

SIMPLIFY THE DATA CENTER PARTNER ACTIVATION KIT

NAME OF SPEAKER AND TITLE

JUNE 2014

Simplify the Data Center – Table of contents

Quick Start Guide

Customer challenges with the Data center

Juniper's solution – Introducing the MetaFabric Architecture

Data Center Switching opportunity and call out

Introducing the new QuickStart Data Center Network Promotion

Tools and Resources

SIMPLIFY THE DATA CENTER : QUICK START GUIDE



What should I do first

- Step 1. Watch the [new 3 minute MetaFabric Elevator Pitch](#) by Andy Ingram (Slide 4)
- Step 2: Understand customer challenges with the Data Center (slides 5-10)
- Step 3. Familiarize yourself with Juniper's vision for the Data Center, opportunity and insertion strategies (Slides 11-25)
- Step 4: Review new QuickStart Data Center Promotion starting April 1, 2014 (Slides 26-32)
- Step 5. Review key sales, technical, enablement and marketing resources (Slides 32-37)
- Step 6: Review proposed MDF investment elements to drive the business (Slide 38)



Insertion Points

1. Customers looking to refresh out-of-date, legacy hardware and migrate from 1GBE to a 10GBE network
2. Customers looking to significantly reduce network complexity and increase application performance
3. Customers looking to support new services, add capacity and increase application reliability and availability



Top 4 JMC Assets

- Simplify the DC Commercial Acceleration Days
<https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources>
- Cloud Agility videos and webinars
<https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter>
- Simplify the DC Call Blitz
<https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources>
- Cloud Agility e-mail nurture stream
<https://jmc.juniper.net/Orgs/Initiative.aspx?id=1195>

Top 3 MDF Spend

- Simplify the DC Commercial Acceleration Days
<https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources>
- Virtual Chassis Fabric POC Lab (Demo Lab Program)
https://partner-sbs.juniper.net/community/programs/partner_programs/demo-lab-program
- Partner Professional Services
<http://www.juniper.net/us/en/products-services/services/technical-services/plan/>

IMPORTANT: IN CASE YOU ARE EXPERIENCING ISSUES WITH CLICKING ON ANY OF THE URLs, PLEASE COPY AND PASTE THE LINK TO YOUR BROWSER.

METAFABRIC ELEVATOR PITCH

[CLICK HERE](#) TO LISTEN TO THE NEW 3 MINUTE
METAFABRIC ELEVATOR PITCH

MetaFabric Elevator Pitch

brainspark

JUNIPER NETWORKS

JUNIPER NETWORKS

Contents Attachments

1. Introduction	00:07
2. Path to the cloud	00:10
3. Customer Challe...	01:03
4. Guiding Principles	00:59
5. MetaFabric Solution	01:19
6. Learn more	00:06

METAFABRIC
"ELEVATOR PITCH"

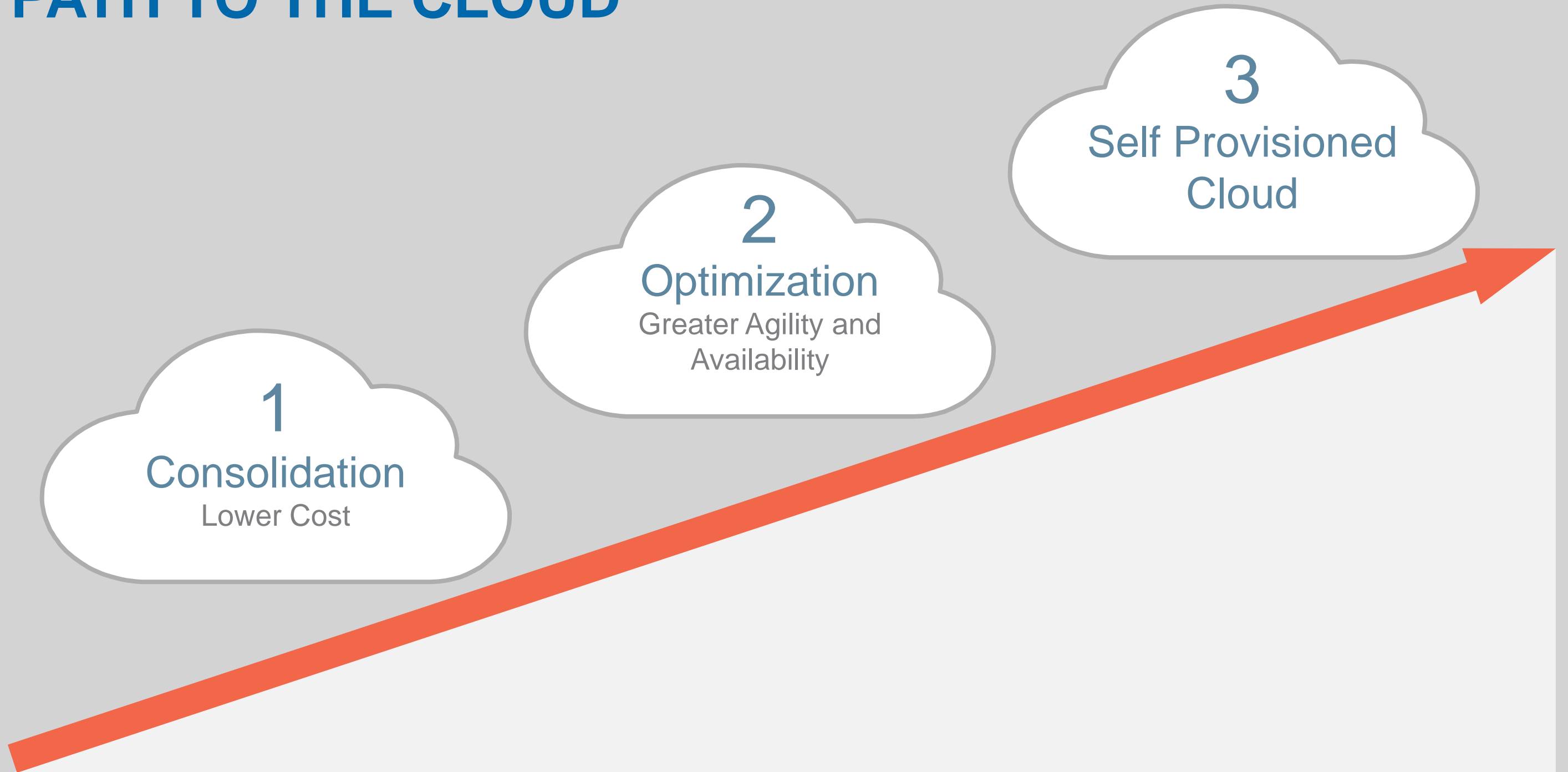
Tower festival
something to live

Total duration: 03:43/03:44

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CUSTOMER CHALLENGES WITH THE DATA CENTER

