

Boost Sales with the Experience-First Network

Your Partner Opportunity Guide



A New Era of Growth and Opportunity

While some vendors experienced a recent downturn in revenue, Juniper Networks has enjoyed four straight quarters of double-digit growth. And with **97% of Enterprise business and 80% of all global revenue coming through the channel**, this success has been felt across Juniper's entire partner community. And it's just the start.

What's driving this growth?

Juniper has created the world's first truly AI-driven network. One that takes user experience as the primary input to an autonomous system of self-management and as the ultimate metric of network success.



[Menu](#)

[The Opportunity](#)

[The Portfolio](#)

[Partner Program](#)

A Word to Our Partners

“The past two years have been extraordinary. Consumers and businesses alike have had their core needs recalibrated, with a rapid escalation of the existing migration to cloud-based services and an increasing reliance on AI to support core business functions.

Maybe you’ve heard something along these lines already. Many providers have come to realize they need better products to meet pressing new needs in the marketplace. For them, the race is now on to try to add AI capabilities to their pre-existing systems.

But at Juniper, we anticipated this change.

Over the last few years, we’ve made a number of technology acquisitions, from Mist, with its powerful AI and virtual assistant Marvis, to solid networking innovations from Apstra, 128 Technology, and Netrounds, and WiteSand.

Today, we are proud to offer the one true AI-driven platform on the market. Through built in automation and analytics, Juniper’s Experience-First Network delivers a superior user experience.

And if you want proof, [just ask our customers.](#)”

Gordon Mackintosh
Vice President Global Channels and Virtual Sales at Juniper Networks



Meet the Experience-First Network

The only true measure of a network is a user's experience on the network. How long is their application taking to respond, or the video to render? Did their Zoom call drop when they had to change location?

Traditional metrics such as latency, packet loss, and jitter only tell one side of the story. Just as customer experience is driving businesses to evolve, user experience is driving the evolution of the network.

It's a simple idea. But how do we put it into practice? The answer is with experience-first networking.

Four Essential Pillars

01

Assured User Experience

Juniper is the only vendor to provide service level visibility at the individual client, application, and session level to optimize performance as it's required.

02

Self-Driving Automation

Automation is the key to lowering ongoing operational costs and maximizing IT efficiencies. Juniper leads the industry in open programmability and defined intent-based networking to provide control, observability, and root cause identification.

