

# J-PARTNER ENTERPRISE SOLUTION PROVIDER PROGRAM EMEA



February 2009

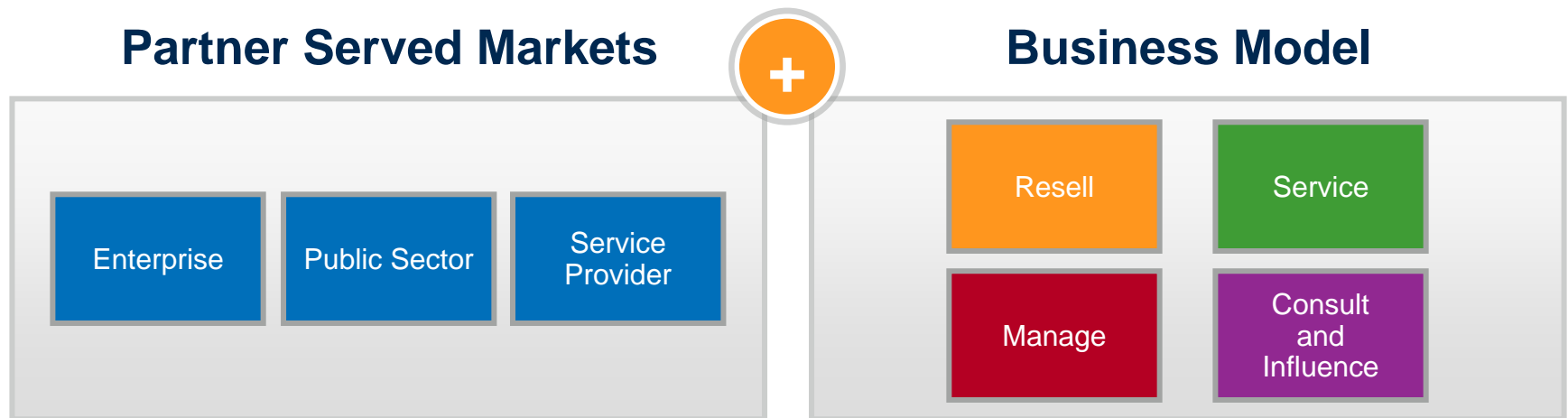
# Partnering philosophy

- **Partner total financial opportunity at the heart of engagement**
- **Focus Juniper investments in developing technologies, products, and solutions**
  - Drive brand preference
- **Partner's focus**
  - Customer relationship
  - Sales process management
  - Professional and integration services
  - Order management and logistics

# J-Partner architecture

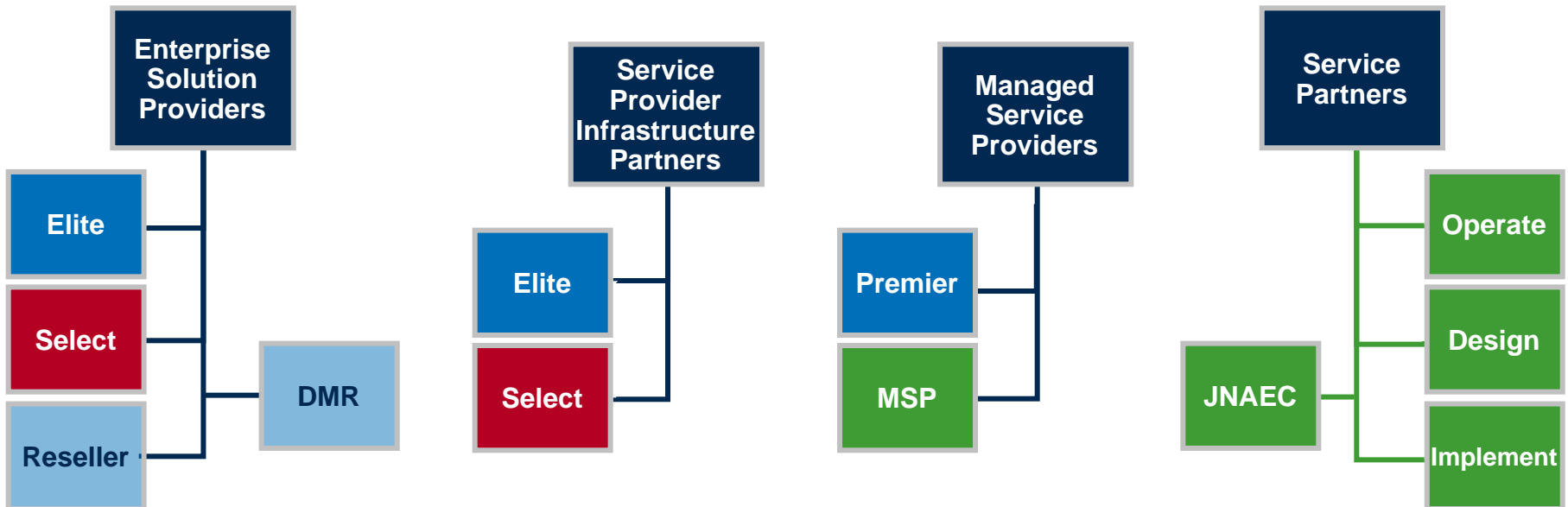
## Guiding principles

- Deliberate dependence on partners
- Mutual revenue and profitability
- Flexibility around partner served markets and business models
- Partner/customer satisfaction



