HPE Networking Workshop

Markus Mayrl – HPE Networking Channel Manager Austria&Switzerland

11. November 2025

Update Juniper Networking Acquisition

Better together – HPE NETWORKING

			HPE aruba networking	JUNIPer NETWORKS	New BU Portfolio
Edge Networking	**Wireless**	WLAN	✓	✓	✓
		Private 5G	✓		✓
	Campus Switching		✓	✓	✓
	SASE	SD-WAN	✓	✓	✓
		Security Service Edge	✓		✓
Wide Area Networking (Access/Core NW)	**5G RAN + Mobile Core**		✓		✓
	Routers	Telco		✓	✓
		Enterprise		✓	✓
		T1		✓	✓
Cloud & Data Center Networking	**Next Generation Firewall**			✓	✓
	Switching	Enterprise	✓	✓	✓
		T1		✓	✓
HPC/AI Interconnect			✓	✓	✓

AI-driven

2025 Gartner Magic Quadrant

for Enterprise Wired and Wireless LAN Infrastructure

2025 Gartner® Magic Quadrant™ for Enterprise Wired and Wireless LAN Infrastructure

Figure 1: Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure

CHALLENGERS | LEADERS

Huawei
Juniper Networks
HPE (Aruba)
Cisco | Fortinet
Arista Networks
Extreme Networks
ALE
H3C
CommScope (RUCKUS)
Nile
Join Digital
Meter
Allied Telesis
TP-Link

ABILITY TO EXECUTE

NICHE PLAYERS | VISIONARIES

COMPLETENESS OF VISION

As of June 2025

© Gartner, Inc

Gartner

HPE Aruba Networking has been positioned as a Leader for the 19th time in a row.

Link zum detaillierten Report:

Gartner® Magic Quadrant™ | Enterprise Wired & Wireless LAN Leader | HPE

HPE Aruba Networking's 19 years of placement includes HPE (Aruba) in the Magic Quadrant for Wired & Wireless LAN Infrastructure from 2015-2025 (9 years, report not published in 2023), Aruba Networks in the same Magic Quadrant from 2012-2014 (3 years) and in the Magic Quadrant for Wireless LAN Infrastructure from 2006-2011 (5 years, report not published in 2009). Aruba Wireless Networks in the Magic Quadrant for Wireless LAN Infrastructure, 2005: Leaders and Challengers
This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from HPE.

Gartner, Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, Mike Leibovitz, Christian Canales, Nauman Raja, Tim Zimmerman, 25 June 2025. GARTNER is a registered trademark and service mark of Gartner and Magic Quadrant is a registered trademark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and are used herein with permission. All rights reserved. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Recognized as a leader

A LEADER
Wired/Wireless:
Furthest in Vision, Highest in Execution
#1 in all critical capability use cases

A LEADER
Data Center Networking
#1 in Enterprise Build Out use case

Figure 1: Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure

Figure 1: Magic Quadrant for Data Center Switching

Stärken von Juniper Networks

AI-Driven Enterprise

Wireless JUNIPER driven by Mist AI Wired Security 128 TECHNOLOGY WAN apstra Data Center

Service Provider Enterprise Cloud / DC

User Experience
AI-Driven
Micro Services Cloud
Location, BLE, Proximity
GDPR Compliant