03

Cloud-First and Cloud-Ready

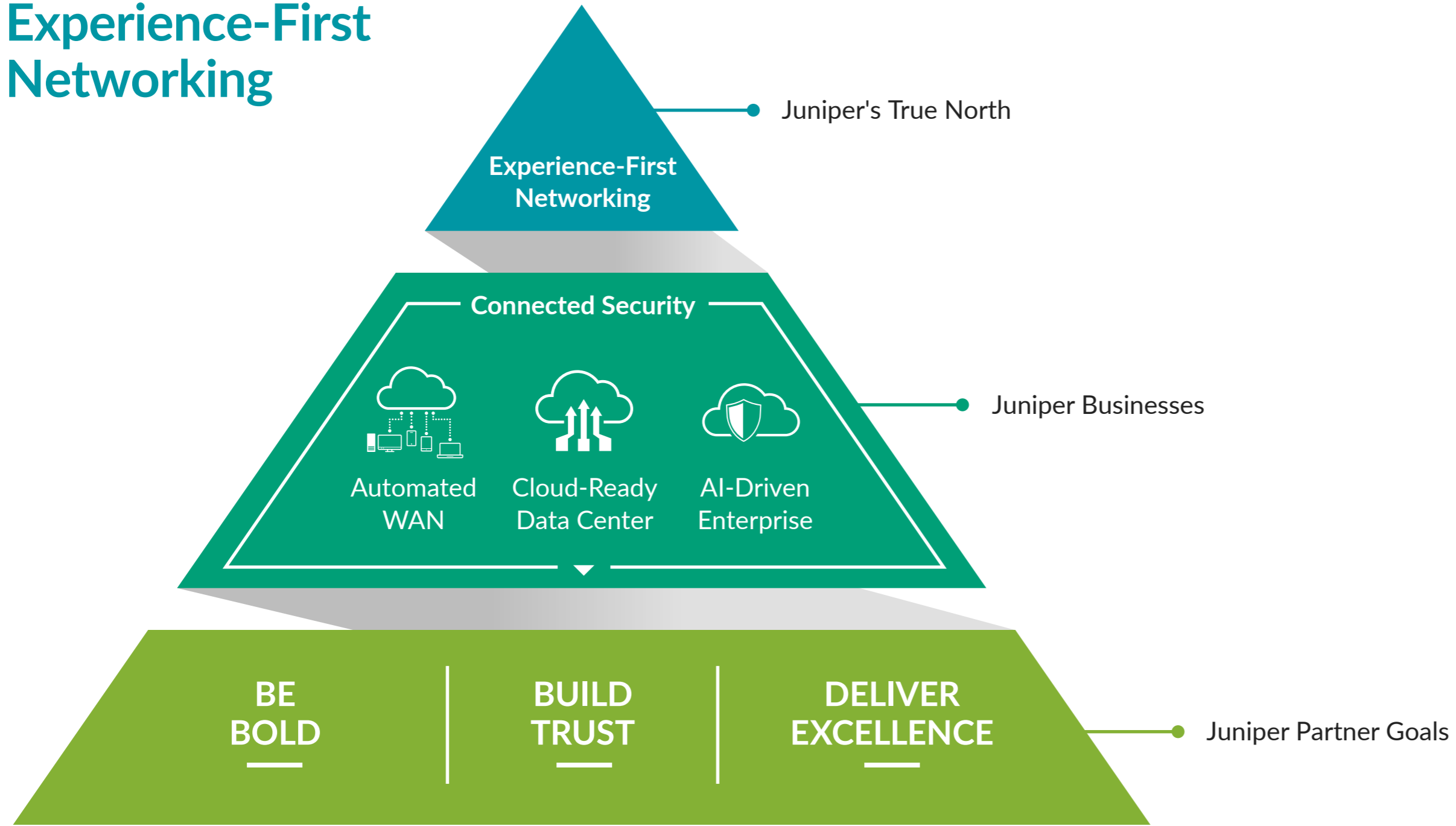
Juniper solutions are cloud-ready. From cloud-native workloads and managing devices across multiple cloud instances, to cloud-hosted operations for troubleshooting, feature delivery, trending analysis, and reporting.

04

Connected Security with Real-Time Threat Awareness

By making the network threat-aware, customers can detect and stop advanced threats in a significantly shorter timeframe to safeguard their business and reputation.

Experience-First Networking





Momentum in the Market


Many of the World's Top Organizations Run on Juniper

Juniper's enhanced portfolio provides new opportunities to deepen your value within existing accounts and to expand into new. But it's not just customers that see the value. The [top analysts](#) are also recognizing the strength of the Juniper portfolio to deliver real results today.

Juniper supports:

