Welcome to nu|RAP Juniper AI-Driven Enterprise (AIDE)

A simple path to increased partner revenues with Juniper, driven by Juniper Networks

Why Nuvias and Juniper driven by Mist AI?

About Juniper, driven by Mist AI

The Juniper AI-Driven Enterprise (AIDE) delivers an integrated solution that enables seamless access at the edge, offering a complete wired and wireless portfolio of enterprise-grade network and security infrastructure that ensures a best-in-class user experience.

Juniper Networks, driven by Mist AI provides the kind of innovative thinking, performance, automation and commitment that enables the world's best networks. Their AI engine, **Marvis**, is revolutionising the network, providing new access to automation and actionable insights, predicting hardware and software recommendations and streamlining operations.

With the network troubleshooting taken care of, IT teams can focus on the user experience and the value of the network to the organisation.

Conversations move quickly to innovation, revenue activities and value-added services, providing a future proof foundation upon which to expand.

About Nuvias

The Nuvias Group is the fast-growing European next generation distributor with a broad range of innovative services and solutions designed to secure customer success and accelerate partner and vendor growth. In collaboration with leading technology suppliers, we specialise in providing security, agility and manageability for clients, networks and cloud technology solutions through an ecosystem of highly skilled channel partners.

We offer the entire Juniper AI-Driven Enterprise portfolio and have a team of Vendor dedicated personnel to help you position and transact Juniper within your portfolio and GTM. With warehouses in the UK and mainland Europe, we are uniquely positioned to support your business wherever you work.

We are constantly innovating to offer you and our vendors the best possible experience, and programmes are continuously introduced to support the ever-evolving business landscape.

The nu|RAP Juniper AI-Driven Enterprise (AIDE) Programme

At its core is the goal of assisting our partners to innovate and differentiate themselves using Juniper Network's industry recognised wired and wireless technologies. In 2020, Juniper Networks was positioned highest for execution in Gartner's Leader's Quadrant for Wired and Wireless LAN Access Infrastructure. It has also been placed in the Champions quadrant of the Canalys EMEA Channel Leadership Matrix 2020 demonstrating the highest levels of channel management.

This is testament to the speed of innovation and cohesiveness of the solutions being offered. Partners adopting these solutions provide their customers with new levels of network performance, quality and depth of service, and an ability to differentiate with new revenue and value opportunities.

Nuvias and Juniper Networks have together developed the nu|RAP Juniper AIDE Programme to remove the barriers to adopting new technologies and that can hinder partners whole-heartedly committing to growing new revenue streams. For that reason, it's one of the simplest programmes you could ever be a part of, and which promises to radically shorten the time between signing up and making sales.

Gartner Magic Quadrant

- CHALLENGERS
- LEADERS
  - Juniper Networks
  - HPE (Aruba)
  - Cisco
  - Extreme Networks
  - Huawei
  - Fortinet
- NICHE PLAYERS
  - CommScope (Ruckus Networks)
  - H3C
  - Ruijie Networks
  - ALE
  - Dell Technologies
  - Fortinet
  - Allied Telesis
  - D-Link
  - TP-Link
  - Arista Networks
  - Ubiquiti Networks
  - Cambium Networks
- VISIONARIES

ABILITY TO EXECUTE

COMPLETENESS OF VISION → As of April 2020 ©Gartner, Inc

Who is it for?

Aimed at selected new and existing Nuvias partners alike, the nu|RAP Juniper AI-Driven Enterprise Programme is geared for speed and scalable growth, allowing you to generate sustainable new business even from a remote working environment

The Programme gives interested partners quick and easy access to a set of resources carefully developed by Nuvias to accelerate channel success.

To be eligible you must be:

- ⊘ Able to proactively engage with this partner programme
- ⊘ Assign resource to learn the technology and help take it to proven, relevant and profitable markets
- ⊘ Agree to execute on the Programme milestones

As a participating partner, you will receive significant investment in time, resources and money. In return, you need to reflect the same desire and commitment to progress within the Programme.
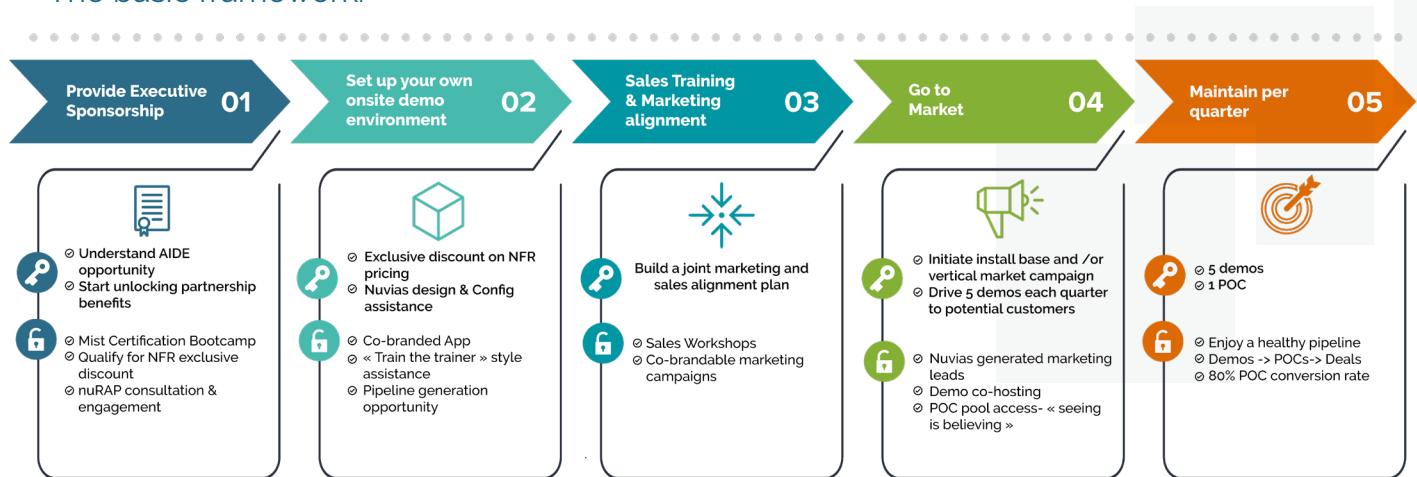
Whilst this is an invite only opportunity, if you feel it is relevant to your company, please let us know and we will be happy to discuss it in more detail.