PATH TO THE CLOUD



MARKET PROBLEM

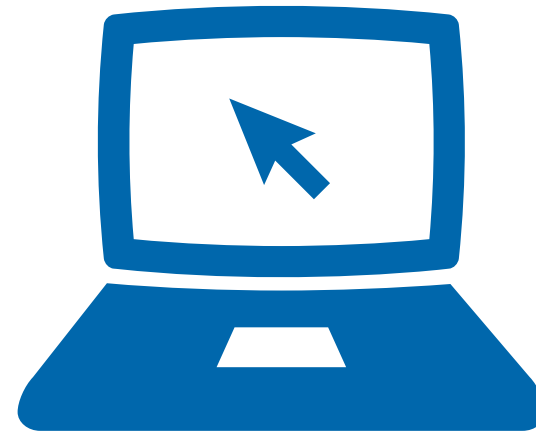
- Increasing virtualization and the need for greater agility in the data center has put strain on network and IT teams as they struggle to keep up with requirements for new applications, greater scale, speed, and security (cloud, automation, and SDN are seen as answers, but...)
- Lack of automation and orchestration makes the network static, and changes are time consuming.
- Networks have become increasingly complex to operate, manage and deploy, driving up costs.
- Competitive solutions lock you into a single vendor network architecture, limiting choice and your freedom to design the network the way you want.

CUSTOMER CHALLENGES

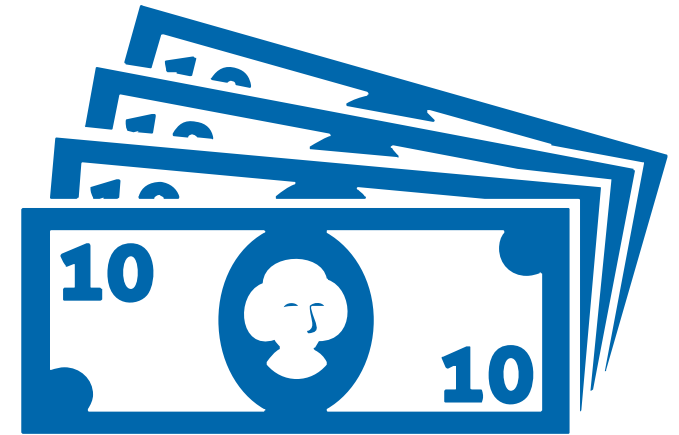
Agility



User Experience



Costs



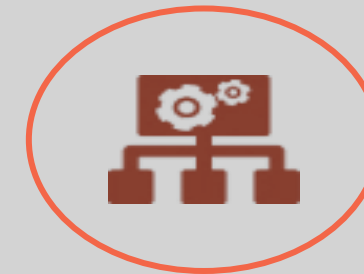
APPLICATIONS ARE DRIVING IT TRANSFORMATION



Virtualization



Clouds

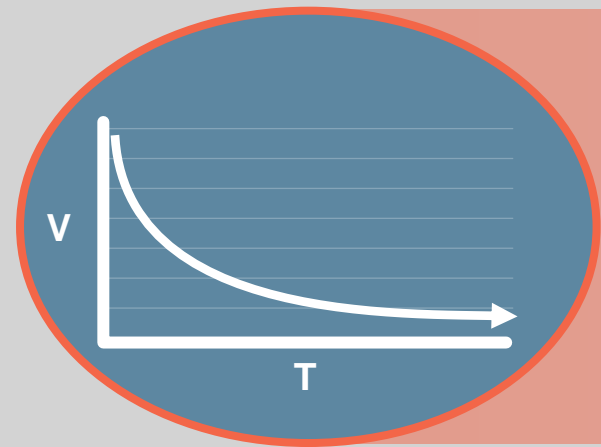


SDN

TWO PROBLEMS WITH THE NETWORK



1. Impedes time to value

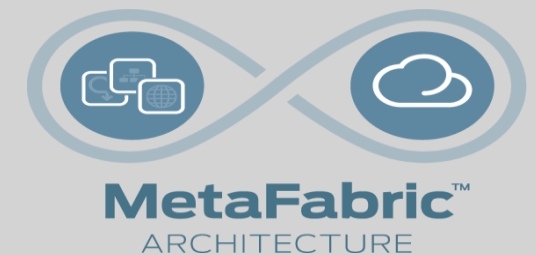


2. Low value over time

JUNIPER'S VISION FOR THE DATA CENTER

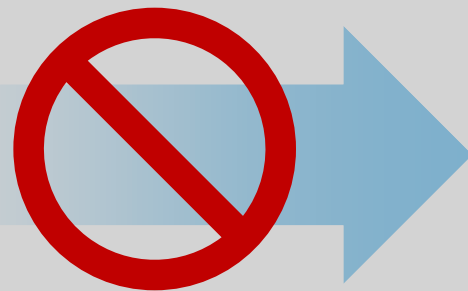
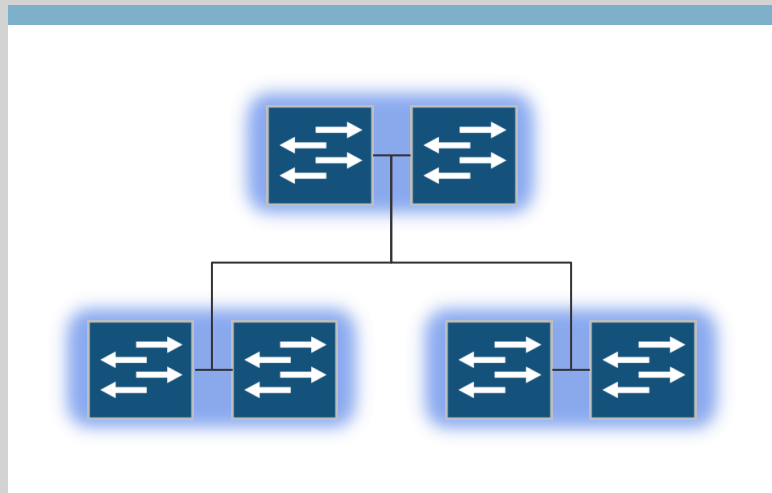
INTRODUCING THE METAFABRIC ARCHITECTURE

- A simple, open and smart network for the data center
- Architecture for a coherent network in and between DCs
- Vision and framework to guide our investments
- The story we tell our customers – whole portfolio