**Partner Served Markets + Business Model = J-Partner Program Focus**

# J-Partner programs



# Strategic priorities for channels

**1**

**Grow our mutual revenue and profitability**

**2**

**Invest in our Channel Programs and offerings**

**3**

**Improve our ease of doing business**

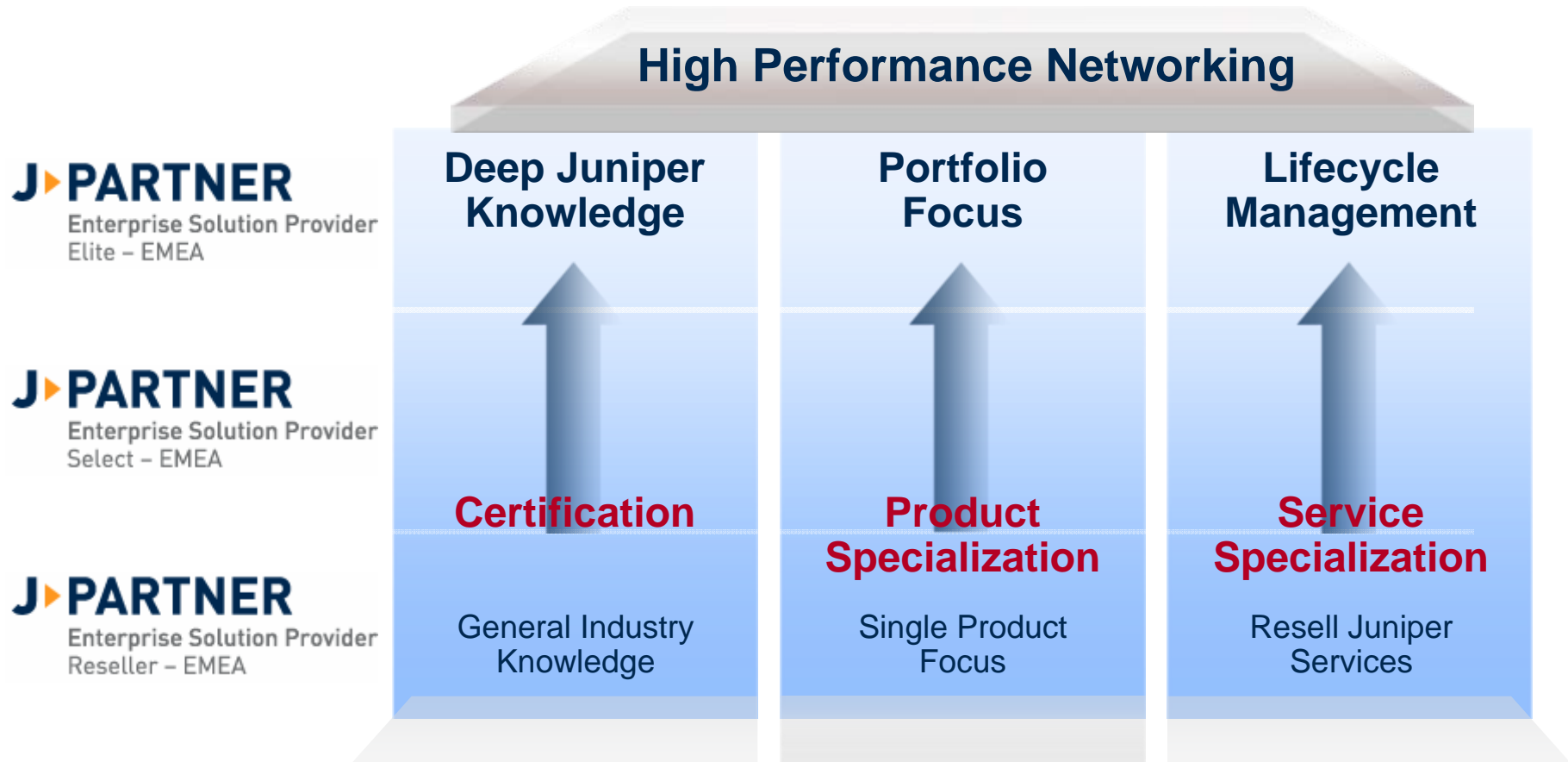
**4**

**Enhance teaming between Juniper and you**

# Enterprise solution provider engagement fundamentals

- **Value-based channel model**
  - Consideration beyond purchase volume
- **Rational requirements for J-Partner segments**
- **Differentiation between segments**
- **Scalable, global architecture that allows Juniper to drive new opportunities with partners**
- **Make it easy to partner with Juniper**

# J-Partner specializations



# J-Partner enterprise solution provider program

## Product specialization opportunities

Advanced Network Infrastructure	Network Infrastructure			Advanced Security			
	Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/ IP Sec VPN	Intrusion Detection Prevention
<ul style="list-style-type: none"> <li>▪ E Series</li> <li>▪ T Series</li> <li>▪ M Series</li> <li>▪ MX Series</li> </ul>	<ul style="list-style-type: none"> <li>▪ M Series                             <ul style="list-style-type: none"> <li>– M7i</li> <li>– M10i</li> <li>– M120</li> </ul> </li> <li>▪ MX Series</li> </ul>	<ul style="list-style-type: none"> <li>▪ EX Series</li> </ul>	<ul style="list-style-type: none"> <li>▪ WX</li> <li>▪ WXC</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unified Access Control</li> </ul>	<ul style="list-style-type: none"> <li>▪ Secure Access</li> </ul>	<ul style="list-style-type: none"> <li>▪ Firewall &amp; IPsec VPN</li> <li>▪ SRX</li> </ul>	<ul style="list-style-type: none"> <li>▪ IDP</li> </ul>
<b>Generally Available Products</b>							
<ul style="list-style-type: none"> <li>▪ SSG</li> <li>▪ SA700 &amp; SA2500</li> <li>▪ EX3200 &amp; EX4200</li> <li>▪ J Series</li> </ul>				<ul style="list-style-type: none"> <li>▪ Security Threat Response Manager</li> <li>▪ Network &amp; Security Manager</li> <li>▪ Steel-Belted Radius Enterprise Edition</li> <li>▪ Odyssey (OAC)</li> </ul>			

