

Juniper Unified Managed Services Program (UMSP)

Increase revenues and grow
your customer base.
Help your customers thrive.

JUNIPER[®]
NETWORKS



Experience the Juniper Difference

Leverage AI to Stay Ahead

Operational simplicity and the ability to **increase overall profitability** have never been more critical for managed service providers. As the number of devices, operating systems, applications, and users continues to grow, how do you stay ahead? The answer is **artificial intelligence**. Juniper, a pioneer in AI for enterprise and experience-first networking, leverages rich insights, flexible automation, and self-driving actions to maximize value while both optimizing and securing the connected experience for your customers.

Optimize What Matters Most

Whether you currently have managed services in the market today or are looking to build them out, Juniper can help you differentiate your Network as a Service (NaaS) offering and stand out from the rest:

- Actionable insights give you the necessary visibility to optimize what matters most—end-user experiences.
- Threat intelligence and enforcement make the network threat-aware to keep connections free and clear of attacks.
- A modern microservices cloud provides the elasticity to scale your service, meet the needs of customers of all sizes, and continuously adapt to their changing business requirements.



Client-to-Cloud

Automation is key to assuring the best end-to-end user experiences across the wireless LAN, wired LAN, and SD-WAN.

This starts with programmability, whereby automated scripts facilitate the deployment and management of devices and policies. Juniper Mist leads in this area with a 100% open and programmable cloud-hosted platform. For example, if wireless service levels fall below a certain threshold, proactive actions can be made using the Juniper Mist solution, with instant notification to the proper IT personnel. The “holy grail” of client-to-cloud automation is AI-driven Operations (AIOps).

The Juniper solution uses award-winning Mist AI™ to bring unparalleled automation to the campus and branch, including event correlation across the LAN and WAN, proactive anomaly detection, dynamic packet captures when issues occur, and even self-driving network operations where the infrastructure can adapt to changing conditions in real time.

Experience the Difference Our Client-to-Cloud Network Can Make

Juniper® Unified Managed Services Program uniquely brings together a unified client-to-cloud portfolio spanning wireless LAN with location, wired switching, software-defined WAN (SD-WAN), and security.

There is no more powerful managed services platform than the Juniper AI-Driven Enterprise. At Juniper, we help our partners shift their time from operating the network to growing their business by focusing on innovation.

