



Juniper Partner Advantage

Overview



Why Partner with us?



Welcome

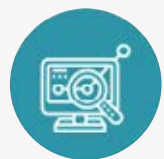
Why Partner with us?

By partnering with Juniper you can be at the forefront of the AI powered enterprise and maximize operational efficiency with Juniper's cloud based, "AI-powered" management and support. You'll be able to create a branded, differentiated service catalog to increase your recurring revenues and grow your market by delivering Gartner® 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 JPA

JPA program offers 2 types of roles to their partners based on their Go To Market strategy and their partnership with Juniper.

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.

Enables our partners to create a branded, differentiated catalog of services to help increase recurring revenues and grow your market. We help you deliver innovative solutions that industry experts have validated.

Solution Reseller Role

Juniper Partner Advantage Solution Reseller Role

Now is our time. That's why we're extending our significant investment in the JPA 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 4 Partner Levels:

- | | |
|--------------|------------|
| 1 Elite Plus | 3 Select |
| 2 Elite | 4 Reseller |



Why Participate in the Juniper Partner Advantage Solution Reseller Role?

The Juniper Partner Advantage Solution Reseller Role provides access to Juniper's 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 and industry-recognized 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
- Enhanced Elite Plus partner level supporting co-investment and community-based selling programs
- Solution Practice Builder providing highly profitable path to success when building Juniper Practice
- A powerful dashboard that provides at-a-glance visibility into your business performance in real time
- Guiding partner with steps for each quarter to drive successful year using JPA Path to Success

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.

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 Jupiter Terms & Conditions	✓	✓	✓	✓
Invitation Only	✓	✓	✓	
Minimum Sales Achievement <i>(based on tier & country tier)</i>	✓	✓	✓	
Minimum Percentage of Service Sales <i>(or services partner status)</i>	✓	✓	✓	
Minimum Security Sales Achievement <i>(based on country tier)</i>	✓	✓		
Sales Baseline Accreditation	✓ (4)	✓ (4)	✓ (2)	
Technical Baseline Accreditation	✓ (2)	✓ (2)	✓ (1)	
Completion of Specialization	✓ (3)*	✓ (2)	✓ (1)	
Proof of Concept Targets	✓			
Minimum Elite Plus Flex Points <i>(semi-annual target)</i>	✓ (2)			
Co-investment Agreement	✓			

This table shows an overview of the benefits available to you as a partner in 2023.
* One of them must be AIDE Wired & Wireless

Levels & Benefits



BENEFITS	ELITE PLUS	ELITE	SELECT	RESELLER
Jupiter Rewards	✓	✓	✓	✓
Product Discounts	\$\$\$	\$\$\$	\$\$	\$
Access to Non-standard Pricing	✓	✓	✓	✓
Deal Registration	✓	✓	✓	✓
Velocity Channel Pricing	✓	✓	✓	✓
Product Promotions	✓	✓	✓	✓
Partner Sales & Technical Training	✓	✓	✓	✓
Access to Juniper Partner Center	✓	✓	✓	✓
Access to the Hub <i>(marketing center)</i>	✓	✓	✓	✓
Discount Demonstration Equipment - NFR	✓	✓	✓	✓
Juniper Partner Locator	✓✓	✓	✓	
Incentive Rewards Eligibility	\$\$\$	\$\$	\$	
MDF	✓	✓	✓	
Juniper Service Partner Eligibility	✓	✓	*	
Access to WW Briefing Centers	✓✓	✓		
Access to Field Marketing Resources	✓	✓		
Access to Juniper Partner Account Manager	✓	✓		
Access to All-Access Passes/ Exam Vouchers	✓			
Custom Co-investment Plan	✓			

This table shows an overview of the benefits available to you as a partner in 2023.
* With Juniper Partner Account Manager nomination

Levels and Benefits Defined

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

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



Levels & Benefits Defined



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.

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.

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 2023, 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.

Training

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 Baseline 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.

Winning Conversations:

Helps sellers understand how to qualify opportunities in representative solution portfolios and provides a specific engagement advisor to help prepare for their next customer meeting.

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.

Specializations

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 SD-WAN and 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:

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:

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.