# J-Partner enterprise solution provider



## Elite specialization opportunities

	Advanced Network Infrastructure	Network Infrastructure			Advanced Security			
		Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/ IPsec VPN	Intrusion Detection Prevention
Product	<ul style="list-style-type: none"> <li>E Series</li> <li>T Series</li> <li>M Series</li> <li>MX Series</li> </ul>	<ul style="list-style-type: none"> <li>M Series                             <ul style="list-style-type: none"> <li>M7i</li> <li>M10i</li> <li>M120</li> </ul> </li> <li>MX Series</li> </ul>	<ul style="list-style-type: none"> <li>EX Series                             <ul style="list-style-type: none"> <li>EX8200</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>WX</li> <li>WXC</li> <li>CMS</li> </ul>	<ul style="list-style-type: none"> <li>Unified Access Control</li> <li>IC4000</li> <li>IC4500</li> <li>IC6000</li> <li>IC6500</li> </ul>	<ul style="list-style-type: none"> <li>Secure Access                             <ul style="list-style-type: none"> <li>SA6500</li> <li>SA4500</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>ISG1000</li> <li>ISG2000</li> <li>NS5000</li> <li>SRX5600</li> <li>SRX5800</li> </ul>	<ul style="list-style-type: none"> <li>Intrusion Prevention                             <ul style="list-style-type: none"> <li>IDP75</li> <li>IDP250</li> <li>IDP800</li> <li>IDP8200</li> </ul> </li> </ul>
	<b>Generally Available Products</b>							
	<ul style="list-style-type: none"> <li>SSG</li> <li>SA700 &amp; SA2500</li> <li>EX3200 &amp; EX4200</li> <li>J Series</li> <li>Security Threat Response Manager</li> </ul>				<ul style="list-style-type: none"> <li>Network &amp; Security Manager</li> <li>Steel-Belted Radius Enterprise Edition</li> <li>Odyssey (OAC)</li> </ul>			

Service	Operate	Operate Specialization	Operate Specialization
	Implement	Implement Specialization	Implement Specialization
	Design	Design Specialization	Design Specialization

# J-Partner enterprise solution provider



## Select specialization opportunities

		Network Infrastructure			Advanced Security			
		Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/ IPsec VPN	Intrusion Detection Prevention
<b>Product</b>		<ul style="list-style-type: none"> <li>M Series                             <ul style="list-style-type: none"> <li>M7i</li> <li>M10i</li> <li>M120</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>EX Series                             <ul style="list-style-type: none"> <li>EX8200</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>WX</li> <li>WXC</li> <li>CMS</li> </ul>	<ul style="list-style-type: none"> <li>Unified Access Control</li> <li>IC4000</li> <li>IC4500</li> <li>IC6000</li> <li>IC6500</li> </ul>	<ul style="list-style-type: none"> <li>Secure Access</li> <li>SA6500</li> <li>SA4500</li> </ul>	<ul style="list-style-type: none"> <li>ISG1000</li> <li>ISG2000</li> <li>ISG w/IDP</li> <li>SRX5600</li> <li>SRX5800</li> </ul>	<ul style="list-style-type: none"> <li>Intrusion Prevention</li> <li>IDP75</li> <li>IDP250</li> <li>IDP800</li> <li>IDP8200</li> </ul>
		<b>Generally Available Products</b>						
	<ul style="list-style-type: none"> <li>SSG</li> <li>SA700 &amp; SA2500</li> <li>EX3200 &amp; EX4200</li> <li>J Series</li> <li>Security Threat Response Manager</li> </ul>	<ul style="list-style-type: none"> <li>Network &amp; Security Manager</li> <li>Steel-Belted Radius Enterprise Edition</li> <li>Odyssey (OAC)</li> </ul>						
<b>Service</b>	Implement	Implement	Implement	Implement	Implement	Implement	Implement	Implement
	Design	Design	Design	Design	Design	Design	Design	Design

# J-Partner enterprise solution provider

**J-PARTNER**  
Enterprise Solution Provider  
Reseller – EMEA

## Reseller opportunities

- **J-Partner Resellers have access to the generally available products through Distribution partners**