PREVIOUSLY WE FORCED A CHOICE

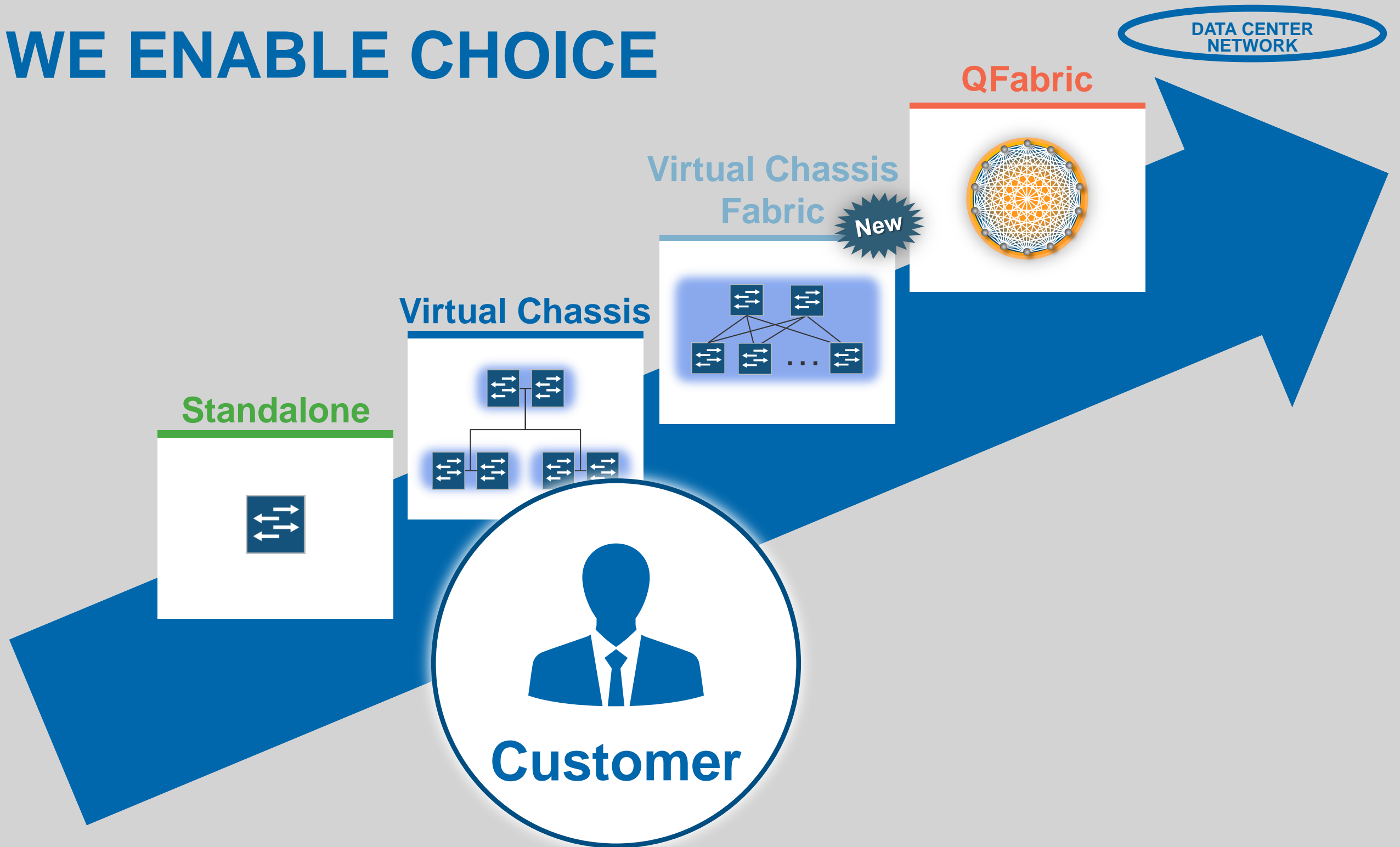
Virtual Chassis



QFabric



NOW WE ENABLE CHOICE



METAFABRIC

vmware

DATA CENTER ORCHESTRATION



NETWORK AUTOMATION



NETWORK VIRTUALIZATION



JUNOS CONTRAIL

DATA CENTER NETWORK

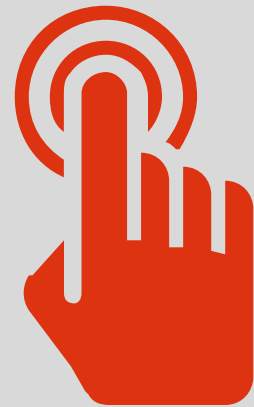
DC Edge

DATA CENTER INTERCONNECT

NETWORK SERVICES

GUIDING PRINCIPLES

Simple



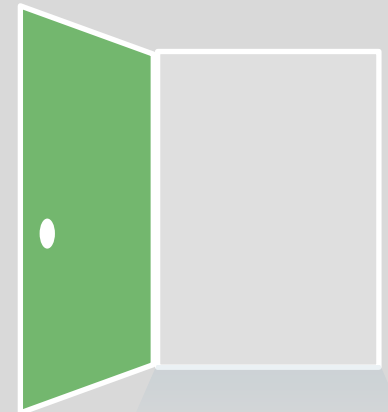
Easy to deploy and use

Smart



Maximize flexibility

Open



Save time, improve performance

DATA CENTER SWITCHING OPPORTUNITY – CALL OUT

SALES OPPORTUNITY: SMALL MEDIUM ENTERPRISE

- Juniper's MetaFabric switching architecture is a perfect fit for the small/mid-size enterprises.
- One of its leading benefits is its adaptability; it can scale up or down to support almost any data center and provide long-term investment protection. The MetaFabric switching architecture includes deployment options and products designed to meet the needs of all sizes of customer.
- Two examples make this clear:
 - Virtual Chassis Fabric technology, which enables a customer to manage multiple switches as one logical entity.
 - The new QFX5100 line of data center switches, introduced in conjunction with the MetaFabric architecture, delivering the world's most nimble 10/40GbE data center access switch, enabling hitless rack upgrades.

TARGET MARKET AND AUDIENCE

Market:

- Enterprise IT: Mid – Large Size Enterprises
- Equipment Size: 1-16 racks (40 servers per rack), 50-500 servers.
- Employee Size: 500+ employees.
- Industries: Primary: FSI, GOV : Secondary: Healthcare and SLED.
- Enterprises who are investing in cloud (both private cloud DCs and public cloud) for agility and greater ROI but are hindered by legacy networks that are increasingly proprietary, closed, complex and costly to manage.

