Experience is the New Uptime

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JUNIPER NETWORKS | **Engineering** Simplicity

THE
NETWORK

IS THIS IT?

AI-Driven Enterprise

Market Inflections	Product Strategy	GTM Strategy
• **Technology is driving WLAN refreshes:** Wi-Fi 6 / 6E; Need for IoT support • **Shift to cloud**: networking and security moving off premises • **Evolving workspaces:** increased demand for Wi-Fi, SD-WAN and security with automated end-to-end operations • **Network and security convergence**	• New product offerings + value add of AI (e.g., Mist AI for AX) • Best in class cloud (open, programmable, microservices) • Bring full portfolio under common cloud / AI engine • Connected security integration with AI-Driven Enterprise; SASE	• Get to PoC. Mist AI sells itself • Leverage 3rd party validation [Gartner MQs and marquees customer references – e.g., 5 of Fortune/Global 10] • Focus on customers and partners interested in full client-to-cloud portfolio (LAN/WLAN/WAN/security)

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AI-DRIVEN ENTERPRISE

01

Unique Client-to-Cloud

02

Differentiated Architecture

03

Land and Expand

04

Real Results

To deliver superior user experiences, you need
a complete Client–to–Cloud solution
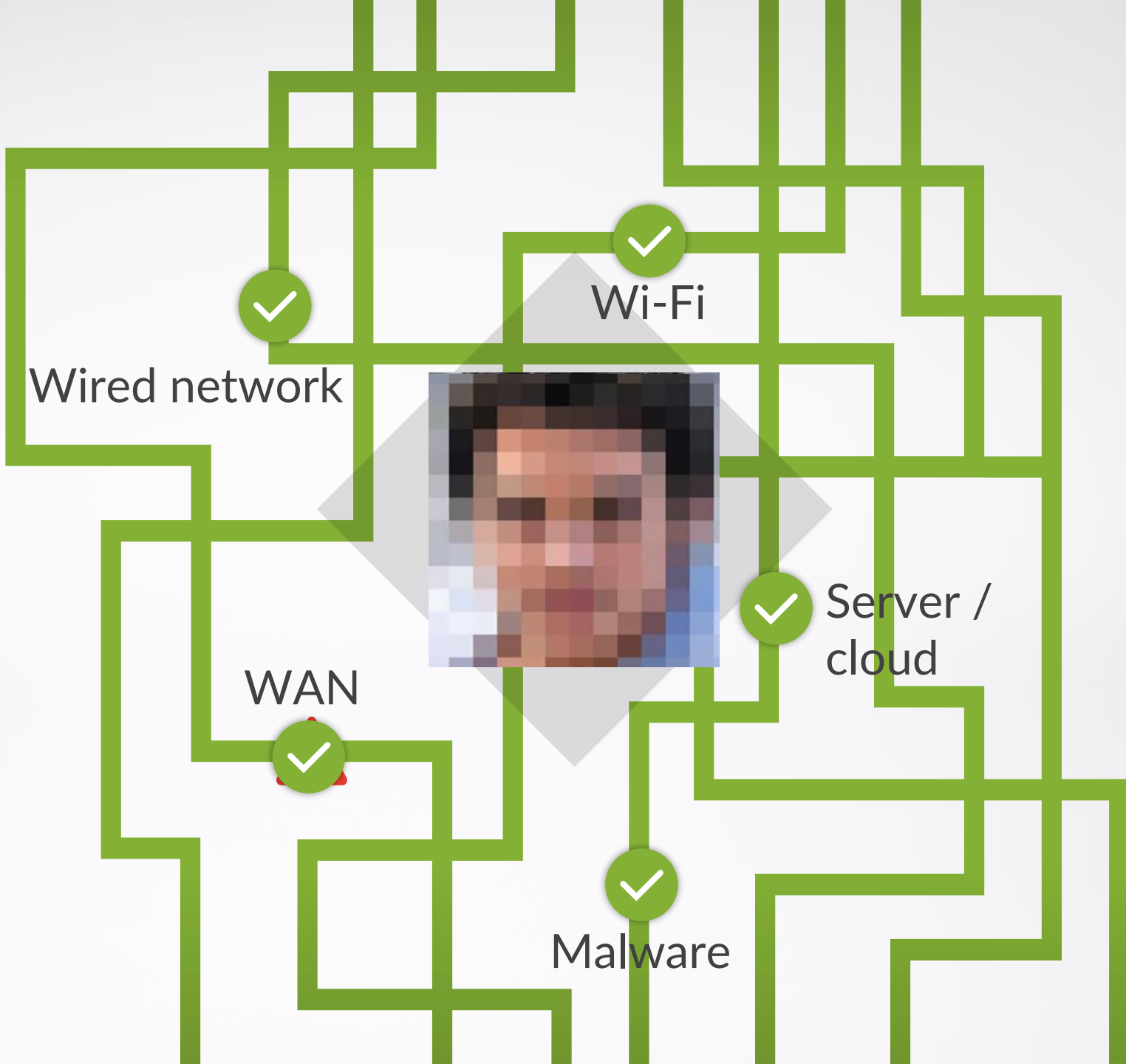
Wireless LAN

