

GO-TO-MARKET EXECUTION

Gerri Elliott

EVP & CHIEF SALES OFFICER

OUR STRATEGY



Service Providers



Enterprise

Expand & Grow

Scale with Precision

Win with Great Products & Architectures

Penetrate Growth Markets

Extend Our Capabilities with Partners

Deliver Customer Value

EXECUTING THE STRATEGY

1

Customer
Engagement

2

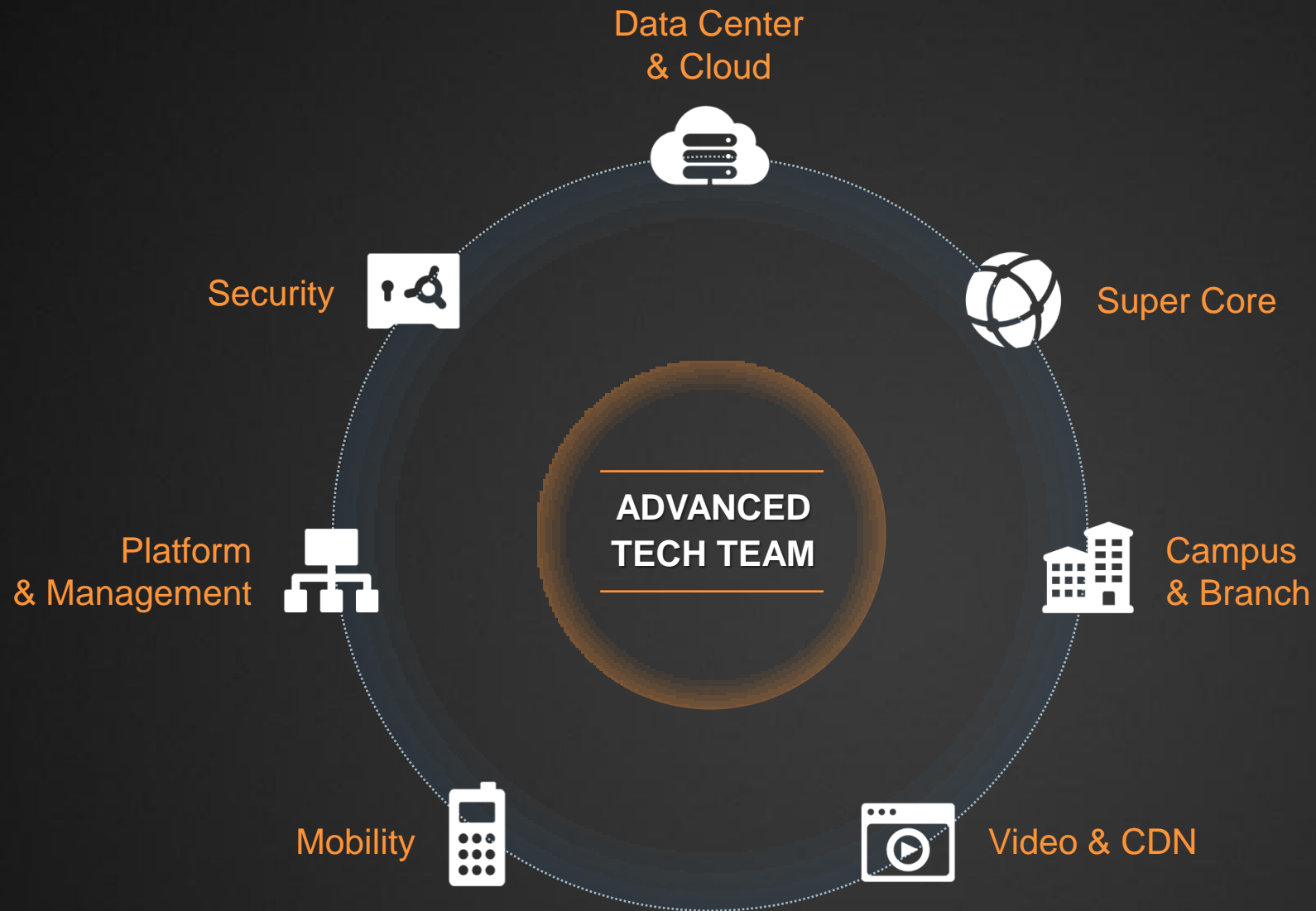
Operational
Excellence

3

Scaling with
Partners



CUSTOMER **ENGAGEMENT**



As a global leader in video collaboration, the network is a critical part of all that we do. Juniper's Simply Connected portfolio is easy to deploy and manage with limited IT staff. As we continue to build out our mobile infrastructure, we are confident that our network can deliver the performance we need while simplifying and securing access for our employees, and their personal and corporate-issued mobile devices.

