

10 Reasons to Partner with Juniper Networks

1. High-Margin Products, Real-World Solutions

In general, our partners can make double the margins selling Juniper over competitive products.

2. Uncontested, Interoperable, Open Source Technology

Juniper's technologies are built to support and adapt to multi-vendor environments. Our technology is proven to solve business problems.

3. Teaming, Not Competing in Sales Opportunities

Juniper adheres to clear rules of engagement and has adopted best practices on how to partner with the channel. More than 96% of Juniper's North American enterprise business goes through the channel.

4. Focused on Core Technologies and J-Partner Specializations

Juniper prides itself on best-in-class products and core technology expertise.

5. Juniper Doesn't Compete with Partners for Services Revenue

Unlike some of the competitors, Juniper does not compete with its partners for services revenue.

6. Juniper Embraces VAR as the Brand with a True "Partner First" Mentality

The VAR is the trusted advisor and the brand that clients buy. Juniper's strategy is to empower partners to use their value-add capabilities, supported by Juniper, to deliver solutions, services, and consulting to their customers.

7. Juniper Maintains Strong Alliances with In-Demand IT Manufacturers

Juniper teams with the industry's finest to deliver best of breed solutions. Juniper ensures interoperability with its alliance partners and designs its products and services to adapt within existing environments.

8. Global Channel Partner Program

The J-Partner Program offers consistent partner requirements and benefits in each of our sales regions across the globe.

9. Rewards Partners on Value vs. Volume

We invest in and reward our partners who add value and expertise to the sale and are not in business to push product only.

10. Affordable, Relevant and Proven Training, Education and Specializations

Our training, education and specializations focus on technology, as well as business acumen, and best practices. Juniper is focused on helping our partners establish and strengthen their expertise in selling and servicing security, infrastructure and application acceleration technology solutions.

Visit www.juniper.net/partners or speak with a Juniper channels representative 866-298-6428