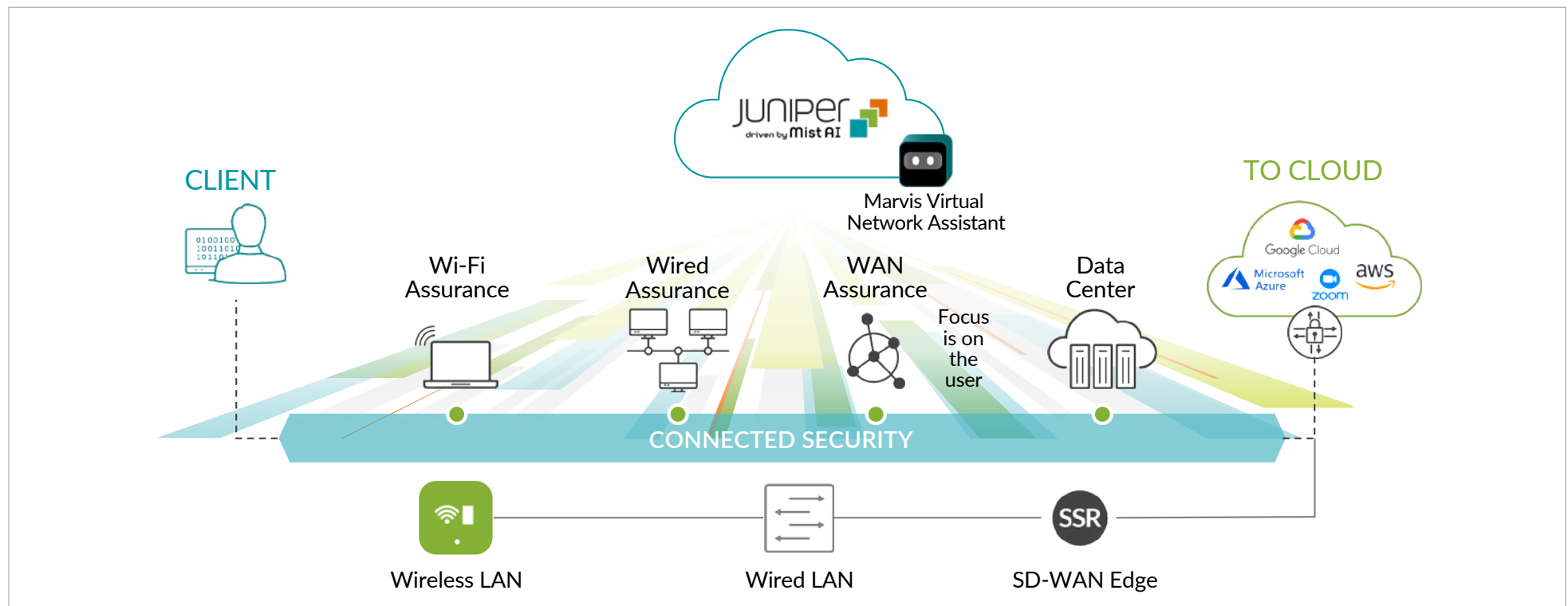


Figure 1. Juniper AI-Driven Enterprise—how it works

Why Partner with Juniper

As a Juniper Unified Managed Services Program provider, you will have secure, flexible, and innovative ways to meet your customers' needs.

Juniper's Multitenant AI Cloud Umbrella

Benefit from a multitenant AI cloud umbrella with security built in. Juniper cloud services, driven by Mist AI, allows our UMSP partners to gain optimal operating efficiency. And an unprecedented programmable offering with 100% open APIs powers service creation and differentiation.

Juniper's Experience-First Promise

UMSP partners gain access to onboarding resources, service creation tools, a dedicated managed services provider (MSP) specialist, flexible sourcing models, and resources to accelerate time to market.

Juniper Unified Managed Services Program for Partner Success

According to top industry analysts, NaaS is poised for exponential growth over the next five years. Juniper, a pioneer in experience-first networking, leverages rich insights, flexible automation, and self-driving actions to maximize value while both

optimizing and securing the connected experience for your end users. Our AIOps unified by Mist AI is designed to deliver what really matters to you and your customers—an exceptional user experience.

As a provider in the Juniper Unified Managed Services Program, you can:

- Create and deliver a branded, distinguished catalog of services
- Expand your market reach and grow your revenues by delivering a vast portfolio of service-level agreement (SLA)-backed cloud-centric services
- Lower OpEx, simplify deployments, and gain access to an unprecedented programmable network

Bottom Line

There is no better platform on which to build your managed services than the Juniper Unified Managed Services Program



Unique UMSP Technology Offerings

Technology Service Tracks

When you become a Juniper UMSP partner, you are supported by our ground-breaking, industry-first technology platform. Our Unified Managed Services Program partners can choose from the following four unique technology tracks:



Access

Maximize value for your customers while increasing overall profitability by delivering differentiated managed services across the LAN. Leverage Juniper's revolutionary approach to wireless access using AI-driven automation and insight, coupled with the agility and reliability of a microservices cloud to simplify network operations and deliver superior user experiences.



Location Services

Provide accurate, real-time navigation and asset-finding services using detailed Wi-Fi and virtual Bluetooth Low Energy (vBLE) analytics based on location. Now your IT teams can streamline operations and simplify user and device troubleshooting, to ensure your enterprise customers accomplish innovative and strategic projects with IoT and location services.



Branch Security

Deploy an effective threat-prevention solution. Juniper builds security directly into the network infrastructure for operationally efficient threat prevention that is invisible to end users.

