Experience-First Partner Journey

	1 Onboarding Call	**2** Partner Success Thru **Distribution**	**3** Sales Training Begins	**4** Solution Demo	**5** Sales & Marketing Launch Plan	**6** Get Mistified. You can't UN-see this!	**7** Deal Registration	**8** Drive Revenue
	30 Days			60 Days		90 Days		120 Days +
OUTCOME	Partner registers to become a Juniper Reseller	Partner is guided through key Juniper resources	Complete Sales Professional & new Tech Course of choice	Partner is ready to perform live demo	Partner develops a Juniper Experience Launch Plan	Partner setting up POC/Demo environment	Registering the first deal	Partner creating recurring revenue

STEPS	1. Intro call with Distributor & Juniper DPAM
	 2. Discuss the JPA program steps
	 3. *NEW* Discuss Champions Program
	 4. Gain access to the Juniper Partner Portal
		1. Operations 101 Training
		 2. Branding & Enablement 101 (The Hub)
		 3. Partnering for Success - best practices (logo on partner site & social media, recurring weekly progress calls)
		 4. OPTIONAL - MDF Training
			1. Partner to complete JPA Sales Professional
			 2. Partner to complete one new tech (Mist, 128T, Apstra) course of choice on LA
				1. Complete AIDE training
				 2. Complete How to Demo
				 3. Deliver Live Demo
				 4. OPTIONAL – Order NFR equipment for demo environment
					1. Create a plan including:
					   a. Target customer profiles
					   b. Vertical overviews
					   c. End user training
					 2. Deployment of one demand gen activity leveraging content on The Hub
						1. Set up (NFR) demo pool environment
						 2. Launch first virtual demo webinar
						 3. Complete first POC with end user and assistance from Distribution
							1. Submit deal registration from POC
							 2. Set targets for new end customer
								Revenue Acceleration through Experience-First Acceleration Plan (EFA)

LEAD	infinigate	infinigate	infinigate	infinigate	infinigate	infinigate	infinigate	infinigate