AI-Driven Enterprise

Automation
Zero Trust Security
Scale & Speed
Visibility & Insights
Breakthrough Economics
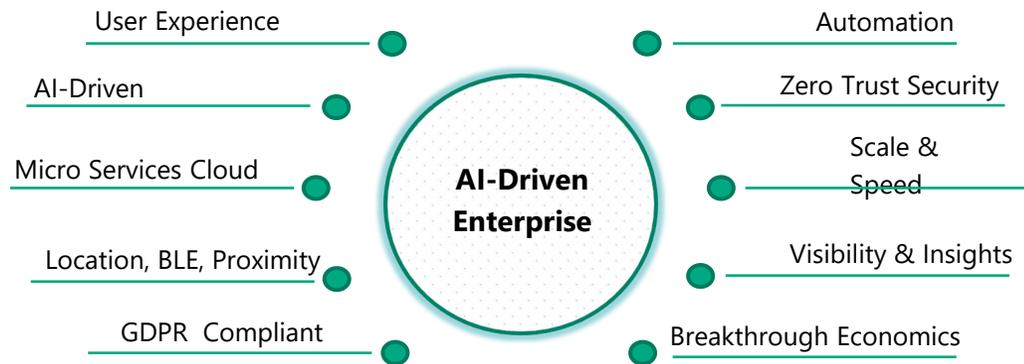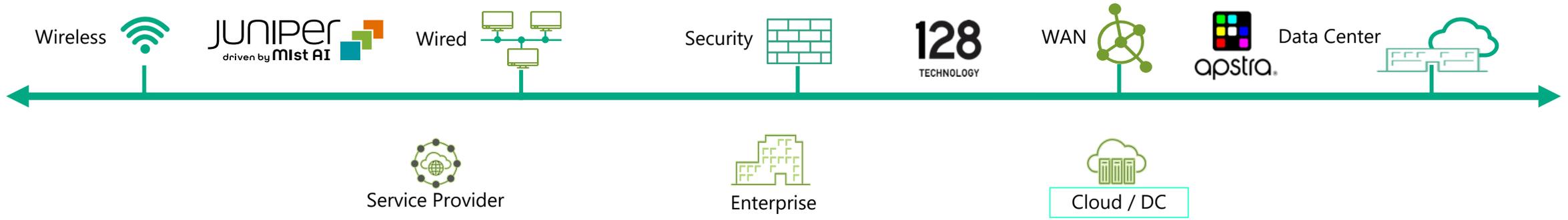
Unser Ansatz

- Automatisierung

- Orchestrierung & Kontrolle

- Einblicke durch KI und Telemetrie

Self Driving Networks
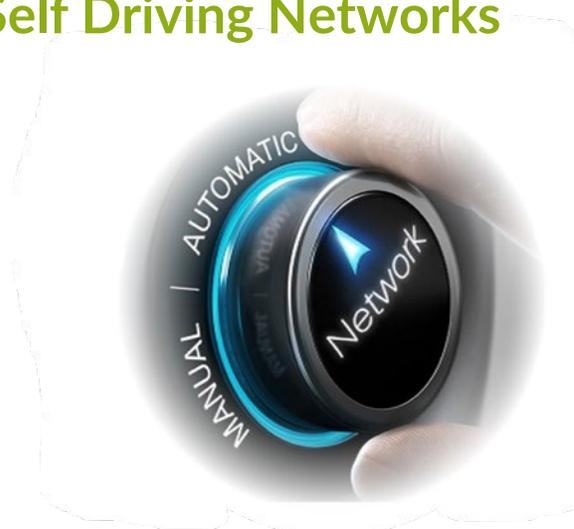
Unlock networking with HPE
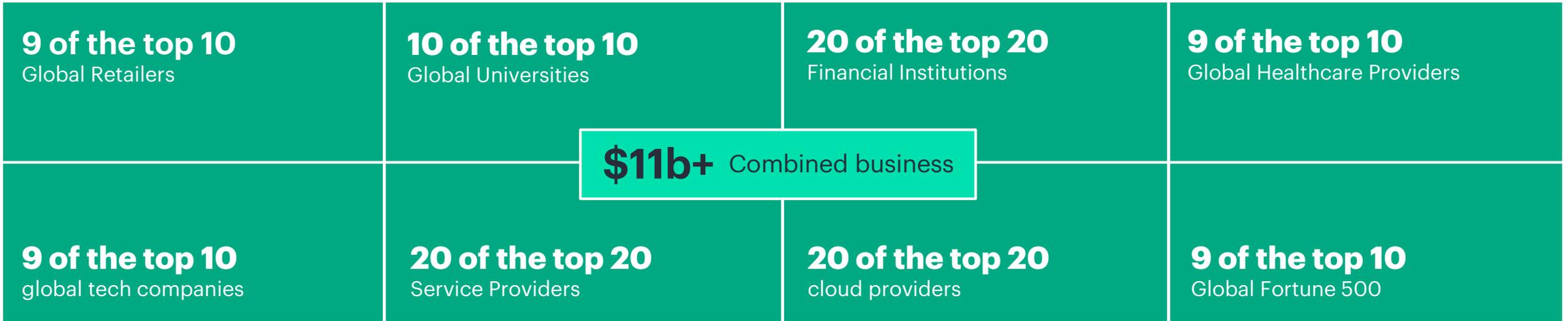
9 of the top 10 Global Retailers	**10 of the top 10** Global Universities	**20 of the top 20** Financial Institutions	**9 of the top 10** Global Healthcare Providers
9 of the top 10 global tech companies	**20 of the top 20** Service Providers	**20 of the top 20** cloud providers	**9 of the top 10** Global Fortune 500

