIDER



JUNIPER PARTNER ADVANTAGE MANAGED NETWORK PROVIDER

This section will help you get started in the dynamic and fast-growing managed services market, where HPE supports two key service models - Managed Network Services and Network-as-a-Service (NaaS) - both powered by the HPE Juniper Networking AI-Native Cloud Platform.

Step into the future of managed services:

The managed network services market is not just about providing connectivity; it's about offering solutions that are as dynamic and adaptable as the enterprises they serve. The Managed Network Provider (MNP) role equips you with the agility and differentiation required to lead in a high-growth, rapidly evolving market.

We're focused on enabling AI-native innovation, simplified service delivery, and flexible financial alignment. By streamlining network operations and empowering partners with advanced tools, we're helping you enhance customer experiences and capture new market opportunities.

This guide introduces:

- The core elements that differentiate the MNP role
- Key resources to enhance and expand your service portfolio offerings



WHY PARTICIPATE AS A PROVIDER?

Why partner with us?

Partners with rich managed networking service offerings require a solution that increases top-line revenue while driving margin expansion and delivering exceptional service level agreement (SLA) to your customers.

Juniper's AI-Native Cloud Platform allows Managed Network Providers to ease deployment, lower operating costs, provide a leading user experience, and increase their overall win rate with their customers.

Partners will also have access to onboarding resources, service-creation support, and tools to accelerate time to market. The Managed Network Provider Role offers four service tracks within its technology catalog.

These tracks provide training and certification so you can provide services for:

- Branch Security
- WLAN
- Location
- SD-WAN

As a HPE Juniper Networking Managed Network Provider, you will get the expertise needed to address your customers' challenges.



PROGRAM BENEFITS

The Juniper Managed Network Provider Role offers a tiered model that helps businesses differentiate themselves by their commitment and success using the platform for their as a service GTM offering.

Benefit highlights:

- **Advanced Management Console:** Managed Networks Providers enjoy increased monetization of their entire infrastructure, with simplified operations on a single, full-stack cloud platform with integrated AIOps for automated troubleshooting and full API programmability to support third-party equipment, systems, and applications.
- **Finance Offers Designed for Cash Flow Alignment:** Enhanced and scalable asset-light consumption models facilitate top line revenue growth for NaaS commercial offers.
- **Service Creation Support:** Practice enablement resources deliver tailored assistance for tech stack integration, cost modeling, and GTM resource readiness.

BENEFITS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Provider multi tenancy umbrella	✓	✓	✓
HPE Juniper Networking Mist Cloud with SLEs	✓	✓	✓
Predictable sourcing costs	✓	✓	✓
Renewals tracking and alerting	✓	✓	✓
Access to HPE Juniper Networking financial services	✓	✓	✓
Service creation support	✓	✓	✓
Approval based co-marketing investments	✓	✓	✓
Incentive rewards eligibility	\$\$\$	\$\$	\$
Volume purchases	Upon approval	Upon approval	

