

Investor Day 2014

Innovation & GTM Engine

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October 30, 2014



How and Why Our Technology Will Win

Addressing Your Top of Mind Questions

 ROUTING	 SILICON	 SDN / NFV	 SECURITY	 PACKET vs. OPTICAL
What's going on with the router market?	Custom, merchant or x86?	SDN/NFV and their impact / opportunity for Juniper?	Security as part of our portfolio?	Which one will win?

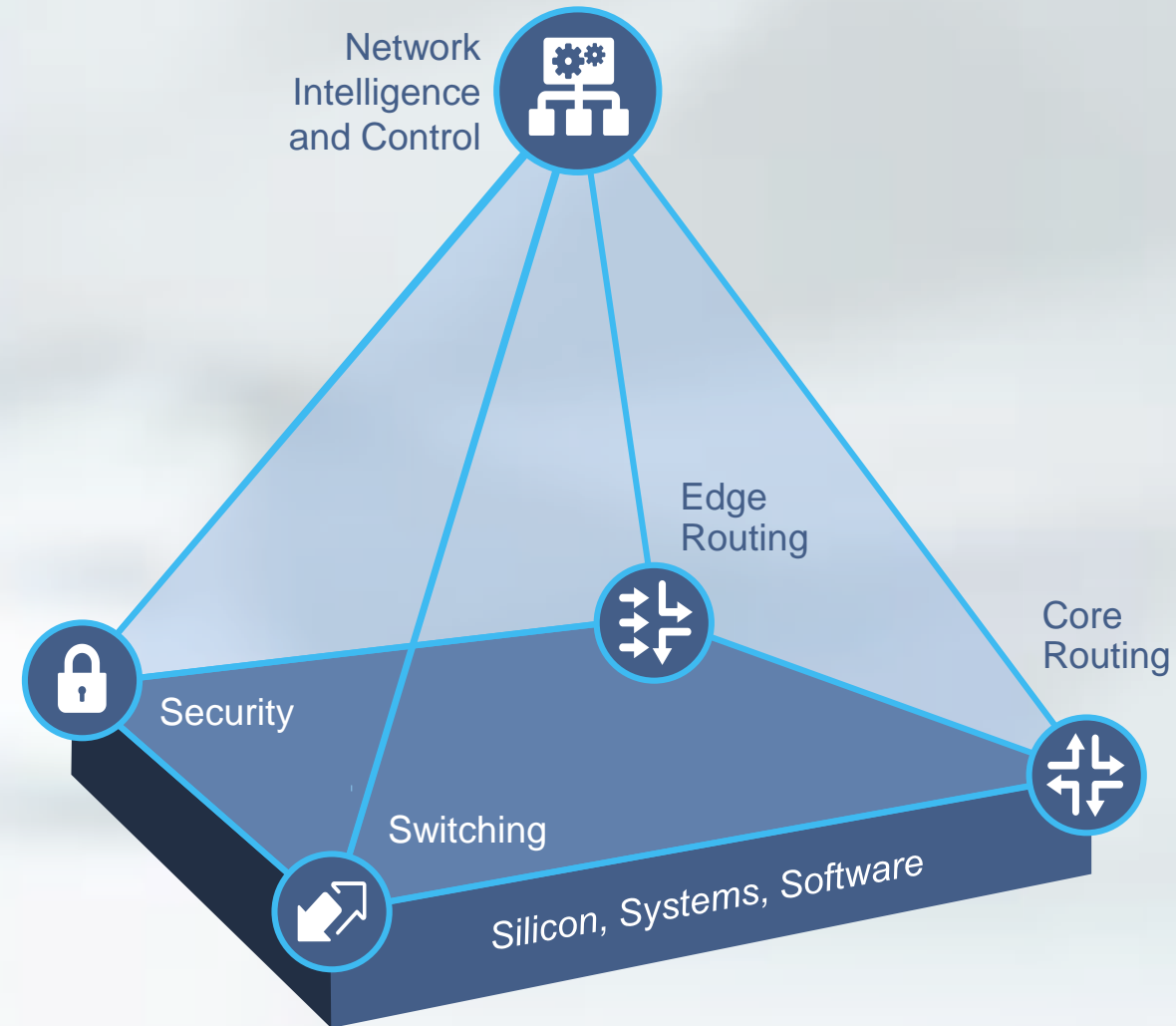
Executing on a deliberate strategy with a deep understanding of industry trends

