

# More Wallet Share, Made Easy



Cable Business Services Program gives Juniper partners greater opportunity to scale, grow, and protect their business.

# The market shift for VAR selling



It's a new world for value-added reselling. Our customers are going through a transformational shift as IT network infrastructure and management are increasingly being outsourced to cloud and/or network service providers.

With the rise of the cloud, the desire for on-demand services, and the connectivity challenges associated with the Internet of Things, our customers are looking for partners who can manage more of their networks for them. They expect us to provide more holistic solutions that include infrastructure, connectivity, and cloud-based application services. At Juniper, we believe that this is not just a good thing; in fact, we believe that now more than ever is a great time to be an enterprise VAR. Providing a complete solution that includes infrastructure and services helps you expand your business by getting more revenue from your existing customers, having greater long-term control over your accounts, and providing greater opportunities to develop new accounts.

To help ensure that our enterprise VARS get their full share of the customer's wallet in this challenging new environment, Juniper Networks is partnering with Comcast Business to offer the Cable Business Services Program. This program provides a greater opportunity for you, our partner, to scale, grow, and protect your business. And more than that, we've done the groundwork so you can join the program and begin transacting quickly, no matter what your current level of readiness. We've done our best to make the program friction free by offering dedicated Juniper support resources and assistance to help you through the sales cycle from quote to bill.

Yes, these are exciting times in value-added reselling and some VARs will see their business explode as they embrace the transformation. However, just as Netflix drove many of its video store competitors out of business, not all VARs will survive the IT industry's cloud-based transformation. Read on to learn more about this great opportunity and how Juniper can help you navigate your way through transformation to success.

# MORE COMPETITION

From small and medium size businesses (SMB) to large enterprises, organizations are increasingly shifting their focus and spending from do-it-yourself solutions to cloud-based managed services and outsourced infrastructure. In response, larger service providers are beginning to offer a complete IT solution as a service. For example, AT&T will sell the pipe, provide a network assessment service, and submit a bid to upgrade all or part of the enterprise network. This competes directly against enterprise VARs, and leading VARs are responding to this competitive threat by selling carrier services. But VARs who fail to follow suit will be seen as laggards and will lose customers to VARs who do provide a more holistic solution.

## Enterprise customers face new challenges

Your customers are already under pressure to maximize their network infrastructure investment, lower IT infrastructure costs, and shift the focus of IT resources onto core business needs. Indeed, much of IT spending these days is being directed by business managers as much as CIOs. All key decision makers need the ability to scale business connectivity requirements, dynamically deliver business applications support to an increasingly dispersed workforce, and manage more stringent service-level agreements (SLAs) that align with cloud-based business services delivery.

## Only the holistic will survive

Enterprise customers are increasingly demanding that VARs provide the whole solution—infrastructure, software, and telecom services—rather than just pieces of it. If you can't offer access to the cloud, you don't have a cloud solution. And you can expect your competitors to try moving into your accounts by selling their own telecom services and then expanding from there into hardware sales.

Resellers that try to hang on by just selling infrastructure will quickly fall behind those that offer more holistic solutions. Going forward, someone is going to sell carrier services to each and every one of your customers, as they all need connectivity. If you don't sell it, someone else will. More importantly, as most connectivity service contracts last 36 months and provide a monthly recurring revenue stream, the VAR who owns the service contracts will own control of the account as well.

*“Half of small and medium businesses and 63% of large businesses will source cloud services from the channel.”*

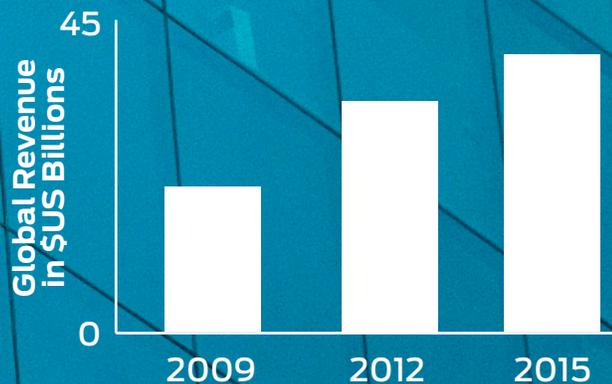
-CompTIA



# A growing market for network services

The telecom services market now represents 34 percent, or about \$350 billion per year, of the annual \$1 trillion U.S. IT market, according to industry experts. Cable companies are rapidly expanding their wide area Ethernet services, in particular. Comcast Business was named the fastest growing Ethernet provider on Vertical System's Group's 2014 U.S. Carrier Ethernet Leaderboard for the second consecutive year. Comcast Business has a national reach of more than 1 million Ethernet-enabled buildings.

