



Juniper

Partner Toolbox

The Westcon-exclusive programme designed to quickly onboard new or develop existing Registered Partners looking to expand their Juniper Networks business.



JUNIPER
NETWORKS



Contents

What is the Partner Toolbox	3
Why the Partner Toolbox?	4
Why Juniper	5
Why Westcon	8
What to expect	10

What is the Partner Toolbox?

The Partner Toolbox is a Westcon-exclusive programme designed to quickly onboard new or develop existing Registered Partners looking to expand their Juniper Networks business. Its step-by-step roadmap grants access to exclusive benefits such as:

- Juniper Partner Programmes
- Juniper multiple resources
- Sales and Tech training
- Learn how to deliver a live demo
- Go-to-market plan
- PoC delivery support
- Deal reg training



Why the Partner Toolbox?

With our straightforward 8-step onboarding approach, you can maximise success for your company. With the full assistance of our commercial and pre-sales team, proceed at your own speed and obtain a Brico toolbox as well after finishing!

Join the programme if you want to:

- Get ahead of your competitors
- Increase your networking business profit
- Work with one of the leaders of the cloud business
- Abandon complicated, expensive networks
- Work with an all-in-one vendor with SD-WAN capabilities
- Avoid vendor monopoly
- Be assisted by our marketing team
- Gain access to a super partner programme
- Differentiate yourself, customising your offerings
- Be assisted and get a real day to day vendor support
- Access a team committed to your development

Why Juniper?

Since its inception, Juniper has consistently developed and delivered market-leading solutions and services—including routers, switches, security and software—that set the standard for how businesses connect, collaborate and communicate. Juniper is the vendor of choice for the world's leading service providers, stock exchanges, telecoms, enterprises and government agencies. Over the years, Juniper has earned its reputation as an innovator by out-engineering the competition and exceeding customers' expectations.

JUNIPER
NETWORKS



The difference

Silicon

The Junos® - One family of processors is an unprecedented integration of silicon and software that pushes network performance boundaries.

Systems

The powerful, simplified network architecture spans the routing, switching, and security markets. Juniper approaches each architectural challenge with a fresh eye, looking at physics-related obstacles such as performance, power, reliability, cooling, and heating.

Software

Juniper Networks Junos® operating system, which is integrated across routing, switching, and security products, is unmatched by competitors, making customer networks simpler to maintain and operate over time.

Juniper numbers

92

of the Fortune Global 100, do business with Juniper Networks.

33

of the world's 35 largest mobile network operators run on Juniper.

44

of the top 50 global financial banks and insurance companies rely on Juniper Networks.

5

top social media properties run on Juniper Networks.

Main Technologies

AIDE

The enterprise networking market is in transition. Traffic is increasing rapidly. More and more services are being delivered wirelessly. And companies are finding that today's requirements cannot be met with yesterday's concepts. Juniper, driven by Mist AI, answers these challenges with an intelligent, cloud-based AI platform.

Features and Benefits:

- Cloud-based AI platform
- Powerful WLAN-AP
- Customised cloud services
- Simplified onboarding
- Flexible deployment
- Automated enforcement of wired and wireless SLEs
- Virtual network assistant Marvis

Apstra

Juniper Apstra intent-based networking software automates and validates the design, deployment, and operation of data centre networks, from Day 0 through Day 2+. The only solution of its kind with multivendor support, Apstra empowers organisations to automate and manage their networks across virtually any data centre location, vendor, and topology. Validated templates and zero-touch provisioning ensure reliable data centre operations and reduce deployment times, and Apstra's Freeform capability enables additional customisation.

Features and Benefits:

- Reliable, automated operations
- Simplicity and flexibility
- Enhanced network compliance
- Resource efficiencies
- Reliability-driven speed

Why Westcon?

At Westcon, we're creating a future built on winning alliances.

As businesses chart their digital transformation, new openings are created. Specialising across data centre, infrastructure, collaboration and security, we're here to help partners take advantage of innovations in analytics, AI, cloud, cybersecurity, IoT, SD-WAN and much, much more. And, when you partner with the channel's most outstanding levels of value and service, be assured that you're ready to seize the opportunity.



Why we're Juniper Networks Worldwide Distribution Partner of the Year 2022

We are especially pleased to be named Juniper Networks Worldwide Distribution Partner of the Year 2022 because it shows how our focus on Partner Success is creating real value. So what's our secret? Here are five reasons why Partner Success is the sweet spot for Juniper.

#1

We build partnerships built on trust

Trust is essential to the way we work with all our vendors and partners - We believe that if we stand by our promises and our commitment to deliver, trust will grow.

#2

We drive success through education and enablement

Our Partners can increase their sales and tech know-how through our market-leading Westcon Learning, Mentoring Programme and Sales Academy.

#3

We measure success by outcomes

Our 'Juniper Task Force Team' is focused on driving partner success for global customers, helping them to deploy in over 150 countries around the world.

#4

We unlock more opportunities

The future is digital, and we've adopted a data-driven, digital-first approach to help partners to stay ahead in our increasingly software and subscription-driven world.

#5

We create value everywhere

Partners want us to deliver logistically, giving them the best price and best product, but also guide them on future opportunities that will allow them to grow.

What to expect?

On-boarding

- Intro call with your Westcon Account Manager
- Discuss the JPA programme steps
- Discuss Champions Programme
- Gain access to the Juniper Partner Portal

Partner Success through distribution

- Operations 101 Training
- Branding & Enablement 101
- Partnering for Success

Sales training

- Partner to complete JPA Sales Professional
- Partner to complete one new tech (Mist, 128T, Apstra) course of choice on LA

Live demo training

- Complete AIDE training
- Complete How to Demo
- Deliver Live Demo
- OPTIONAL – Order NFR equipment for demo environment

Sales and Marketing launch plan

- Create a go-to-market plan
- Deployment of one demand gen activity

Demo and PoC setting

- Set up (NFR) demo pool environment
- Launch first virtual demo webinar
- Complete first POC with end user

Deal registration

- Submit deal registration
- Set targets for new end customer

Close your first deal and earn your 'Brico' Toolbox

Contact us

Have a question or need support?

Please contact our Westcon Specialists here: 