Juniper Development and Innovation Organization

- 1 Relentless focus on what's most important
- 2 Execution excellence
- 3 High leverage engineering
- 4 Respecting and embracing industry dynamics





Engineering principles that provide a 'true north' for success

Product Portfolio



Innovation across layers results in best-of-breed and better-together products

We've Been Busy This Year

 Routing	Fastest Edge Line Cards 500G Line Cards on MX	Most Power Efficient Core Line Cards 1Tbps Line Cards on PTX	New MX Use Cases MX Universal SDN Gateway
 Switching	Expanded Virtual Chassis Fabric >2600 Ports to Address Market Sweet Spot	Highly Available Fixed Campus Switch EX4600	World's Most Flexible 10G/40G Switch QFX Family
 Security	First to Market with 100GE Support on Firewall 100GE interfaces on High-End SRX	Next Gen Firewall Capabilities Application ID and User ID across SRX line	Open Platform for Security Intelligence Spotlight Secure Enhancements
 Network Intelligence & Control	Network Analytics with Application Context Cloud Analytics Engine	Advanced Networking (e.g. IPv6), OpenStack for NFV, Hybrid Cloud Environments (ESXi) Contrail	Programmable Traffic Control NorthStar Controller with WANDL Engine

Delivering market leading innovation that matters across all nodes of the pyramid

Winning in Routing



Exponential Growth

- ✓ 50B connected devices by 2020
- ✓ Traffic has been growing at 50%
- ✓ **PTX** will widen lead in 2015



Total Cost of Ownership

- ✓ **PTX** pioneering a new approach to packet transport
- ✓ **NorthStar** introduces multi-layer optimization & automation



New Revenue Creation

- ✓ **MX** very widely deployed as a Universal Edge Platform
- ✓ **MX** will be an anchor point for **NFV** deployments



Network Agility

- ✓ **NFV** will introduce new levels of agility for network operators
- ✓ Juniper already has many of the required building blocks

Juniper poised to capture share with performance leap and SDN+NFV solutions

Winning in Switching



Simplicity

- ✓ Fabric and scale out technologies
- ✓ Programmability & scripting w/ Puppet, Chef, Python, Ruby, Ansible
- ✓ Virtual overlay routing



Innovation

- ✓ IP routing capabilities on **QFX** and **EX**
- ✓ Resiliency solutions such as T-ISSU
- ✓ Adaptive flowlet splicing
- ✓ **Cloud Analytics Engine**



Open

- ✓ Any SDN portfolio
 - ✓ VMware
 - ✓ Contrail OpenStack
 - ✓ DIY



High Performance

- ✓ Juniper will take a big leap in 2015

Winning with simple and open solutions for high performance and High-IQ use cases

Winning in Security



Re-establishing Foundation

- ✓ Quality
- ✓ Performance
- ✓ Manageability & Automation
- ✓ Next-gen firewall capabilities



Cloud-Scale Performance

- ✓ **SRX** is the fastest firewall for large backbones & DCs
- ✓ First to market shipping firewall with **100G interfaces**



Physical and Virtual

- ✓ Security an important NFV use case
- ✓ **Firefly** (vFW) is a feature-rich virtualized firewall

