Juniper's Product Strategy

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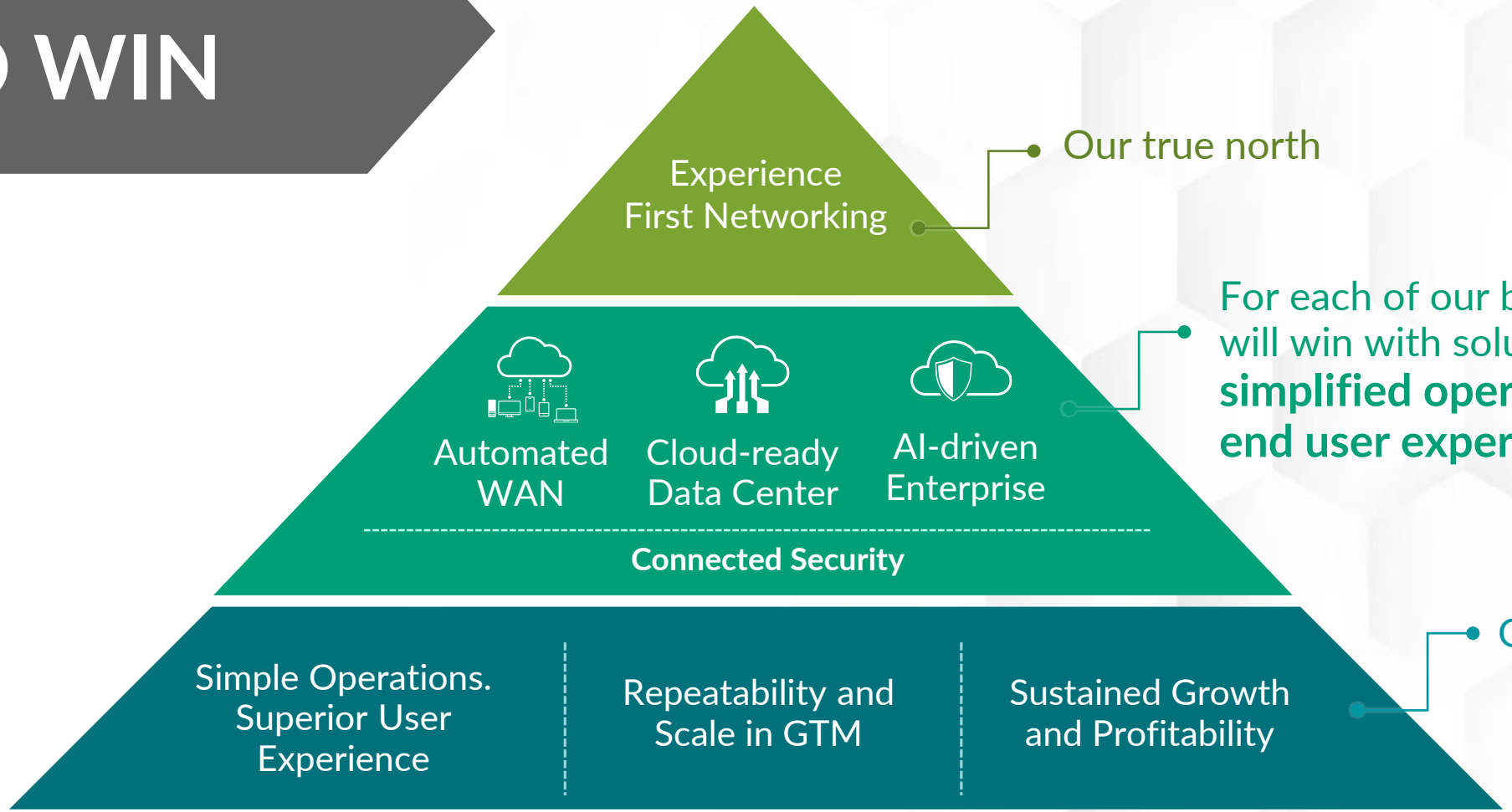
EVP and Chief Product Officer

