JUNIPER NETWORKS® | Partner Advantage

Juniper Partner Advantage Reseller Program Guide 2022

Partner with Juniper.
Get the Advantage.

Welcome to Juniper Partner Advantage Reseller Program, 2022

Now is our time. That's why we're extending our significant investment in the Juniper Partner Advantage Program. 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 new routes to market. 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.

The Juniper Networks partner community consists of resellers, service providers, system integrators, and distributors all working to accelerate innovation, activate valued customer outcomes, and drive profitability.

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

Why Participate in the Juniper Partner Advantage Reseller Program?

The Juniper Partner Advantage Reseller Program gives you the best possible foundation for success, through access to Juniper's complete set of software, hardware, and service solutions. Like everything else we do at Juniper Networks, simplicity is the primary focus.

The program is closely aligned with the Juniper sales engine, and includes:

- New initiatives, rewards, incentives, and specializations designed to drive **incremental growth for your business**

- A **new partner program tier** supporting co-investment and community-based selling programs

- **Streamlined and easy-to-use** Deal Registration

- A powerful dashboard that provides **at-a-glance visibility into your business performance** in real time

- A **simplified learning platform** and easy to use partner portal

Partnering with Juniper Networks means you can benefit from a clear and consistent go-to-market approach, with differentiated value across enterprise multicloud, AI-Driven Enterprise, Connected Security and more.

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Tiers and Benefits

The Juniper Partner Advantage Reseller Program has a four-tier structure - **Reseller, Select**, **Elite** and **Elite Plus** – that supports you in realizing growth in your business and investing with Juniper over time.

Requirement	Reseller	Select	Elite	Elite Plus
Signed Juniper Terms and Conditions	✔	✔	✔	✔
Invitation Only		✔	✔	✔
Minimum Sales Achievement (based on tier and country tier)		✔	✔	✔
Minimum Percentage of Services Sales (or services partner status)		✔	✔	✔
Minimum Percentage of Deal Registration Sales			✔	✔
Minimum Security Sales Achievement (based on country tier)			✔	✔
Sales Professional Accreditation		✔ (2)	✔ (4)	✔ (4)
Technical Baseline Accreditation		✔ (1)	✔ (2)	✔ (2)
Completion of Specialization		✔ (1)	✔ (2)	✔ (3)**
Proof of Concept and EBC Visit Targets				✔
Top Level Sales and Technical Champion				✔ (2)
Co-investment Agreement				✔

Benefits	Reseller	Select	Elite	Elite Plus
Juniper Rewards	✔	✔	✔	✔
Product Discounts	✔	✔	✔	✔
Access to Non-Standard Pricing	✔	✔	✔	✔
Deal Registration	✔	✔	✔	✔
Velocity Channel Pricing	✔	✔	✔	✔
Product Promotions	✔	✔	✔	✔
Partner Sales and Technical Training	✔	✔	✔	✔
Access to Juniper Partner Center	✔	✔	✔	✔
Access to The Hub (Marketing Center)	✔	✔	✔	✔
Discounted Demonstration Equipment - NFR	✔	✔	✔	✔
Juniper Partner Locator		✔	✔	✔ ✔
Rebate Program Eligibility		💵	💵💵	💵💵💵
MDF		✔	✔	✔
Juniper Service Partner Eligibility		*	✔	✔
Access to WW Briefing Centers			✔	✔ ✔
Access to Field Marketing Resources			✔	✔
Access to Juniper Partner Account Manager			✔	✔
All-Access Passes / Exam Voucher				✔
Custom Co-investment Plan				✔

**one of them must be AIDE Wired & Wireless

*With Juniper Partner Account Manager nomination

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Tiers and Benefits

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Streamlined 5-Step Deal Registration

1. Submit your opportunity via the Deal Registration platform
2. You and your distributor are notified of approval
3. You or your distributor submits a Bill Of Materials (BOM)
4. Juniper sends an approved price quote
5. We work together to win the opportunity

Start now

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

Deal Registration: 2022 JPA 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.

Quarterly Incentive Rewards: Select, Elite and Elite Plus partners can receive rewards based on closed, won, and shipped Deal Registration business. New to the program is rewards based on Deal Driven Type Partner Value or New Opportunity.

Additional Co-Investment Funds (ELITE PLUS ONLY): Dedicated funding driven by formal commitment via MOU outlining objectives, co-investment areas, and timelines for execution.

Market Development Funds (MDF): MDF supports joint Juniper/partner demand generation activities. For 2022, it has been enhanced with simplified processes, improved tools capability, and centralized digital demand generation campaigns with added vendor support. You can also choose from pre-approved marketing services vendors and take advantage of ready-made campaigns.

Juniper Seller Rewards: incentivizes your sales representatives to drive targeted sales-focused activities (including Deal Registration), helping you to close more new opportunities and grow your business.