## Carrier Ethernet equipment revenue forecast to hit \$40.2 billion by 2015<sup>1</sup>



# More satisfied customers: Case Study

Leading VARs are expanding their influence with major customers by responding to demands for network connectivity. The VAR can position itself as a trusted advisor while securing recurring revenue streams for long-term profitability. Let's take a look at one case study in a major vertical market—healthcare.

## Modern healthcare needed high-performance connectivity

A major healthcare provider in New Jersey is dedicated to world-class care, medical education, and research. The organization has more than 5,700 employees—including 751 physicians in over 75 specialties—and a network of more than 100 outpatient offices throughout its region. But its legacy network was unable to support the transition to Electronic Medical Records (EMRs) and other digital healthcare initiatives. Network downtime was already impacting patient care.

## Comcast Business delivered a high-performance wide area network

Ethernet provided a solution. Given the urgency of healthcare and the fact that nurses, physicians, and specialists need constant access to patient data to communicate with each other, Comcast Business installed an Ethernet Network Service (ENS) with primary and backup connections to 43 locations at speeds up to 600 megabits per second (Mbps).

# What a deal like this means for a VAR

Asking the VAR to provide network services provides many benefits to a customer but it provides even more to the reseller.

## Transitioning to a recurring revenue model

Many VARs are already in the process of transitioning from a transactional revenue model based on selling hardware to a recurring revenue model based on selling services. Customers like the healthcare provider in this case study are speeding up that transition by demanding comprehensive solutions, including connectivity on top of maintenance and managed voice services.

## Adding value helps the VAR control the account

Many customers struggle with managing their telecom carrier accounts and are asking VARs for help. And when a VAR can seize the opportunity to manage a project or escalate issues on their customer's behalf, it adds value and "stickiness" to the relationship. It also gives VARs the opportunity to pull through additional hardware and managed services sales.

## Retaining top talent

Recurring revenue models do not just provide financial benefits and security to the VAR organization, they provide the same benefits to the VAR's sales resources as well. In fact, telecom services can be used by VARs to retain top talent, and we can show you how. The monthly recurring compensation that's received can allow a top sales person to build a monthly recurring revenue (MRR) base for your organization, help you to retain that business, and give you the opportunity to provide your successful sales leads with a share in the MRR, beyond the upfront compensation they might receive today. This incentivizes the sales person to grow the base further and stay with your organization.

# MORE RESIDUAL VALUE

## Recurring revenue

Juniper can help you and your customers make the transition to the cloud by turning your current installed base into a thriving and significant recurring revenue model that will increase your services mix and improve your gross profit margins.

## The Rule of 78

This rule is the key to the whole recurring revenue model. It demonstrates how selling services that have monthly fees, as opposed to hardware transaction sales, quickly compounds and increases the value of your business over time.

To make it simple, say you have one dollar of new billings every month. At first, you may think that that means you'll only bring in 12 dollars of revenue for the year. But you have to keep in mind that every dollar brought in every month from a services sale will be with you for the rest of the year, and every year thereafter for the life of the contract.

So, a new sale of one dollar in January will be worth twelve dollars for the whole year. However, in February you will bring in another new sale that will worth eleven dollars for that year, and another sale in March will be worth ten dollars for the year. When you add up all the months of revenue for each sale, assuming you'll make one new sale a month, it adds up to 78 dollars of revenue for the year. And that's where you start at in the next year. The revenue from selling telecom services compounds very quickly from then on.

*“We are very excited that Juniper is investing in the partner ecosystem, specifically in ways that help us grow our recurring revenue streams. Network services represents a large and growing opportunity, and a way for us to add meaningfully to the solution stack we bring to our client base.”*

-Andy Fisher, CEO Myriad Supply, Juniper Elite VAR

# More advantage for early movers

The Juniper Cable Business Services Program helps VARs seize the opportunity to deliver managed services and transport as a single source provider, and secure new recurring revenue streams for their business. It will not only drive incremental revenue and gross margin and improve the overall services revenue mix, but it will also provide you with the ability to deliver unique end-user solutions that enhance competitiveness.

## More revenue

The Juniper Cable Business Services Program provides a high profit, up-front commission-based model for selling telecom services. This creates an annuity stream that delivers strong ROI to the business by giving you a commission residual each month. And that helps protect you from the highs and lows of transactional sales.

Further, you'll also have the ability to offer SMB, data, voice, and TV, as well as enterprise metro Ethernet. Your customers trust you, so why leave money and opportunities on the table for someone else to capitalize on?

