

# Channel Chief View

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**Colleen Matthews**  
Director, Strategic Alliances,  
Juniper Networks

“Juniper partners are paramount to our success in the midmarket.”

## Drive More Growth with Juniper Partner Advantage

### Q. How are you working with distributors to extend Juniper's reach?

**Justin Scopaz**, Senior Director, Worldwide Distribution

**A.** Juniper views its distribution partners as extensions of its sales, operations and marketing and business development teams. Distributors' reach into the midmarket allows Juniper to sell solutions beyond what we could do by ourselves because of their ability to scale and replicate.

We work closely with our distributors to leverage their business intelligence data to identify high-propensity partners. This is very valuable as our distributors have a great understanding of their partner base, including the end-user segments. We leverage the sales and business development resources at the distributors to help recruit, on-board and sell to these partners. We also leverage distributors' marketing capabilities and the fact that they sell complete solutions.

### Q. How does the Juniper Partner Advantage Program help solution providers drive sales?

**Christian Alvarez**, Senior Director, Americas Partner Sales

**A.** The Juniper Partner Advantage [JPA] program has been designed to help partners grow their skills, communicate with greater impact, deliver accretive results and scale their business to drive more sales effectively.

The JPA program simply and effectively accelerates time-to-opportunity and represents a whole new level of engagement with our service provider partners. It offers innovative methods to drive growth, higher-value sales and higher margins, while affirming their value as a partner to their customers. The JPA program offers a high level of channel and field engagement, significant investments, support, and enablement tools that help our partners ramp up quickly while delivering revolutionary and disruptive innovation to their customers' businesses.

### Q. How do you see the role of Strategic Alliance partners supporting growth in key market segments?

**Colleen Matthews**, Director, Strategic Alliances

**A.** Juniper partners are paramount to our success in the midmarket. Distribution is critical in identifying, on-boarding and supporting high-propensity partners. Partnering enables us to create complementary and replicable solutions, such as converged stacks.

Working with the channel, we carefully define and enable plans for targeted new customer acquisition and growth among existing customers. Our partners extend our global reach and relationships, augment resources with direct capabilities, and support new service offerings and scale through our Professional Services Marketplace.

### Q. How do your go-to-market programs and initiatives help solution providers in the Americas drive business growth?

**Peter Wenner**, Senior Director, Americas Partner Marketing

**A.** The primary goal of the global partner marketing team is to provide a remarkable experience in enabling Juniper partners to go to market with us. Whether it's through our communications to keep partners current on training, product and solution launches, programs and thought leadership, or our turnkey demand generation programs, we're committed to making it easy to market and sell Juniper. We provide a simple, yet sophisticated way to co-brand Juniper campaigns and drive leads through the Juniper Marketing Concierge (JMC) platform that's available free to all partners.

With the JMC, they can:

- Comfortably launch nurture flow campaigns integrated with social in minutes
- Rapidly generate more qualified leads and pipeline with real-time lead alerts and easily manage leads through to opportunities with built-in lead nurture CRM
- Get access to sales presentations, white papers, discussion guides and solution briefs in our collateral library
- Syndicate Juniper web content and social media posts on Juniper and industry-related topics
- Get support from a team of certified marketing advisers via live click-to-connect

### Q. How do your go-to-market programs and initiatives help solution providers around the world drive business growth?

**Peter Crowcombe**, Senior Director, Global Partner Marketing

**A.** Our philosophy starts with partner growth: If our partners are successful and grow, Juniper will grow. To make this real, growth is one of our three key pillars—ease of doing business, enablement and growth—and everything we do is tied to one or more of the pillars.

We offer MDF and incentive programs to reward growth. For MDF, partners can choose to leverage dedicated partner marketing or enablement assets. Marketing support is via the Juniper Marketing Concierge, backed by in-theater partner marketing teams. Enablement support is primarily centered on learning or enhancing their demonstration capability. To support partners in accessing these programs, we have dedicated partner management teams in each country who help partners build these programs into their go-to-market plans, unlocking the true potential of each partner.

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Drive your business ahead with Juniper Partner Advantage.

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