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 - Winning Together

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.

PartnerLink:

Connect directly with Juniper Sales and program team using our slack enabled PartnerLink channel.

Network as a Service Provider Role

Juniper Network as a Service Provider Role

Welcome to the Juniper Network as a Service Provider Role. This Program Guide will help you get started working in the dynamic and fast-growing market of network-as-a-service.



Why Participate in the Juniper Network as a Service Provider Role?

Why Partner with us?

You will benefit from a multi-tenant AI Cloud umbrella; Cloud Assurance with Juniper Mist AI enabling optimal operating efficiency; and an unprecedented programmable offering with 100% open API for service offering differentiation.

You will also have access to onboarding resources, service-creation tools, NaaS Provider BDM and resources to accelerate your time to market. Network as a Service Provider Role offers 4 service tracks within its technology catalog.

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

- Branch Security
- Location
- WLAN
- SD WAN

As a Juniper Network as a Service provider, you will get the expertise needed to address your customers' challenges. You will benefit from a multi-tenant AI Cloud umbrella; Cloud Assurance with Juniper Mist AI enabling optimal operating efficiency; and an unprecedented programmable offering with 100% open API for service offering differentiation.

Program Benefits

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

BENEFITS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Partner Portal	✓	✓	✓
Access to free online enablement tools	✓	✓	✓
Access to Juniper Learning Academy	✓	✓	✓
Provider Multi tenancy umbrella	✓	✓	✓
Juniper Mist cloud with SLEs	✓	✓	✓
Predictable sourcing costs	✓	✓	✓
Renewals tracking and alerting	✓	✓	✓
Access to Juniper Financial Services	✓	✓	✓

BENEFITS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Presales and technical design support	✓	✓	✓
Approval based co-marketing investments	✓	✓	✓
Eligible for business achievement incentives and promotions	✓	✓	✓
Beta programs and features	✓	✓	
Assigned Business Development Manager	✓	✓	
Candidate for Managed Services Program Advisory Board	✓	✓	
Volume Purchases	Upon approval	Upon approval	

Eligibility Requirements

ELIGIBILITY REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Ability to provide onsite site survey, design and deployment*	✓	✓	✓
24x7 NOC	✓	✓	
8x5 NOC			✓

* 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.



Program Operating Requirements

OPERATING REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Signed Partner/Reseller Agreement with Juniper Network as a Service Provider Role	✓	✓	✓
Business Plan detailing service creation, coverage & launch	✓	✓	✓
Service Creation within 90 days of contract completion	✓	✓	✓
Partner required to own equipment**	✓	✓	✓
Minimum annual new business TCV orders requirement	✓	✓	✓
Monthly POS report in CSV format provided to Juniper	✓	✓	✓
Monthly sales forecast provided to Juniper	✓	✓	✓

OPERATING REQUIREMENTS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Eligible parts defined in Network as a Service Provider 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	✓	✓	✓

** The Network as a Service Provider Role (NaaS Provider Role) does not support the resale of Products. Eligibility for this Program's benefits and operating model requires Partner to own the equipment, create a service and offer the service to Partner's subscribing customers (each such customer, an "End User"). In the event Partner transfers title of a Juniper hardware product to an End User without prior written notification to and written approval from Juniper (in each via email), then, among other rights and remedies available to it, Juniper reserves the right to recover any additional discount received by Partner under the Network as a Service Provider Role and apply the standard reseller discount with respect to such End User, and invoice Partner the difference.

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

**** NaaS Provider Role Authorized Part List provided upon request.

***** See "Partner Support Obligations" section for further details.

Program Discount Eligibility

The Juniper Network As A Service Provider Role offers predictable sourcing costs per partner level.

TECHNOLOGY TRACK	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
WLAN Service Track	\$\$\$\$	\$\$\$\$	\$\$\$
Location Service Track	\$\$\$\$	\$\$\$\$	\$\$\$
Branch Security Service Track	\$\$\$\$	\$\$\$\$	\$\$\$
SDWAN Service Track	\$\$\$\$	\$\$\$\$	\$\$\$



Annual Business Achievement Requirements

Partners can differentiate themselves by the successes they have with their service offerings. Achieving higher successes in the market brings more Program benefits.