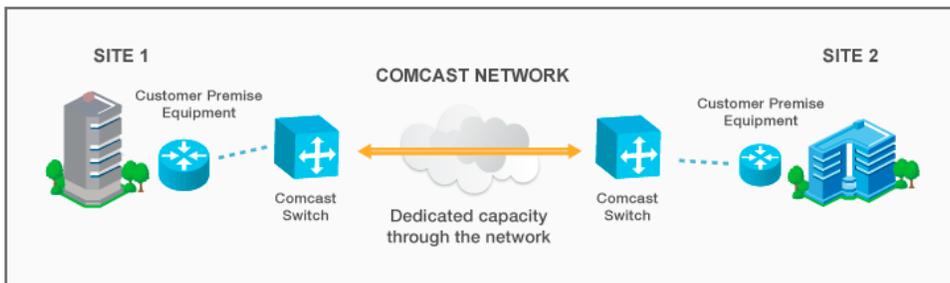
## More sustainable business models

The Cable Business Services Program enables Juniper Enterprise VARs to offer business services from Comcast. These services can be sold to your existing accounts, or to new accounts that provide new opportunities to sell Juniper switching and security solutions.

The Juniper Cable Business Services Program identifies, qualifies, and trains Juniper Enterprise VARs to offer Comcast Business services (Ethernet) on behalf of Comcast Business. By offering Comcast Business services, you are able to establish a relationship with an account that you can then leverage to cross-sell and up-sell a broad range of enterprise IT services and equipment. Being able to sell telecom services as part of a comprehensive offering helps you sell additional hardware as well.

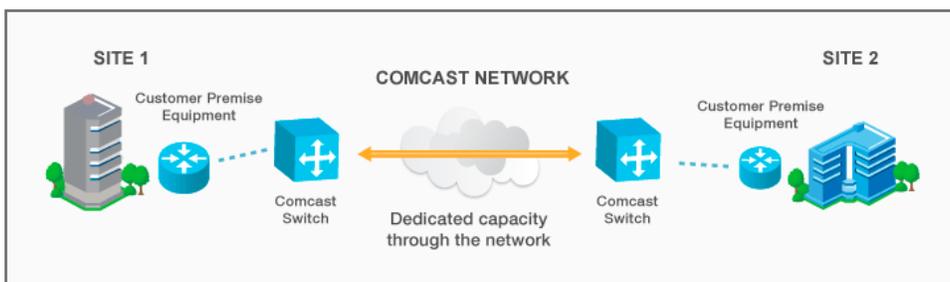
## A broad portfolio of services for you to sell

Comcast has made a major commitment to selling Ethernet-based services and offers a complete portfolio of compelling, MEF CE 2.0 certified solutions.



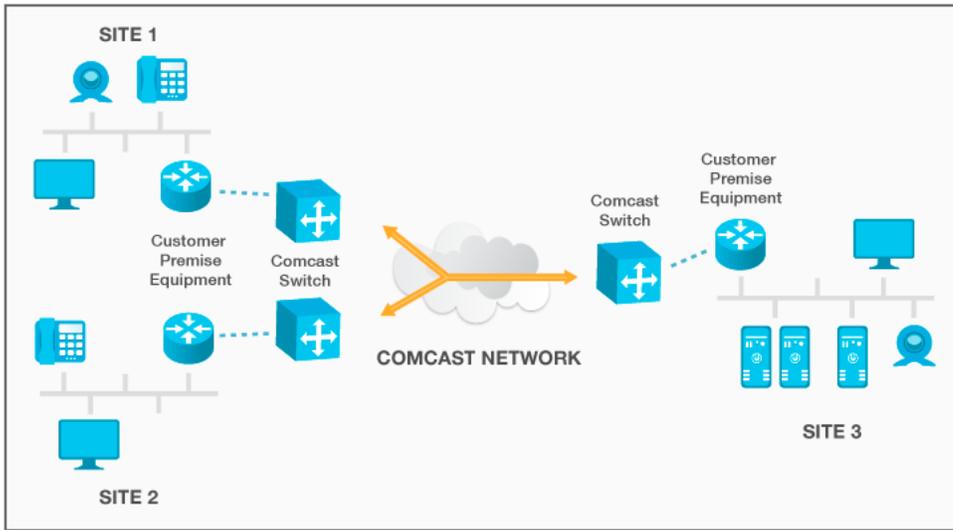
### **Ethernet Private Line Service (EPL)**

Point-to-point connectivity between two sites for bandwidth-intensive applications