### Generally Available Products

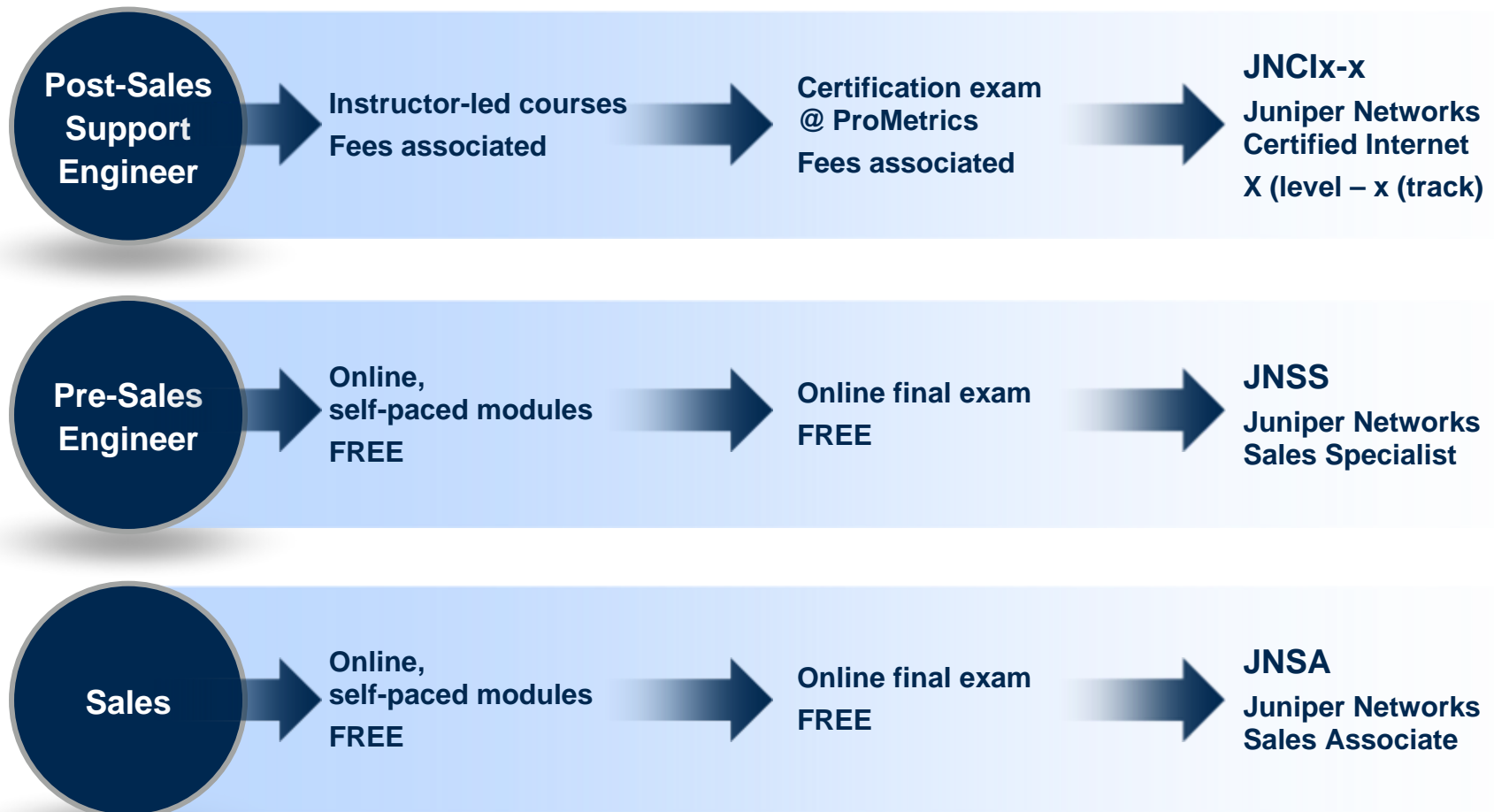
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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>■ SSG</li><li>■ SA700 &amp; SA2500</li><li>■ EX3200 &amp; EX4200</li><li>■ J Series</li><li>■ Security Threat Response Manager</li></ul> | <ul style="list-style-type: none"><li>■ Network &amp; Security Manager</li><li>■ Steel-Belted Radius Enterprise Edition</li><li>■ Odyssey (OAC)</li></ul> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|

# Certification and authorization opportunities

<p><b>Post-Sales Support Engineer (JNCIX-x)</b></p> <p><b>Curriculum focused on:</b> Hardware Installation Configuration Application Implementation Troubleshooting Maintenance and system support</p>	<p><b>Pre-Sales Engineer (JNSS)</b></p> <p><b>Curriculum focused on:</b> The Juniper solution Technology Competitive Advantages Solution design Basic installation</p>	<p><b>Sales Professional (JNSA)</b></p> <p><b>Curriculum focused on:</b> The business opportunity Identifying &amp; qualifying The Juniper solution Solution design</p>
<p>Instructor led training and labs</p>	<p>Online, Interactive education</p>	<p>Online, Interactive education</p>
<p>\$1,200 to \$3,000 <a href="http://www.juniper.net/training">www.juniper.net/training</a></p>	<p>Free Access via Partner Center</p>	<p>Free Access via Partner Center</p>
<p>2 to 5 days Course dependent</p>	<p>Module driven Average 1 hour courses</p>	<p>Module driven Average 1 hour courses</p>