JUNIPER NETWORKS | Engineering Simplicity

OUR STRATEGY TO WIN



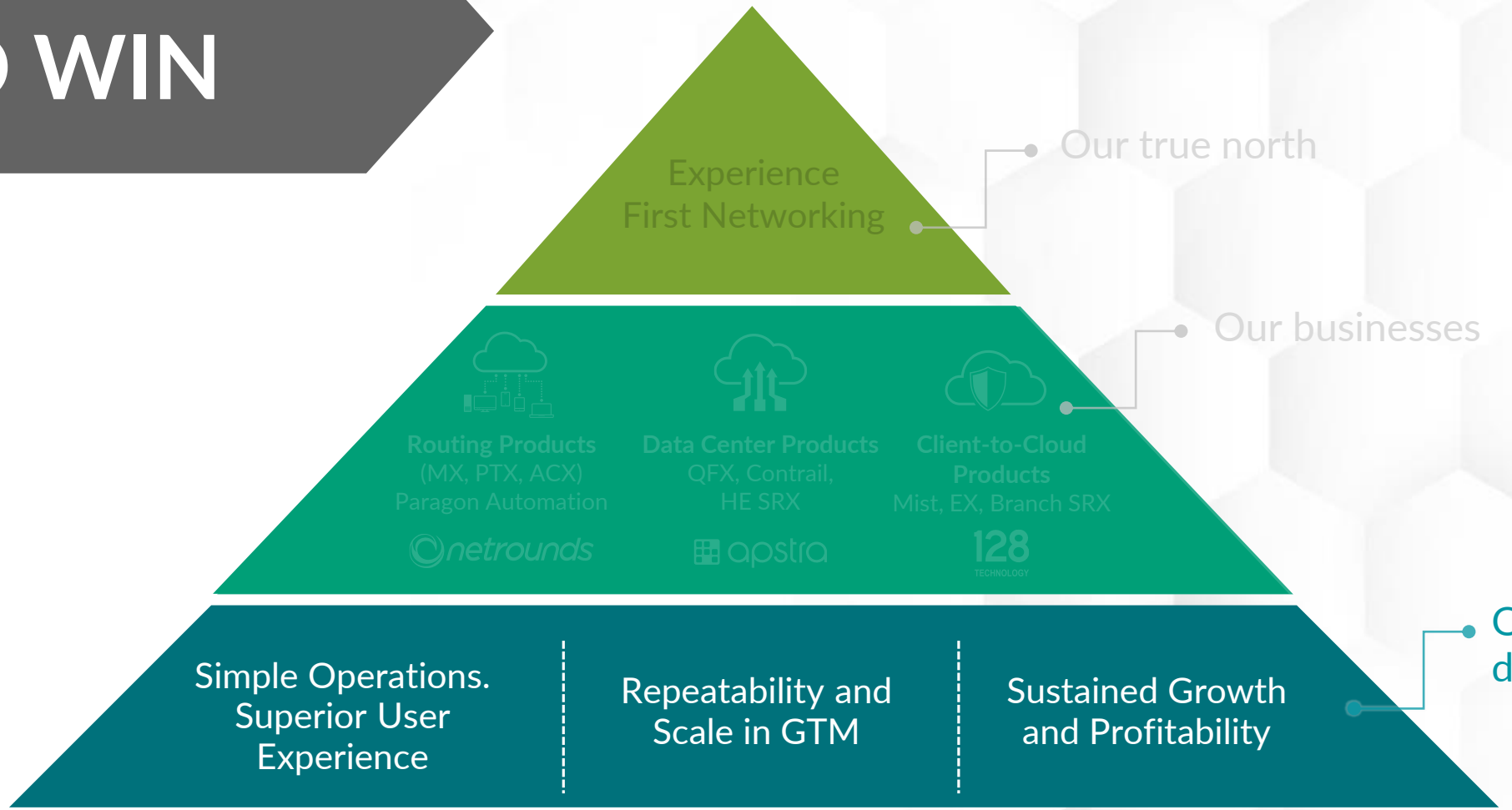
Our true north

For each of our businesses, we will win with solutions to deliver **simplified operations & superior end user experiences.**

