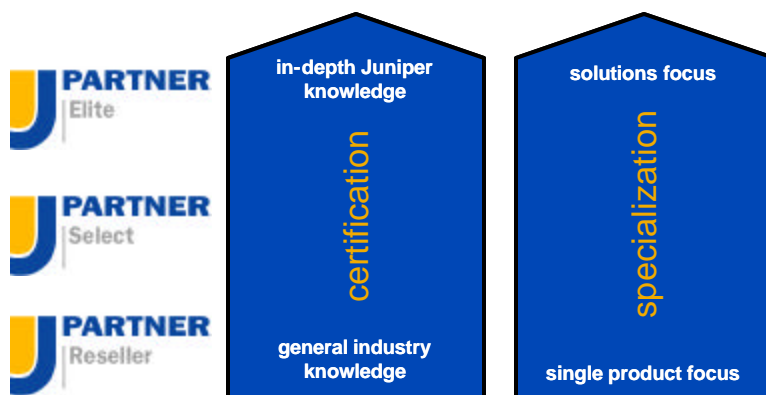


Frequently Asked Questions

Q: What are the fundamentals of the Reseller Program?

A: The J-Partner Reseller Program is a value-based program. Resellers qualify within the program across 2 vectors, Certification and Specialization. There are 3 tiers within the program, J-Partner Elite, J-Partner Select and J-Partner Reseller (top tier to lowest tier).



Q: Please explain certification

A: Certification refers to the aggregate training achievements within a reseller's organization and is used to control access to Juniper Networks solutions. The greater a reseller's certification, the broader his product access.

Certification, at the highest tier, J-Partner Elite, requires in-depth knowledge, on both a sales and a post-sales technical basis, of the Juniper products a reseller wishes to specialize in. J-Partner Resellers are required to possess general networking and security industry knowledge. Naturally, J-Partner Select requires more certifications than a J-Partner Reseller, but less than a J-Partner Elite.

In an effort to allow resellers to gain maximum return on investments they have already made in education, Juniper will give credit for industry equivalent certifications. While Juniper Networks will not grant automatic certification to individuals, we will recognize achievement and grant access to products based on these certifications. Abridged training and specific sales and technical tools are available for those with industry equivalent certifications to help ramp their Juniper Networks-specific expertise. Individuals will need to pass the current Juniper Networks certification tests to achieve individual certification. Resellers should contact their Channel Manager for the list of currently accepted industry certifications.

Q: What are the requirements and how do I get the education needed to achieve certification?

A: Juniper offers 3 tracks of education based primarily on job function, sales professional, pre-sales technical engineer, and post-sales support engineer.

The sales professional courses focus on understanding the customer opportunity and how to drive prospects through the sales cycle. Additionally, a sales professional can expect to learn about the products and their proper positioning. Sales professional courses are all online and FREE to take. They can be found via the Partner Center.

The pre-sales technical engineer courses focus on preparing an engineer for demonstrations, handling technical objections and basic installation. Additionally, the pre-sales engineer can expect to learn the technical aspects of Juniper products. Pre-sales engineering courses are all online and FREE to take. They can be found on the Partner Center.

The post-sales support engineer courses focus on preparing an engineer to install, troubleshoot, optimize, maintain and upgrade Juniper products. These courses are all instructor-led, face-to-face, multi-day courses. The schedule of classes and the costs associated can be found on the Juniper website.