# Certification and authorization opportunities

## Education for all at each J-Partner level



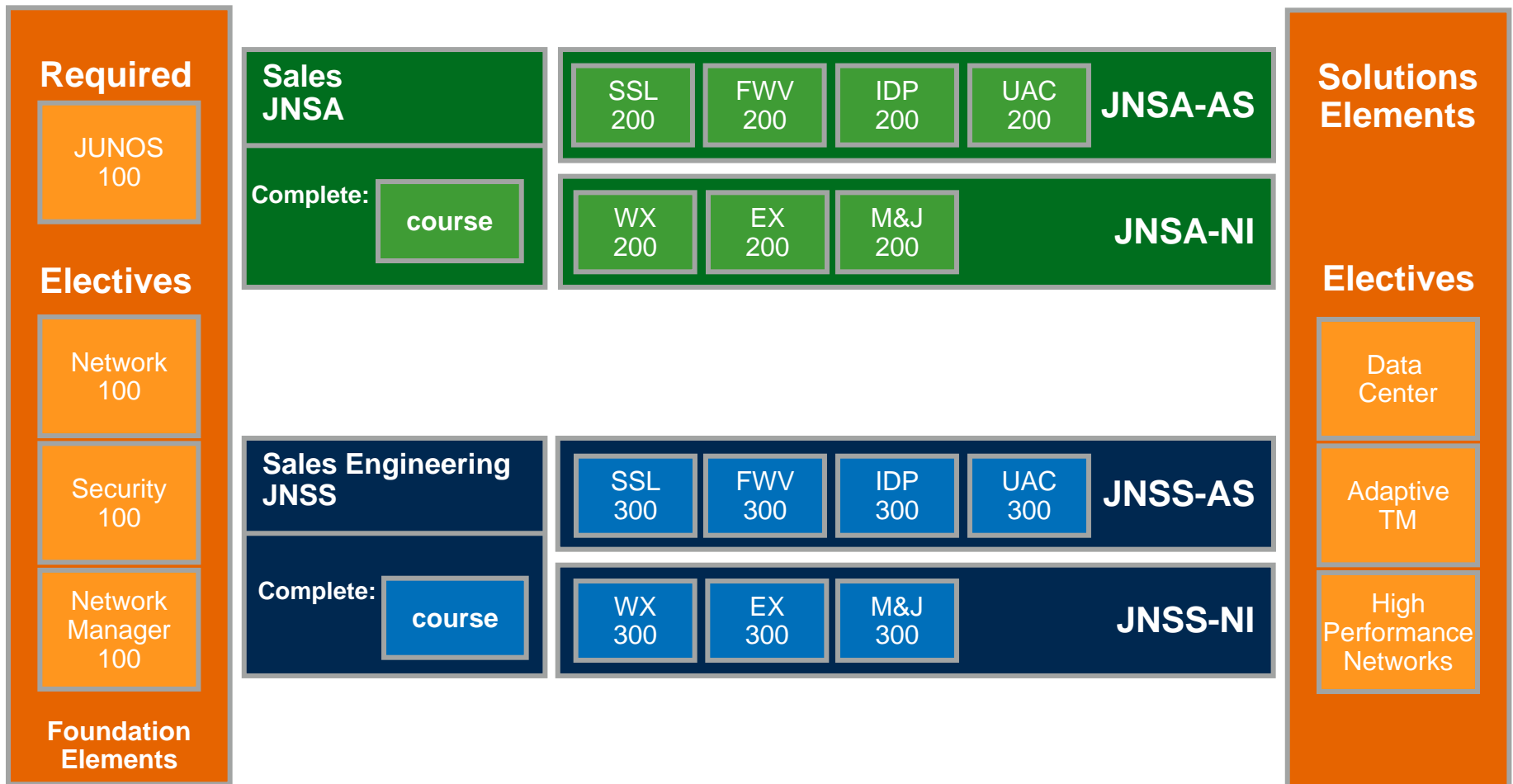
# Post-sales support certification

- JNCI $x$ - $x$  = Juniper Networks certified internet  $x$  (level) -  $x$  (track)
- Instructor-led training and labs
- Certification = passing a test at ProMetrics

Available Levels	
Expert	JNCIE – Juniper Networks Certified Internet <b>Expert</b>
Professional	JNCIP – Juniper Networks Certified Internet <b>Professional</b>
Specialist	JNCIS – Juniper Networks Certified Internet <b>Specialist</b>
Associate	JNCIA – Juniper Networks Certified Internet <b>Associate</b>

Available Tracks									
M/T Series Routers	E Series Routers	Enterprise Routing	Enterprise Switching	Enhanced Services	Firewall/ IPSec VPN	SSL VPN	Intrusion Detection Prevention	Unified Access Control	WAN Acceleration
JNCIE-M	JNCIE-E	JNCIE-ER							
JNCIP-M	JNCIP-E								
JNCIS-M	JNCIS-E	JNCIS-ER		JNCIS-ES	JNCIS-FWV				
JNCIA-M	JNCIA-E	JNCIA-ER	JNCIA-EX		JNCIA-FWV	JNCIA-SSL	JNCIA-IDP	JNCIA-UAC	JNCIA-WX

# JNSA and JNSS training tracks



# Delivering value to every partner

## SOLUTIONS

Delivering the product portfolio that enables you to help your customers build business critical networks

## FINANCIAL

Total Financial Opportunity to maximize your reward for adding value

## SUPPORT

Offering resources to support your sales, marketing and technical efforts while making Juniper Networks a “best-in-class” partner

## DEMAND

Driving the brand and demand for Juniper Networks with customers and helping you promote your business