• Audience:

- iTDM Networking and Influencers:
 - Technical Decision-Maker (TDM) : Responsible for product evaluation measured by technical capabilities such as performance, scale, reliability, feature support, ease of deployment, integration, and manageability.
 - VP/Director of Networking: Understands networking and security impact on all data center components, and views these as a key facilitator to performance of critical DC technologies including server, storage, virtualization, enterprise applications and operational management.
 - Data Center Architect: Responsible for the holistic design of data center assets including facilities, infrastructure, applications, insource/outsource operations, and management
 - Enterprise Architect: Business leader that determines how to execute best the strategies that drive its development – including IT.

INTRODUCING QFX5100

THE WORLD'S MOST NIMBLE TOR SWITCH

QFX5100 Line

10GbE / 40GbE Access Switches



Rich L2, L3, MPLS features | Low latency |
FCoE | SDN protocols

Any **fabric** architecture—one switch,
any deployment

Topology **Independent** in-service software upgrades
(TISSU) – hitless operations

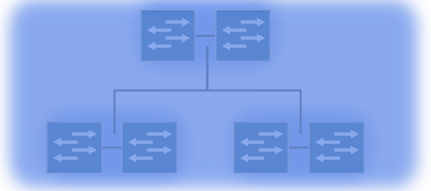
Insight Technology—data for smart analytics

Rich **Junos** features—ease of deployment and
manageability

QFX5100 DEPLOYMENT OPTIONS

Virtual Chassis
(up to 10 members)

Optimized for 1GbE environments

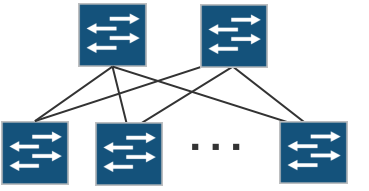


EX4300, QFX3500, QFX3600 or QFX5100 members

Improved

Virtual Chassis Fabric **New**
(up to 20 members)

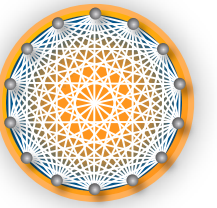
Optimized for 1/10/40GbE environments



EX4300, QFX3500, QFX3600 and QFX5100 members

QFabric **Improved**
(up to 128 nodes)

Optimized for 10/40GbE environments



QFX3500, QFX3600 or QFX5100 nodes

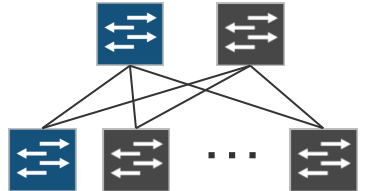
JUNIPER ARCHITECTURES
Managed as a Single Switch



QFX5100

Spine-Leaf

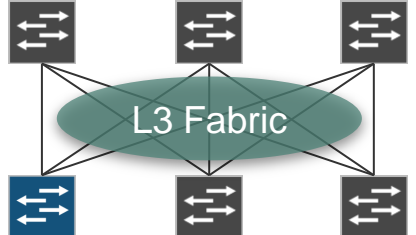
EX9200 or QFX5100 spines



EX4300, QFX3500, QFX3600 or QFX5100 leaves

OPEN ARCHITECTURES

Layer 3 Fabric



EX4300, QFX3500, QFX3600 or QFX5100 members

JUNIPER SWITCHING IN THE DATA CENTER

Deployed Extensively

- Over 20,000+ customers, 15M+ ports
- Data center, campus, branch, SP
- Financials, healthcare, education
- #3 LAN switching vendor



Why We Win in the Data Center

Simple | Open | Smart

QFX5100 is a key element of the MetaFabric Architecture



TARGETS

- Many organizations want to eliminate or upgrade out-of-date and fault-prone hardware.
- They have goals to support new services, add capacity and increase application reliability and availability.
- They are often on a three-year server and storage refresh cycle, while network components might be on a five to seven year cycle.

<i>GREENFIELD</i>	<i>COMPETITIVE DISPLACEMENT</i>	<i>UP-SELL / CROSS-SELL</i>
<ul style="list-style-type: none">• Upgrades• New Build Outs• Legacy Equipment EOL• Moves• Mergers and acquisitions	<ul style="list-style-type: none">• Cisco FEX IB (Nexus 5K + Nexus2K)• Cisco Catalyst• Brocade Switching• Extreme/Enterasys Switching	<ul style="list-style-type: none">• EX4200 installed base• MX Series

1GBE VS. 10GBE

GO AFTER THESE TARGETS FOR 1GBE

1. Enterprise IT companies that are expanding their 1GbE data center network:
 - Sell the EX4300
 - Triggers:
 - 1GbE server purchase (purchasing new servers and require more ports)
 - Upgrade network infrastructure
 - Replace legacy equipment
2. Existing EX4200 customer looking to add more 1GbE to their network
 - Sell the EX4300

