

A silver laptop is open on a white desk. The screen displays the words "Sales Success" in a large, black, sans-serif font. The background behind the laptop is a blurred office setting with a bookshelf and a plant.

Sales
Success

Enterprise Sales Playbook

AI-Driven Wired and Wireless Access

Updated 10/26/2020



Introduction: How to Use this Document

This document serves as a guide for you to identify how the customer defines value, which will then guide the conversation to the *relevant* differentiation of Juniper’s solution to solve the customer’s pain points. Use this reference document to map the buyer’s journey to our sales process. It should serve as a guide for consistently communicating our differentiated value with new prospects and current customers in order to uncover new sales opportunities.

Objectives of this sales playbook:

- Provide a consistent talk track
- Understand the buying audience (**Eb, Ch, Dp**)
- Ask probing discovery questions to understand how prospects define value (**I**)
- Set trap-setting questions to shape the customers’ view of “required capabilities” (**Dc**)
- Position the Juniper story by mapping their required capabilities in context to our differentiation
- Explain “How we do it” and “How we do it better” (**Dc**)
- Prepare objection-handling to neutralize competition (**Co, Ch**)
- Deliver tangible proof points (**M**)
- Provide best practices, including guidance on qualifying in *and* qualifying out



As with any field enablement tool, this is a living document that will evolve over time. The content within this document is based on input from multiple team members across the company, please treat it with the utmost confidentiality. As always, we wish you the best of success and good selling. All feedback, positive or negative, is appreciated and welcomed.

Never Lose Alone: Asking for Support

Team	Type of Assistance
Product Marketing	<ul style="list-style-type: none"> • Customer success stories and reference studies • Latest product datasheets and solution briefs • Custom presentation content
Sales/Solution Specialists	<ul style="list-style-type: none"> • Demos for customer custom scenarios • Blueprint solution designs • First line engagement with PLM team for roadmap and features
Professional Services	<ul style="list-style-type: none"> • Accurate project scoping improves customer engagement early in the sales-cycle • Customer designs outside of 'standard' solution scope • Experience in a range of wired and wireless use-cases and global project deployments • Pre-defined SKUs and SoW, decreasing project risk and reducing time to receive the PO

Definition of the Play

Selling the AI-Driven Enterprise: Juniper Networks delivers the best-in-class Wired and Wireless LAN solution focused on driving remarkable user experiences operations. The solution is comprised of Juniper EX Switches, Access Points, and Cloud Services, all driven by Mist AI. The external descriptor for the solution that this sales play covers is “AI-Driven Wired and Wireless Access”. This sales play is tightly coupled with the complementary SD-Branch playbook, found here:

<https://juniper.highspot.com/spots/5e2719a4df369d7b478252cc>

AI (artificial intelligence): The use of data science tools including machine learning (supervised and unsupervised) and deep learning to analyze user experience to proactively identify issues, automate network optimizations and ultimately automatically correct the root cause of issues (self-driving) for wired and wireless networks.

Hunting Motion

Every account has selected a Wi-Fi and switching vendor and until they see the demo and see the difference, expect them to say “no”. Be relentless and get them to the demo of AI-Driven wired and wireless.

<p>Market Conditions and Trends</p>	<p>Every company depends on Wi-Fi - and has picked a Wi-Fi vendor.</p> <p>The biggest competition is incumbency bias - and there are 4 insertion strategies to overcome this.</p> <p>The wireless network has moved from a nice to have for guest access to the primary access method for all (voice, video, data) connections and is mission critical.</p> <p>Location services have become critical with their ability to help enterprises reduce risk as employees, students and customers return businesses during the pandemic.</p> <p>Most wired switches are still managed via CLI and also lack insight into wired experience. Existing solutions are for management, not operational efficiency. There is a big opportunity to take them into the AI and cloud era.</p>
<p>Ideal Audience (Eb, Ch)</p>	<ul style="list-style-type: none"> • C-Suite: CTO/CIO • Exec & Managers: VP IT/Director IT • Individual contributors: network managers, IT administrators • Network Operations and Helpdesk teams can be key in AI-Driven Enterprise
<p>Ideal Profile</p>	<ul style="list-style-type: none"> • Visionary: looking to transform business with new technology (e.g. AI and vBLE) and wants to shift to a cloud / IaaS model • Network is Business-Critical: customer’s business depends on reliable wired and wireless network; feeling pain from supporting legacy controller architectures lacking ease of supporting soaring numbers of devices/users/apps; struggling to find solutions to reduce risk as business resumes during the COVID-19 pandemic. • Open minded: Doesn’t blindly purchase Cisco
<p>Qualify In</p>	<ul style="list-style-type: none"> • Anyone running or planning to add Wi-Fi • Customers upgrading to Wi-Fi 6 and requiring multigig Ethernet and PoE++ • Existing Juniper EX or Mist Wi-Fi customers (have an affinity to Juniper, will have Wi-Fi from competitor) • Existing Aruba/Cisco/Extreme(Motorola,Aerohive)/Ruckus/Xirrus customers feeling pain of legacy controller architectures and want to transition to cloud management • Looking for location-based services to reduce risk when returning to work in the pandemic • Top verticals to focus on: carpeted enterprise, retail, higher education, k-12, healthcare
<p>Qualify Out</p>	<ul style="list-style-type: none"> • Brand new Wi-Fi 6 network across all locations with no expansion, and no issues • Organizations/countries that prohibit any use of cloud (no SFDC, etc.) → position Juniper EX without Wired Assurance • Stadium “seating bowl” and citywide opportunities (suite and retail areas are ok; bowls are too SE/PS intensive to justify investment in design and deployment resources at this time)