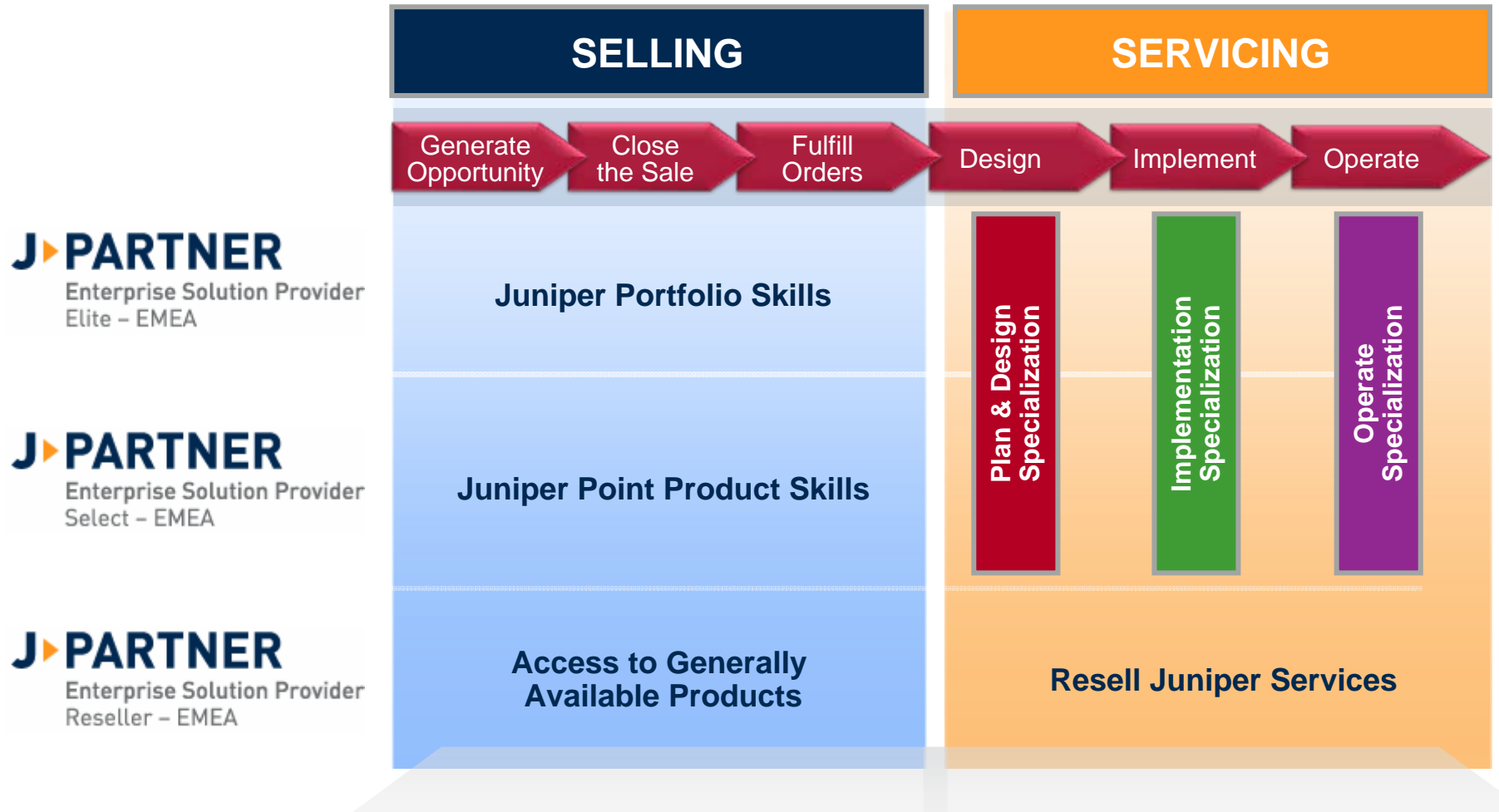
## PROGRAMS

Offering the resource to educate your teams, penetrate new markets, and expand your customer base