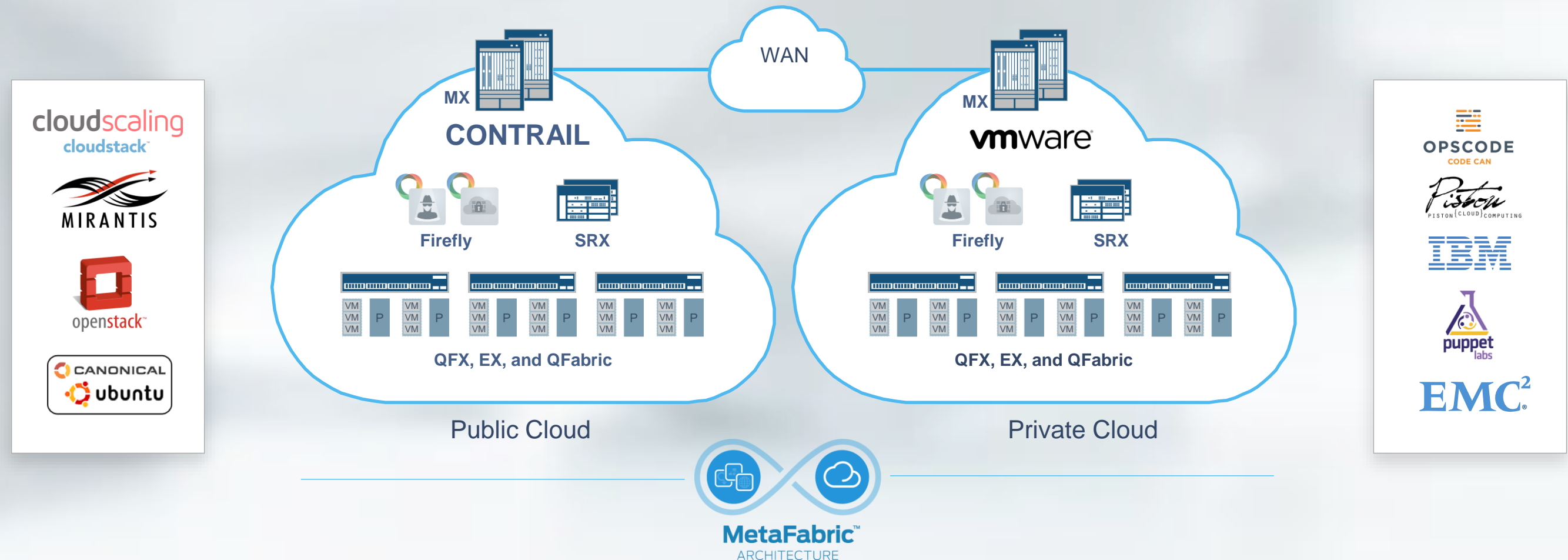


Looking Forward

- ✓ Focus on **Junos**-based security portfolio
- ✓ Greater technology leverage
- ✓ Stronger together solution development

Laser-focused on physical and virtual Junos-based security products for cloud builders

Winning in the Cloud Requires Strong Partnerships



Accelerating adoption with validated architectures and strong partnerships

Summary



Executing on a thoughtful strategy that respects industry dynamics



Routing fundamentals remain solid and Juniper is poised to win with leading performance and SDN / NFV solutions



Switching remains a growth opportunity which we will capture with simple and open architectures for mission-critical use cases



Focus on Junos-based security that complements and completes our solutions for Cloud Builders

How & Why We Will Win with Our Go-to-Market Model

Answering Your Top of Mind Questions



Customers

How are we
diversifying our
revenue?



