

# Juniper Partner Advantage Guide 2021

Partner with Juniper.  
Get the Advantage.





# Welcome to Juniper Partner Advantage 2021

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

For 2021, we have invested over \$100 million into supporting the success of our community through the new Juniper Partner Advantage program (JPA). We've brought together the best of JPA and Mist Systems AI Access to create a **single sales-aligned partner program** that provides you with valuable tools and resources designed to simplify doing business with Juniper, and with Juniper customers.

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.

**It's now easier than ever to capture the value of the AI-Driven Enterprise through Juniper solutions driven by Mist AI, stimulating innovation and creating new business opportunities.**

# Why Participate in JPA?

The Juniper Partner Advantage 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.

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

- New initiatives, rewards, incentives, and specializations designed to drive **incremental growth for your business**
- New tiering structure based on volume and value to **unlock significant incentive rewards**
- **Streamlined and easy-to-use** Deal Registration
- A powerful dashboard that provides **at-a-glance visibility into your business performance** in real time
- A **single learning platform and partner portal**
- A new **automated Partner Support Service** program

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, managed services and more.



# Tiers and Benefits

JPA has a three-tier structure - **Reseller**, **Select** and **Elite** – that supports you in realizing growth in your business and investing with Juniper over time.

This table shows an overview of the benefits available to you as a JPA partner in 2021.

Requirement	Reseller	Select	Elite
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 percentage of security sales			✓
Sales Professional Accreditation		✓ (1)	✓ (2)
Technical Baseline Accreditation		✓ (1)	✓ (2)
Completion of Specialization		✓ (1)	✓ (2)

Benefits	Reseller	Select	Elite
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)	✓	✓	✓
Logo Usage	✓	✓	✓
Discounted demonstration equipment - NFR	✓	✓	✓
Juniper Partner Locator		✓	✓
Incentive Rewards Program Eligibility		\$	\$\$
MDF		✓	✓
Juniper Service Partner Eligibility		*	✓
Access to Demo Pool			✓
Juniper Partner Summits and Council Invites			✓
Access to WW Briefing Centers			✓
Access to Field Marketing Resources			✓
Access to Juniper Partner Account Manager			✓

\*With Juniper Partner Account Manager nomination

# Tiers and Benefits

## 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](#)

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

**Deal Registration:** 2021 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 Performance Incentives:** Select and Elite partners can receive rewards based on closed, won, and shipped Deal Registration business, and for exceeding predetermined sales targets. As a Select or Elite partner, you can participate in Juniper's Deal Registration, including Specializations and Growth Rewards programs. The new Total Product Reward Program is exclusive to Elite partners.

**Market Development Funds (MDF):** MDF supports joint Juniper/partner demand generation activities. For 2021, 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 – all available on the Partner Center.

**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](#)

# 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, Juniper by solution, and by vertical market. Our new Sales Essentials courses provide sales-focused content on a monthly and quarterly basis.
- **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 Design and Junos, along with essential training on configurations, demonstrations, building RFPs, and utilizing key Juniper systems.

## 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 a certain number of Tech Renewal Learning courses, along with specialist-level certifications to build your pre- and post-sales skills.

[Expand your knowledge now: visit the Juniper Networks Learning Academy](#)



# 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.

- **AI-Driven Enterprise (previously AI Access):** for partners who are using Mist AI 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:** to support the provision of data center solutions to enterprise and service provider customers; plus the development of DC stacks and the provision of SDN and DevOps capabilities with focused rewards on Juniper's leading QFX portfolio.
- **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 rewards 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.

- **Managed Services Specialization:** designed for partners who maintain equipment title and deliver managed SD-WAN, security, or wireless offerings. This specialization enables partner differentiation using managed services solutions built on Juniper infrastructure.
- **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 and Elite 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.

### 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.

# 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/>

# Partner Plus Programs

New for 2021

Make some bold moves with Juniper through JPA's Partner Plus programs. Partner Plus provides you with a structured growth journey, bespoke enablement and marketing resources, and sales support to suit your market focus and partnership level.

- **Enterprise Plus:** delivers dedicated virtual sales support, centralized marketing campaigns, and exclusive enablement to help your organization fulfil its potential in the enterprise market. Ideal for established Juniper partners looking to expand their sales footprint with our industry-leading AI-Driven Enterprise solutions.
- **Service Provider Plus:** addresses the specific needs of Juniper partners who primarily sell to service providers.
- **Accelerate Plus:** ideal for organizations looking to jumpstart their Juniper partnership. As a participating partner, you will receive white-glove support as you build out your Juniper enablement and business development plans.

Program →	<b>Enterprise Plus</b>	<b>Service Provider Plus</b>	<b>Accelerate Plus</b>
Benefits →	<ul style="list-style-type: none"><li>+ Exclusive Financial Incentives</li><li>+ Field Readiness Enablement</li><li>+ Customer Life Cycle Marketing</li><li>+ Virtual Sales Support</li><li>+ PR Kit / Digital Badge</li></ul>	<ul style="list-style-type: none"><li>+ Curated Marketing Campaigns</li><li>+ Dedicated Collateral Library</li><li>+ Targeted Enablement Sessions</li><li>+ Opportunity Mapping</li><li>+ PR Kit / Digital Badge</li></ul>	<ul style="list-style-type: none"><li>+ Tailored Development Plan</li><li>+ Incremental Sales Support</li><li>+ Dedicated Enablement</li><li>+ Exclusive Offers</li></ul>
Commitments →	<ul style="list-style-type: none"><li>+ Assign Execution Resources</li><li>+ POC Delivery</li><li>+ Incremental DR Target</li><li>+ Commercial Enterprise Growth</li></ul>	<ul style="list-style-type: none"><li>+ Non-named Business Growth</li><li>+ Specialization Compliance</li><li>+ Incremental DR Target</li></ul>	<ul style="list-style-type: none"><li>+ Review Development Plan</li><li>+ Complete Baseline Coursework</li><li>+ Demand Gen Campaign</li><li>+ Deal Registration Adoption</li></ul>

# Ease of Partnering

Cutting the complexity: partnering made easy

We value simplicity. For 2021, we've introduced several new features and functions to make it even easier for you to take advantage of the opportunities available within JPA.

- **Unified Partner Programs:** bringing the Mist and Juniper programs together, including streamlined Deal Registration.
- **Partner 360 Dashboard:** snapshot 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.





# Let's Be Bold Together

Start your journey with Juniper Partner Advantage today

The Juniper Partner Advantage 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.



# About Juniper Networks

Juniper Networks brings simplicity to networking with products, solutions and services that connect the world. Through engineering innovation, we remove the constraints and complexities of networking in the cloud era to solve the toughest challenges our customers and partners face daily.

At Juniper Networks, we believe that the network is a resource for sharing knowledge and human advancement that changes the world. We are committed to imagining ground-breaking ways to deliver automated, scalable and secure networks to move at the speed of business.



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