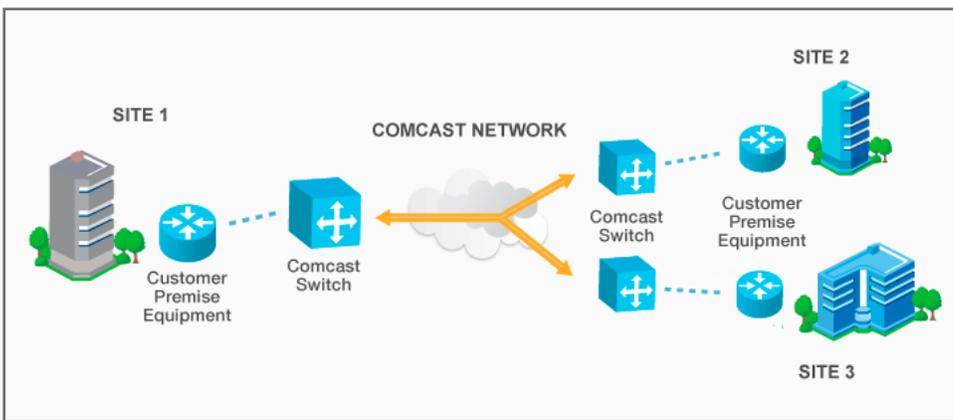
### **Ethernet Virtual Private Line Service (EVPL)**

Point-to-multipoint connections tailored by application



### Ethernet Network Service

Multipoint-to-multipoint connectivity for businesses with high-bandwidth requirements and multiple locations



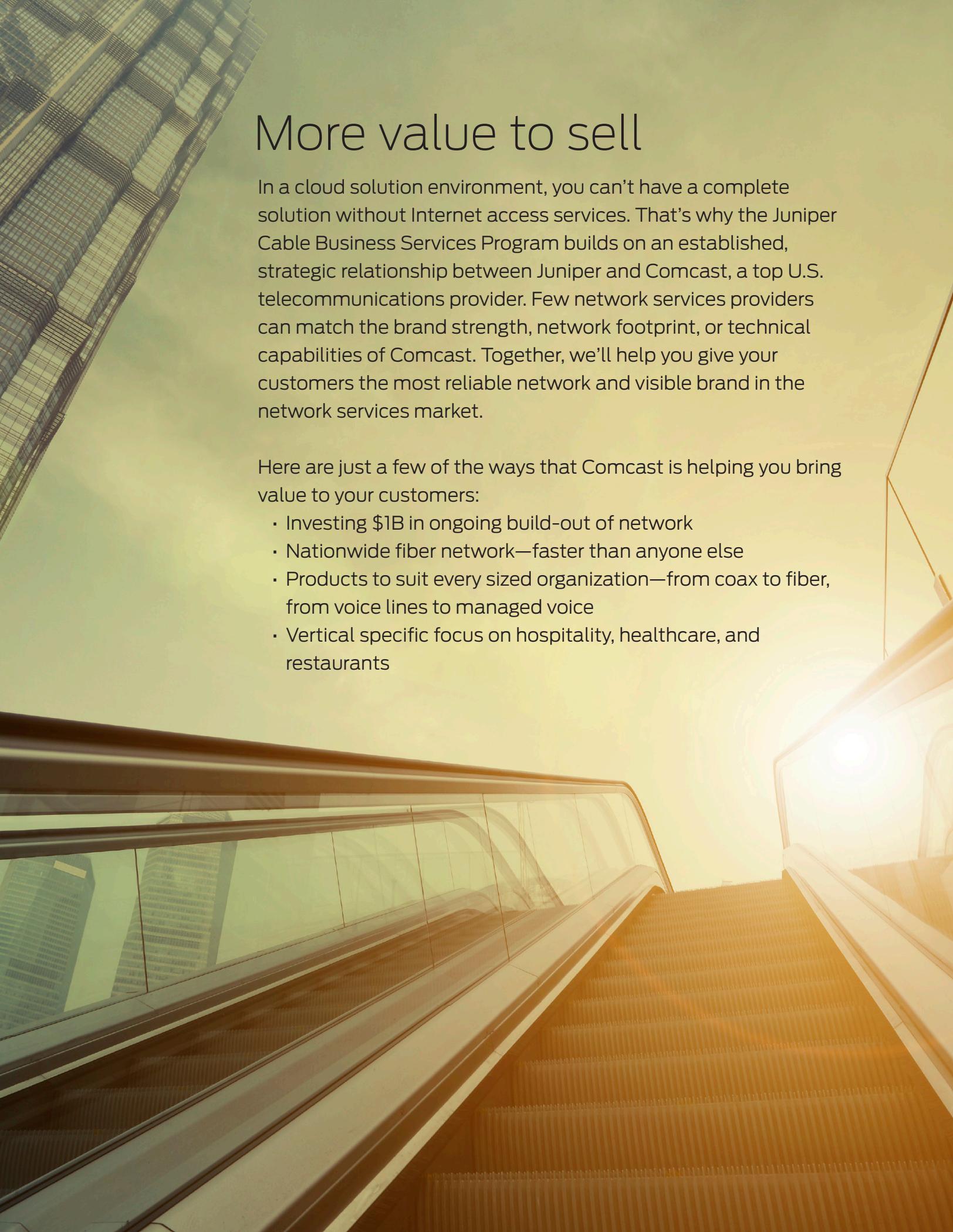
### Ethernet Dedicated Internet Access Service

