

JUNIPER NETWORKS CARRIER MANAGED SERVICES SOLUTIONS

Helping the Carrier Deliver Truly Differentiated Services to End Customers

Challenge

Business rarely stands still and you face challenges like never before. Many enterprises are awakening to this new reality. The question is—what can they do about it? These will be the questions that they will pose to you, their service provider.

Solution

Juniper Networks networking and security solutions support the growth, security and performance of the most demanding high-performance networks. By incorporating Juniper into your managed services portfolio, you extend these benefits to your customers, and forge a long-term relationship with truly differentiated managed services offerings.

Benefits

- Address both your customer’s IT and business issues
- Reliability, scalability and resiliency for the high-performing business
- High margin services that increases ARPU
- Differentiated services that protect your subscriber base and attract new customers
- Single operating system that makes management and control significantly easier
- Open system architecture that offers your customers choices

Business rarely stands still, either for you or for your enterprise customers. With today’s shifting business paradigm, you face challenges like never before. But with challenges also come opportunities.

For your enterprise customers there has been a significant shift in the way they do business. Mission-critical applications for the enterprise have multiplied. Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), VoIP, collaborative applications and advanced multiplay networks all contend for bandwidth and have contributed to the explosion of traffic traversing the network. Audiences that access the network have become diverse, with employees, partners, contractors and guests each requiring different access levels to applications and data. Today’s service footprint has moved from the LAN to the WAN and literally must scale to the far-flung corners of the earth.

How is this different from the past? Today, IT and the business are inextricably linked—they must work together in order to achieve their objectives and those of the enterprise. Failure of an IT process can directly affect core business functions and can quickly and significantly affect the long-term viability of an organization.

The Challenge

Many enterprises are awakening to this new operating reality. And the obvious question is—what can they do about it? These will be the questions that they will be posing to you, their service provider, and the right managed service solution provides you with an ideal opportunity to grow your loyal customer base.

There are a number of reasons why the high-performance enterprise might consider managed services. Key among them is resource allocation. The environment in which businesses operate is significantly more competitive than ever before. Being able to quickly identify and respond to change is crucial for survival. Outmaneuvering the competition and speed to market can literally make the difference between industry leadership and potential extinction. At the same time, businesses are generally asked to “do more with less.” Freezes or even cutbacks in budgets and headcount force the organization to focus on execution, while at the same time using fewer resources to do so.

In today’s uncertain business environment, organizations simply cannot get mired down in anything that does not quickly contribute to the bottom line. One strategy is outsourcing wherever it is feasible and economically possible to do so. High-performance enterprises must roll out advanced applications and services to enable business growth and profitability, optimize workforce productivity, deliver an exceptional user experience, improve operational efficiencies, reduce costs and mitigate risk. There is no better place to leverage expertise while lowering CAPEX and OPEX costs than to go with a managed services provider that addresses both the business and IT needs that today’s organizations face.

The Juniper Networks Managed Services Solution

Juniper Networks® is the leader in high-performance networking and has extended its expertise in the form of managed services technologies to the carrier community. Juniper's portfolio of proven networking and security solutions supports the complex growth, security and performance requirements of the world's most demanding high-performance networks. By incorporating Juniper technology into your portfolio of managed services, you extend these benefits to your customer base, and you can forge a long-term relationship with truly differentiated and relevant managed services offerings.

In 20 years, many things have changed with our IT infrastructures. Today, IT is quite simply a tool that we cannot live without. And with this shift, managed services have become a business enabler that organizations simply cannot live without.

Managed Services Growth and Opportunity

Managed services technologies continue to grow with a worldwide Compound Annual Growth Rate (CAGR) of 20 percent through 2009 (Ovum Research). Industry analysts have identified the three most sought-after managed services categories and Juniper Networks is uniquely equipped to support your solutions in each of these categories.

- **Access** focuses on services and devices that support wide-area communications that are accessed via a fixed or mobile infrastructure. VPNs, remote access and broadband solutions are key examples of access.
- **Security** includes services, hardware and software that secure the network, users and data. These services might include intrusion prevention, perimeter security and protection from insider threats.
- **Optimization** focuses on ensuring that application performance is maximized and consistent across all users, regardless of where or how they access the applications.

