



# THE NEW NETWORK IS SOFTWARE DEFINED

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# THE GOALS ARE THE SAME

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The New Network



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Software  
Defined Networking



Increase the Rate of Customer Innovation



Decrease OPEX for our customers through automation



Decrease CAPEX for our customers through best use of technology

# FOUR KEY QUESTIONS

1. What is SDN and what it is NOT?
2. What domains are most relevant for SDN?
3. Is SDN a threat or an opportunity to Juniper?
4. What are the principles behind our approach to SDN?

# PRINCIPLES BEHIND OUR APPROACH

- Centralize what you can, distribute what you must
- Design using the smallest number of general building blocks
- Automate anything that can be automated
- Support open standards wherever possible

# SDN: JUNIPER'S PERSPECTIVE

1

Goals of SDN  
& the New Network  
are the same

2

SDN will require  
innovation in  
software and  
systems

3

Juniper always has  
and always will  
support open  
standards

4

SDN represents  
a strategic  
opportunity for  
Juniper to lead

JUNIPER<sup>®</sup>  
NETWORKS