Positive Business Outcomes (PBO)

- Why do anything, why now – Business reasons motivating the economic buyer/decision makers
- A business/industry problem from the customer’s perspective (would exist without Juniper)
- Affects Revenue, Cost, Risk

Business Outcomes	Description
Refresh Old Network	<ul style="list-style-type: none"> • Hardware approaching end of life/support or nearing next generation of technology (Wi-Fi 6, multigig, PoE, etc.) • Transition from traditional on-premises solutions to cloud architectures for speed & resiliency • Typical refresh cycle 4-7 years • Example: One of our Fortune 10 customers refreshes 20% of the network each year
Remediate Access Network Problems	<ul style="list-style-type: none"> • Resolve network reliability and client experience issues by providing IT visibility into business impacting issues • Leverage AI to identify and remediate access switching configuration errors • Example: GAP store operations impacted by undefined issues, 24000 Meraki APs replaced with Juniper to gain visibility and AI based root cause analysis • Example: Walmart was facing poor instore performance and visibility across the network and was unable to identify configuration and firmware issues across wired and wireless; moved to Juniper wired and wireless solution for refreshes
Better User/Client/Device Experiences	<ul style="list-style-type: none"> • Up is not the same as good—experience is the new uptime • Minimize downtime by using AI to monitor deviations from standard baseline and enable seamless software updates without meticulous planning • Automate switching (Day 0 to Day 365) to reduce errors and simplify management/deployment • Example: Google was an Aruba shop, moved to us for all new builds based on current architecture vs 2003 architecture.
Deliver Innovative Location Services	<ul style="list-style-type: none"> • Transform experiences for your employees, guests and/or customers through a unified application, network and location solution • Implement indoor wayfinding to navigate to meeting rooms, to find departments in a large facility, or to locate resources • Implement location-based notifications: greet new students to campus, drive shopper behavior with context-sensitive offers, alert staff of an event • Help reduce risk through contact tracing, user journey mapping and hot zone alerting as businesses resume operations during the COVID-19 pandemic
Drive a culture of AIOps	<ul style="list-style-type: none"> • Simplify network operations and streamline troubleshooting • Achieve a self-driving network by proactively resolving issues and accelerating time to resolution • Example: Netflix was encouraged to take risks to find a solution that could make a “network at the speed of Netflix.” They valued the agility and rapid troubleshooting of our solution.

Defensible Differentiators

Differentiator	Enabling Capability
<p>Client Visibility and Service Level Expectations (SLEs) for Wired and Wireless</p>	<ul style="list-style-type: none"> • Real-time and event-driven per client state metrics (150+) deliver SLE for wireless • Only vendor with wired SLEs based on data pulled from rich Junos telemetry • Proactive anomaly detection and event correlation across wired, wireless • Global Big Data cloud architecture for trending and insight into experience
<p>Marvis VNA driven by Mist AI for the Self-Driving Network™</p>	<ul style="list-style-type: none"> • Richest data science toolbox (3rd generation of algorithms, 6+ years of continuous learning) in industry with 95%+ efficacy • Integrated AI engine eliminates need for overlay hardware, sensors, software • AI-driven actions with self-driving capabilities to identify & resolve issues proactively • A conversational interface that understands user intent and goals in natural language
<p>Modern Cloud for Wired, Wireless and WAN</p>	<ul style="list-style-type: none"> • Microservices cloud brings agility for wired and wireless LANs with weekly updates • Distributed software architecture enables elastic scale and resiliency • Scalable cloud eliminates need for brittle, monolithic on-premises controllers
<p>Simplicity Through End to End Automation</p>	<ul style="list-style-type: none"> • Open APIs for 3rd party integrations e.g. ServiceNow, Splunk ,etc. • Converged and programmable Wi-Fi, BLE, IoT and wired in single AP and cloud • Patented virtual Bluetooth LE enables programmable location use cases • NRE Labs to enable customers to share automation best practices and tools • 100% programmable with open SDK and ecosystem • Single click activation and auto-provisioning (color/colorless ports) for true plug and play

Positive Business Outcomes (PBOs)

Stage 0: Prospect

Stage 1: Qualify

Pre-pipe	Assets: LinkedIn script Email script Call script Gold Deck
Positive Business Outcomes (I)	<p>↑ Revenue:</p> <ul style="list-style-type: none"> Stable, reliable wired & wireless network is critical to business success, accelerating business operations and maintaining continuity Add value to business with personalized location services <p>↓ Cost:</p> <ul style="list-style-type: none"> Employees are more efficient/productive when networks “just work” Faster root cause identification and remediation (across wired/wireless/device), including some issues that are fully self-driving and Marvis will proactively remediate with zero IT involvement Eliminate truck rolls with ZTP-ready hardware and capture packet traces (after an event occurs) Proactive help desk (e.g. RMAs) Simplify automation of time-consuming tasks with AI and complete APIs <p>↓ Risk:</p> <ul style="list-style-type: none"> Move away from brittle WLAN controllers that are riddled with bugs and slow to upgrade due to the requirement of scheduled downtimes Minimize human errors, using global templates and port profiles to streamline bulk rollouts Proactively identify and resolve issues with AI (e.g. headless devices such as robots) Enable contact tracing, hot zone alerting for areas exceeding density guidelines and understand high traffic areas to inform cleaners of areas to sanitize during the pandemic
Negative Consequences of do Nothing (I)	<ul style="list-style-type: none"> Traditional WLAN solutions are 10+ yrs old - unable to keep pace with soaring users/devices/data. They were designed before the cloud era. Traditional LAN solutions are cumbersome to deploy/operate, creating additional cost and headaches. They were built for management, not operational efficiency. Users are more demanding and vocal about bad wireless – this can tarnish a brand LOB will deploy their own solution (e.g. battery beacons) for location if IT doesn’t deliver a better alternative Increasing technical debt riddled with complexity
Compelling Event Triggers (I)	<ul style="list-style-type: none"> WLANs typically require refresh every 4 to 7 years Wi-Fi 6 (802.11ax) is commonly available now with over 225 Wi-Fi certified clients (Aug 2020) Newer APs support 802.3bz/multigig which is driving refresh of access switches Network is the last area of IT to move to cloud Apple and Android announced support for 1 standard for indoor location – Bluetooth LE User safety to support business continuity

