

Scale Data Center for Rapid Growth



Challenge

Modernize and Automate Data Center

The company, a leader in optical networking, is growing rapidly and needed to improve the performance and reliability of its primary data center. It wanted to move to a modern IP fabric which would allow it to be more agile with a hybrid of on-premises and cloud applications and workloads.



Opportunity

Maximize Data Center Reliability and Simplify Operations

As the company refreshed its data center to support growth, it wanted to simplify management of the data center network. It had a long history of using Cisco switches, which were difficult to manage, with poor visibility and manual operations.

The optical networking company considered Cisco, Arista, and Extreme for its data center network. However, from a strategic perspective, the company wanted to move away from Cisco due to increasing competition with its own optical networking products.

The networking team had recently replaced its Cisco campus switches with Juniper. The Juniper account team and the partner built on that momentum and relationships in this new data center opportunity.

At-a-Glance

USE CASE:

Data Center Modernization

VERTICAL:

Technology

REGION:

Americas

PARTNER TYPE:

VAR

KEY TAKEAWAY:

Customer saw the value of Apstra as clear differentiator



Solution

Cloud Ready Data Center

The partner, who connects vetted subject-matter expert advisors with clients, had a strong relationship with the optical networking company. The partner led the deal, and their trusted advisor status gave additional credibility to the value of the Juniper Cloud Ready Data Center solution. The customer conducted an extensive proof of concept (POC) with Juniper QFX switches for the underlaying network. The customer stood up the QFX switches on their own, with Juniper's guidance. The Juniper account team sourced the switches for the POC.

However, the POC did not include Apstra. Instead, the Juniper account team delivered a compelling high-level overview of Apstra, which would allow the customer to automate its data center network to maximize reliability and simplify operations of a multivendor network. The customer quickly saw the value of Apstra, and saw Apstra as a key differentiator from Arista and Extreme. The Juniper team also reviewed the advantages of utilizing professional services support for the Apstra implementation. The data center team plans to leverage the services to ensure a smooth deployment and implementation.



How the Deal Transpired

Built on a Trusted Relationship and Sales Momentum

The partner was instrumental in the data center win, with their trusted advisory relationship and a recent campus edge replacement.

The partner engaged with Juniper early, and deftly brought Juniper in at the right time and worked collaboratively to sell the value of Apstra. The partner also took advantage of deal registration and leveraged its trusted advisor status to add Apstra and endorsed the Apstra implementation services.

One of the biggest challenges was to convince the customer—an optical network vendor—to use Juniper optics on the QFX switches. Again, the partner was instrumental as Juniper worked to convince the customer that the certification and support for Juniper optics was too important to risk using their own product.

SOLUTIONS:

- QFX Switches, Apstra, Professional Services

TIMELINE:

9 months

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