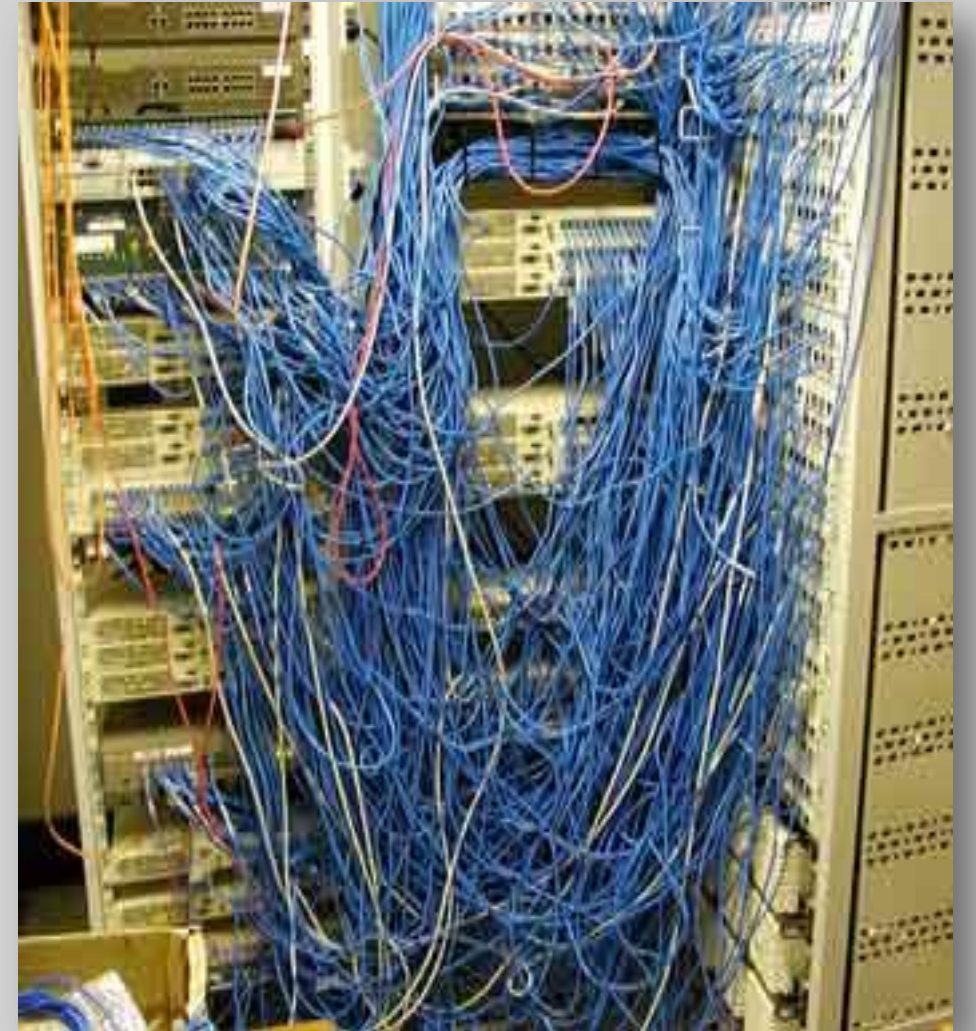
GO AFTER THESE TARGETS FOR 10GBE

1. Enterprise IT companies that are migrating to a 10GbE data center network:
 - Sell the QFX5100
 - Triggers:
 - Virtualization
 - Increase application performance
 - Upgrade network infrastructure
 - Replace legacy equipment
2. Existing EX4200 customer looking to migrate to a 10GbE data center network
 - Sell the QFX5100

Note: If a company is looking to manage a mixed data center network (1GbE and 10GbE), sell both the EX4300 and QFX5100.

SIGNS THAT YOUR DATA CENTER IS READY TO EVOLVE

- Application owners or end users complain about poor performance.
- Your service-oriented architecture delivers disappointing results because of latency.
- You delay moving more applications to your private cloud due to doubts about switch throughput.
- In some racks, 10 or more virtual machines share a single I/O port.
- Your Fibre Channel network is four or more times faster than your Ethernet network.