Functionality for Today with Scalability for Tomorrow

Juniper is deployed and plays a central role in many of the world's high-performance networks, helping to solve the most complex and evolving challenges that today's enterprises face. Organizations where the network is strategic to business—including service providers and enterprises alike—look to solutions from Juniper Networks. In a perfectly orchestrated managed services deployment, value can be realized both by the enterprise and by the service provider. SPs establish higher-value managed services offerings, improved customer retention and increased revenues; concurrently, enterprises derive strategic value from their infrastructure, while improving processes and controlling costs.

Each product line from Juniper's portfolio is engineered for top performance and feature options. For MSPs, we offer the technology breadth and depth to differentiate your offering from the rest of the competition. This enables our carrier partners to support the most intensive real-time and interactive applications and security needs.

Juniper Networks enables carriers to layer additional value-added applications on top of their base managed service offerings, enabling services that address today's business and IT challenges with technology that can scale to address the business challenges of tomorrow.

Delivering a Total Solution

Historically, service providers have focused on simple service elements—a managed firewall, a managed VPN or managed Internet access. Enterprise customers have worked to combine multiple services to comprehensively solve their business needs. In order to reduce operational overhead and the risks that come with managing multiple service partners, enterprise customers are increasingly looking for a "total solution" that is comprehensive and delivers functionality that is "greater" than its individual parts. As the only partner able to deliver all of these services, carriers are ideally placed to leverage this trend and extend the inherent value of their infrastructures. Juniper Networks managed services technologies enable its carrier partners to profitably offer managed services solutions that meet the most stringent enterprise and operational requirements.

Crossing the Network/Application Divide with Application-Focused Services

Enterprise customers are driven by the requirement to be competitive in their chosen markets. This, in turn, has driven their adoption of and dependence on business applications. The dispersion and mobility of application users (employees, partners and customers) means that these applications have to operate securely and effectively over the wide area and across public/private boundaries.

A solution based on Juniper technology can provide a range of security and application acceleration technologies that extend and add value to the service provider's traditional service portfolio to positively impact the performance and security of these business applications. With these application-focused technologies embedded in your service portfolio, you can transition your customer relationship from a "necessary cost"—with the consequential competitive price pressure and risk of customer churn—to a business-critical value-added service, delivered as part of a strategic partnership.

Service Elements Transition to Complete Solutions

Juniper Networks provides solution-based technologies that address a wide range of networking, security and application requirements. These technologies enable a set of discrete "service elements" that have traditionally been managed individually within the carrier's service management teams. Each of these service elements has capabilities and benefits unique to Juniper

Networks and has demonstrated individual success in the marketplace. However, by combining these service elements into go-to-market solutions that meet the wider needs of the enterprise customer, the carrier has the potential to create powerful solution sets that align service capabilities directly with the key business needs of end customers.

By analyzing the ways in which its technologies have been deployed, and through its knowledge of the enterprise marketplace, Juniper has identified a set of go-to-market solutions for managed services that combine the strength of the individual service elements to much greater effect, thereby addressing directly the key challenges that enterprises currently face.

Features and Benefits

Benefits to SPs Offering Juniper Managed Services

- Managed services that address both your customer's IT and business issues
- Services that have the reliability, scalability and resiliency for the high-performing business
- High-margin services to create new sources of revenue and increase ARPU
- Differentiated services that protect your subscriber base and attract new customers
- Single operating system that makes management and control significantly easier
- Open system architecture that enables you to offer your customers the flexibility and choices they need

Adaptive Threat Management End-Customer Benefits

- Threat management that is fully adaptable to stop new and emerging attacks
- A solution that significantly reduces the risks faced by global enterprises by preventing security breaches, loss of productivity, potential fines and damage to corporate reputation
- Scalability to address today's high-performance networks
- Centrally managed security for the entire network including branch locations, while providing visibility and control across the enterprise

Branch-Office End-Customer Benefits

- Branch-office optimization that ensures maximum performance of business applications running over the WAN
- Enterprise economics that are improved by increasing productivity and increasing customer satisfaction
- Quantifiable reduction in operations cost and complexity for the customer's IT organization, as more applications become "Webified" and a larger, more diverse audience needs to access them