Wired LAN

Security

WAN

Data Center

DIFFERENTIATED ARCHITECTURE

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ASSURANCE
The best user experiences

CLOUD-FIRST
Designed for agility and scale

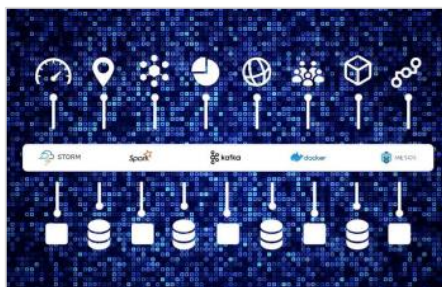## SELF-DRIVING
Proactive AIOps and AI-driven support

SECURE
End-to-end connected security

DIFFERENTIATED ARCHITECTURE

Disrupting an outdated WLAN/LAN switching market

WE DARE THE COMPETITION TO DO THIS:

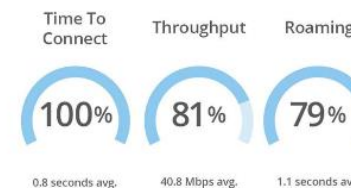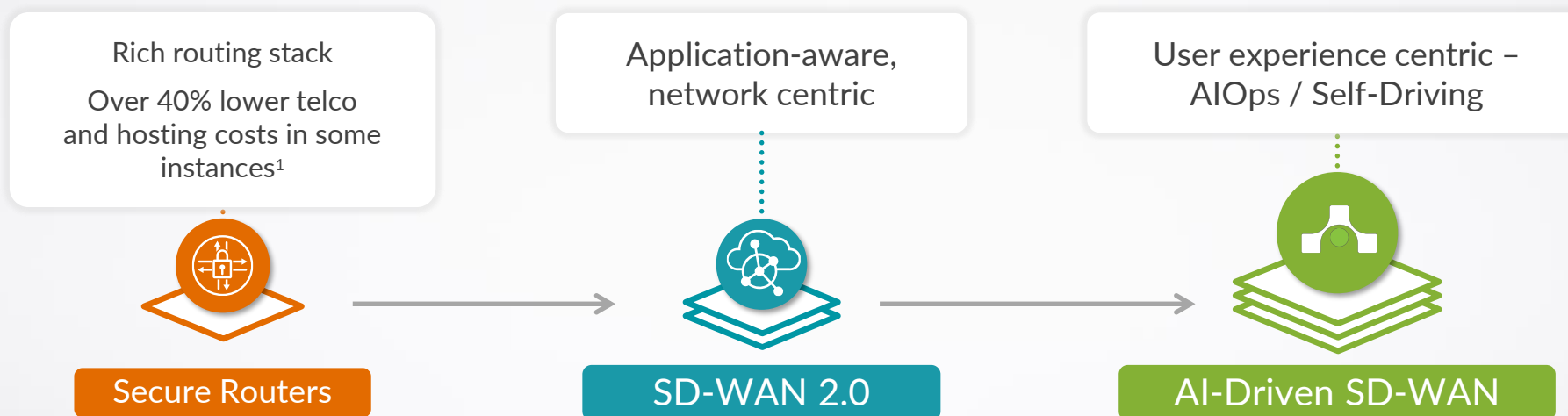| Modern Cloud	AIOps and Support	Focus on Secure User Experiences
• Weekly pushes with limited downtime • 100% programmable (API driven) • Proactive Dynamic Packet Capture	• AI-driven assistant (MARVIS) with NLP/NLU • Wired / wireless root cause isolation • AI-driven support and self-driving	• Customizable Wi-Fi service levels • Patented vBLE with virtual beacons • Real-time anomaly detection and SecIntel