Our objectives

OUR STRATEGY TO WIN

OUR STRATEGY TO WIN



01

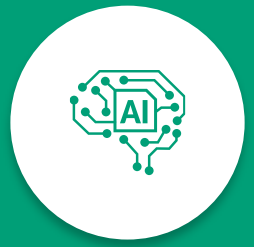
AUTOMATED WAN

02

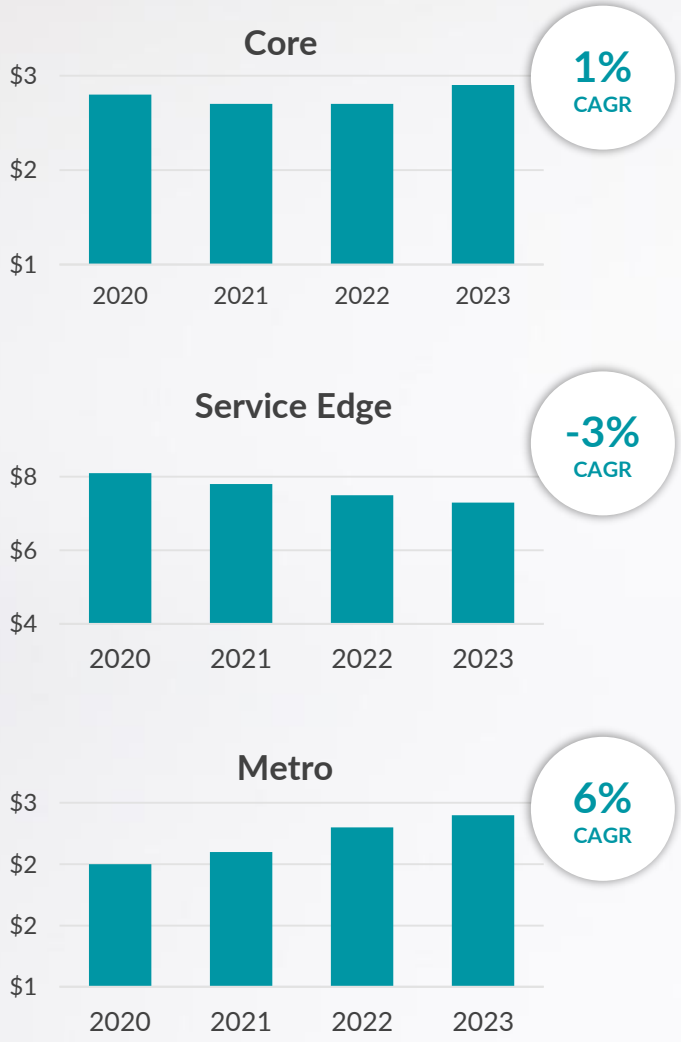
CLOUD-READY DATA CENTER

03

AI-DRIVEN ENTERPRISE



Target Markets – TAM ($B)



Source: ACG Research

Key Market Inflections

- 400G Adoption in Cloud and Service Providers
- 5G and Cloud driving next-gen metro and edge architectures
- Enterprise digitalization
- Focus on Experience and TCO reduction

Product Strategy

- Win 400G refresh with differentiated portfolio
- Lead with automation and assurance
- Expand into high-growth 5G-ready Metro market

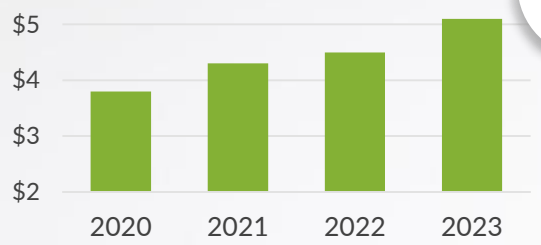
GTM Strategy

- Continue customer diversification
  - Cloud Majors
  - Tier 2/3 SP
  - High End Enterprise

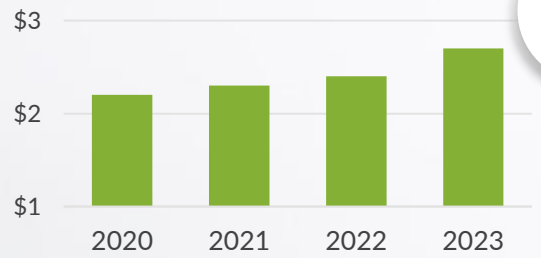
3-Yr Business Projection: Stable to Slight Growth

Target Markets – TAM ($B)

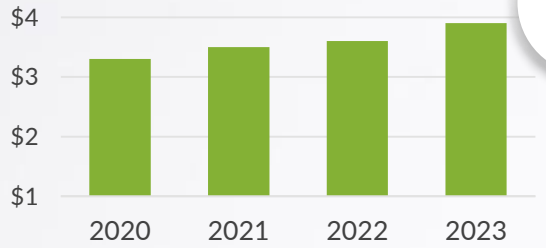
Large Enterprise[1] — 10% CAGR



Cloud Majors[2] — 7% CAGR



Data Center Security[3] — 6% CAGR



1, 2 - 650 Group 3- Omdia

Key Market Inflections

- Hybrid and multicloud Data Centers
- Hyperscale-like operations
- Automation and AIOps
- 400G adoption and disaggregation in hyperscalers
- Integrated security + networking

Product Strategy

- Drive adoption of best-in-class 400G & dense 100G DC switches with cloud-optimized OS
- Lead with industry leading Intent-based Fabric Management
- Attach high-end firewall
- Embrace disaggregation at hyperscalers

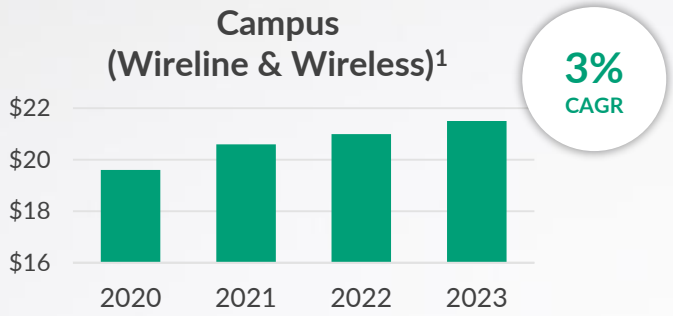
GTM Strategy

- Scale Sales with Data Center specialists
- Focus on System Integrators
- Drive Apstra-powered turnkey solutions for channel