 **10 out of Forbes 10** companies globally


 **20 of the 20** largest cloud providers

 **49 out of 50** top global service providers

 **18 of the 20** most prominent universities

 **18 of the 20** largest global banks

 **7 of the 10** top technology companies

 **8 of the 10** top global retailers



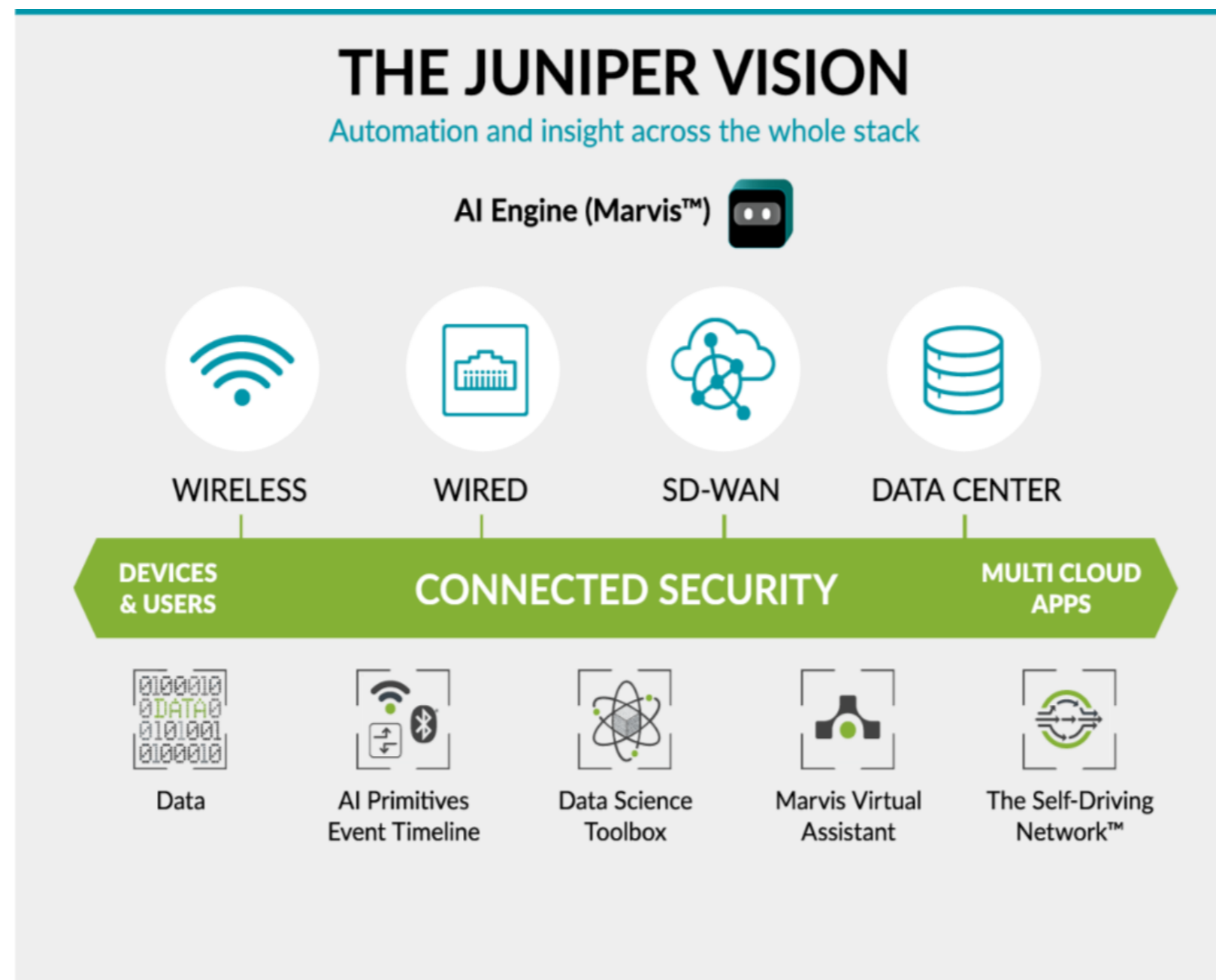
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Great Experiences from Client-to-Cloud

We believe in assured network experiences that transform how people connect, work and live.

To achieve this, Juniper has built upon their foundation of networking solutions designed for speed and simplicity, with proven innovations from across the market, including Mist AI, Apstra, Session Smart Routing, and Paragon Automation.

The Juniper portfolio is unique. And it delivers real results.