QUICKSTART DATA CENTER NETWORK PROMOTION

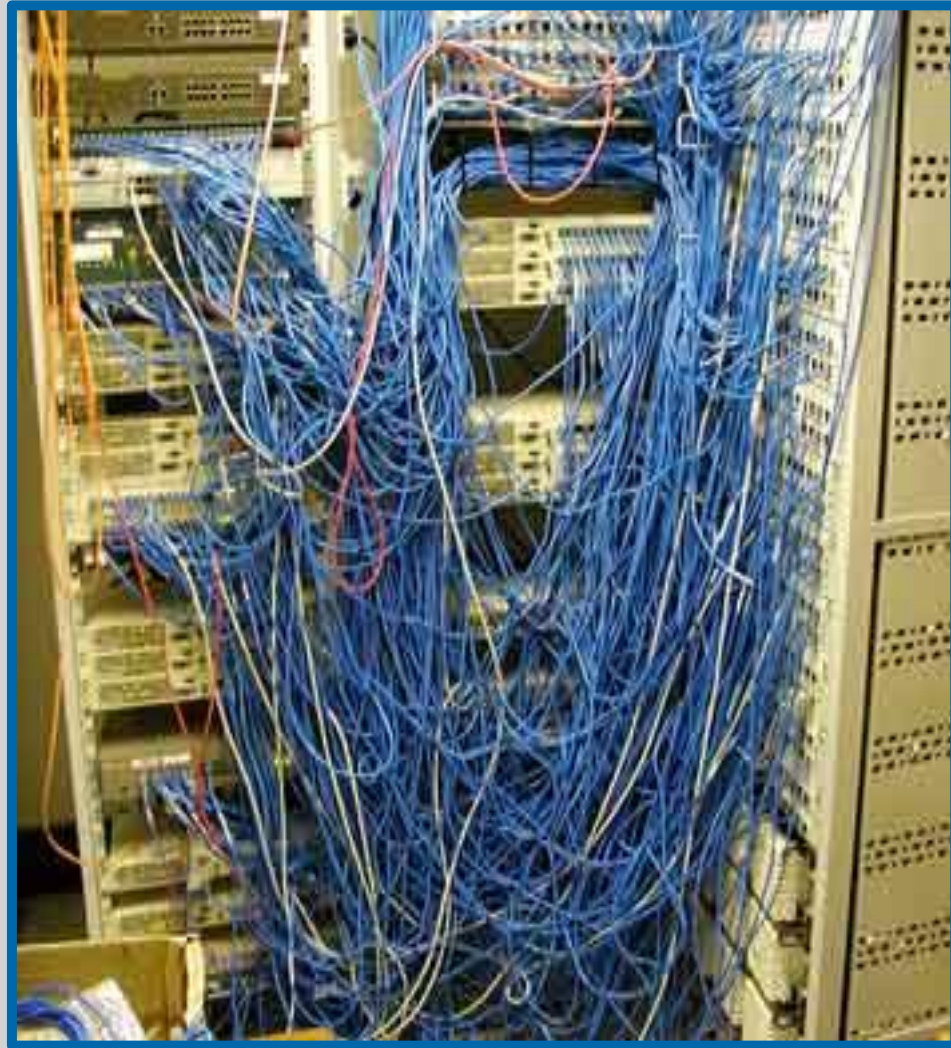
Starting April 1– Dec 31 2014

QUICKSTART DATA CENTER NETWORK PROMOTION ELEVATOR PITCH

[CLICK HERE](#) TO LISTEN TO THE NEW 3 MINUTE QUICKSTART PROMOTION
ELEVATOR PITCH BY CALVIN CHAI, DATA CENTER MARKETING



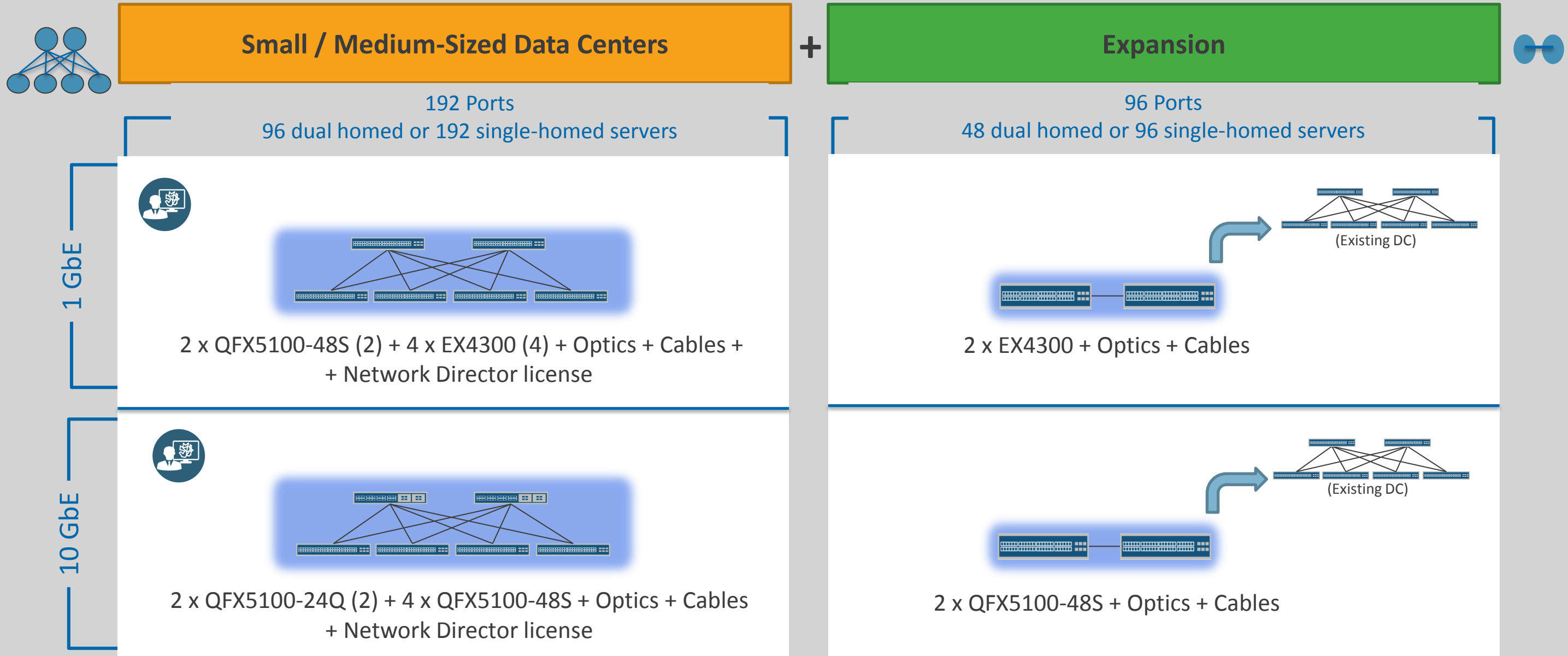
PROBLEM WE ARE TRYING TO SOLVE



- For smaller to mid-size enterprise data center customers looking for something simple, easy, and reliable
- The #1 issue is complexity:
 - Complex to order (what do I need?)
 - Complex to install
 - Complex to cable
 - Complex to configure
 - Complex to manage and operate
 - Complex to troubleshoot

WHAT IS THE QUICKSTART PROMOTION?

The QuickStart Data Center Network Promotion offers a complete kit and documentation required to simplify the ordering, deployment, and operations of a data center network. Included are all the switches, optics, cables and network management needed. Two options and expansion modules available:



PROMOTION OVERVIEW

Overview: The Juniper Networks QuickStart Data Center Network promotion delivers a fast, reliable and simple to operate data center network with a complete kit that's easy to order and deploy.

Target: New and existing data center customers looking to add 1GbE or 10GbE ports

Eligibility: All Juniper Network Advantage Elite, Select and Reseller Partners

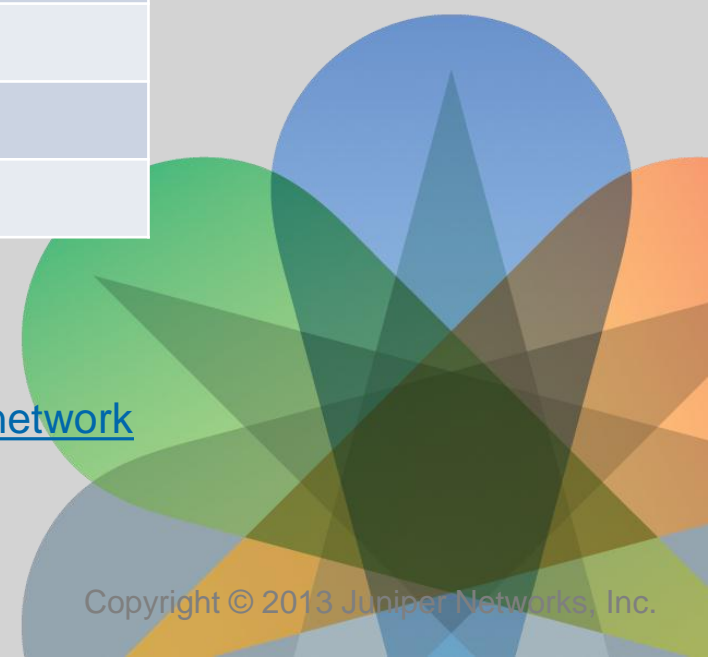
Promotion Discounts:

Solution	Description	Partner Discounts	
		Elite	Select / Reseller
1	192 Ports, 1GbE Promotion	79%	74%
2	192 Ports, 10GbE Promotion	83%	78%
3	96 Ports, 1GbE Promotion	65%	60%
4	96 Ports, 10GbE Promotion	71%	66%

NOTE: All promotions also include Junos Space Network Director at no charge

Availability: April 1 – Dec. 31, 2014

For More Information: https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network



VALUE PROPOSITION

Value Proposition for Partners

- Simplifies the offer (takes the guesswork out of what's needed to build the network)
- Validated configurations for fast, easy setup
- Drives growth in a market sweet spot with a proven solution
- Compelling promotional discounts (up to 80% off list)
- Set the stage for mid-to-long term growth with expansion and flexibility

Value Proposition for the Customer

- Fast – save time and reduce OpEx via management simplification and automation
- High reliability
 - Rich Junos features (TISSU, Insight Tech*)
 - No-downtime expansion
 - 24/7 global support team
- High performance
- Low TCO and investment protection