UNIQUE CLIENT-TO-CLOUD

DIFFERENTIATED ARCHITECTURE

LAND AND EXPAND

REAL RESULTS

Leading transformation in the WAN

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Rich routing stack

Over 40% lower telco and hosting costs in some instances[1]

Application-aware, network centric

User experience centric – AIOps / Self-Driving

Secure Routers

SD-WAN 2.0

AI-Driven SD-WAN

WE DARE THE COMPETITION TO DO THIS:

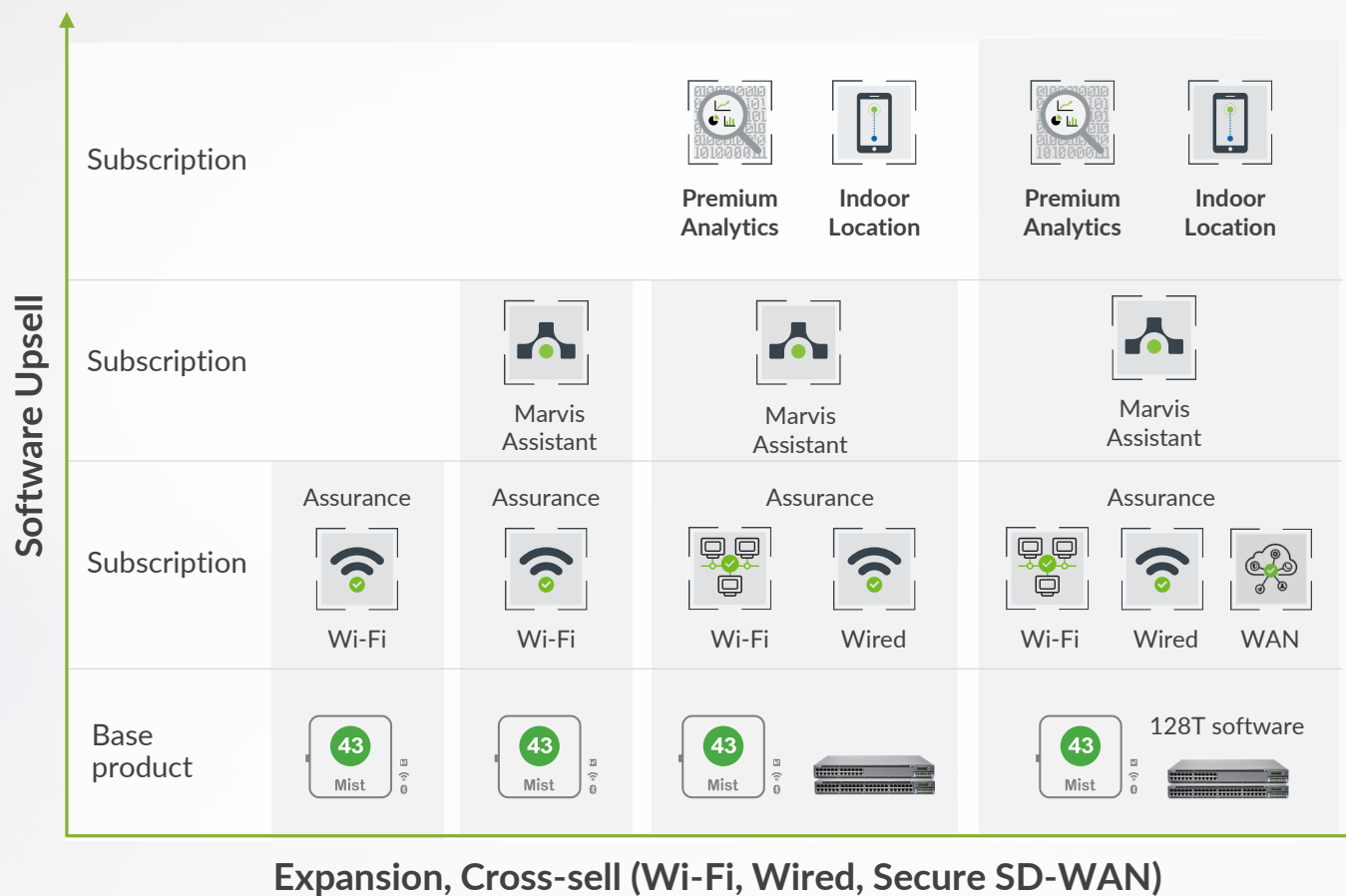| User-centric policies, not tied to IP addresses | Sub second failover | No tunnels = Up to 30% lower telco and hosting costs | Secure "out of the box" with zero trust + enhanced security |