Remote Access End-Customer Benefits

- Continuous network access while being mobile
- Seamless, scalable and secure remote access for a variety of mobile devices

Solution Components

Adaptive Threat Management

The Juniper Networks Adaptive Threat Management Solutions is a highly scalable solution consisting of a tightly integrated network security and management portfolio. It provides real-time response to today's ever-changing security landscape and business needs. This solution enables a carrier or managed service provider to deploy a complete package of security services to enterprise customers. High-performance firewalls protect the network perimeter by using dynamic packet filtering known as stateful inspection to deny malicious traffic. The intrusion prevention system (IPS) functionality stops network and application-level attacks, including zero-day protection against worms, viruses, trojans, spyware, keyloggers and other malware. It also provides information on rogue servers, as well as types and versions of applications and operating systems that may have unknowingly been added to the network.

The IPS works in conjunction with the Juniper Networks SA Series SSL VPN Appliances remote access products to automatically disable remote sessions upon detecting malicious activity and quarantine the remote user or host. This automatic action helps prevent further damage to enterprise resources. Juniper Networks STRM Series Security Threat Response Managers aggregate and correlate network and security information from all security components and provides extensive visibility into all threats and attacks. The strength of this solution is that all components work seamlessly and cohesively to create a comprehensive, scalable and adaptive protection mechanism for meeting the needs of the enterprise.

Customer Drivers

- Newer and more complex security threats including viruses, worms and trojans as well as the insider threat, targeted attacks and attacks designed to harvest confidential corporate or user data
- The complex issue of access control, when remote employees, partners and guests need to access network resources and applications
- Enterprise-wide protection including corporate headquarters as well as campus, remote and satellite offices

Branch-Office Optimization

The separation of users and servers of primarily LAN-based applications, along with the move to Web-based user interfaces, has driven the need for WAN optimization solutions in order to maintain the levels of performance and assure productivity and employee/customer satisfaction. This is especially true for employees who are located in remote or branch offices. By utilizing Juniper Networks Branch Optimization managed services technologies, you can offer the end customer the ability to enhance your wide area connectivity services to deliver otherwise unattainable levels of application performance, giving you a seat at your customer's executive table as a true provider of high-value services.

Customer Drivers

- Decentralized network footprint
- Requirement to ensure that all applications perform to business needs when deployed over a WAN environment
- An improved user experience, enhancing productivity and satisfaction over what was considered to be a non-differentiated environment in the past
- Enhanced performance for Web-based interfaces whether the user is at a headquarters or a branch location

Remote Access with Mobility

Within the enterprise's network, more users are on the road and often need to access network resources while off network. Literally, a user needs the ability to access critical resources from anywhere. Additional complexity arises as the user accesses these resources with a variety of different endpoint devices including laptops, Blackberries and other mobile devices.

Customer Drivers

- Supporting different endpoint devices that an employee may use to access the network when they are not on the corporate network
- Maintaining continuous access as a user moves between networks

Summary—Juniper Networks Enables Managed Services

Juniper Networks is uniquely positioned to assist the carrier, Service Provider and Managed Service Provider minimize customer churn and maximize revenue opportunities by delivering truly differentiated end-customer services. By focusing on solutions that address the key business challenges of enterprise customers, providers can shift their customer relationships to a more strategic interaction. Comprehensive, solution-oriented, go-to-market strategies can deliver high-impact propositions to the enterprise customer who is looking to reduce risk and improve operational efficiencies when solving today's business challenges.

Juniper's industry-leading technology enables its partners to offer a higher level of quality and reliability, hence enhancing the end-user managed services experience. Juniper Networks is focused on working with its carrier and managed services partners to ensure their success in meeting the enterprise's managed services requirements.

Next Steps

Isn't it time your organization took full advantage of the growth in managed services? Now is the perfect time to attract new customers, retain your existing customer base, and increase your overall average revenue per user (ARPU) by partnering with Juniper. At Juniper Networks, your success is our success.

About Juniper Networks

Juniper Networks, Inc. is the leader in high-performance networking. Juniper offers a high-performance network infrastructure that creates a responsive and trusted environment for accelerating the deployment of services and applications over a single network. This fuels high-performance businesses. Additional information can be found at www.juniper.net.

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