The comprehensive Juniper Connected Security portfolio enables network visibility, intelligence, and policy enforcement with next-generation firewalls for on-premises and cloud environments, advanced threat prevention, verified threat intelligence feeds, and analytics.



SD-WAN

Differentiate and grow your managed services with the AI-driven Juniper Session Smart™ SD-WAN. An integral part of our unique, secure client-to-cloud networking approach, Session Smart SD-WAN is designed to provide AI-driven proactive insights and simplified network operations, delivering best-in-class network and application performance. Optimize what really matters—the end-user experience.

The Juniper Unified Managed Services Program offers a tiered model that helps partners differentiate themselves by their commitment and success using the Juniper platform for their as-a-service, go-to-market offering.

Click [here](#) to learn more about these solution tracks.



Program Features Make All the Difference

- Partner portal
- UMSP multitenant cloud umbrella
- Predictable sourcing costs
- Flexible sourcing vehicles through JFS
- Participation in the UMSP Provider Community
- Access to Technology Alliances
- Presales design support
- Service creation tools and resources
- UMSP Channel Manager (Elite Provider)
- Marketing investments
- And much more ...

For detailed benefits information, or to consult with the partner account manager for your region, please e-mail us at: juniperMSPPartners@juniper.net.

Accelerate Growth with Flexible Juniper Financial Services (JFS) Options

Providers are looking for options when it comes to sourcing technology. Juniper Unified Managed Services Program offers numerous financing and payment plans through Juniper Financial Services (JFS*). Spread the cost of Juniper hardware, subscription licenses/software, and services investment over the term of the managed services contract through a variety of flexible payment options:

- Installment Payment Agreements for long-term ownership of the hardware
- Juniper Lease Offerings with mid-term technology upgrades, end-of-term hardware return or purchase options, and lease extension options

- Subscription of hardware, software, and services for a fixed term between 12 to 36 months
- Payment plans for Enterprise License Agreements for improved operational and financial benefits

JFS will partner with you to develop customized solutions, so you can go after larger opportunities. Specific offers are available in select countries* for credit-qualified customers. Contact your Partner Account Manager for more information regarding JFS and its offerings.

***NOTE:** Applies to JFS or one of its financing partners in countries where financing is offered. Payment options may be limited in certain locations.

REQUIREMENTS

Deeply committed to partner success, Juniper delivers an extraordinary Unified Managed Services Program and operating platform experience for partners and their customers, keeping minimal eligibility criteria for all applicants. You can easily join our distinguished partner program by fulfilling basic operating requirements and training offered by Juniper.

Our UMSP partners team is always here to help you succeed. Similarly, if you are currently a JPA Reseller partner, you are eligible to apply for our UMSP program. To learn more, please e-mail us at: juniperMSPPartners@juniper.net.



Apply Now: Unleash the Power of AI in Your Business

The Juniper Unified Managed Services Program gives MSPs rich insights and self-driving actions that expand market reach and maximize value. AI-driven automation saves time and money while ensuring business-critical reliability, while the Juniper AI-Driven Enterprise both optimizes and secures the connected user experience.

To get more information about this “designed for success” program, you can also contact Juniper UMSP Channels at JuniperMSPPartners@juniper.net and Juniper.net/Partners

Partnering with Juniper empowers your business to address new markets, grow revenues by delivering a vast portfolio of SLA-backed cloud-centric services, and increase profits by capitalizing on new service creation opportunities.



Please scan this QR code from your mobile phone camera to visit our page for more information.

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 groundbreaking ways to deliver automated, scalable, and secure networks to move at the speed of business.

Corporate and Sales Headquarters

Juniper Networks, Inc.
1133 Innovation Way
Sunnyvale, CA 94089 USA
Phone: 888.JUNIPER (888.586.4737) or +1.408.745.2000
Fax: +1.408.745.2100
www.juniper.net

PAC and EMEA Headquarters

Juniper Networks International B.V. Boeing Avenue 240
1119 PZ Schiphol-Rijk
Amsterdam, The Netherlands Phone: +31.0.207.125.700
Fax: +31.0.207.125.701