QUICKSTART DATA CENTER NETWORK PROMOTION RESOURCES ON PARTNER CENTER

QuickStart Data Center Network Promotion Landing Page on Partner Center:

https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network

RESOURCES	DESCRIPTION
1 New!: Elevator Pitch	New 3 minute Elevator Pitch – “Brainshark” video by Calvin Chai, DC Marketing
Promotion Bulletin	QuickStart Network Data Center Promotion Bulletin
2 Presentation Deck	Promotion overview, positioning and value proposition
3 FAQ	Promotion specific Frequently Asked Questions
Flyer	Promotion Flyer
4 New!: Virtual Chassis Fabric Bring Up Guide: Virtual Chassis Fabric - Quick Bring Up Guide New!: Virtual Chassis Fabric 1GBE Deployment Steps VCF 1GBE Deployment Steps New!: Virtual Chassis Fabric 10GBE Deployment Steps VCF 10GBE Deployment Steps	https://partner-sbs.juniper.net/docs/DOC-3823 https://partner-sbs.juniper.net/docs/DOC-3883 https://partner-sbs.juniper.net/docs/DOC-3884
New!: Data Center Sales Guide	Data center Partner Sales Guide
New!: Data Center Switching Call Out Guide	Data Center Switching Call Out Guide
New!: Virtual Chassis Fabric Whitepaper	Virtual Chassis Fabric Whitepaper

Please bookmark below mentioned links for Data Center resources on Partner Center:

•**MetaFabric Landing Page:** https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/metafabric.jsp

•**Data Center Solutions Page:** https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/cloud-ready-dc.jsp

NOTE: Please refer to top 4 key assets highlighted at a minimum

KEY RESOURCES

SALES ENABLEMENT RESOURCES

RESOURCES	URLs
<ul style="list-style-type: none"> •Video: New! 3 minute MetaFabric Elevator Pitch by Andy Ingram •Video: New! 3 minute QuickStart promotion Elevator Pitch by Calvin Chai 	<ul style="list-style-type: none"> http://www.brainshark.com/junipernetworks/vu?pi=zHlzpD9kqzCaHFz0 http://www.brainshark.com/junipernetworks/vu?pi=zFwzIA8AzCaHFz0
<ul style="list-style-type: none"> •Webinar: MetaFabric made Simple - Andy Ingram •Webinar: Data Center Switching with the new QFX5100 	<ul style="list-style-type: none"> https://www.brighttalk.com/webcast/8373/95291 https://www.brighttalk.com/webcast/8373/95291
<ul style="list-style-type: none"> •New! Data Center Switching Call Out Guide 	<ul style="list-style-type: none"> https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
<ul style="list-style-type: none"> •New! Data Center Campaign Resource Guide: 	<ul style="list-style-type: none"> https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
<ul style="list-style-type: none"> •Coming Soon! Business Decision Maker presentation: MetaFabric 1.0 BDM presentation 	<ul style="list-style-type: none"> https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
<ul style="list-style-type: none"> •New! : QuickStart Promotion Resources: QuickStart 	<ul style="list-style-type: none"> https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
<ul style="list-style-type: none"> •Pit Stop: Introducing the MetaFabric Architecture •Pit Stop: QFX5100 - A Nimble Switch For the Application Driven Data Center •Pit Stop: Using MetaFabric to beat Cisco 	<ul style="list-style-type: none"> https://learningportal.juniper.net/juniper/user_activity_info.aspx?id=8268 https://learningportal.juniper.net/juniper/user_activity_info.aspx?id=8247 https://learningportal.juniper.net/juniper/user_activity_info.aspx?id=7188
<ul style="list-style-type: none"> •Customer Presentation: MetaFabric Architecture •Customer Presentation: QFX5100 	<ul style="list-style-type: none"> https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/metafabric.jsp https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/metafabric.jsp
<ul style="list-style-type: none"> •BattleCard: Enterprise Data Center BattleCard •BattleCard: QFX5100 BattleCard 	<ul style="list-style-type: none"> https://www.juniper.net/partners/partner_center/assets/other/enterprise_dc_battle_card.pdf https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/metafabric.jsp
<ul style="list-style-type: none"> •Partner Sales Guide: DC Partner Sales Guide 	<ul style="list-style-type: none"> https://partner-sbs.juniper.net/docs/DOC-3774
<ul style="list-style-type: none"> •FAQ: MetaFabric •FAQ: QFX5100 	<ul style="list-style-type: none"> https://www.juniper.net/partners/partner_center/assets/other/metafabric_sales_faq.pdf https://www.juniper.net/partners/partner_center/assets/faq/qfx5100-faq.pdf

Please bookmark below mentioned links for Data Center resources on Partner Center:

- Data Center Solutions Landing Page:** https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/cloud-ready-dc.jsp
- QuickStart Data Center Promotion Landing Page:** https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
- Partner Professional Services:** https://www.juniper.net/partners/partner_center/common/customer_service/

NOTE: Please refer to Top 4 key assets highlighted at a minimum

TECHNICAL ENABLEMENT RESOURCES

RESOURCES

URLs

1	<ul style="list-style-type: none"> •Webinar: MetaFabric made Simple - Andy Ingram •Webinar: Data Center Switching with the new QFX5100 	https://www.brighttalk.com/webcast/8373/95291 https://www.brighttalk.com/webcast/8373/95291
2	<p>Coming Soon! Technical Decision Maker Presentation: MetaFabric 1.0 TDM Presentation</p> <p>Technical Presentation: QFX5100 Technical Presentation</p>	https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/metafabric.jsp
3	<p>New! Solution Briefs: MetaFabric Solution Brief</p>	http://www.juniper.net/us/en/local/pdf/solutionbriefs/3510495-en.pdf
4	<p>New! Reference Architecture: MetaFabric 1.0 Reference Architecture</p>	http://www.juniper.net/us/en/local/pdf/reference-architectures/8030012-en.pdf
5	<p>New! Design and implementation Guide: MetaFabric 1.0 Design and Implementation Guide</p>	http://www.juniper.net/us/en/local/pdf/design-guides/8020020-en.pdf
	<p>New! Virtual Chassis Fabric Bring Up Guide: Virtual Chassis Fabric - Quick Bring Up Guide</p> <p>New! Virtual Chassis Fabric 1GBE Deployment Steps VCF 1GBE Deployment Steps</p> <p>New! Virtual Chassis Fabric 10GBE Deployment Steps VCF 10GBE Deployment Steps</p>	https://partner-sbs.juniper.net/docs/DOC-3823 https://partner-sbs.juniper.net/docs/DOC-3883 https://partner-sbs.juniper.net/docs/DOC-3884
	<p>New! Whitepaper: Virtual Chassis Fabric Technology</p>	https://partner-sbs.juniper.net/docs/DOC-3822
	<p>•SE Tech Talk: Introducing the QFX5100</p> <p>•SE Tech Talk: QFX5100 - A Nimble Switch For the Application Driven Data Center</p>	https://learningportal.juniper.net/juniper/user_activity_info.aspx?id=8256 https://learningportal.juniper.net/juniper/user_activity_info.aspx?id=8259
	<p>•Whitepaper: Juniper Networks MetaFabric Architecture</p>	http://www.juniper.net/us/en/local/pdf/whitepapers/2000539-en.pdf
	<p>•FAQ: MetaFabric</p> <p>•FAQ: QFX5100</p>	https://www.juniper.net/partners/partner_center/assets/other/metafabric_sales_faq.pdf https://www.juniper.net/partners/partner_center/assets/faq/qfx5100-faq.pdf
	<p>•Partner Professional Services</p>	<p>•https://www.juniper.net/partners/partner_center/common/customer_service/</p>

