

# CPE-BASED MANAGED SERVICES WITH JUNIPER

The SRX Series Services Gateways and Juniper's Dynamic Services Architecture



## Situation Assessment

Service providers face increasingly competitive markets for services that are increasingly difficult to differentiate. Delivering value-added services can keep basic connectivity offerings from becoming commodities. By developing and deploying new "router-in" service offerings, providers will deepen customer relationships, enhance retention and loyalty, and enjoy higher average revenue per user (ARPU).

## The Incumbent's Strategic Advantage

Providers with an installed base are in a superior position to capitalize on customer demand for more sophisticated and valuable managed services. Incumbents have ready access to long-standing customer relationships. They enjoy mature and effective operational foundations from which to launch new services campaigns. And they are often intimately familiar with their customer's long-term aspirations.

## Strategic Leverage Through Innovative, High Value Services

Juniper's Dynamic Services Architecture, available on the Juniper Networks® SRX Series Services Gateways, creates new avenues for innovative, high value profit centers based on advanced managed services. With the Dynamic Services Architecture, providers can deploy a diverse set of network, security, voice, and application services on a single device. As a result, they'll be positioned to enjoy the following business benefits.

### Offer More Valuable Standard Managed Services

High value services, offered economically and at scale, are the key to higher profits and ARPU. Dynamic Services Architecture-enabled solutions from Juniper pack a versatile blend of capabilities into a single, high-performance device. Our integrated approach speeds the delivery of router-in services to existing customers, while lowering operating costs and reducing technology obsolescence risks.

### Reduce Time to Services Revenue

Today, custom designed security services require an average of 8 months from project inception to revenue. Juniper's Dynamic Services Architecture-based customer premises equipment (CPE) solutions integrate perimeter and content security capabilities with leading connectivity technologies. By deploying these products for connectivity applications today, providers can dramatically reduce the time to revenue for the delivery of custom and standard services in the future. Faster service turn-up times also improve customer satisfaction.

### Build Brand and Reputation with Enterprise Customers

Objectivity and expertise are essential ingredients to building strong relationships with enterprise IT organizations. Juniper's commitment to standards-based products allows providers to remain technology-agnostic and recommend solutions that are in the customer's best interests. For example, Juniper's new CPE voice solutions are designed around the Session Initiation Protocol (SIP) standard to maximize call server and handset options. As a pure play infrastructure vendor, Juniper has no motivation to create barriers to customer choice.

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## Dynamic Services Architecture: A Powerful Managed Services Platform

Announced in September of 2008, Juniper's Dynamic Services Architecture is an extensible design that can simultaneously scale integrated services and network capabilities within a single architecture to reduce the escalating demands and risks placed on the network. With the Dynamic Services Architecture, SRX Series Services Gateways for CPE applications can deliver the following benefits to providers.

### Low Risk, High Velocity Service Extensions

Multiservice CPE solutions pre-position advanced technologies at the customer site—often before the customer needs advanced services and possibly even before the provider has implemented the offering. Juniper's Dynamic Services Architecture-based CPE solutions combine a very diverse set of services with exceptional performance. Competing products need expensive, field installed cards to enable some services. They also suffer unexpected performance degradations when services are turned up. These problems can undermine the benefits of having services-capable CPE.

The SRX Series offers a complete array of integrated services for firewalls, VPNs, content security, LAN switching, WAN interface, access control, and routing. Each of these services can be turned up without suffering a catastrophic loss of performance. Wireless LAN, third-generation network (3G network), and voice services are also available.

## Trouble-Free Operations

Enterprises increasingly rely on WAN connectivity to deliver business critical services. SRX Series Services Gateways leverage Juniper Networks Junos® operating system, built for and tested by the most demanding service providers in the world to deliver exceptional reliability. The SRX Series also benefits from a highly modular, multiprocessor software foundation, carrier-inspired high availability features, and redundant hardware architecture (some models) to keep the products running—even under duress.

Juniper's commitment to open management will also lower the provider's operational overhead. Our Partner Solution Development Program (PSDP) eases the integration of existing operational platforms to Junos OS for easier provisioning, enhanced troubleshooting, and advanced insight.

## The Award Winning SRX Series

Juniper Networks SRX650 Services Gateway was named the Best of Interop in the 2009 Infrastructure competition. Judges noted that the product is a "Branch Office Swiss Army Knife" that "packs a bunch of horsepower and features." Juniper Networks SRX210 Services Gateway took the top honor at Interop Tokyo in the 2009 SMB competition. Judges at that show highlighted the product's Junos OS foundation and high performance offered at a reasonable price.

## Conclusion

Juniper Networks SRX Series Services Gateways for CPE applications put providers in a strong position to combat commoditization of connectivity services. With powerful "router-in" services that can be activated at any time, the SRX Series is the right choice to make the move towards deeper customer relationships and better financial results.

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### Corporate and Sales Headquarters

Juniper Networks, Inc.  
1194 North Mathilda Avenue  
Sunnyvale, CA 94089 USA  
Phone: 888.JUNIPER (888.586.4737)  
or 408.745.2000  
Fax: 408.745.2100  
[www.juniper.net](http://www.juniper.net)

### APAC Headquarters

Juniper Networks (Hong Kong)  
26/F, Cityplaza One  
1111 King's Road  
Taikoo Shing, Hong Kong  
Phone: 852.2332.3636  
Fax: 852.2574.7803

### EMEA Headquarters

Juniper Networks Ireland  
Airside Business Park  
Swords, County Dublin, Ireland  
Phone: 35.31.8903.600  
EMEA Sales: 00800.4586.4737  
Fax: 35.31.8903.601

To purchase Juniper Networks solutions, please contact your Juniper Networks representative at 1-866-298-6428 or authorized reseller.

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