$11b+ Combined business

Top Kunden JUNIPER

Team

HPE Networking Austria Organisation

September 2025

Goran Petrovic
Country Manager

Markus Mayrl
Channel Manager ACH

Johannes Leutner
Account Manager

Wolfgang Gumprecht
Account Manager

Felix Weitgang
Sales Support & Sweeper

Jozef Chvostal
Inside Sales
Representative

Erich Teufelsbauer
System Engineer

Julia Fuchs
Partner Business Manager

Gert Mussnig
Account Manager

Christian Zall
Account Manager

Juliana Arrieta
Sales Support & Sweeper

Matej Capla
Inside Sales
Representative

Christian Willy
System Engineer

Julian Weyland
Partner Business Manager

Houman Zadeh
Account Manager

Matthias Rohm
Channel System Engineer
ACH

Marcus Kohlschmidt
System Engineer

Thomas Latzer
SASE Sales Specialist
ACH

Valentina Mileto
Field Marketing
DACH

Brigitte Katzenschlager
Channel Marketing
DACH

Frank Walser
Distribution Management
DACH

Ich will Juniper verkaufen -

Wie geht das?
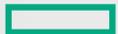
What if I have a deal that includes products from both HPE and Juniper Networks?

If a partner is **both an HPE and Juniper Networks partner**, has a **mixed deal** selling both the HPE and Juniper portfolios, and is ready to transact, the partner will need to consider the following:

- If purchasing from an authorized distributor selling both HPE and Juniper Networks portfolios, then business as usual.
- If primary distributor is not authorized to sell both HPE and Juniper portfolios, then partner will need to find an authorized distributor for the portfolio that the primary distributor does not sell. Authorized distributors can be found at the following links: Juniper Distributor Locator, Juniper Partner Locator, HPE Partner Connect

- If an authorized direct VAR (DVAR), they must **transact each portfolio separately** in the respective HPE and Juniper Networks systems.

What does this mean?

Until further integration notification, there will be **two separate** deal registrations, opportunities, quotes, orders, and invoices where the Aruba portfolio will be transacted in HPE systems following the HPE process, and the Juniper portfolio will be transacted in Juniper Networks systems.

Deal registration		
Opportunity	**HPE aruba** networking	**HPE juniper** networking
Quote		
Purchase order	**Transact in HPE Aruba Networking system follow the HPE systems**	**Transact in Juniper system following the Juniper Networks systems**
Invoice		
Partner compensation		
Support		

Keeping you informed throughout this integration journey

Partner Playbook

Integration overview

FAQ

Responses to your questions

Quick-reference Process Guides

How to transact with HPE & Juniper Networks

Partner Ready Portal/ Partner Center

Links to our latest information

HPE Partners: check out the **Juniper Integration Seismic Briefcase** and the **Juniper Integration Page** on the Partner Ready Portal (partner login required)for the latest information.
Juniper Networks Partners: check out the **Win with HPE-Aruba-Juniper page** on Partner Center (partner log in required).

HPE Networking Channel Sales Play Workbook

Mist into Mid-Market
Data Center Networking

Partner Version
Confidential | HPE Authorized Partner Use Only   1

Table of contents

Sales plays for partners to drive HPE Networking opportunities
This workbook gives quick-start guidance to build pipeline and drive revenue

Mist into Mid-Market sales play	Data Center Networking		Sales growth plan	Partner marketing materials
	Enterprise Data Center sales play	AI Data Center sales play		
A channel sales play to drive mid-market campus and branch wireless opportunities with Mist AI. - Mid-market campus and branch focus - Wireless with Mist AI value story - Primary motion: Secure a PoC	A channel sales play to create new DC opportunities with business outcome discussions and the value of modern, automated data centers. - Enterprise CIO/VP Network driven - Emphasis on automation and AIOps with EFX, TTT, Director, and DC Assurance - Primary motion: Identify the data center opportunity and engage the HPE DC Specialist	A channel sales play for specialized partners with AIDC practices. - Networking for AI training, inference, and AIaaS - High-performance ethernet designs - PoC plan to validate performance - Primary motion: Identify the AIDC opportunity and engage sales specialist/TSA	Tools and guidance for aligning sales plays to partner business planning. - SMART goal examples - Quarterly business metrics - Guidance on key tactics	Highlights relevant marketing materials available to enhance sales play execution. - Campaigns - Marketing assets - Sales tools

Everything in this workbook supports Daily RAM execution, partner enablement, and pipeline acceleration

Confidential | HPE Authorized Partner Use Only   3

Enterprise Data Center

- Campaigns
- Marketing assets

Confidential | HPE Authorized Partner Use Only   6

Enterprise Data Center Networking: sales play overview

Create new data center opportunities with business outcome discussions and the value of modern, automated data centers
This channel sales play shows how Juniper's Data Center portfolio can help customers power and protect the next generation of data centers, leading with business outcomes, showcasing automation and AIOps, and validating results through proofs of concept (PoC).

