

PARCUS GROUP CONSULTING: CASE STUDY

Juniper Networks Improve Business with a Key Managed Service Provider

"Parcus Group's consulting approach allowed us to improve our relationship and business processes with one of our largest managed service provider partners in the Asia Pacific region. We benefitted greatly from flexibility of Parcus Group's resources. Based on their unique perspective and experience with managed services, over a period of several months we adjusted and fine tuned our strategy, pricing and ordering processes, delivery of marketing initiatives as well as increased the capability of our channel partner's sales force via targeted training and certification programs."

James Wilson (jwilson@juniper.net)
Director, Service Provider Alliances, Juniper Networks

Juniper Networks Customer Profile:

Industry: IT equipment vendor

Size: Global corporation, approx 9000 employees

Snapshot: Juniper Networks is the leader in high-performance networking. Juniper offers innovative businesses a high-performance network infrastructure to help them create a responsive and trusted environment for accelerating the deployment of services and applications over a single network. The top 65 service providers, 96 of the Fortune 100, and large government agencies and institutions are among the many demanding businesses that rely on Juniper Networks to quickly meet their high-performance business requirements. The company is headquartered in Sunnyvale, California. Juniper Networks is publicly traded on NASDAQ under the symbol JNPR. For more information on Juniper Networks see <http://www.juniper.net>

Objective:

Juniper Networks was looking to improve quality, volume and profitability of their business with a key managed service provider and channel partner in the Asia Pacific (APAC) region.

Approach:

Parcus Group consultants delivered a comprehensive program of activities facing into the Juniper's managed service provider channel partner, across three key business streams including engineering/operations, sales and product management.

Business Improvements:

"Since working with Parcus Group, there has been a range of business improvements and partner channel efficiency benefits that are contributing to a better bottom line performance for the business" according to James Wilson, Director of Service Provider Alliances at Juniper Networks.

"We have dealt with this carrier for a number of years and the overall business relationship was very sound. At the resale channel level however, the outcomes from various commercial activities, to date, have been less fruitful than desirable mainly due to underdeveloped channel processes and lack of sales understanding and training on Juniper products," Mr. Wilson said.

"In a reasonably aggressive time frame, through Parcus Group's assistance we were able to establish a sales quoting and ordering process for Juniper products as well as commence an ongoing training and certification program for our managed service channel partner's technical and sales staff."

Key Business Benefits for Juniper Networks:

Sales knowledge: Creation, coordination and delivery of structured education programs on Juniper Networks products to the managed service provider's sales and technical staff

Product availability: Accelerated device accreditation and creation of standard product bundle offerings inclusive of Juniper Networks products by the MSP partner

Tools and systems integration: Automation of pricing tools and integration of distributor backed product and services quoting and ordering process

Marketing: Increased joint marketing presence of both Juniper and their managed service provider customer's brand, product and services in the enterprise market within APAC region

Education: Improved understanding of services provider's needs and requirements leading to creation of Juniper dedicated education programs for managed service providers

About Parcus Group:

Business and technical consultancy division of Parcus Group provides support to carriers, service providers, systems integrators and ICT equipment vendors on execution, methodologies and strategies for building more successful businesses.

Parcus Group collaborates with our clients to help them become high-performance services providers and suppliers. Our value to clients comes from our niche and specialised focus, the expertise of our people and our ability to provide holistic service creation and improvement programs.

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You can find out more about our consulting services at:

<http://www.parcusgroup.com/bustec/consulting.html>

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