<p>Follow-Up</p>	<p>Assets: Gold Deck Demo Wired & Wireless Wednesday Demo AI-Driven Enterprise Demo</p>
<p>Discovery Questions (T-E-D)</p>	<p>Networking</p> <ol style="list-style-type: none"> 1. What is your current WLAN (Cisco, Meraki, Aruba Controller, Aruba Central, Other controller)? 2. How many APs are in the network now, and when fully deployed? What generation are most of the APs (.11n, .11acw1, .11acw2)? What is your refresh/migration plans to Wi-Fi 6? 3. How do you know when a user is unhappy? How do you know if a guest is unable to connect? 4. How do you react to a typical trouble case, and who does it? 5. What do you like most and least about the current system? What issues do you have? 6. Who is your current access switching vendor (Cisco, Aruba/HPE, Extreme, etc.) and what challenges do you face with your infrastructure today? 7. Does your access switching infrastructure support 802.3bz (multigig Ethernet) and 802.3bt (PoE++) to enable you to migrate your wireless to Wi-Fi 6? 8. What is your existing cable plant like, and can it support multigig (802.3bz) with Cat 5e or Cat 6 cabling? 9. How much time are you spending troubleshooting Wi-Fi problems? 10. When your vendor has fixes/updates, what is involved in upgrading your controllers due to their brittle nature and potential risk of network outages? 11. Are you able to identify and root cause problems rapidly? When there are system bugs, are they resolved rapidly? Any roaming issues? Coverage issues? How do you know? 12. How long does it take to upgrade your WLAN controllers? How do you schedule it? 13. How are you looking to shift some of your infrastructure spending from CapEx to OpEx and leverage cloud solutions in your business, particularly management functions? 14. Can you share with me do you have a guest or employee facing application (and therefore require assurance that Wi-Fi works as needed)? 15. Can you explain how you verify that your wired and wireless networks are performing for users today? 16. How are you proactively alerted when there are anomalies or issues? Is your current system able to resolve any of these issues automatically through “self-driving network” capabilities? 17. Tell me how many end-user opened help desk tickets does your IT team handle on a monthly basis and would you like to shift to be more proactive and have your infrastructure proactively identify and help you resolve these before users even have a chance to report them? 18. Can you explain how you troubleshoot and resolve Wi-Fi issues quickly for your users today and how would you like to change this to speed up resolution? 19. Tell me how you configure and manage your wired switches today (GUI, CLI, API, automation). Would you like to leverage automation in future to streamline and reduce errors? 20. Do you have CCIE’s on staff? How do you ensure your IT team is trained to troubleshoot complex wired and Wi-Fi issues? 21. Does your business have an initiative to leverage Artificial Intelligence (AI) in 2020 and beyond to accelerate your business and stay ahead of your competitors? Can you share your current and planned projects and are you aware of how we can help your IT team here? <p>Location</p> <ol style="list-style-type: none"> 22. How do you perform contact tracing today in order to alerting employees who are at-risk of potential exposure during the pandemic? 23. How do you identify when and where employees or customers are gathering in higher densities than your corporate policy approves for reducing risk of COVID-19 transmission?