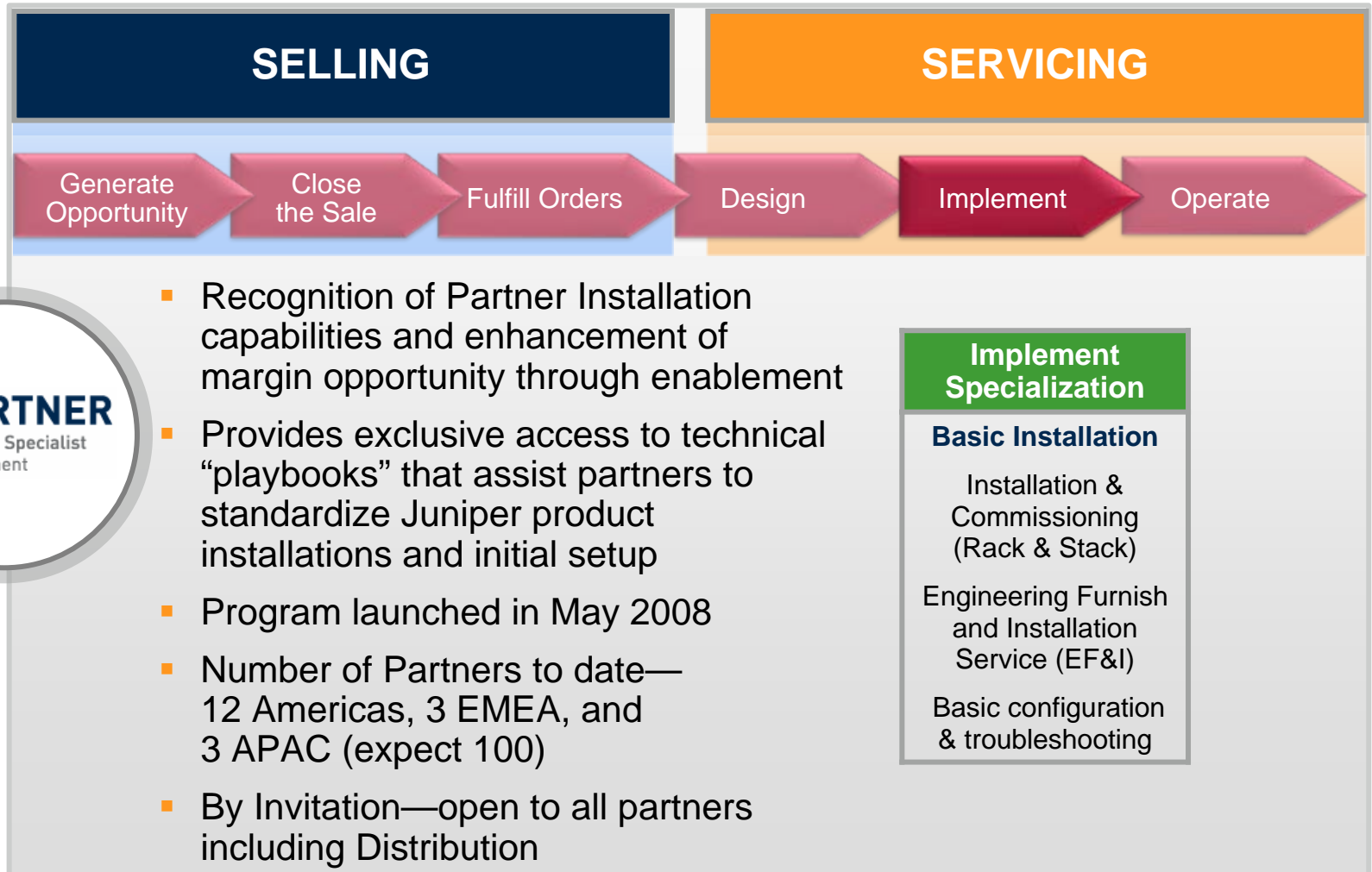
# J-partner program benefits



# Total customer lifecycle management increases customer satisfaction



# Juniper Networks implement specialization

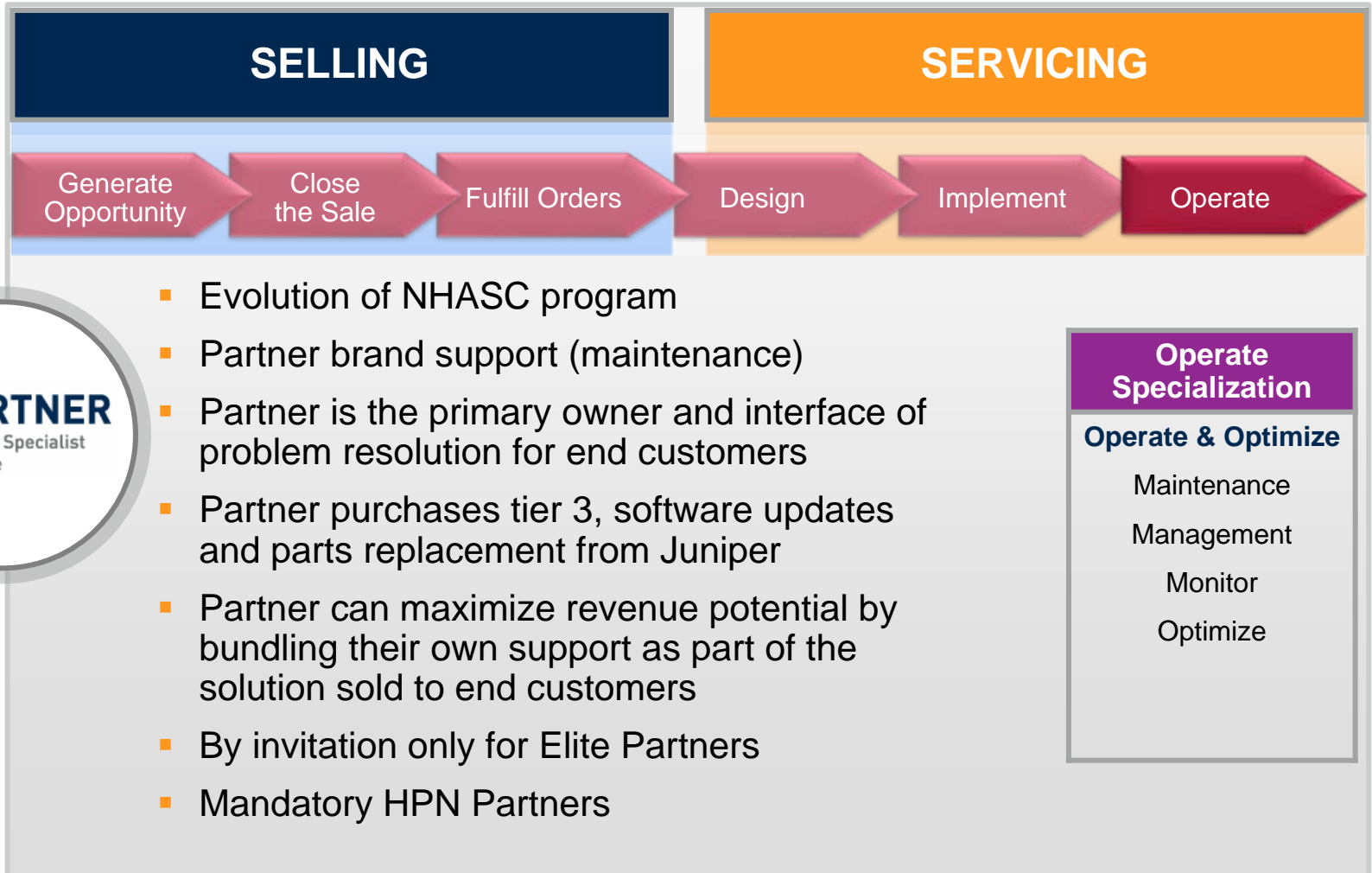


# J-Partner implement specialization benefits



- **Access to individual technology “Playbooks” that contain guidelines and content for:**
  - Device overview
  - Site preparation
  - Basic installation
  - Basic configuration and troubleshooting
- **Provides a way to ensure consistency and standardization of installations**
- **Assists in ensuring maximum margins are achieved—  
“get it right the first time”**
- **Access to Business and Sales enablement webcasts**
- **Recognition of Partner Specialization**
  - Promotion of capabilities via Juniper Website  
“Recognized by Juniper”
  - Visibility within Juniper sales and customer services teams

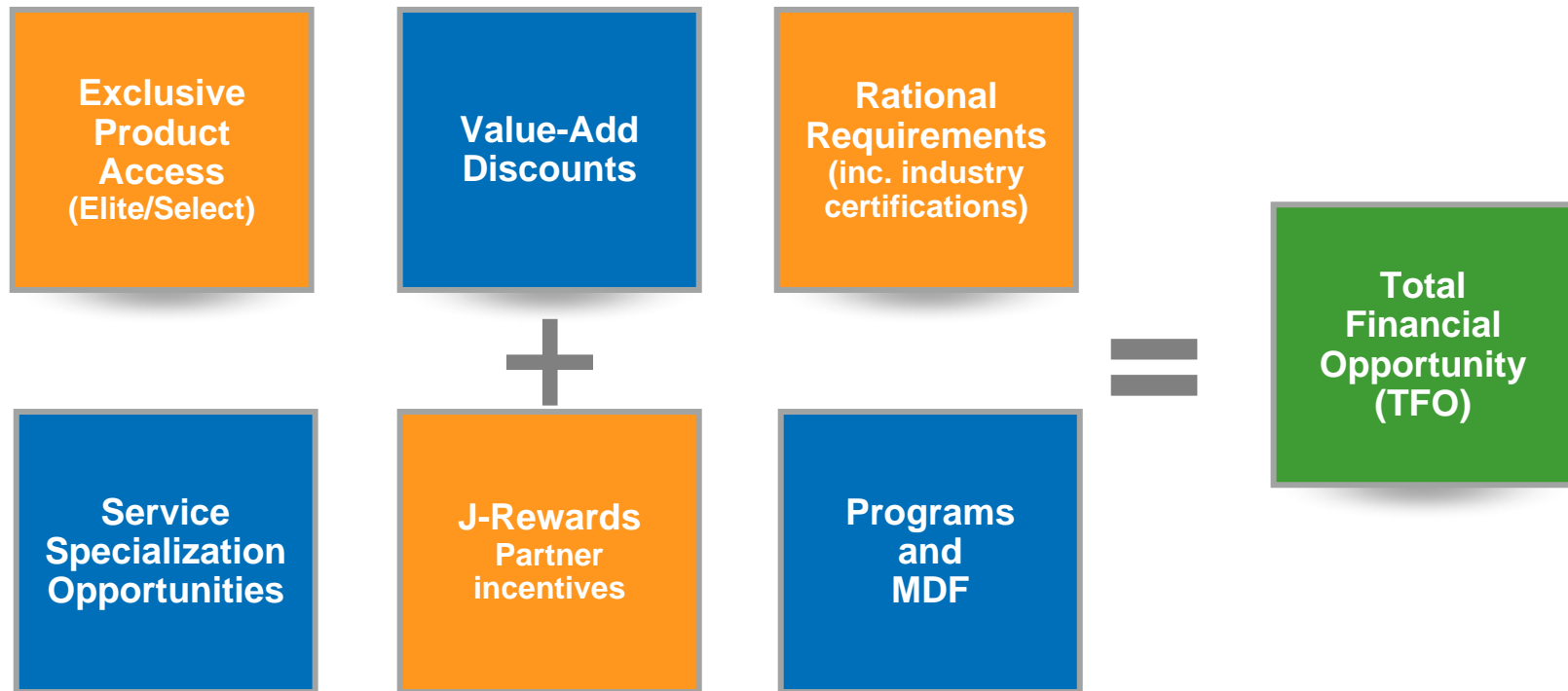
# Juniper Networks operate specialization