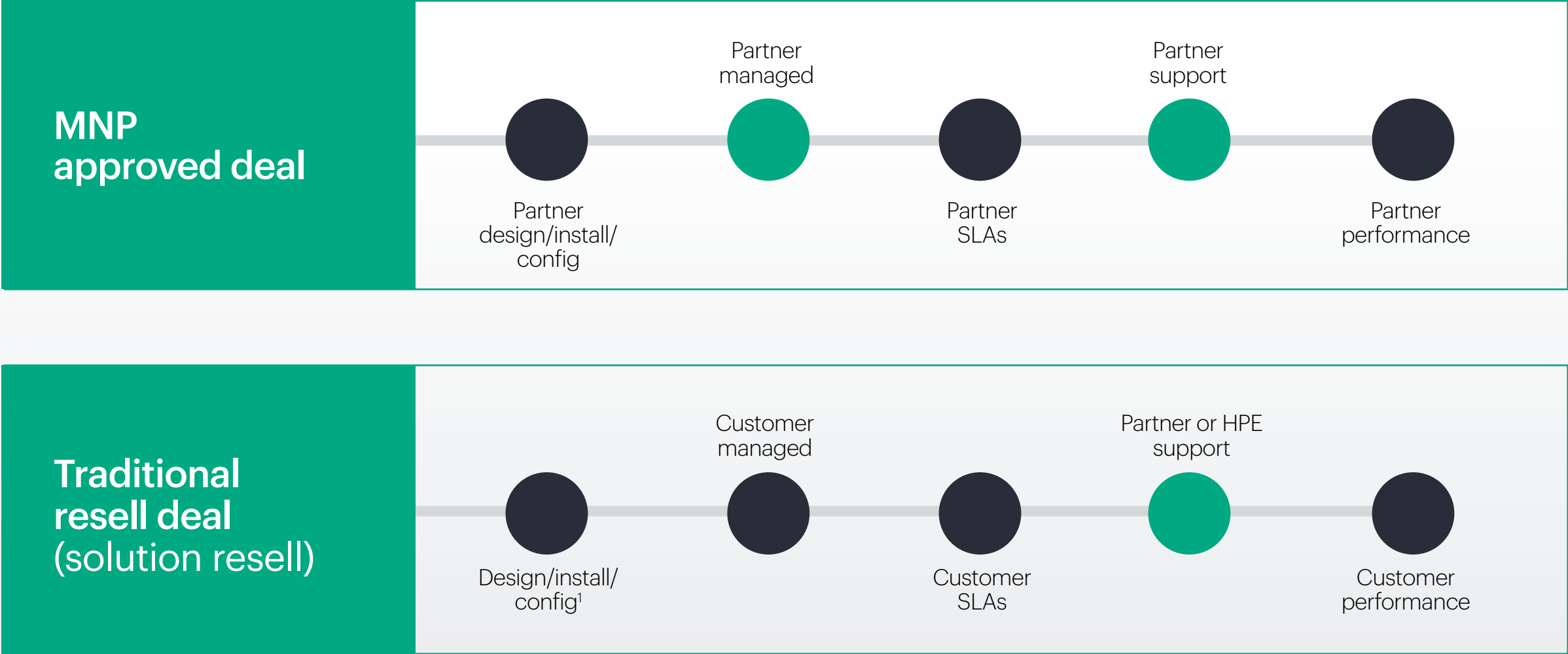
ELIGIBILITY REQUIREMENTS

ENTRY-LEVEL ROLE REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Ability to provide onsite site survey, design and deployment*	✓	✓	✓
8x5 or 24x7 noc	✓	✓	✓
Accepted HPE Juniper Networking solution resale agreement and added MNP agreement	✓	✓	✓

* Partners in the Program are required to have the capability to provide onsite design and delivery of their service offering. The use of a professional services company is acceptable upon Juniper approval.

Eligible deal guidelines:

The defining factor for deals aligned to Managed Network Provider role execution is the comprehensive ownership of Day 0, 1, and 2 support that a provider delivers to a customer as a service offer with contractual SLA deliverables. Under the Managed Network Provider role, the provider or the customer can hold the title of HPE Juniper Networking technology, with the provider owning the lifecycle of design, install, configuration, and management of the network.



Required

For MNP Pricing and Incentives, a Partner MUST deliver all elements identified above under MNP Approved Pricing For MNP Pricing and Incentives, a Partner MUST be in good standing in Juniper Partner Advantage Managed Service Provider Role

¹ Design, Install, and Config can be done by Partner, Customer, or HPE Juniper Networking Services

PROGRAM OPERATING REQUIREMENTS

OPERATING REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Business plan detailing service creation and launch workstreams with appointed owners	✓	✓	✓
Minimum number of service offers launched	2	2	1
Authorization for customer-owned asset **	✓	✓	✓
Minimum annual business order requirement	✓	✓	✓
Submit service description document to HPE Juniper Networking for approval of 'launched' service status	✓	✓	✓

** Eligibility for this program's benefits and operating model requires Provider to own OR resell assets incorporated into a Managed Service offer delivered to the Provider's subscribing customers (each such customer, an "End User"). In the latter scenario, the End User must sign a HPE Juniper Networking administered Letter of Authorization (LOA) to grant the provider access to manage their assets in the HPE Juniper Networking Mist multi-tenant cloud.

*** See "Certification and Training" section for further details.

**** MPN Role Authorized Part List provided upon request. See "Partner Support Obligations" section for further details.

OPERATING REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Eligible parts defined in MNP role authorized product list***	✓	✓	✓
Adhere to program advertising policy	✓	✓	✓
Adhere to technical support obligations****	✓	✓	✓
Designate internal product manager for services offering	✓	✓	✓
Designate technical administrator of MSP umbrella cloud orgs	✓	✓	✓
Adhere to random MNP sales audit	✓	✓	✓
Complete mnp partner assurance service specialization (recommended incremental benefits)	✓	✓	