Defensible Differentiators

Stage 2: Customize | Gain Agreement on Requirements

<p>Required Capabilities</p>	<ul style="list-style-type: none"> • Solution that scales from small to the largest enterprise/campus. • An AI engine that spans the network infrastructure to simplify operations with AIOps • Advanced troubleshooting and automation tools on your access switches and Wi-Fi. • Consistent interface and automation capabilities for all of your switching, routing and security devices. • Insights into network usage, device performance and issues with proactive corrections of issues.
<p>Metrics (M)</p>	<ul style="list-style-type: none"> • Reduce the time to deploy a retail branch from 2 days to 2 hours (a top 3 mobile operator). • Reduce the number of Wi-Fi issues in the network by over 60% (Archdiocese of Brisbane). • Reduce the number of end-user opened trouble tickets by 90% with AI and SLE (ServiceNow). • Reduce the time to install/configure an Access Point by 1 hour per AP (saving 2 FTE for a 6,000 AP deployment) by leveraging the cloud and automation across Mist and EX (Dartmouth). • Virtual Chassis (VC) on the EX switches can reduce the number of managed devices by up to 90%. VC combines up to 10 switches, managed as one. • Leverage the Value Calculator to provide customer with a report showing metrics for the benefits of moving to Juniper driven by Mist AI. Customer-Facing Basic Calculator Internal Advanced Calculator
<p>Trap-Setting Questions (General)</p>	<p>Wireless:</p> <ul style="list-style-type: none"> • How do you know your users are having a good Wi-Fi experience? How do you quantify it? • How long did it take you to update your network to fix the WPA2 KRACK problem? • How do you currently automate network deployments and user policy? • How do you capture wireless and wired packet traces in order to troubleshoot issues? • How often do you need to send someone onsite and get users to reproduce issue? • When there is a hardware issue, how long does it take and what is the process for resolving this through their support/TAC processes? <p>Wired:</p> <ul style="list-style-type: none"> • How do other systems reliably detect and find missing VLANs? • How do other systems reliably detect bad ethernet cables? • How do other systems find ports where auto speed negotiation has failed to deliver the highest speed? • How do other systems reliably detect under powered POE ports?
<p>Trap-Setting (Cisco)</p>	<ul style="list-style-type: none"> • What happens at the end of your 3-year Cisco DNA license term? Can you lock the rate in for a longer length of time and does the next iteration of hardware come with the discount they are offering now? • If you're not ready to make the transition to SD-Access what's the interim solution from Cisco? What are your options if you choose to discontinue the DNA license and Hardware? • Most environments are in some way multi-vendor, how does DNA Center and SD-Access perform in a mixed environment? What are the additional costs or devices to manage as part of DNAC? • What are the segmentation architecture requirements regarding the use of proprietary tags and complex underlay and overlay networks? • How do you maintain and host control software with expensive servers? • How will you migrate to Cisco Meraki if DNA is discontinued? Will you replace all of your APs?

Trap-Setting Questions (HP/Aruba)

- Customers leverage virtual chassis to extend stacking outside of the wiring closet for operational simplicity, how does Aruba simplify operations?
- Power requirements of devices are increasing to 90 Watts in some instances, what is your plan to support these devices?
- How would you like to minimize the number of appliances, servers and cloud management platforms?
- Are you torn between gateways/controllers and cloud due to their lack of feature parity across the Aruba platforms?
- Have you asked Aruba to show you how they are leveraging AI in their products today and to share real benefits their customers are seeing from AI?

Stage 2: Customize | Why Juniper is the Best Fit

How We Do it (Dc | Solution – Sales & SEs)

Assets: [Gold Deck](#) | [Gold Deck Training](#)

Solution

- Microservices-based, AI-driven cloud management platform for wired and wireless
- Enterprise-grade Access Points with integrated Wi-Fi, Virtualized Bluetooth LE, IoT (sensors and I/O) supporting Wi-Fi 6 and 802.11ac Wave 2
- Complete Juniper EX Switch Series for access and aggregation
- Wi-Fi Assurance and Wired Assurance deliver a SLE framework to give insight into user/device/IoT experience and to proactively identify and resolve issues
- Marvis VNA, driven by Mist AI incorporates NLP and NLU to realize the Self-Driving Network™ by turning insights into actions for streamlined support
- Patented Virtual Bluetooth LE (vBLE) technology delivers value LOBs by enabling location-based services that improves user experience, helps one understand and optimize business operations and drives up revenue by engaging customers
- Premium Analytics, when combined with vBLE, enables proximity tracing features (contact tracing, user journey mapping, hot zone alerting) without the need to deploy overlay battery-powered beacons.

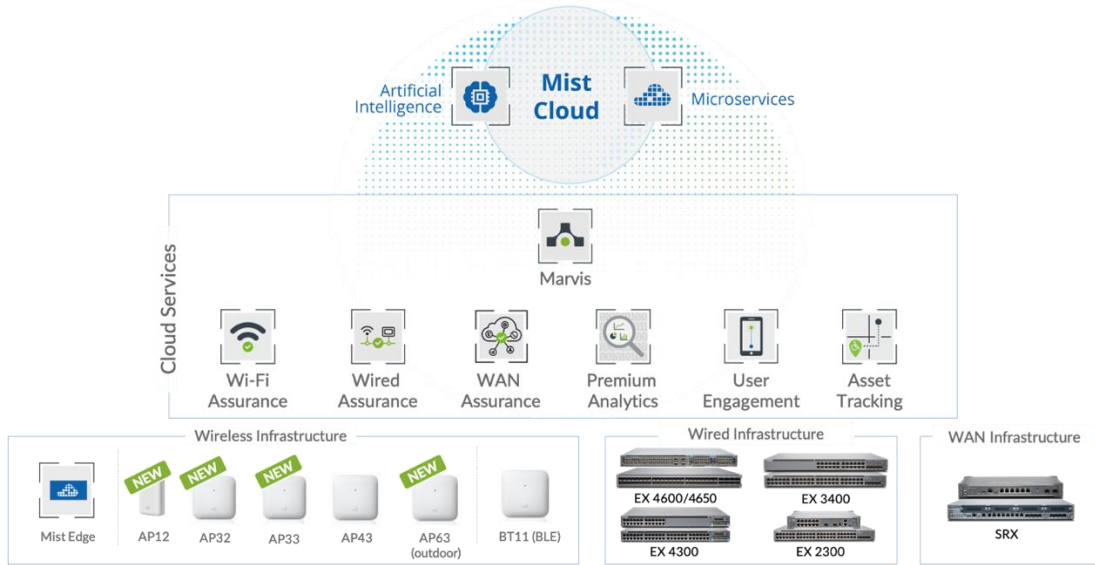
Service Delivery

- AI-driven support to shift customer success towards a proactive and self-healing model
- Mist Master Certification Program and JNCIS-MistAI certification to educate customers and partners on how to deploy and manage
- Global deployment presence that understands each unique global requirement
- Global support centers around the globe enable rapid response for our customers