“Winning the next decade of networking will require a new solution that shifts the mindset from the traditional measures of performance and scale to one focused on operational simplicity through software-driven automation and assurance.”

Rami Rahim
CEO at Juniper Networks

Mist AI

For User-Centric, Intelligent Networking

What is it?

The [Mist AI](#) platform powers the Juniper AI-Driven Enterprise portfolio. It brings conversational AI to wired and wireless networks to deliver optimum service quality to those who need it most, while freeing up IT time. Mist also provides the foundation for personalized indoor location experiences to boost user engagement, locate assets, and support proximity tracing with exceptional ease and accuracy.

Sitting at the helm is [Marvis](#), the first true-AI Virtual Network Assistant (VNA). Marvis transforms how IT teams interact and engage with enterprise networks and can mitigate issues before they occur.

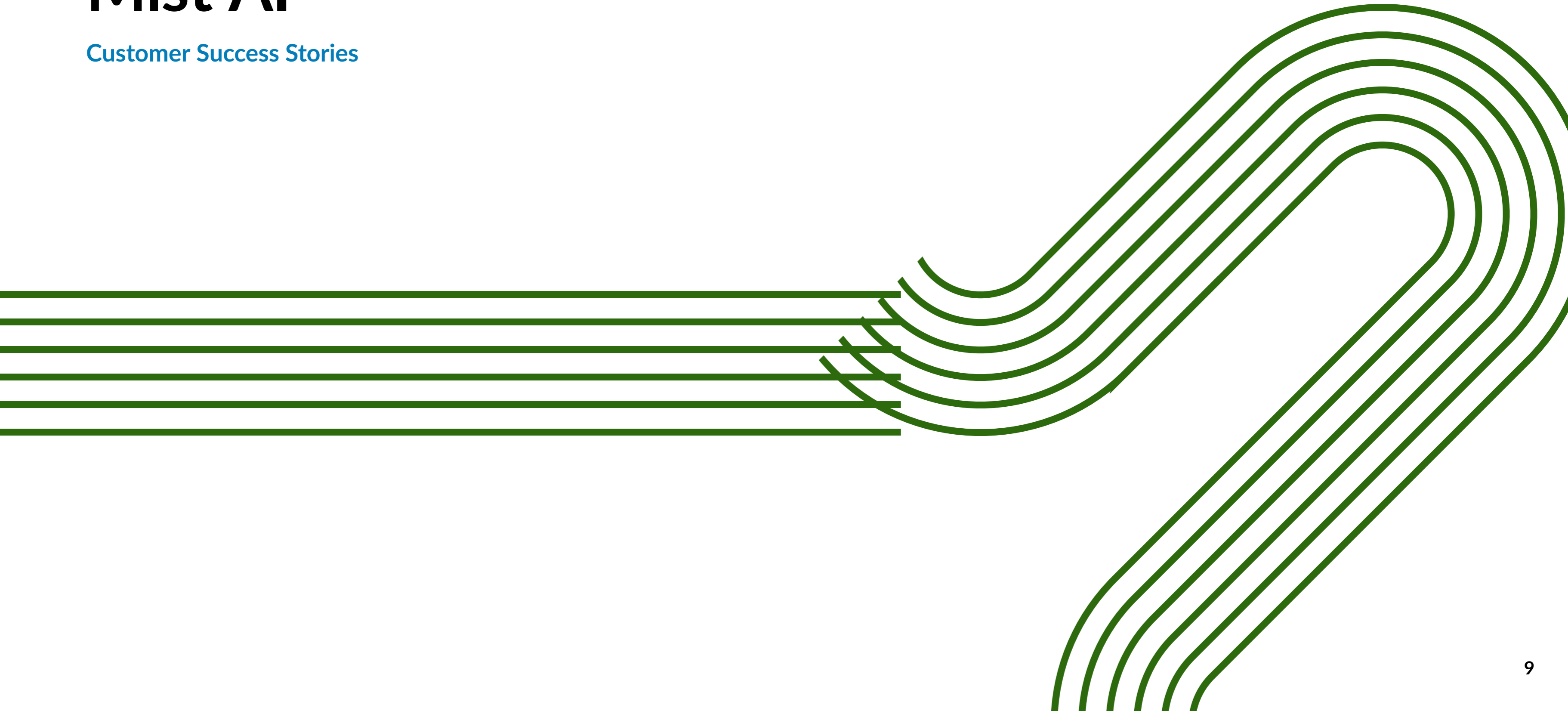
With Natural Language Processing (NLP), a conversational interface, Self-Driving Network™ operations, and integrated help desk functions, Marvis VNA streamlines operations and optimizes user experiences from client-to-cloud – including wireless access, wired access, and SD-WAN domains.