High-bandwidth connectivity between a LAN and the Internet

## A hand-off that works in your favor

All Comcast Ethernet options require network hardware. As a Juniper VAR, you can offer a network assessment service at the time of a Comcast Enterprise connectivity service sale to audit your customer's network and potentially win network infrastructure business as well. And you can continue to sell customer-owned equipment including VoIP, hardware, Layer 2, Layer 3, etc., just as you always have.





# More value to sell

In a cloud solution environment, you can't have a complete solution without Internet access services. That's why the Juniper Cable Business Services Program builds on an established, strategic relationship between Juniper and Comcast, a top U.S. telecommunications provider. Few network services providers can match the brand strength, network footprint, or technical capabilities of Comcast. Together, we'll help you give your customers the most reliable network and visible brand in the network services market.

Here are just a few of the ways that Comcast is helping you bring value to your customers:

- Investing \$1B in ongoing build-out of network
- Nationwide fiber network—faster than anyone else
- Products to suit every sized organization—from coax to fiber, from voice lines to managed voice
- Vertical specific focus on hospitality, healthcare, and restaurants

# MORE SUPPORT

## New services, new support

The Comcast Solutions Provider Program is a comprehensive indirect channel program that enables you to sell a full line of small, mid-market, and enterprise business products from Comcast to your customers. And we've done a lot of preparation to help you get started.

## The Master Agent

This program requires Juniper VARs to work through a Master Agent in a two-tiered distribution model. Juniper and the Master Agents will work with you to complete the Master Agent contract, support development of the deal pipeline, and provide deal closure support. Master Agents can help you with everything from messaging and collateral development to engineering and post-sales support.

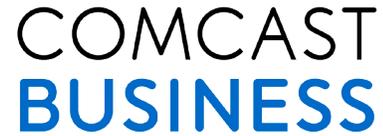
## No additional collection hassles

Comcast Business handles all of the billing and service logistics. You act as an agent and do not need to set up a billing system or deal with collecting fees from your customers. This means more profit and far less hassle for you.

## Tools and training to help you make a fast start

Network services may be new to you but training is provided by Juniper, Comcast Business, and Master Agents already participating in the program. We all have "feet on the street" to support and help manage partners through the onboarding process and initial ramp phase. We also provide co-branded go-to-market and customer screening tools, lead generation and advertising provided by the nation's largest cable company.

# Your Journey Begins Here



The Juniper Cable Business Services Program enables Juniper enterprise VARs to sell Comcast Business services for the purpose of helping Juniper partners generate new sources of revenue and grow the business. With this program, partners can provide a more holistic IT network solution, which enables them to better meet the needs of their enterprise customers. The program builds on an established, strategic relationship between Juniper and Comcast Business.

The Comcast Business Solutions Provider Program is a comprehensive indirect channel program that enables you to sell a full line of small, mid-market, and enterprise business products from Comcast to your customers, including Internet and Ethernet data with scalable bandwidth, a full portfolio of Business Voice services and PRI Trunks, and Business TV.

**Juniper Partners can find additional information regarding the program in the partner center <http://www.juniper.net/us/en/partners/> or e-mail us at [CaaC-Team@juniper.net](mailto:CaaC-Team@juniper.net) to register for the program.**

**If you're considering being a Juniper Partner, visit <http://www.juniper.net/us/en/partners/sell-juniper/#tab=overview> to learn more.**

## About Juniper Networks

Juniper Networks is in the business of network innovation. From devices to data centers, from consumers to cloud providers, Juniper Networks delivers the software, silicon and systems that transform the experience and economics of networking. The company serves customers and partners worldwide. Additional information can be found at [www.juniper.net](http://www.juniper.net)

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