# J-Partner operate specialization benefits

- **Increase efficiency and reduce costs**
- **Drive incremental revenue**
- **Preferred access into Juniper intellectual property**
  - Access to J-TAC chalk talk and troubleshooting webcasts
  - Access insight J-TAC and self-serve RMAs for qualifying partners
- **Access to business and sales enablement**
- **Qualify to sell partner brand advanced technical support services**
- **Recognition of partner specialization**
  - Promotion of capabilities via Juniper website “Authorized by Juniper”
  - Visibility within Juniper sales and customer services teams

# Total financial opportunity (TFO)



# EMEA Requirements

# J-Partner enterprise solution provider



## EMEA—elite certification requirements

		Advanced Network Infrastructure	Network Infrastructure			Advanced Security			
			Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/IP Sec VPN	Intrusion Detection Prevention
Product		1 JNCIA-M JNCIA-E 1 JNCIS-M JNCIS-E	1 JNCIA-ER JNCIS-ES JNCIA-M	3 JNCIA-EX	3 JNCIA-WX	3 JNCIA-UAC	3 JNCIA-SSL	3 JNCIA-FWV	3 JNCIA-IDP
		2 JNSS-ANI	2 JNSS-NI		2 JNSS-AS				
		2 JNSA-ANI	2 JNSA-NI		2 JNSA-AS				
		Business plan Demo systems Helpdesk capability	Business plan Demo systems Helpdesk capability		Business plan Demo systems Helpdesk capability				
Optional Service	Operate	2 JNCIP-M 2 JNCIP-E	2 JNCIS-ER	2 JNCIA-EX	2 JNCIS-WX	2 JNCIA-UAC	2 JNCIS-SSL	2 JNCIS-FWV	2 JNCIA-IDP
	Implementation	No additional	No additional certifications required			No additional certifications required			
	Design	No additional	No additional certifications required			No additional certifications required			

\*Note: If a partner has already achieved Elite ANI, only 1xJNCIS-ES, 3xJNCIA-EX and 3xJNCIA-WX are required for Elite NI

# J-Partner enterprise solution provider



## EMEA—select product requirements

Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/IP Sec VPN	Intrusion Detection Prevention
2 JNCIA-ER JNCIS-ES JNCIA-M	2 JNCIA-EX	2 JNCIA-WX	2 JNCIA-UAC	2 JNCIA-SSL	2 JNCIA-FWV	2 JNCIA-IDP
2 JNSS-MMX	2 NJSS-EX	2 JNSS-WX	2 JNSS-UAC	2 JNSS-SSL	2 JNSS-FWV	2 JNSS-IDP
2 JNSA-MMX	2 JNSA-EX	2 JNSA-WX	2 JNSA-UAC	2 JNSA-SSL	2 JNSA-FWV	2 JNSA-IDP
Business plan Demo systems	Business plan Demo systems	Business plan Demo systems	Business plan Demo systems	Business plan Demo systems	Business plan Demo systems	Business plan Demo systems

# J-Partner enterprise solution provider program

## EMEA—requirements summary



	Advanced Network Infrastructure	Network Infrastructure			Advanced Security			
		Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/IP Sec VPN	Intrusion Detection Prevention
Product	3	3			12			
	2	2			2			
	2	2			2			
Operate	4	6			8			



Product	2	2	2	2	2	2	2
	2	2	2	2	2	2	2
	2	2	2	2	2	2	2



Complete online J-Partner application

Post-Sales Pre-Sales Sales

# Leveraging competitive certs for product access

- No Cisco certification applicable to Service Provider Infrastructure, Secure Access, Unified Access Control or WAN Acceleration
- No Cisco certification applicable for JNSS or JNSA
- 50% of Post-Sales Certification requirements must be met with Juniper certifications

	Advanced Network Infrastructure	Network Infrastructure			Advanced Security			
		Routing	Switching	WAN Acceleration	Unified Access Control	SSL VPN	Firewall/IP Sec VPN	Intrusion Detection Prevention
Post-Sales	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ CCIE-routing</li> <li>■ CCIP</li> <li>■ CCNP</li> <li>■ Access Routing &amp; LAN Switching Specialist</li> </ul>	<ul style="list-style-type: none"> <li>■ Cisco</li> <li>■ Extreme</li> <li>■ Foundry</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ CCI-Security</li> <li>■ CCSP</li> <li>■ Firewall Specialist</li> <li>■ VPN Specialist</li> </ul>	<ul style="list-style-type: none"> <li>■ CCIE-Security</li> <li>■ CCSP</li> <li>■ IDS Specialist</li> </ul>
Pre-Sales	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>
Sales	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>	<ul style="list-style-type: none"> <li>■ None</li> </ul>