Assets: [Wired & Wired Wednesday Deck](#) | [Mist Master Certification](#) | [Cisco Campus Competitive Battlecard](#) | [Aruba-HPE Competitive Campus Battlecard](#) | [Cisco DNA Battlecard](#) | [Aruba Wireless Battlecard](#) | [Campus Competitive Summary](#) | [Wired and Wireless Comparison Guide](#)

Product/Architecture

- Unique Service Level Expectations for Site-, Org- and Client-Level visibility into experience
 - Rich wireless telemetry with over 150 states per client device in real time to proactively identify unhappy users on Wi-Fi
 - Rich wired telemetry and switch-/port-level state information from Juniper EX with Junos
 - Track connection experience for IoT and other wired devices
 - Big Data cloud architecture that can collect this information in real time.
 - Anomaly detection and Event correlation across wired/wireless/device/security domains
 - Set, monitor, and enforce customized Service Level Expectations (SLEs) to maximize user experience
 - Global cloud instance provides more visibility/data inputs for local and global trending analysis
- Marvis VNA driven by Mist AI
 - The first and only virtual network assistant for IT teams
 - Purpose built AI that’s been learning for over 6+ years, not bolted on because of hype
 - Marvis Actions framework with self-driving capabilities to proactively determine root cause and remediate issues without user intervention. It then validates that corrective actions were taken
 - Integrated AI engine that eliminates overlay hardware, sensors, and software
 - Richest data science toolbox in the industry which has proven efficacy over 95% with its 3rd generation algorithms
- Modern Cloud
 - Microservices cloud architecture enables much higher availability than “on prem”, customer-maintained controllers
 - Hitless weekly software updates (Netflix experience) continually improve vs periodic network wide outages to upgrade legacy controller
 - 100% programmable
 - Distributed software architecture (scale/resiliency)
 - Global footprint with multiple cloud instance POPs for redundancy and regulatory needs
- Complete APIs and Robust OS
 - Dashboard architected API-first where 100% of functions are available through API
 - Single and feature-rich Junos platform across wired portfolio for consistency
 - Converged Wi-Fi, BLE, IoT access points that enable a rich set of use cases to be delivered through API integrations (e.g. location-based door locks, sensor fusion with motion/IR sensors)
 - Rich technology partner ecosystem with a growing number of integrations
- Service delivery, deployment, and post-deployment support
 - AI-driven help desk & support that simplifies ongoing IT Ops from Day 0 to 365+, eliminating the burden of legacy support models
 - Single click activation with auto-provisioning and management of APs and switches
 - Online Mist Master Certification program to enable customers and partners to self-train
 - Quick Start global deployments to accelerate time to value
 - No dependency on third-party support due to IP ownership
 - Fully enabled global enterprise support centers
 - Centralized management reduces new site deployment from days to minutes



Stage 2: Customize | Defensibility

<p>Proof Points (M Reports)</p>	<p>External Analyst Reports/Studies</p> <ul style="list-style-type: none"> • Gartner: Visionary in 2019 Gartner Magic Quadrant for Wired & Wireless Access Infrastructure • Gartner: #1 Wireless, #2 Wired in critical capabilities in 2019 Gartner Critical Capabilities for Wired & Wireless Access Infrastructure • Gartner: Furthest in completeness of vision for Indoor Location Services, 2020. • Gartner: Peer Insights Customers' Choice 2020
<p>Proof Points (M Education)</p>	<p>Customer References/Case Studies</p> <ul style="list-style-type: none"> • Dartmouth College: A top Ivy League college, birthplace of AI in the 50's Problem: Were having issues with network connectivity and spending too much time troubleshooting. Solution: 4000+ AP's, Juniper EX+QFX Result: Sped up helpdesk RCA and resolution of problems with Marvis. Automation saved 4000 hours (2 FTE) in upgrading network. Testimonial Internal Video • UT Dallas: Leading research-based university with 30k+ students Problem: Wi-Fi was having performance issues and wired network lacked reliability and was error-prone with manual config. Solution: Juniper Wi-Fi 6 APs and EX/QFX/MX Result: Boosted user experience with AI and Wi-Fi 6. Improved wired network reliability with Juniper IP fabric. Simplified IT Ops with automation. Leveraged Marvis to proactively resolve network issues. Webinar • Ashland School District: OR-based K-12 district with 8 locations. Problem: Aruba controller architecture was rigid, so network upgrades were infrequent Solution: Full wired & wireless stack with Wi-Fi/Wired Assurance and Marvis. Only requires one person to manage entire campus network. Case Study

Proof Points
(M | Retail)

- **The Gap:** Top 3 global retailer with footprint of 3700+ stores | **Problem:** Store checkout volume reduced due to network issues. Troubleshooting & RCA was difficult without onsite IT. Unable to determine user experience. | **Solution:** Mist APs across national store network and Juniper MX routers. | **Result:** Improved user experience in-store. Accelerated checkout processing by 300%. Reduced store visits by IT for troubleshooting by 85%. Identifying network anomalies proactively. | [Case Study](#), [Testimonial](#), [Internal Video](#)
- **Walmart:** Fortune 1 retail company | **Problem:** Associates, customers were having poor network experience. Operating massive network was too complex and time-consuming with legacy architectures. Lacked customer engagement and analytics to drive business. | **Solution:** Replaced Cisco Wi-Fi in 20% of network in first year phase with Juniper APs. Starting initial rollout of BLE services and EX switches in several stores. | **Result:** Network user experience has been improved. Marvis Actions has already identified configuration issues in Cisco switches that were unknown to the customer. Onboarded EX switches with ZTP and applied configs via global and site templates via Wired Assurance| Private Reference Only. [3 part AI Ops webinar](#)