[1] Mota, Ray. (2020). Tunnel-Based versus Tunnel-Free SD-WAN. 10.13140/RG.2.2.24597.27361.

Customer Lifetime value: Expand, Upsell, Cross-sell

Software Upsell

Subscription			Premium Analytics	Indoor Location		Premium Analytics	Indoor Location	
Subscription		Marvis Assistant	Marvis Assistant			Marvis Assistant		
Subscription	Assurance Wi-Fi	Assurance Wi-Fi	Assurance Wi-Fi	Wired		Assurance Wi-Fi	Wired	WAN
Base product	43 Mist	43 Mist	43 Mist			43 Mist	128T software	

Expansion, Cross-sell (Wi-Fi, Wired, Secure SD-WAN)

Initial Sale: Wi-Fi
Upsell: Marvis Assistant

X-sell: Switching
Upsell: Marvis Assistant; Location

X-Sell: SD-WAN Sale

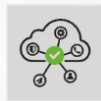JUNIPER driven by **mist AI**™

Pull-Thru*

- $1 Wi-Fi = $2-$3 Switching + $0.5 WAN

*as of December 31, 2020

UNIQUE CLIENT-TO-CLOUD

DIFFERENTIATED ARCHITECTURE

LAND AND EXPAND

REAL RESULTS

REAL RESULTS

85% fewer tech staff visits across over 3,000 stores globally.

Gap Inc.

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04

REAL RESULTS

REAL RESULTS

Staging process reduced from 5 hours to minutes.

Dynamic Packet Capture significantly reduced the time required to troubleshoot issues.

Proactive alerting has reduced MTTR from 48 hours to 2 hours.

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Multinational Shipping Leader

Key Analyst Recognition
2020 Gartner Magic Quadrant Reports

Mist's strong market messaging on the "AI-driven enterprise" continues to reach enterprise decision makers and, according to clients, is a decision criterion for campus networking solutions.

— 2020 Gartner Wired & Wireless LAN Access Infrastructure Magic Quadrant

Wired and Wireless LAN Access Infrastructure
(A Leader & Highest in Execution)

Indoor Location Services, Global
(Highest in Vision)

WAN Edge Infrastructure
(Highest Execution in Visionary)

Experience is the New Uptime!