Each Partner who joins the Program will be reviewed at the first six-month point for completion of Program requirements at which time the partner level can be adjusted. Following the six-month check, Partners will be reviewed annually. Partners who have been in the Program less than twelve months will be reviewed by a prorating business achievement based on time in the Program. Partners can be leveled up or down based on compliance with Program requirements.

BENEFITS	PARTNER LEVELS		
	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
*Annual minimum orders TCV per authorized region	\$\$\$\$	\$\$\$\$	\$\$\$

* Business achievement is calculated on the total contract value of orders submitted during the annual period. Renewals of services are not included. Sales achievement requirements are specific to the Program. Partners who participate in both the Juniper Network As A Service Provider Role and the Juniper Solution Reseller Role are required to meet both program specific sales achievement or revenue targets to maintain their level in each of the programs.

Certification and Training

Partners must complete the certification levels in the service technology track to be eligible for access to the products for service creation. The Juniper Certification Program (JNCP) can be accessed [here](#).

Certification requirements

After entering the Program, Partners have 90 days to complete the certification requirements listed for the level at which they have joined. Certifications are renewed every three years. If you have an individual who completed the certifications and has left your company, you must replace those certifications within 90 days of the individual leaving.

Partners who participate in both the Network as a Service 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	Recommended	Recommended	Recommended
Certification: JNCIA-Junos	2	2	2

WLAN Service Track.

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Certification: JNCIA-MistAI	2	2	1
Course: Juniper's Mist AI Wi-Fi Networks	Recommended	Recommended	Recommended
Certification: JNCIS-MistAI	2	2	1

Branch Security Service Track.

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: Introduction to Juniper Security	Recommended	Recommended	Recommended
Certification: JNCIA-SEC	2	2	2
Course: Juniper Security	Recommended	Recommended	Recommended
Certification: JNCIS-SEC	2	2	1

SD-WAN Service Track.

	ELITE PLUS PROVIDER	ELITE PROVIDER	SELECT PROVIDER
Course: Juniper Smart Session SD-WAN	Recommended	Recommended	Recommended
Accreditation: Juniper Session Smart SD-WAN Accreditation Exam	2	2	2

Optional but recommended: Junos Troubleshooting in the NOC



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	Juniper*	Juniper*	Juniper*

* Partners will neither instruct nor encourage End Users to contact Juniper 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 Juniper Second Level or Juniper 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 and Resources



Ease of Partnering

Cutting the complexity: partnering made easy.

We value simplicity. For 2023, 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 Business Center:

With centralized dashboards and tools to manage your relationship with 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.

PartnerLink:

PartnerLink is a real-time collaboration hub, powered by Slack, providing direct access to your Juniper account team. For Partners without an assigned Account Manager, Partner Experience Managers (PXM)s are at your service.

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 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.

Let's be Bold Together

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 [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.



Juniper's Advertising Policy and Partner Center

Advertising Policy:

Partner may advertise their service offering at their discretion; provided, however, that no Juniper product pricing is permitted.

Juniper Partner Center:

The Juniper Partner Center provides a wide range of partner tools and resources to help accelerate your service creation and ongoing development of your offerings. Please check in frequently to get the latest updates on products and programs that support your business.

The Juniper Partner Portal is located at: www.juniper.net

Program Terms:

The term and conditions that accompany the Program Guide are located at: iam-signin.juniper.net ("Program Terms").

Partner participation in this Program is either by application or by invitation. The authorized region that applies to a Partner's participation in the Unified

Managed Services Program may be different from the authorized Territory in Partner agreement with Juniper.

Juniper reserves the right to change this Program Guide in accordance with the Program Terms. For the most recent version of this Program Guide, or any Program Requirements, please send an email request to the address in the Questions section below.

This Program Guide is the confidential information of Juniper and subject to the confidentiality requirements of the Program Terms. This Program Guide is intended for use by authorized Partners and is not to be disclosed or distributed to third parties without the written consent of Juniper.

Questions:

Please feel free to contact us at JPA Team
jpa-program-inquires@juniper.net



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.



Partner
Advantage

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