Partner focus:
- Type: AI partners with Data Center expertise
- Roles: Account Executives (AE) and Solutions Engineers (SE) that can lead a business-based technology sales pursuit
- Best suited for: Partners that cross-relationships w/ data center networking buyers and influencers at all levels

Customer profile:
- Audience: CIO/CTO, VP/Director of Network Infrastructure/Engineering/Ops
- Pain points:
  - Limited insight into DC network and application issues
  - Insufficient ment to prioritize new concerns, determine root cause of problems, etc.
  - Poor visibility driven by overall complexity
- Environment: Enterprises and large mid-enterprise customers, often Cisco incumbent, unhappy w/ current infrastructure, looking to refresh/modernize DC

Sales play outcome:
- PoC: This is a complex sales motion, but we win when the customer agrees to an HPE Juniper-led design review or PoC plan.

Roles and responsibilities
Each team plays a defined role in connecting solutions to customer value, delivering technical engagement, and driving outcomes.

Acct Manager
- Salesplay orchestration with customer and PRW
- Align outcomes, reaching objectives, and resources
- Govern programs and incentive

Don't hesitate to engage with your Juniper DRAM; they're here to help.

Partner SE
- Lead technical discovery and deliver the demo
- Align PoC activities w/ resources
- Keep the conversation focused on outcomes and connection, not feeds and speeds

Juniper DC Specialists
- Pull in Juniper DC specialists on first customer calls & demos where possible
- Provide EFX automation and AIOps structure and regional coverage
- Shape the PoC plan and validate with launch; join stay-one and one-to talk

Partner AE/SE
- Identify and invite qualified customers
- Share account context in meetings

Field & Partner Marketing
- PM: Contact on strategy, strategic guidance
- FM: In-region execution

1. SPE = High-performance center switching portfolio
2. AIOps: Cisco Director – Intent-based networking software that orchestrates and manages multi-vendor data center fabrics
3. Data Center Assurance = Integration with Juniper Mist and Marvis AIOps

Confidential | HPE Authorized Partner Use Only   3

Mist into Mid-Market

Confidential | HPE Authorized Partner Use Only   4

Mist into Mid-Market: sales play overview

Accelerate new mid-market wireless opportunities by leading with Mist AI
This channel sales play shows how Juniper Mist and AIOps help resource-constrained mid-market customers increase efficiency and automation. Mist's simple, cloud-native experience enables easy DIY deployments, and the Mist platform makes it easy for MSPs delivering managed services. The motion emphasizes "try it live" with a highly successful proof-of-concept (PoC).

Partner focus:
- Type: Solution Providers/MSPs with mid-market customer focus
- Roles: Account Executives (AE) and Solutions Engineers (SF)
- Best suited for: Partners selling to mid-market customers, including MSPs delivering managed WLAN services

Customer profile:
- Audience: IT network engineers, architects, and managers who operate and modernize mid-market infrastructure; target Cisco/Meraki accounts
- Pain points:
  - High costs and effort to manage legacy solutions
  - IT staff shortages and skills gaps
  - Need to simplify operations with AI
  - Reduce tickets and mean time to resolution (MTTR)
  - Enroll in for move to WiFi-7
- Environment: Multisite mid-market with small IT teams, aging or end-of-support APs, and controller complexity (e.g., retail, education, healthcare, state and local government, hospitality)

Sales play outcome:
- Customer agreement to PoC in a live production environment
- Use AI on Us to remove financial barriers and run the PoC live
  - Recommend discounted purchase of PoC gear; close rates are high, and customers often keep the equipment
  - See next slide for how the PoC-centric motion ties to AI on Us
- 90% of Juniper PoCs lead to sales opportunities

Roles and responsibilities
Each team plays a defined role in connecting solutions to customer value, delivering technical engagement, and driving outcomes.