Proof Points
(M | Enterprise)

- **Amazon:** Top e-tailer | **Problem:** Unable to perform RCA on many IoT and user issues due to legacy solution. Lacked visibility into end user experience. Network was unreliable and at times caused outage of critical business operations for headless IoT devices (e.g. robots) | **Solution:** Juniper EX switches and 50k+ AP41s across distribution centers globally. | **Result:** Proactive anomaly detection and AI are speeding up problem resolution for business continuity. Guests and staff are having a more reliable network. IT Ops has been simplified and improved reliability with automation. | [Internal Video](#) | Private Reference Only
- **T-Mobile:** a top 3 US mobile operator with HQ and 2400+ retail stores | **Problem:** Auto RF (RRM) didn't work well and had to allocate static channels. Had connectivity/performance issues in their HQ and 2400+ stores | **Solution:** 600 (of planned 3000) Mist AP in HQ, 10k+ Mist AP in retail stores. Founding customer for Mist AI RRM. | **Result:** "Mist is the fastest IT rollout of any technology in our history with over 2400 stores deployed in <5 months." Accelerated troubleshooting with Marvis and Dynamic PCAP to eliminate truck rolls. | Private Reference Only
- **ServiceNow:** Delivers a cloud computing platform to help companies manage digital workflows for enterprise operations. It covers 6K+ enterprise customers including 80% of the Fortune 500. | **Problem:** Legacy vendor resulted in poor user ratings, high volume of complaints, dropped called and user connectivity issues. Confidence of IT team was low. | **Solution:** Deployed APs and cloud services across 30+ campuses in 10+ countries. Resulted in 90%+ reduction in user-opened support tickets (down to single digits). We have also since integrated our vBLE and Premium Analytics with Service Now's contact tracing application. | [Enterprise Summit Chat](#)
- **Alaska Airlines:** Prominent west coast airline ranked the best airline in America. | **Problem:** Customer looking to upgrade infrastructure to a more open solution and not ready to pay the price of SD-Access technologies. | **Solution:** Deployed SRX345, EX2300/3400/4300 for 2 Airline hubs (LAX and ANC), Alaska Airlines HQ and 5 remote sites including storage facilities and hangers.

Proof Points
(M | Healthcare)

- **Orlando VA Medical Center:** Top 1.2M sq. ft. hospital in nation's largest healthcare system serving 400k+ veterans annually. | **Problem:** Many visitors and patients were having Wi-Fi issues. Large facility was difficult for patients, visitors and staff to navigate and locate medical assets. | **Solution:** Deployed 2500+ AP41 for Bluetooth LE location services (navigation, notifications, asset tracking) and guest Wi-Fi. Integrated their IoT door locks with Mist IoT control port to secure patients. | [Webinar](#)
- **CERN:** The European Organization for Nuclear Research or (Conseil Européen pour la Recherche Nucléaire) is advancing the boundaries of human knowledge through breakthrough research in fundamental physics. | **Problem:** Experimental testing of particle physics requires massive amounts of data be collected instantaneously i.e. terabits of data per second are collected during this research that is not possible with their current network structure. **Solution:** Delivered a resilient network to support analysis of petabytes of particle physics data while enabling a programmable network for increased flexibility and simpler operations. The customer required automated configuration and management of 4400 routers and switches. | [Customer Story](#)

Proof Points
(M | Financial
Services

- **Synechron Technologies:** | Synechron Technologies, a fintech-focused digital consulting firm, rocketed into the financial services market in 2001 and has been a trailblazer for digital transformation. | Problem: Invest in state-of-the-art technology to increase workforce productivity and grow the business from \$500 million in annual revenue to \$1 billion | Solution: Synechron relies on Juniper switching around the world. Client service offices and delivery centers in India, Hong Kong, Europe, and the U.S. use Juniper for data center and campus switching. QFX5110 Switches serve as the data center network core, with the Juniper Networks EX4600 Ethernet Switch serving as aggregation devices. EX Series Ethernet Switches, including the EX3400 and EX2300, are used in enterprise campus and branch environments. Using Virtual Chassis technology, individual EX Series switches are interconnected to create a single, logical unit, simplifying configuration and management. By running the Juniper Networks Junos® operating system, the switches improve the overall reliability, security, and flexibility of the network. In addition, Junos OS facilitates automated network operations, which further enhances operational efficiency. | [Customer Story](#)
- **National Australia Bank:** One of the four largest financial institutions in Australia. | Problem: Legacy Cisco network for wired and wireless lacked visibility and ease of troubleshooting support. | **Solution:** A cloud based architecture with Juniper EX and APs for its campus locations. | Private Reference Only

Stage 2: Customize | Objection Handling

Objection
Handling
(General)

I am happy with current vendor:

- Most customers are reasonably happy with their incumbent vendor. The reality is they don't know what they are missing.
- Hence there are 4 insertion strategies. Refresh is what most customers naturally believe is the only insertion option. In reality we didn't refresh the 25000 APs at Google. However net new buildings have been deployed with Juniper. So, ask them to listen to the pitch without prejudice, and we can establish if there is value.
- Get to a demo as quickly as you can. Almost all customers are intrigued and start considering for expansion use cases.
- Offer a paid or free POC.