Who is it for?

Anyone running or planning to add Wi-Fi, upgrading to WiFi 6 or 6E or just looking for a better solution. Verticals include Carpeted Enterprise, Retail, Higher Education, K-12, and Healthcare.

Mist AI

Customer Success Stories



Apstra Data Center Automation

For Continuous Automation and Fabric Management

Customers have achieved:



What is it?

Deliver cloud-ready data centers with intent-based automation, simplified operations, and zero-trust security to your customers. [Apstra](#) changes the game for network operators by simplifying Day 0 to Day 2+ operations, and provides network assurance through continuous validation.

The Intent Based Automation capability enables operators to translate business requirements to network changes needed to deploy application and services reliably and securely. Intelligent analytics proactively identify and correlate issues, and alert users when deviations occur. As a result, opex can be dramatically reduced, so operators can make changes confidently, while ensuring quality of service with minimal downtime.

Apstra delivers a single operational framework, reducing tool proliferation and the complexity of learning multiple tools.

[See more details here](#). This simplifies operations and allows customers to focus on the evolving needs of the business.

Who is it for?

Network Architects and Network Operators will love the automation and simplified Day 2 Operations. CxO will value the multi-vendor support and freedom from vendor lock-in.

Apstra Data Center Automation

Customer Success Stories



“Our success depends on rapidly introducing new services, quickly scaling to new demand and delivering the assured experiences our customers count on every day. Juniper Networks and Apstra joining forces as one company helps T-Systems.”

Adel Al-Saleh
CEO at T-Systems

AI-Driven SD-WAN

For Best-in-Class Operator Experience and Reduced Cost

What is it?

Session Smart™ Routing, part of the AI-Driven SD-WAN solution from Juniper, is a software-based solution that enables a software-defined WAN to automatically adapt to the needs of specific sessions and applications in a way no other solution does.

While most SD-WANs rely on tunnels, an approach that utilizes bandwidth and reduces performance, this solution is tunnel-free and can achieve cost savings of up to 75% versus competitor solutions.

A key contributor to the Experience-First Network, Session Smart networking also delivers superior performance for real-time traffic such as voice over IP, 5G, and collaboration applications. And by leveraging a backup link, it can ensure continued service even in the event of a link failure.

When the Session Smart Router is deployed in conjunction with SRX Series firewalls, customers also get Zero Trust Security, including dynamic threat detection, Encrypted Threat Analysis, and threat protection for complete peace of mind.

Who is it for?

Managed Service Providers and Telecommunication Providers, and all Partners who want to deliver superior, lower cost SD-WAN functionality.

Juniper Paragon Automation

For Automated Network Operations and Service Assurance

What is it?

Juniper Paragon Automation is a modular portfolio of cloud-native software applications, delivering closed-loop automation. It does it by translating business intent into service performance so that network operators and users receive assured experiences throughout the lifecycle of their services.

By automating network operations in this manner, your customers can reduce the time it takes to perform common operating tasks, minimize manual process-related errors, and do more with the resources they have.

Paragon Active Assurance is a programmable, active test and service assurance platform for physical, hybrid, and virtual networks. It automates active testing and monitoring for the most demanding network environments.