Acct Manager
- Lead the sales play execution
- Own business plan development and management
- Engage with HPE SF to enable partners
- Confirm regional Mist specialist/SE coverage

Partner SE
- Ensure partner SEs are enabled on demo and PoC delivery
- Deliver demo and PoC for initial engagements
- Support partners in future customer pursuits (demo & PoC)

Juniper Mist Specialists/SEs
- Provide guidance and best practices
- Engage early for technical credibility and in-production PoC design
- Join first customer calls and PoCs where possible
- Provide regional coverage and AIOps expertise

Partner AE/SE
- Identify and invite qualified customers
- Ensure AE/SF participants are enabled for the next customer engagements
- Co deliver the meeting

Field & Partner Marketing
- Check out the Mist Mid-Market Campaign workbook on the resource hub (coming soon)
- Guidance on strategy and resource curation optimized for partner marketing plan
- FM: Local execution support

Confidential | HPE Authorized Partner Use Only   5

AI Data Center

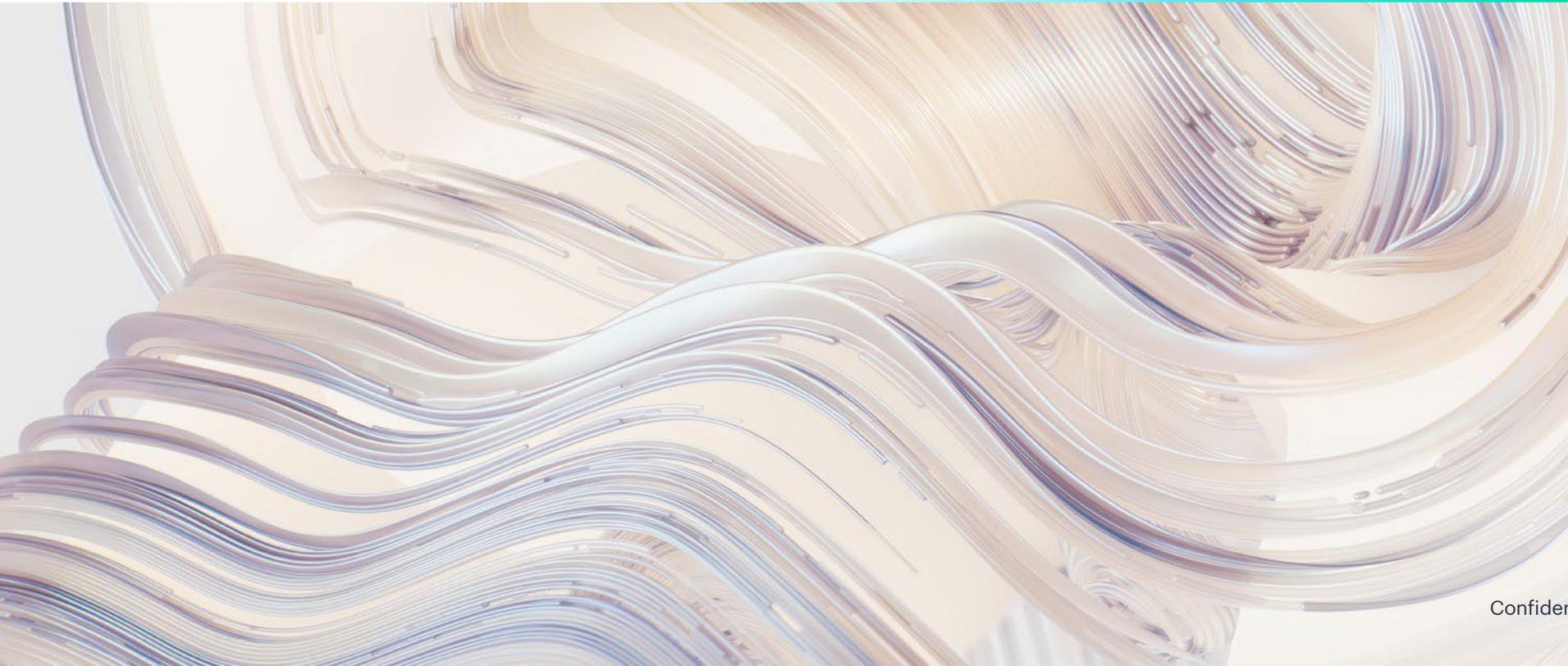Confidential | HPE Authorized Partner Use Only   8

Partner journey
Where Juniper sales plays fit into the partner journey

Join Programs
Enroll in both partner programs to transact both portfolios

Build Expertise
Learn new portfolio, get certifications, leverage acceleration workshops

★ **Accelerate Sales**
Review and execute prescriptive sales plays to capture growth in high-yield market segments

★ **Where these sales plays fit**
Use these sales plays during the *Accelerate sales phase* to:
1. Drive new opportunities and expand within existing accounts using the combined strength of HPE and Juniper portfolios
2. Win and earn more with competitive displacement against Cisco, Arista, Nokia, and others.