The Opportunity

- ⊘ Generate new business streams
- ⊘ Introduce disruptive new technology into your portfolio
- ⊘ Stay relevant in the eyes of your customers
- ⊘ Augment your go-to-market offering

The basic framework:

Provide Executive Sponsorship 01	Set up your own onsite demo environment 02	Sales Training & Marketing alignment 03	Go to Market 04	Maintain per quarter 05
⊘ Understand AIDE opportunity ⊘ Start unlocking partnership benefits ⊘ Mist Certification Bootcamp ⊘ Qualify for NFR exclusive discount ⊘ nuRAP consultation & engagement	⊘ Exclusive discount on NFR pricing ⊘ Nuvias design & Config assistance ⊘ Co-branded App ⊘ « Train the trainer » style assistance ⊘ Pipeline generation opportunity	Build a joint marketing and sales alignment plan ⊘ Sales Workshops ⊘ Co-brandable marketing campaigns	⊘ Initiate install base and /or vertical market campaign ⊘ Drive 5 demos each quarter to potential customers ⊘ Nuvias generated marketing leads ⊘ Demo co-hosting ⊘ POC pool access- « seeing is believing »	⊘ 5 demos ⊘ 1 POC ⊘ Enjoy a healthy pipeline ⊘ Demos -> POCs-> Deals ⊘ 80% POC conversion rate

● Step 1

Provide executive sponsorship and assign one or more technical resources to get certified with the Mist AI technologies (approx. 6 hours online content for an experienced Systems Engineer). Nuvias team support is also available should you need it.

> 🔓 This unlocks qualifying for the exclusive NFR discount to set up your own AIDE demo environment:
>
> ⊘ Juniper EX2300 switch
>
> ⊘ 3 x Juniper Access Points with Bluetooth Location Services
>
> ⊘ a suite of licenses so you can demonstrate every element of this Gartner recognised game changing network

● Step 2

Activate the AIDE Demo Experience, helping you to become hands-on familiar with all aspects of the fully operational and scalable AI-driven network. Nominate team members to be able to host virtual or face-to-face customer demonstrations, highlighting key differentiators and including your value-added experience and service offering.

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> ⊘ Systems Engineer guidance for hardware installation – set up for the best possible demonstration output
>
> ⊘ "Train the Trainer" style support and best practise sharing to deliver engaging and insightful customer demonstrations
>
> ⊘ Access to a co-branded App to demonstrate the benefits of location services, relevant to your customer's business, whether now or in the future

● Step 3

Align and motivate your sales and marketing resources to best position the AI-Driven network with your current and target customers. Agree and select focus markets and get your team fired up and ready for launch.

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> ⊘ Sales Workshops - Ensuring your sales team understand the key go-to-market elements and competitive positioning for each market and vertical you want to address
>
> ⊘ Co-brandable marketing campaign materials for you to target your defined customer base

● Step 4

Tailor campaign materials to suit your business to take it to market. Initiate install base campaign and start delivering customer demonstrations.

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- ⊘ Use of Power Up, our marketing execution portal (if required) to provide campaign delivery
- ⊘ Nuvias generated qualified marketing leads
- ⊘ Demo co-hosting available (if required)
- ⊘ POC pool access – "seeing is believing"

● Step 5

Commit and consistently deliver five demonstrations and aim for one POC per quarter.

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- ⊘ Enjoy a healthy pipeline
- ⊘ Demo => POC => Closed Business

Additional Programme Benefits

The nu|RAP Juniper AI-Driven Enterprise Programme forms part of Nuvias nu|RAP and is not available through any other distributor. It's been carefully crafted by Nuvias to give our partners the best possible chance of success.

 In addition to the basic programme framework, you will also have access to:

⊘ Partner Portal. Your personalised partner portal provides a single central location for accessing key programme features such as:

- Stock and Order Visibility
- SkillUp training platform
- Customer Demonstration Tracking
- POC Requests
- Co-brandable marketing materials and campaign execution capability

⊘ Customer demonstration assistance and 'train the trainer' support

⊘ Sales enablement support

⊘ Predictive design service for initial WLAN opportunity scoping

⊘ Deal Registration Service to lock-in opportunities with Juniper, ensuring your first to market advantage and best terms

⊘ Access to our Demo / POC and POC co-management assistance

⊘ System Engineer assistance to support the growth of your teams knowledge and skills.

Join the nu|RAP Juniper AI-Driven Enterprise Programme

To become part of our programme, please contact us at **juniper@nuvias.com**, speak to your local Nuvias Account Manager, or call **+44 (0)1285 868500** to find out more.

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