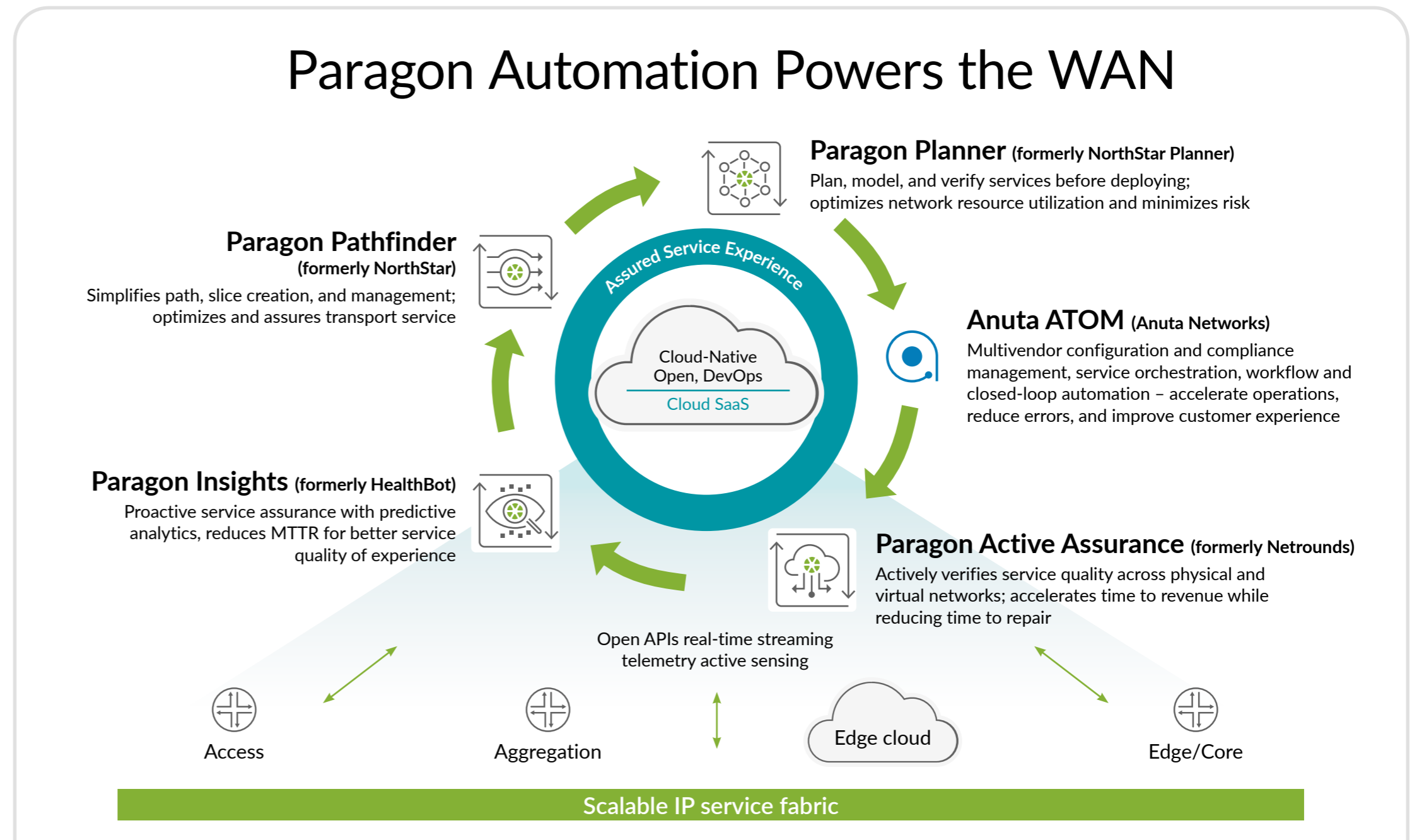
Unlike other offerings, Paragon Active Assurance does not limit the number of test agents or use cases. It allows the services team to explore the full potential of use cases to maximize ROI and decrease troubleshooting time of an existing network degradation.