Dan Case

DIRECTOR OF GLOBAL SERVICES
POLYCOM





OPERATIONAL

EXCELLENCE

PREDICTABILITY, PRODUCTIVITY, PROCESS AND PLATFORM



THE JUNIPER WAY

PREDICTABILITY, PRODUCTIVITY, PROCESS AND PLATFORM



Target

Qualify

Customize

Propose

Close

Deliver



THE JUNIPER WAY

PREDICTABILITY, PRODUCTIVITY, PROCESS AND PLATFORM



Opportunity Management



Capabilities



Quote/Configurator



Target

Qualify

Customize

Propose

Close

Deliver


THE JUNIPER WAY

A large, diverse crowd of people is gathered outdoors, likely at a festival or public event. The image is slightly blurred, emphasizing the scale of the gathering. A semi-transparent circular graphic with concentric rings is overlaid on the image, centered behind the text. The text "SCALE WITH" is in orange, and "PARTNERS" is in large white letters.

SCALE WITH
PARTNERS

JUNIPER PARTNER ADVANTAGE PROGRAM



Reach



Accelerate



Reward

TORREYPOINT





Nokia Siemens
Networks







Chhatrapati Shivaji International Airport



IBM

JUNIPER[®]
NETWORKS

JNPR
LISTED
NYSE[®]

SERVICE PROVIDER SALES

Vince Molinaro

SVP SERVICE PROVIDER SALES

SERVICE PROVIDER SECTOR GROWTH PLAYS



Expand
& Grow

Help our customers
grow profitability faster



Win With
Disruptive
Architectures

Create economic
advantage



Extend Our
Capabilities
With Partners

Better for Juniper,
our partners, our
customers



Penetrate
Growth
Markets

Extend innovation
& follow globally

SERVICE PROVIDER OPERATIONAL EXCELLENCE

Verticals

Wireline

Wireless

Cable

Content & Media

Web & Hosting

Sales Plays



Win
the Core



Win
the Edge



Mobile
Insertion



Own the
Data Center

Customer Team Model

Team Leader

Sales

Architecture

Technology

Specialist

Services

Partners

Marketing & Sell-thru/Sell-with

Customer Sponsorships

SERVICE PROVIDER VERTICALS

Wireline

Wireless

Cable

Content & Media

Web & Hosting

SERVICE PROVIDER SALES PLAYS



Win
the Core

The **ECONOMIC** disruptor by optimizing cost per bit consumed



Win
the Edge

The leader in **SCALE**, service acceleration and quality of customer's customer experience



Mobile
Insertion

Recognized as an **INNOVATOR** in the mobile revolution



Own the
Data Center

Be the on-ramp to **CLOUD**-based services

SERVICE PROVIDER CUSTOMER TEAM MODEL

Team Leader

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graph TD; TL[Team Leader] --- S1[Sales]; TL --- S2[Services]; TL --- S3[Architecture]; TL --- S4[Partners]; TL --- S5[Technology]; TL --- S6[Marketing & Sell-thru/Sell-with]; TL --- S7[Specialist]; TL --- S8[Customer Sponsors];
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Sales

Services

Architecture

Partners

Technology

Marketing & Sell-thru/Sell-with

Specialist

Customer Sponsors

What Juniper did is they pitched to us a resident engineer that worked out magnificently, and that gave us confidence to get us through the scary period of changing architectures... we had consulting engineers, as well, of astonishing caliber and they made a big difference.