Visit the Juniper Partner Center to learn more about each of these JPA benefits

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Training Requirements

Education and Learning Academy

Keeping skills and knowledge up to date will ensure your team can always address the needs of the modern customer. JPA provides easy access to valuable training in bite-sized, easy-to-consume modules via the Juniper Networks Learning Academy, our one-stop e-learning platform. Delivering a wide range of sales and technical training using webcasts, videos, virtual labs, and online testing, it is available to all JPA partners.

- **Sales Professional Accreditation**: empowers your sales representatives to strengthen their general product knowledge and stay current on Juniper go-to-market strategies, including points in-network, by solution, and by vertical market. Our new Sales Essentials courses provide sales-focused content on a monthly and quarterly basis.

- **Quarterly Juniper Sales Update**: join Sales and XBT Leaders on a quarterly basis to learn all the recent and coming updates from Juniper to successfully grow your practice. Required for all Select, Elite, and Elite Plus partners.

- **Live and On-Demand Partner Training**: a wide range of webinar sessions to keep you updated on new programs, product releases, product positioning, and new tools. You can join any of the 60+ sessions each year live, or watch on-demand at a time to suit you.

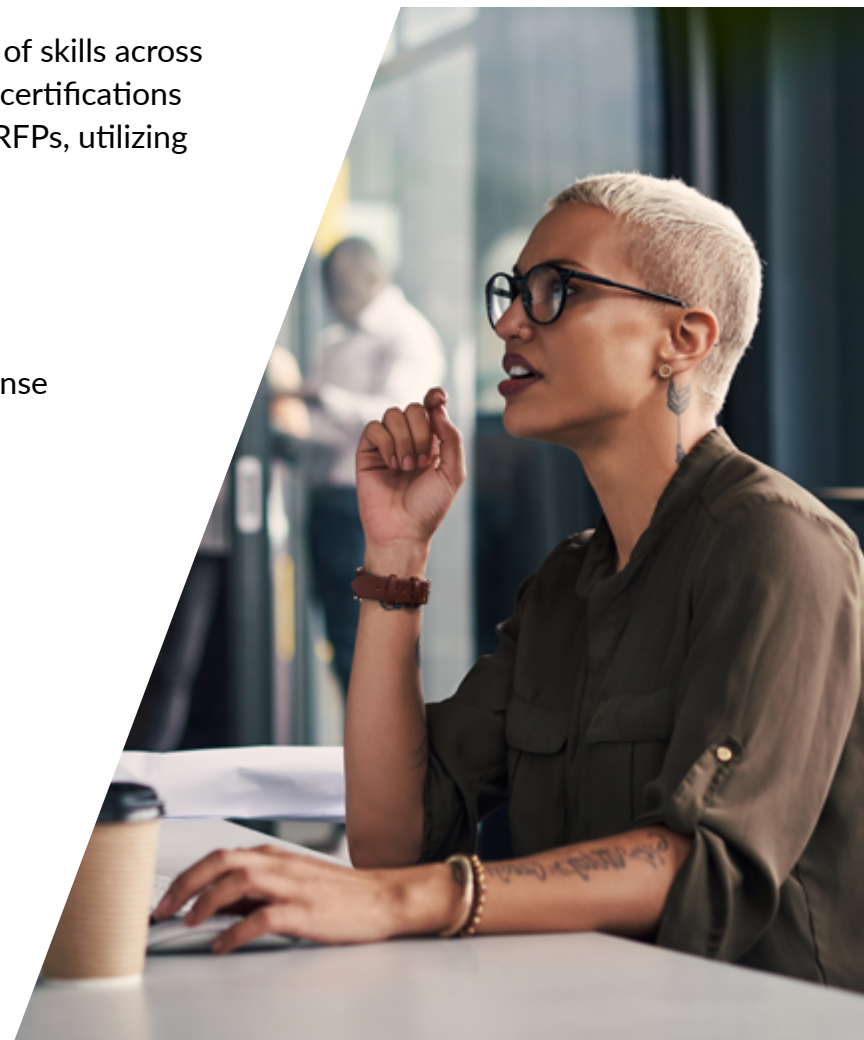# Training and Learning Requirements

Technical baseline

Designed to support your sales engineers and solution architects with a foundation of skills across the Juniper portfolio of solutions, this accreditation includes Juniper associate level certifications for Junos, along with essential training on configurations, demonstrations, building RFPs, utilizing key Juniper systems, and a Juniper Product Overview.

Specialization-centric training

Designed to provide the flexibility to build Juniper expertise in areas which make sense for your business, Juniper offers specialization training and focused certification to support the complexity you need to support your customers.

To achieve any one of Juniper's specializations, you will need to complete Juniper Network Certification Program (JNCP) certifications or defined accreditations to build your pre- and post-sales skills.