Who is it for?

For Service Providers and other large Network Operators who require the highest levels of service assurance and agility.

Juniper Paragon Automation

Juniper's EngNet community helps Partners and customers who want to use automation and develop integrations with Juniper hardware and solutions. Learn how others are using automation to enhance their networks and drive innovation. Partners can submit examples and gain recognition and collaborate with colleagues on projects.



Juniper Connected Security

Open, end-to-end protection across the full portfolio

What is it?

[Juniper Connected Security](#) safeguards users, applications, and infrastructure by extending security to every point of connection, from client to cloud, across the entire network.

Security must be:

- Invisible to end-users
- Operationally efficient for IT teams to maintain
- Provide effective threat prevention

Juniper Connected Security helps organizations build threat-aware networks, keeping attackers at bay and the network clear for business-critical traffic. Every step, from how users access data and applications, to how network connections are made, can be automatically secured.

And because Juniper Networks security solutions are open and extensible, you can easily build upon this protection through integration of a wide range of third-party solutions.

Who is it for?

Everyone. IT teams will appreciate the interoperability of Juniper Connected Security to build out an easy-to-manage, best-of-breed solution to meet their specific needs.

A Simplified, More Profitable Partner Experience

\$120 million invested

Over 80% of our revenue comes through channel partners. That's why Juniper has invested **\$120 million** into a simplified partner experience to make it easier for you to sell the Juniper, and earn greater incentives and rewards.

Highlights:



Elite Plus Programs for structured growth planning, custom enablement, and access to additional financial incentives.



Simplified Partner Tiering down to Reseller, Select, Elite, and Elite Plus based on volume and value.



Unified Deal Registration with 'dollar-one rewards' to incentive reward faster.



Automated Partner Support available 24/7.



Velocity Pricing with pre-approved discounts to speed transactions of <\$40k deals.



Partner Incentive Rewards to make it easier than ever to grow your business with Juniper.



Partner Business Center for real-time visibility and management of your Juniper partnership.



20%+ Rebates
New Elite Plus partner level offers superior resources and rewards.



Virtual Sales Pods
A shared workspace for partners and Juniper experts to communicate in real-time, leading to faster sales cycles and enhanced conversion rates.

“We have one of the most compelling profitability programs in the industry.”

Gordon Mackintosh
Vice President Global
Channels and Virtual Sales

CRN

5 STARS FROM CRN
JPA receives top score
for five years straight.



Global Partner Summit

It Pays to be Specialized

In fact, partners who hold two or more Specializations are **growing 16% faster**. And the demand for Juniper's AI-Driven Enterprise solutions is particularly high, with sales of Mist AI alone **growing +333% YoY**.

Specializations help you to build distinction and awareness of your services, and provide additional access to products, promotions, and rewards. The more you gain, the greater your opportunities and profitability.

To achieve each Specialization, you need to attain a combination of Tech Renewal Learning courses and Specialist-Level Certifications.

To learn more, click the tiles to the right, or visit the [Juniper Partner Portal](#).

Juniper Networks as a Service (NaaS)

Differentiate and address new markets through delivering a network as a service

Whether you offer managed services today or are looking to build them, Juniper can help you differentiate your NaaS offering with artificial intelligence that leverages rich insights, automation, and self-driving actions to maximize value while optimizing and securing the connected experience for your customers.

Download the [brochure](#) to learn about four technology service tracks and find more resources in the [Unified Managed Services](#) pages in Partner Center—then [apply to join!](#)



ACCESS

Leverage Juniper's revolutionary approach to wireless access using AI-driven automation and insight, coupled with the agility and reliability of a microservices cloud to simplify network operations and deliver superior user experiences.