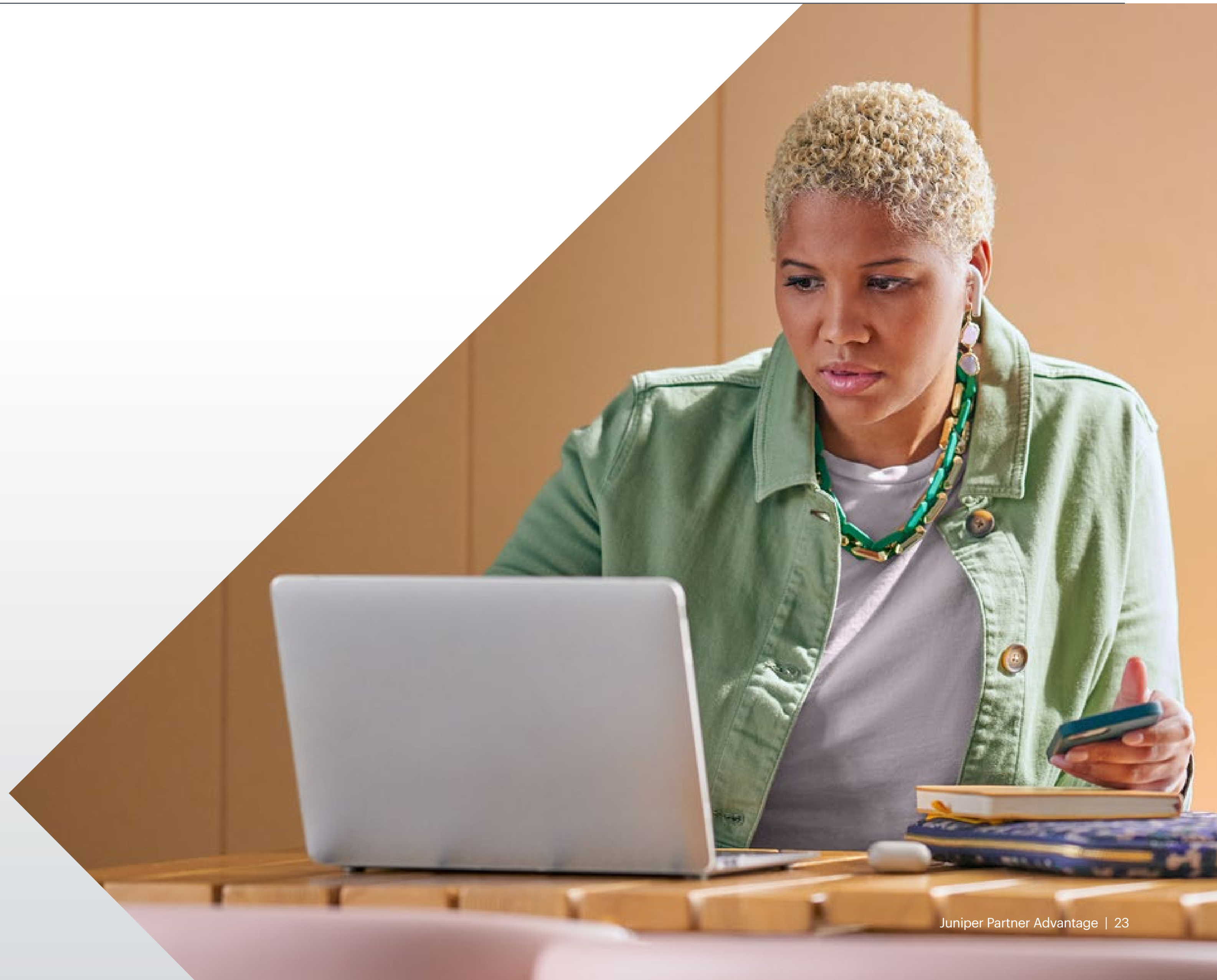
CERTIFICATION AND TRAINING

Eligibility to access products for in-market service delivery is contingent upon partners completing the certification requirements within the designated service technology track.

Certification requirements:

After entering the Program, Partners have until the annual compliance deadline, September 30th to complete their certification requirements. If an individual who completed the certifications left your company within six months of the annual compliance deadline, the individual's certification will count towards compliance. A partner must replace those certifications within the following certification period.

Partners who participate in both the Managed Network Provider Role and the Solution Reseller Role can satisfy both program certification requirements by completing one of the two program certification levels as long as the highest of the two is met.





CERTIFICATION REQUIREMENTS

General program

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: Introduction to Junos Operating System (Available On-Demand)	Recommended	Recommended	Recommended
Certification: JNCIA-Junos	1	1	1

WLAN

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: Introduction to HPE Juniper Networking Mist AI	Recommended	Recommended	Recommended
Certification: JNCIA-MistAI	1	1	1
Course: HPE Juniper Networking Wireless Networks with Mist AI	Recommended	Recommended	Recommended
Certification: JNCIS-Mist AI Wired or JNCIS-Mist AI Wireless	1	1	1

Location service tracks

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Certification: JNCIS-Mist AI Wireless	1	1	1

Branch security service track

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: Introduction to HPE Juniper Networking Security (Available On-Demand)	Recommended	Recommended	Recommended
Certification: JNCIA-SEC	1	1	1
Course: HPE Juniper Networking Security (Available On-Demand)	Recommended	Recommended	Recommended
Certification: JNCIS-SEC	1	1	1

SD-WAN service track

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: HPE Juniper Networking Session Smart SD-WAN	Recommended	Recommended	Recommended
Accreditation: HPE Juniper Networking Session Smart SD-WAN Accreditation Exam	1	1	1
Or			
Course: HPE Juniper Networking SD-WAN with Mist AI	Recommended	Recommended	Recommended
Accreditation: HPE Juniper Networking SD-WAN with Mist AI Accreditation	1	1	1



TECHNICAL SUPPORT DEFINITIONS

We value the quality of your engagement with your customer. We stand behind you in supporting our joint offering. Below are the Technical Support Definitions.