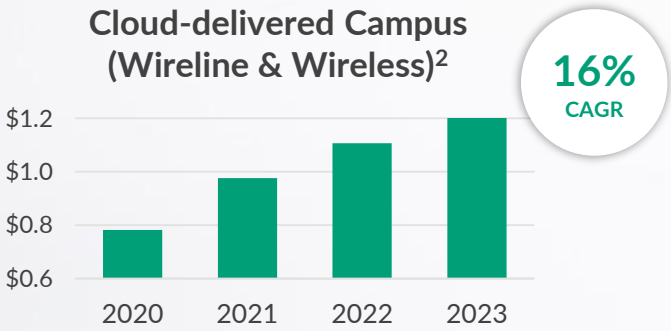
3-Yr Business Projection: High Single-Digit Growth

Target Markets – TAM ($B)

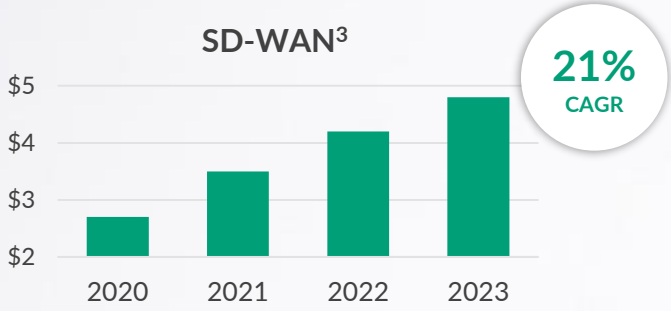
Campus (Wireline & Wireless)[1]



Cloud-delivered Campus (Wireline & Wireless)[2]



SD-WAN[3]



Key Market Inflections

- Wi-Fi 6-led wireless refresh
- Accelerated shift to cloud
- Evolving workspaces driving the need for automated operations from client-to-cloud
- Network and security convergence

Product Strategy

- Enhance the lead in cloud-first, assurance-led Mist Wireless + Wireline portfolio
- Bring entire portfolio under common umbrella of Mist AI
- Connected Security from client-to-cloud

GTM Strategy

- POC. Sale. Repeat.
- Leverage Gartner MQs
- Scale Enterprise GTM motion
- Upsell the client-to-cloud portfolio: WLAN-LAN-WAN-Security

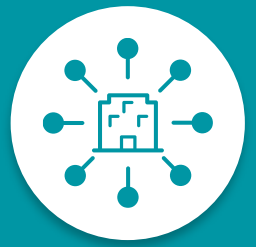
1,2 - 650 Group 3 - Gartner

3-Yr Business Projection: Double-Digit Growth

Experience-First Transformation: Common Themes

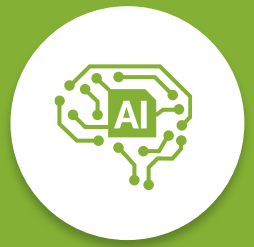
01

400G experience driven by best cost/bit and integrated security



02

Self-driving network experience created by automation and AI-driven support

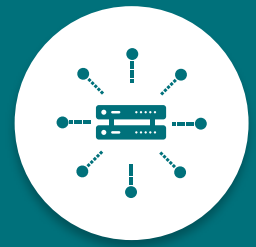


03

Embrace open standards, APIs, and disaggregation

04

Customer diversification and repeatable GTM motion



Leadership Positions in Enterprise

A LEADER

Magic Quadrant

For wired & wireless LAN access infrastructure

Gartner

A LEADER

Magic Quadrant

For data center & cloud networking

Gartner

A VISIONARY

Magic Quadrant

For WAN edge infrastructure

Gartner

A CHALLENGER

Magic Quadrant

For network firewalls

Gartner

A VISIONARY

Magic Quadrant

For indoor location services, global

Gartner

Gartner Magic Quadrant for Data Center Networking, Andrew Lerner, Jonathan Forest, Evan Zeng, Joe Skorupa, 30 June 2020.
Gartner Magic Quadrant for WAN Edge Infrastructure, Jonathan Forest, Andrew Lerner, Naresh Singh, 23 September 2020.
Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure, Bill Menezes, Christian Canales, Mike Toussaint, Tim Zimmerman, 4 November 2020.
Gartner Magic Quadrant for Network Firewalls, Rajpreet Kaur, Adam Hils, Jeremy D'Hoinne, 9 November 2020.
Gartner Magic Quadrant for Indoor Location Services, Global, Tim Zimmerman, Annette Aimmerman 13 January 2020

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Simplicity