Expand your knowledge now: visit the Juniper Networks Learning Academy

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Specializations

Focus and excel

Specializations offer you the opportunity to expand your professional education, build expertise, and access incremental resources, while recognizing your commitment and expertise. Specialization incentives include product access, rewards, and promotions.

Juniper specializations cover several key areas of technology and services 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.

- **AIDE Session Smart Routing**: fuels an advanced, service-centric networking solution that takes software-defined routing to a new level. Ideal for today's digital businesses, the Session Smart Router enables agile, secure, resilient WAN connectivity with breakthrough economics and simplicity.

- **AIDE Wired and Wireless (previously AI Access):** 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.

- **Cloud Software:** for partners specializing in public, private or hybrid cloud deployments and driving end-to-end customer lifecycle that supports our cloud-delivered software.

- **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:** 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 Juniper Connected Security solutions. It provides rich support in the form of focused rebates on Juniper's security portfolio.

Partner Services

Support and strengthen

Partner with Juniper and leverage your service capabilities to strengthen customer relationships, deliver more complete solutions, improve recurring revenue, and enhance business margins.

Juniper Service Specializations fall into three key areas within the network lifecycle: **plan**, where the network is assessed and designed; **build**, where a new or upgraded network and security system is deployed; and **operate**, which focuses on optimizing the network's performance to keep it running.

- **Support Services Specialization:** designed to expand your branded services business model. This specialization gives you the opportunity to integrate Juniper into your existing offerings, such as maintenance, technical and monitoring support.

- **Professional Services Specialization:** designed to enhance your professional services portfolio. This specialization acknowledges and promotes your branded services offerings throughout the entire customer lifecycle.

These services count as specializations for Select, Elite and Elite Plus members needing to meet the minimum JPA requirements. Participation in these service options is by invitation and requires a separate services agreement.

Partner Selling

Get your deals done

Having the market-leading technology means nothing without getting it into the hands of your customers. That's why JPA provides you with a wide range of services and resources to help your sales teams reach new customers and win new business. Some of the essential tools include:

Awareness

News on demand: gain access to Juniper communications and tools that can help you uncover the next big opportunity with your customer.

Enablement

Sales training: introductory solution training, along with virtual and live training to support an end-to-end approach to partner sales enablement.

Virtual Selling Pods: All Elite Plus members will receive access to virtual selling pods and communities forums – resulting in streamlined sales collaboration with Juniper sales teams and increased Juniper sales readiness.

Sales

Deal Registration: get opportunity protection and price advantage discounts that reward you for identifying, developing, and closing new business opportunities.

Product promotions: special limited-time pricing catalogues available via our distribution partners.

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.

Technical Sales

Juniper Configurator: the easy-to-use tool for defining the proper Juniper configuration for your customer's environment.

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.

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.

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Partner Marketing

Use the Hub, our world-class marketing engine, to help generate demand and grow your business

Engage your customers, nurture leads, and drive revenue without having to hunt for campaigns and content. Joining JPA gives you access to a comprehensive suite of marketing tactics and resources.

Co-Marketing Platform:

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

Campaign Builder

Nurture prospects and leads by providing them with great content from a wealth of assets, including white papers, campaign messaging, solution briefs, copy blocks, social posts, and infographics.

Get the Scoop

Sign up for News On-demand: packed with exclusive JPA content including promotions, product releases, selling guides, and other valuable information.

Social Marketing

The easy way to customize and share social posts from Juniper subject matter experts, news articles from business publications, and other topics of interest with your network.

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.

Visit the Hub today at **https://thehub.juniper.net/**

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Ease of Partnering

Cutting the complexity: partnering made easy

We value simplicity. For 2022, we've introduced several new features and functions to make it even easier for you to take advantage of the opportunities available within JPA.

- **Advantage Insights:** 360 dashboard providing you with key business measurements, including: sales achievement (SA), Deal Registration, financial incentives, Plus Programs, services and more.

- **Partner Relationship Management framework:** with centralized PRM dashboards and tools to manage your relationship with Juniper.

- **Juniper 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.

- **Partner Benefits Site:** the new Incentives Rewards site is intuitively designed to support you in finding your incentive rewards performance, with configurable dashboards and reporting giving you easier visibility into your program targets, sales, and earning.

- **Partner Learning Academy**: Simplified and enhanced learning platform with updated requirements and courses.

- **Virtual Selling pods**: All community members will receive access to virtual selling pods and communities forums – resulting in streamlined sales collaboration with Juniper sales teams and increased Juniper sales readiness.

Let's Be Bold Together

Start your journey with Juniper Partner Advantage today

The Juniper Partner Advantage Reseller Program 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 for hyper-growth? Visit the **Juniper Partner Homepage** today.

Any questions? We're happy to help. Send us an **email** today.

Want to connect? Find JPA news on social media.

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About Juniper Networks

At Juniper, 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.

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