John Souter

CEO
LONDON INTERNET EXCHANGE



JUNIPER[®]
NETWORKS

JNPR
LISTED
NYSE[®]

ENTERPRISE SALES

Dan Miller
SVP ENTERPRISE SALES

ENTERPRISE GROWTH INITIATIVES



Segment and
Sequence



Scale with
Precision



Delivering
Customer
Value

ENTERPRISE GROWTH INITIATIVES

Segment and Sequence: Vertical Markets

Enterprise Verticals

Government
/Federal

Financial Services

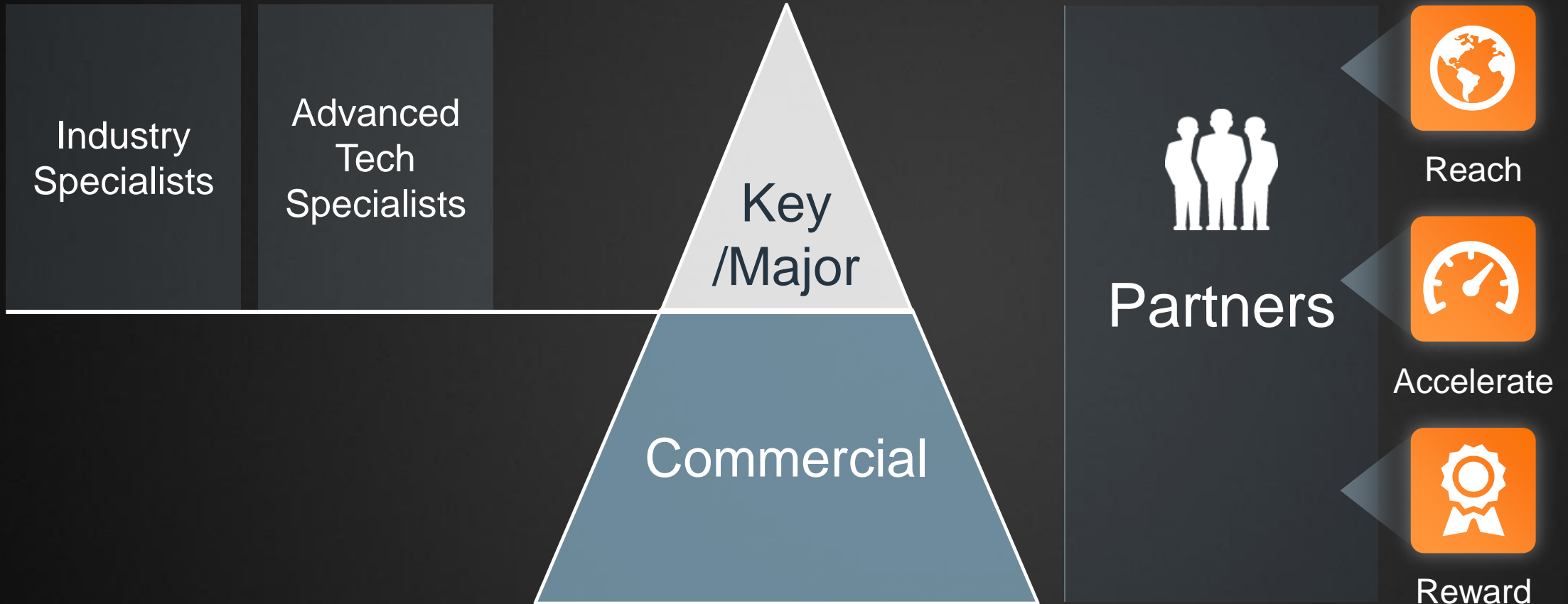
Energy

Healthcare

Education

ENTERPRISE GROWTH INITIATIVES

Scaling with Precision



ENTERPRISE GROWTH INITIATIVES

Delivering Customer Value through Sales Plays



End to End Security

- Transition Our Security base



Campus & Branch

- Wireless +Wired Synergy



Data Center

- Win WAN
- Scale QFabric

ENTERPRISE WINS

Fortune 20 Financial Services Company



ENTERPRISE WINS

Tulane is one of the most highly regarded research universities in the U.S. And we need a network that can keep pace. Juniper's Simply Connected solutions – featuring the Wired-Less combination of EX Series and WLC/WLA Series devices – helped us achieve our technical and security goals, along with significant OPEX savings.

Charlie McMahon

**VICE PRESIDENT OF INFORMATION TECHNOLOGY
& CHIEF TECHNOLOGY OFFICER**
TULANE UNIVERSITY



ENTERPRISE WINS

One of the key aspects of the relationship with Juniper is their ability to listen to what the customer needs. We've developed a long-term relationship. We have helped influence some of the evolution of the products and features that we as well as other customers would see as a benefit.

Eric Walters

NETWORK MANAGER
7-ELEVEN



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NETWORKS

JNPR
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NYSE[®]