BRANCH SECURITY

Deploy an effective threat-prevention solution. The comprehensive Juniper Connected Security portfolio enables network visibility, intelligence, and policy enforcement with next-generation firewalls for on-premises and cloud environments, advanced threat prevention, verified threat intelligence feeds, and analytics.



LOCATION SERVICES

Provide accurate, real-time navigation and asset-finding services using detailed Wi-Fi and virtual Bluetooth Low Energy (vBLE) analytics based on location. Now your IT teams can streamline operations and simplify user and device troubleshooting.



SESSION SMART SD-WAN

AI-driven Juniper Session Smart™ SD-WAN is an integral part of our unique, secure client-to-cloud networking approach & is designed to provide AI-driven proactive insights and simplified network operations, delivering best-in-class network and application performance.

Juniper Champions: Recognizing Excellence

Founded over a decade ago to recognize the strengths of key Technical specialists the Champions program has grown to encompass three additional specialties—Sales, Marketing, and Distribution—and provides more support. Today, the Champions Community is bigger and better than ever before.



Technical Champions enjoy specialized benefits including access to exclusive labs, free demos, and licenses, as well as access to Juniper's wide range of subject matter experts.

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.

Distribution Champions will gain access to community-specific content to help distinguish themselves as expert Juniper ambassadors.

Marketing Champions who build their reputation within the program will receive advance access to Juniper marketing resources and other new incentives.

Be Bold and Win Big

Juniper has laid the foundation to help partners capitalize on the surging market demand for their solutions. And they continue to build upon this with new partner initiatives and new incentives to support and celebrate your success.

Whatever your current background and focus, Juniper has the training and support available to help you to expand your skillset and opportunities. It's time to be bold.

01

STEP ONE: Familiarize yourself with Juniper's [Partner Program and Incentives](#).
Not already in the Juniper Advantage Program? [Sign up here](#).

02

STEP TWO: Get up to speed on the new Juniper portfolio with free [training and resources](#).

03

STEP THREE: Explore [The Feed](#), Juniper's all-new streaming platform with videos and podcasts aimed to inspire and educate.

04

STEP FOUR: Challenge customers and prospects to consider the issues they could address with your support and Juniper's solutions including network assurance, user experience and security. They can start small and make incremental changes to improve the network.

- **Start:** with a Proof of Concept.
- **Refresh:** modernize their switches and routers to lay the foundation.
- **Expand:** to a new location, office, facility.
- **Remediate:** select their worst site as a test case for improvement.
- **Innovate:** build digitized experiences, smart workplaces, expand with your own OTTT location offerings.

Resources to Help You Sell

Be in-the-know every time an exciting update, new release, or program is announced. Staying hyperconnected has never been easier!



Join the conversation on Juniper PartnerLink, a dedicated Slack instance for the channel community. Connect with your colleagues and Juniper SEs, PAMs, product teams, and business development managers. [Request access now.](#)

Demo Wednesday

See the latest AI-driven technologies in action including Mist AI, Apstra, Paragon, Junos, and more. Be sure to invite your customers and prospects to join, too!

[View](#) →

Channel News On Demand

Get personalized and timely bulletins delivered to straight your inbox.

[View](#) →

The Feed

Gain valuable insights from industry leaders on the all-new streaming platform, The Feed. With videos and podcasts covering a myriad of topics, everyone from today's business leaders to tomorrow's network engineers will find something worth streaming.

[View](#) →

Webinars and Events

From Partner Summits to live webinar series and everything in between. We hope to see you at the next Juniper event!

[View](#) →

Any questions? Please send an email to:
partner-experience@juniper.net

Stay Connected

Follow our Partner Channels

Any questions? Please contact the Ingram
Micro Juniper team at:
juniper.assist@ingrammicro.com

or

Schedule a demo: [Juniper SD&S Bookings](#)

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