Sales Professional	Pre-Sales Engineer	Post-Sales Support Engineer
<p>Curriculum focused on:</p> <ul style="list-style-type: none"> ➢ The business opportunity ➢ Identifying & qualifying ➢ The Juniper solution ➢ Solution design 	<p>Curriculum focused on:</p> <ul style="list-style-type: none"> ➢ The Juniper solution ➢ Technology ➢ Competitive Advantages ➢ Solution design ➢ Basic installation 	<p>Curriculum focused on:</p> <ul style="list-style-type: none"> ➢ Advanced installation ➢ Troubleshooting ➢ Optimization ➢ Post Sales Support ➢ Maintenance and updates
<p>Courses available now:</p> <ul style="list-style-type: none"> ➢ Service Provider Infrastructure ➢ Enterprise Networking Products ➢ Advanced Security Products <p>Courses coming soon:</p> <ul style="list-style-type: none"> ➢ J Series 	<p>Courses available now:</p> <ul style="list-style-type: none"> ➢ Service Provider Infrastructure ➢ Enterprise Networking – M Series <p>Courses coming soon:</p> <ul style="list-style-type: none"> ➢ Enterprise Networking J Series ➢ Advanced Security Products 	<p>Courses available now:</p> <ul style="list-style-type: none"> ➢ Service Provider Infrastructure ➢ Enterprise Networking ➢ Advanced Security Products
Online, Interactive education	Online, Interactive education	Instructor led training and labs
Free access via Partner Center	Free access via Partner Center	\$1,500 to \$3,000 www.juniper.net/training
Module driven Average 1 hour courses	Module driven Average 1 hour courses	3 to 5 Days Course dependent

Q: Please explain Specialization

A: The strategy behind specialization is to allow a reseller to focus on products that match to their core competencies. Juniper groups its products into 3 categories, Service Provider Infrastructure, Enterprise Networking, and Advanced Security.

Service Provider Infrastructure – these products represent the products used by Service Providers for their Infrastructure. These products include, the E-Series, the T-Series and the M-Series (M20i and greater).

Enterprise Networking – because the traditional line between networking and security continues to blur, the Enterprise networking grouping combines Juniper’s Enterprise routing products (J-Series, M7i and M10i) with the Firewall/VPN products (NetScreen FW/VPN appliances and systems).

Advanced Security – This grouping combines the emerging technologies of SSL VPN and Intrusion Prevention with the more advanced Firewall products.

Q: What products can a partner sell and how do they get access to them?

A: The following charts shows which levels have access to what products:

	Specialization		
	Service Provider Infrastructure	Enterprise Networking	Advanced Security
J-Partner Elite	T-Series E-Series M-Series (M20+)	M7i & M10i J-Series FW/VPN	<i>all products:</i> FW/VPN IDP Systems Secure Access
J-Partner Select		M7i & M10i J-Series FW/VPN	<i>must specialize In one category:</i> FW/VPN IDP Systems Secure Access
J-Partner Reseller		J-Series = NetScreen-208 RA500 Secure Meeting	

Q: How does Juniper “reward” and “enable” these types of partners.

A: There are an enormous number of proof points for this statement and all hinge on the cornerstones of the J-Partner Program:

SOLUTIONS	FINANCIAL	SUPPORT
Delivering the product portfolio that enables you to help your customers build business critical networks	Partner profitability architecture to maximize your reward for adding value	Offering resources to support your sales, marketing and technical efforts while making Juniper Networks a “best-in-class” partner
	DEMAND	PROGRAMS
	Building the brand and demand for Juniper Networks with customers and helping you promote your business	Offering the resource to educate your teams, penetrate new markets and expand your customer base

For a specific breakdown on the program advantages of each cornerstone, please view our Benefits at a Glance sheet located inside our Partner Center.

Q. How do I upgrade my partnership to J-Partner Select or J-Partner Elite:

A. Juniper Networks carefully chooses its Select and Elite Partners. If you would like additional information on how to be considered for one of these levels, please contact:

APAC partners - ap-partners@juniper.net

EMEA partners - EMEAchannelinfo@juniper.net

US & LAM partners - uspartners@juniper.net

Q. How do I upgrade my partnership to Support Manager or Support Provider?

A. Once your application for a J-Partner is approved, you will receive access to the Juniper Networks Partner Center. There is an application located within the Customer Service Section in the Partner Center.

Q. What is the term of my partnership in the J-Partner Program?

A. The J-Partner Reseller terms and conditions will be renewed annually, and a notification will be sent to you requesting that you click through the terms and conditions at the time of your one year anniversary in the program, and every year thereafter. Please review the J-Partner Reseller terms and conditions for any additional information.

Q: If I have additional questions, where should I direct those questions?

A: First line of questioning should go to your Channel Account Manager. If not familiar with the Channel Account Managers, send an email and we will get in touch.

APAC partners - ap-partners@juniper.net

EMEA partners - EMEAchannelinfo@juniper.net

US & LAM partners - uspartners@juniper.net