My current vendor is not great, but is good enough

- Identify the pain points that are slightly bothering them.
- Our demo can demonstrate answers to most pain points.

Vendor X also says they have AI

- Fundamentally most vendors lack the architecture for AI. Can they show you real AI? [We do.](#)
- Why are they peddling two architectures to every customer? Customers has a large campus they need controllers
- If they want to go to the branches, they ask customers to choose a different architecture.
- How can they bring all the data together in one place?

I am not looking for fancy AI stuff, basic stuff is good enough

- While you likely have a flat IT budget, the numbers of devices connecting to your network continues to soar, so you need to leverage advanced AI capabilities in order to keep up and shift your focus to strategic projects. Your competitors are looking to leverage AI, you should lead them.

I am not convinced Cloud is right for our organization

- Have you moved any business applications to the Cloud? Why haven't you moved your network operations? Companies of all sizes, all the way up to 4 of the Fortune 10 have shifted to the Cloud to drive their business towards success.

I just did a refresh last year

Objection Handling (Cisco)

- With continuously evolving Wi-Fi standards you should always be looking at your network plans to adapt to new and increasing numbers of devices. Additionally, if you are spending too much time troubleshooting issues and maintaining the network it may justify you to switch sooner rather than later. In fact several of our customers had just rolled out a new Wi-Fi network and ran a POC in their most troublesome area and found that the time/cost savings justified an early refresh.

We are currently busy with other projects—this is not a high priority right now

- If you are spending too much time on troubleshooting issues and maintaining the network, it will likely justify prioritizing this project so that you can free up time for strategic projects by leveraging AI to simplify network operations.

The Mist acquisition will require time to integrate and companies should validate global sales and support resources are able to support the entire access layer.

- Mist employees have been integrated and are collaborating with peers since the close of the acquisition. Additionally, relative to sales and support the sales teams have been cross trained on the Mist portfolio globally with more than 90% of sales and engineering teams having completed this training and sales enablement.
- The Juniper portfolio is being “Mist-ified” beyond wireless to wired/security and WAN.

The wired-wireless integration of Mist and Juniper features and functionality should be thoroughly tested to validate the functionality and differentiation needed for business decisions and automation can be delivered

- Since Nov 2019 we’ve seen great interest and traction with Wired Assurance. Once you go through a demo or POC, customers understand how we deliver better insights and improve user experiences. We’ve continued to invest in wired & wireless, with new major features in Wired Assurance, such as simplified onboarding and template-based configuration models.

Juniper doesn’t appear to be committed to enterprise.

- 4 of the Fortune 10 have standardized on Juniper. The enterprise BU is at \$1.6B annual revenue. The numbers speak for themselves. Beyond that, we have a unique vision that leverages a strong foundation in the era of the AI-driven enterprise. The Mist acquisition started with wireless, quickly expanded to wired, security and WAN.

Wi-Fi and BLE location services do not address all location requirements in targeted vertical markets. Clients must document the cross-functional requirements for the entire enterprise and, if needed, deploy platform-based location service vendors to prevent having to implement multiple vendors or overlay solutions.

- Gartner positions Juniper (Mist) as Furthest in Completeness of Vision across all vendors (furthest vendor to the right) in the 2020 Magic Quadrant (MQ) for Indoor Location Services, Global. [Rapid Response](#)
- Given the highly vertical-specific applications that benefit from location services, vendors such as Juniper (and all of our competitors) need to work with application, analytics, and mapping partners in order to deliver location-based business applications so this is not a weakness specific to us.

We are happy with Meraki, why would I move to Juniper?

- Many Meraki customers are moving to Juniper to build the network of the next decade. Refer to the [Mist vs. Meraki on-demand webinar](#) as well as the [Gap public case study](#) which was Meraki’s largest customer who has moved to Juniper.

<p>Objection Handling (HPE/Aruba)</p>	<p>Aruba has far more data points/inputs than our AI engine due to our much larger install base</p> <ul style="list-style-type: none"> - Aruba's NetInsight AI is very limited in scope, only focusing on a few Wi-Fi optimizations. - Their AI requires complex and costly Data Collector appliances on-premises that use legacy protocols and can only collect limited, generic data which cannot deliver rich insight. - In June 2020, Aruba made a big splash around their ESP platform, which really was a blatant effort to copy our vision & message. Here's how we win against them.
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Stage 3: Prove