Buying Behavior

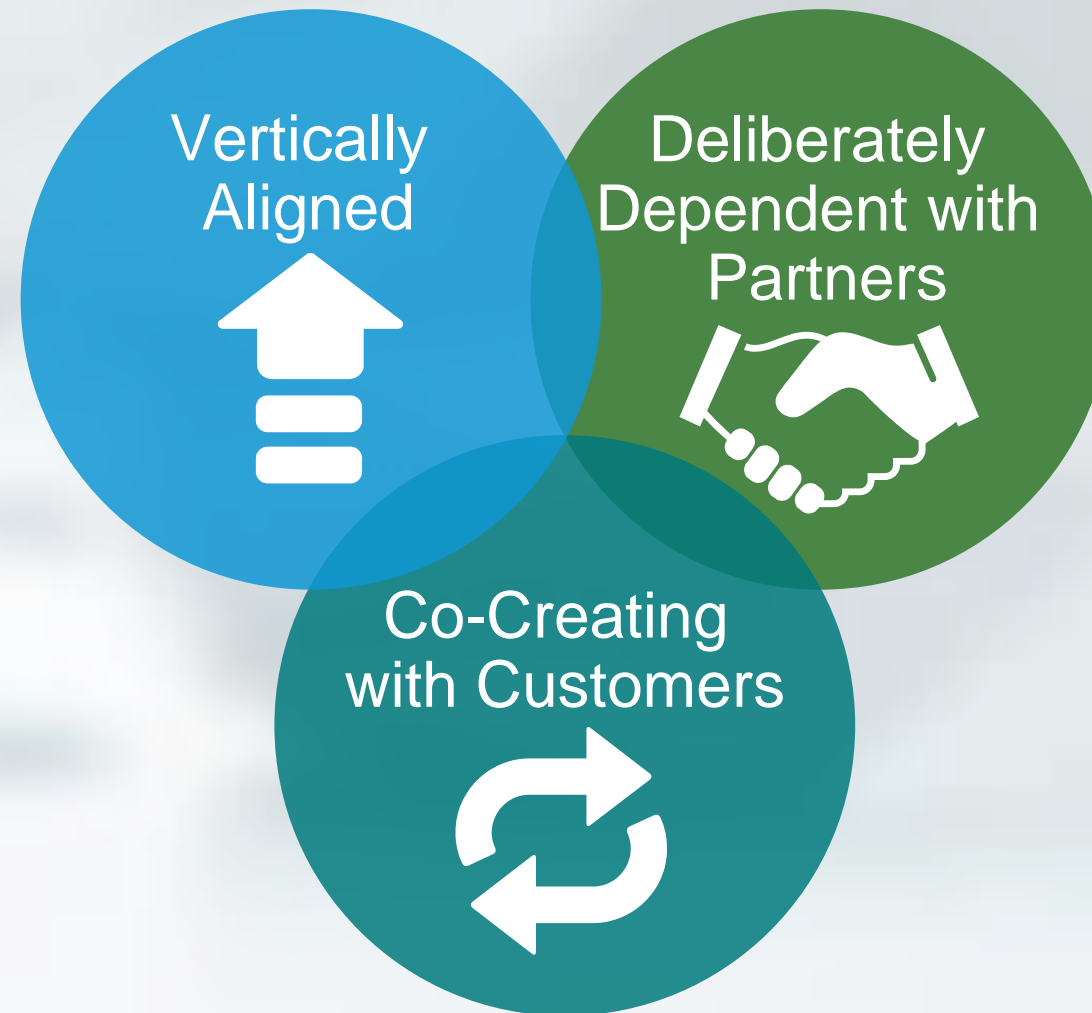
How will we adapt
to changing
customer buying
behaviors?



GTM Competitive Differentiation

How will we
differentiate with
our GTM model?

Focused Go-to-Market Model



Going deeper with customers to operationalize High-IQ networking and accelerate their cloud build-out ambitions

Vertically Aligned



Telecom



- Ops efficiency
- New business models
- Customer's customer experience

Cable



- Business and cloud-based services
- Content on all devices
- Video growth`

Web 2.0/XaaS/ Hosting & Colo



- Continuous innovation
- Global hyper-scale networks
- Privacy & security compliance

Nat'l Government & Financial Services



- Enhanced communications
- Cyber security and identity management
- Ops efficiency
- Analytics

Strategic Enterprises & Broad Industry



- Outsource non-strategic IT
- Globalization
- Enterprise information management & collaboration

Vertical alignment ensures we understand unique challenges and differentiated use cases



Co-Creation with Customers

Define value in customer terms

Platform for innovation

Operationalize DevOps style delivery

Juniper & Partner Professional Services

Extension of Juniper R&D

Companies that can co-create with their customers will win in the connected era

Deliberately Dependent with Partners



Global Alliances



Reseller Channels

AMER



APAC



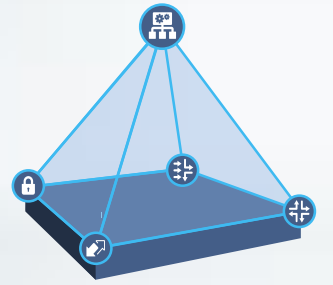
EMEA



Commercial Engine

We're stronger together – extending our reach and capability

From Strategy to Execution



Telecom Wireline



- Enhance network efficiency and agility.
- Deploy cloud-based services
- Enable new business models, lower operating expense

Telecom Wireless



- Mobile backhaul network
- Displaced incumbent
- Joint partner win

Cable/MSO



- Lean core network architecture
- Services at the edge
- Operational efficiency improvements

Web 2.0



- Production public cloud environment
- Secure and scalable cloud infrastructure
- Integration with customer's Cloud Orchestration system

Financial Services



- Data center consolidation
- Regulatory compliance needs
- Operational efficiency improvements

Strategic Enterprise



- Private cloud data center
- Private service-oriented WAN
- Next-generation retail store

We are showing success across our verticals with marquee wins

Thank You