First level technical support:

Taking End User calls, getting complete information from End User regarding problems experienced by such End User, eliminating common End User errors, checking the network status page, reviewing Product feature release information, Product configuration guidance, delivering simple problem diagnostics on the Product, and escalating unresolved issues with written documentation detailing steps taken prior to escalation.

Second level technical support:

Providing assistance to the First Level Technical Support help desk for issues that cannot be resolved through First Level Technical Support.

Third level technical support:

Providing technical assistance to Second Level Technical Support personnel for technical issues that cannot be resolved by Second Level Technical Support.

Technical support obligations.

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
First level technical support	Partner*	Partner*	Partner*
Second level technical support	Partner*	Partner*	Partner*
Third level technical support	HPE Juniper Networking*	HPE Juniper Networking*	HPE Juniper Networking*

*Partners will neither instruct nor encourage End Users to contact HPE Juniper Networking directly for any technical support. Partner’s technical support personnel who have received training regarding the Products and use of the Mist Cloud interface will be authorized to contact the HPE Juniper Networking Second Level or HPE Juniper Networking Third Level Technical Support to resolve any problems that cannot be resolved by First Level Technical Support or Second Level Technical Support, as applicable.

TOOLS & RESOURCES

EASE OF PARTNERING

Cutting the complexity. Partnering made easy.

We value simplicity. We’ve introduced several new features and functions to make it even easier for you to take advantage of the opportunities available within Juniper Partner Advantage.

Deal central:

Register, track, and report on your HPE Juniper Networking Deal Registrations.

[Learn more](#)

Advantage insights:

360 dashboard providing you with key business measurements, including: sales achievement (SA), deal registration, financial incentives, Plus Programs, services and more.

[Learn more](#)

Partner business center:

Personalized Portal provide HPE Juniper Networking partners access to all the resources dedicated to your role and relationship with HPE.

[Learn more](#)

Partner center:

To access all your partner-related activities, now with a partner chatbot for answers to FAQs, plus additional marketing, and vertical go-to-market resources.

[Learn more](#)

Partner benefits site:

The Incentive Rewards and Market Development site is designed to support you with performance, dashboards, and reporting for easy visibility into your quarterly success with MDF and Rewards.

[Learn more](#)

Partner learning academy:

A simplified partner learning platform designed for Sellers, Technical Specialists, and Partner Leaders looking for the latest curriculum to support customers throughout their lifecycle.

[Learn more](#)



PARTNER MARKETING

Whatever your customer base and preferred marketing methods, you can get the support you need to turbocharge your marketing efforts, generate more leads, create upselling and cross-selling opportunities, and build your pipeline.

Co-marketing resource hub:

Add HPE Juniper Networking partnership logos, digital banners and positioning to your campaigns, marketing materials and events.

Campaign kits & components:

Nurture prospects and customers by providing them with great content from a variety of assets, including customizable turnkey campaign and event kits, copy blocks, social posts, infographics, as well as white papers and solution briefs.

Get the scoop:

Sign up for News On-Demand: packed with exclusive Juniper Partner Advantage content including promotions, product releases, selling guides, and other valuable information.

Social marketing:

Follow HPE Juniper Networking Partners on LinkedIn, X, and Facebook for the latest sharable news. Find newsletter and social content to include in your own social platforms on the Hub.

LET'S BE BOLD TOGETHER

Start your journey with Juniper Partner Advantage today.

The Juniper Partner Advantage makes it easier than ever for partners like you to grow your business with us. Working together, we can identify and create new opportunities to innovate, enhance, grow revenue, customer base and profit, while strengthening our strategic relationships with customers.

- **Ready to go?** Visit the [HPE Juniper Networking Partner Homepage](#) today
- **Any questions?** We're happy to help. Send us an [email](#) today.





ABOUT HPE JUNIPER NETWORKING

At HPE Juniper Networking, we strive to deliver network experiences that transform how people connect, work, and live.

By challenging the inherent complexity in the 5G and cloud era, our solutions power the connections that matter most – from education to healthcare to secure banking. Our commitment is to advance real outcomes for network teams and every individual they serve.

It's that simple.

[Chat now](#)

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