Please bookmark below mentioned links for Data Center resources on Partner Center:

- Data Center Solutions Landing Page:** https://www.juniper.net/partners/partner_center/solutions/enterprise-solutions/cloud-ready-dc.jsp
- QuickStart Data Center Promotion Landing Page:** https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network
- Partner Professional Services:** https://www.juniper.net/partners/partner_center/common/customer_service/

NOTE: Please refer to Top 5 key assets highlighted at a minimum

TRAINING AND CURRICULUM

Sales Accreditation	Objective	Audience	Desired Outcome	URL
Cloud Ready Data Center Sales Accreditation Curriculum	Impart basic knowledge to the Juniper partner base on the Data Center message, the customer problems it solves, Juniper differentiators, the partner benefits, and basic prospecting questions to uncover Data Center opportunities	Partner Sales and Juniper PAM	<ul style="list-style-type: none"> Partner clearly understands and can articulate the Data Center message. Partner can prospect Data Center opportunities. Motivate partner to take the Technical Accreditation for Build the Data Center Value in the business plans/marketing campaigns 	http://jpartnertraining.juniper.net/index.php?page=my_juniper_learning&action=my_curriculum&accreditation_id=7

Technical Accreditation	Objective	Audience	Desired Outcome	URL
Cloud Ready Data Center Technical Accreditation Curriculum	Deep technical knowledge on products that make up a Data Center domain, how the products come together, specific topographies and use cases	Partner Technical, Juniper Partner SEs	<ul style="list-style-type: none"> Architect a Juniper Data Center Network Architect Data Center Solutions – QFabric, QFX, vGW, SRX 	http://jpartnertraining.juniper.net/index.php?page=my_juniper_learning&action=my_curriculum&accreditation_id=2

Technical Accreditation	Objective	Audience	Desired Outcome	URL
Juniper's Champion Program	The Champion Program enables the Juniper Partner technical community to develop expertise in Juniper products, technologies, and domains in order to effectively position Juniper solutions in routing, switching, and security.	Partner Technical, Juniper Partner SEs	The program contains three consecutive levels- Aspiring, Innovative, and Ingenious-with increased expertise and skill required for each level.	http://jpartnertraining.juniper.net/index.php?page=learning_academy&action=champion

MARKETING AND DEMAND GENERATION

RESOURCES	URLs
1 BrightTALK: Juniper Data Center webinars and videos	https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter
2 BrightTALK: MetaFabric made simple – Andy Ingram BrightTALK: MetaFabric Architecture: Data Center Switching with QFX5100 BrightTALK: Build the Best Data Center at any scale BrightTALK: QFX5100 and Virtual Chassis Fabric Overview BrightTALK: How to simplify your Data Center with Network Automation BrightTALK: How to simplify your Data Center with Network Automation	https://www.brighttalk.com/webcast/8373/95291 https://www.brighttalk.com/webcast/8373/96097 https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter
3 CADs: Simplify the DC CAD resources – Call Blitz, Seminar in the Box, Additional Resources	https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources#data-center
4 Cloud Agility: Cloud Agility e-mail nurture stream	https://jmc.juniper.net/Orgs/Initiative.aspx?id=1195
Data Center Profiler Tool:	https://jmc.juniper.net/Orgs/Initiative.aspx?id=1285
Latest Cloud Agility Resources: Presentations, Battle Cards, Infographics, Competitive Overview, Activation Kits, Solution Briefs, Case Studies, other	https://jmc.juniper.net/Orgs/Initiative.aspx?id=1195
Email and Landing Page: QFX5100: 'A Switch with Everything' Email and Landing Page: QFX5100: 'Make No Compromises'	https://jmc.juniper.net/Orgs/InlineHTML.aspx?e=36006&r=f https://jmc.juniper.net/Orgs/InlineHTML.aspx?e=36007&r=f
New! Data Center Campaign Resource Guide:	https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network

Please bookmark below mentioned links for Data Center related Marketing resources:
<https://jmc.juniper.net/Orgs/Initiative.aspx?id=1195>
<https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter>

NOTE: Please refer to Top 4 key assets highlighted at a minimum

PROPOSED MDF INVESTMENT ELEMENTS TO DRIVE THE BUSINESS

Deliverables	Description
1 Demand Generation	<p><u>Execute At least 1 DC co-marketing or customer event per quarter</u></p> <ul style="list-style-type: none"> ▪ Simplify the DC Commercial Acceleration Days https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources ▪ Cloud Agility videos and webinars https://jmc.juniper.net/Orgs/BrightTALK.aspx?topic=datacenter ▪ Simplify the DC Call Blitz https://jmc.juniper.net/Orgs/CAD/CAD.aspx?tab=resources ▪ Cloud Agility nurture e-mail stream https://jmc.juniper.net/Orgs/Initiative.aspx?id=1195
2 Enablement	<p><u>Install Virtual Chassis Fabric POC lab and Demo gear</u></p> <p>STEP1: Refer to new Virtual Chassis Fabric Bring Up Guide for hardware requirements, configuration/demo options and provisioning https://partner-sbs.juniper.net/docs/DOC-3823</p> <p>STEP2: Leverage Demo/Lab program for aggressive discounts to purchase QFX5100 and EX4300 hardware https://partner-sbs.juniper.net/community/programs/partner_programs/demo-lab-program</p> <p>STEP3: Engage the Juniper team for assistance with installation and inviting customers for a demo https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network</p> <p>STEP4: Take advantage of the QuickStart DC Network Promotion (April 1 – Dec 31, 2014) https://partner-sbs.juniper.net/community/programs/promotions/quickstart_data_center_network</p>
3 Partner Branded Professional Services	<p><u>Execute at least one customer Assessment or QuickStart</u></p> <ul style="list-style-type: none"> • Sign up and qualify for for the JPA Partner Professional Services Program for complimentary access to Tools and other benefits for conducting assessments and QuickStarts http://www.juniper.net/us/en/products-services/services/technical-services/plan/ https://www.juniper.net/partners/partner_center/common/customer_service/

THANK YOU