<p>Assets</p>	<p>Assets: Data Sheets Customer Case Studies CSE Service Catalog & Roadmap</p>
<p>Discovery Questions (T-E-D)</p>	<p>1. Preparation (<i>driving towards a POC</i>)</p> <p>In most Wi-Fi sales cases you should drive towards a POC where we can show the power of Marvis and the Mist AI, where we have had particularly good successes being deployed in areas they are having troubles with their existing Wi-Fi solution. For Wired Assurance for EX, where you have an existing EX customer you can push for the sale without POC by leveraging demo and/or on-demand webcast, but if it is a competitive switching opportunity then we also suggest pursuing a POC here.</p> <p>You should leverage the following steps:</p> <ul style="list-style-type: none"> • DEMO – during sales engagement, present a demo of Wired and Wi-Fi Assurance, Marvis and Location to show them the power of the system, with real customer stories interspersed in the demo. A live demo environment is available at manage.mist.com • WEBINAR – weekly live demos for Wired/Wireless Wednesday and Transformation Thursdays (AI-driven Enterprise). On-demand versions also available: WW Wednesday • Proof of Concept (POC) • As you find a present and real opportunity for wired or wireless, drive towards getting the customer into a paid POC if possible or proceed with an unpaid POC if unable to get the PO. As you look towards the POC ensure you consider the following: <ul style="list-style-type: none"> - Is rapid growth going to present issues with staffing for rollouts?? - Identified pain points the customer is currently experiencing? - Do you really understand the customers use case? - If the customer has existing Wi-Fi in the area of planned POC with wiring to simplify install, have you verified that the AP placement is designed well for coverage and capacity? - Is the customer committed to deploying and actively using the POC so that you can show the power of Mist AI in a real world environment? <p>If, and only if you have covered the above:</p> <p>2. Opening Questions</p> <ul style="list-style-type: none"> • Have you determined your success criteria? • What new initiatives is the business focusing on in the next 18 months to 2 years? • How do you see your workforce changing over this time? • Does the customer have the budget? • Is wired and Wi-Fi experience critical to their business success?

- Are they lacking visibility into the user experience today with their current solution? Are they spending too much time troubleshooting issues?

3. Differentiation-Specific Questions

- What metrics around user experience can you not currently monitor?
- How much time do you spend troubleshooting issues with the wired and wireless network?
- What business applications depend on wired or wireless connectivity performance today?

4. Future Proofing

- Reinforce the power of Mist AI to help them scale into the future to handle the continuously soaring number of mobile and IoT devices that will be connecting to their wired and wireless network.
- Organize a POC to showcase how they can gain insight into user experience and simplify troubleshooting and network operations.
- Demonstrated how quickly APs and Switches can be deployed with the deployment and automation tools, sharing examples such as how Dartmouth College saved 1 hour per AP installed by leveraging automation which equated to three FTE during their deployment of 6,000 AP refresh.
- Show how SLA monitoring & multiple links can be used to deliver a better experience and proactively identify and remediate issues for users.
- During the POC talk about how the above can help make the business more efficient and better performing.

Metrics - How will you measure success?

- Who is going to determine success?
- What key metrics do you focus on most?
- What performance goals are required?
- What time saving goals are they looking for?

Stage 4: Negotiate

Phase II – Commercial Offering(s) TBD

Opportunity Overview

Opportunity Name:		Sales Stage:	
Seller Name:		Forecast Category:	
Opportunity Description:		Known Qualification Gaps & Challenges:	

Business Initiatives & Outcomes

Top Initiatives		Positive Business Outcomes
1:		
2:		
3:		

Identified Pain (MEDDICC)

Business Pains		Technical Pains	
Business Pains:		Technical Pains:	
Size of Pain (\$):		Size of Pain (\$):	
Who is Impacted:		Who is Impacted:	

Decision Making Roles (MEDDICC)

Role	Name & Title	How do you know?
Economic Buyer		
Technical Buyer		
Champion		
Other Influencers		

Decision Criteria (MEDDICC)

Required Capabilities	Metrics

Solution Overview (HWDI & Better)

Description of the Proposed Solution	

Competition (MEDDIC)

Competitor	Competitors Strengths Competitors Weaknesses Our Differentiation	
1:	Strengths:	
	Weaknesses:	
	Our Differentiators:	
2:	Strengths:	
	Weaknesses:	
	Our Differentiators:	
3:	Strengths:	
	Weaknesses:	
	Our Differentiators:	

Relevant Proof Points (MEDDIC)

Customer	Solution Implemented & Business Outcomes Achieved
1:	
2:	
3:	

Decision Process (MEDDICC)

Step	Owner	Due Date
1:		
2:		
3:		
4:		
5:		

Critical Next Steps

Action Item	Owner	Due Date
1:		
2:		
3:		
4:		
5:		

Pre-Call Plan

Rep Name:			
Opportunity Name:			
Targeted Next Steps:			
Sales Stage:		Buyer Stage:	

Objectives & Desired Outcome

Ours	Theirs

Timed Agenda

___ min.	
___ min.	
___ min.	
___ min.	
___ min.	

Participants

Our Participants	
Name	What role will they play?

Customer Participants	
Economic Buyer:	
Champion:	
Other:	

Pain Points:		Size of Pain (\$):	
Positive Business Outcomes:			
Required Capabilities:			

Discovery Questions

1:	
2:	
3:	
4:	
5:	

Trap-Setting Questions

1:	
2:	
3:	
4:	
5:	

Anticipated Objections

1:	
2:	
3:	
4:	
5:	

Objection Response

1:	
2:	
3:	
4:	
5:	

Targeted Next Steps

<ul style="list-style-type: none">•••••

Additional Notes

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Find Your Mantra

- “What I hear you saying Mr./Mrs. Customer is that these are the **Positive Business Outcomes** you’re trying to achieve...
- Here are *challenges* you may encounter
- In order to achieve these outcomes, we agreed that these are the **Required Capabilities** you’re going to need...
- And you’ll want to measure these capabilities with these **Metrics...**
- Let me tell you **How We Do It...**
- Let me tell you **How We Do It Better**/Differently...
- But don’t take my word for it... (**Proof Points**)”

Get the Customer Thinking

- How are things working now?
- How would you like them to be?
- What’s required to get there?