Confidential | HPE Authorized Partner Use Only   2

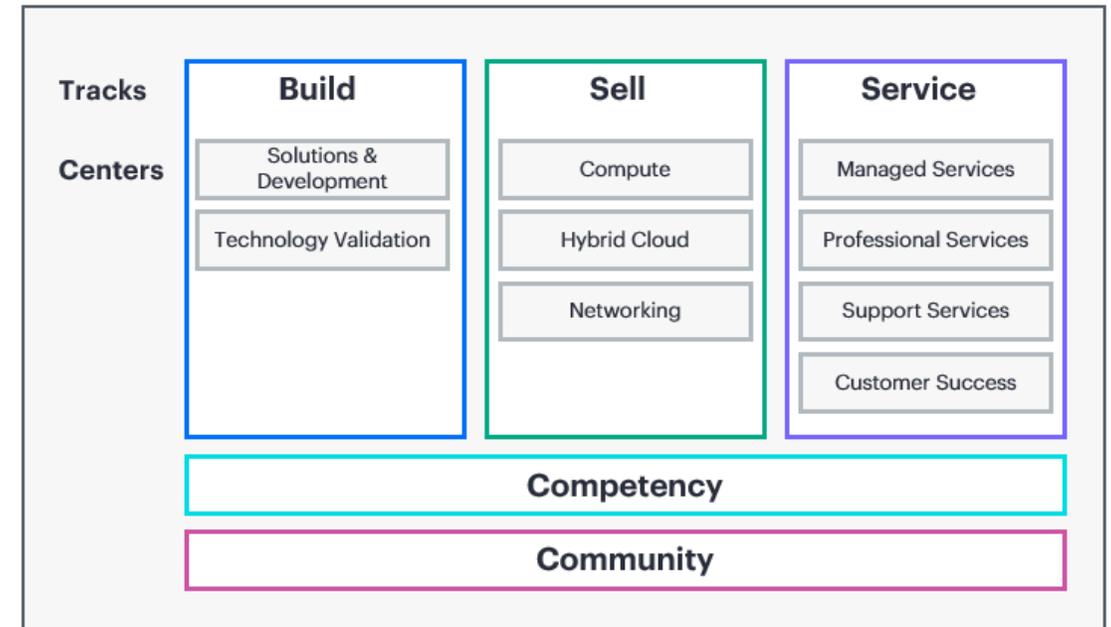# HPE Partner Ready Vantage Program FY26

Easy to engage with one unified partner program

Globally consistent, simple framework designed to evolve with partners' business

- Align ONE organization to ONE Program

- Create simplicity moving from 11 programs to 1

- Evolve HPE Partner Ready Vantage program/brand

- Support each GBU GTM partner strategy

- Enable attack of competitors' partners

- Onboard Juniper Partners in agreed program

HPE Partner Ready Vantage

Tracks	Build	Sell	Service
Centers	Solutions & Development	Compute	Managed Services
	Technology Validation	Hybrid Cloud	Professional Services
		Networking	Support Services
			Customer Success

Competency

Community

The journey to a new and exceptional partner experience

Phase 1 launch: November 1, 2025

New Sell Track

What's in it for our Partners?

- 3 Centers focused on GBUs
- Global Partner Program alignment

Sell

Compute

Hybrid Cloud

Networking

— Optimized experience to enroll once in Sell Track

— Easy to sell across the entire HPE portfolio of products & services

— Partners choose how they need to invest and sell (CAPEX/OPEX)

— Growth opportunities through cross-sell and services resale

— Unified and predictable compensation model to earn more

— Support generalist and/or specialist to drive customer outcomes

— Medallion and Business Partners with competency earn rewards

Improved partner experience and growth opportunities

Sell Track: easily sell across entire HPE Portfolio

— Inclusive of products and services

— Entire portfolio for CAPEX and as-a-service

— Same medallion tiers and structure partners are used to

— Focus on GBU portfolio skills and incent for competency

HPE Partner Ready Vantage

Tracks	Build	**Sell**	Service
Centers	Solutions & Development	Compute	Managed Services
	Technology Validation	Hybrid Cloud	Support Services
		Networking	Professional Services
			Customer Success

Competency

Community
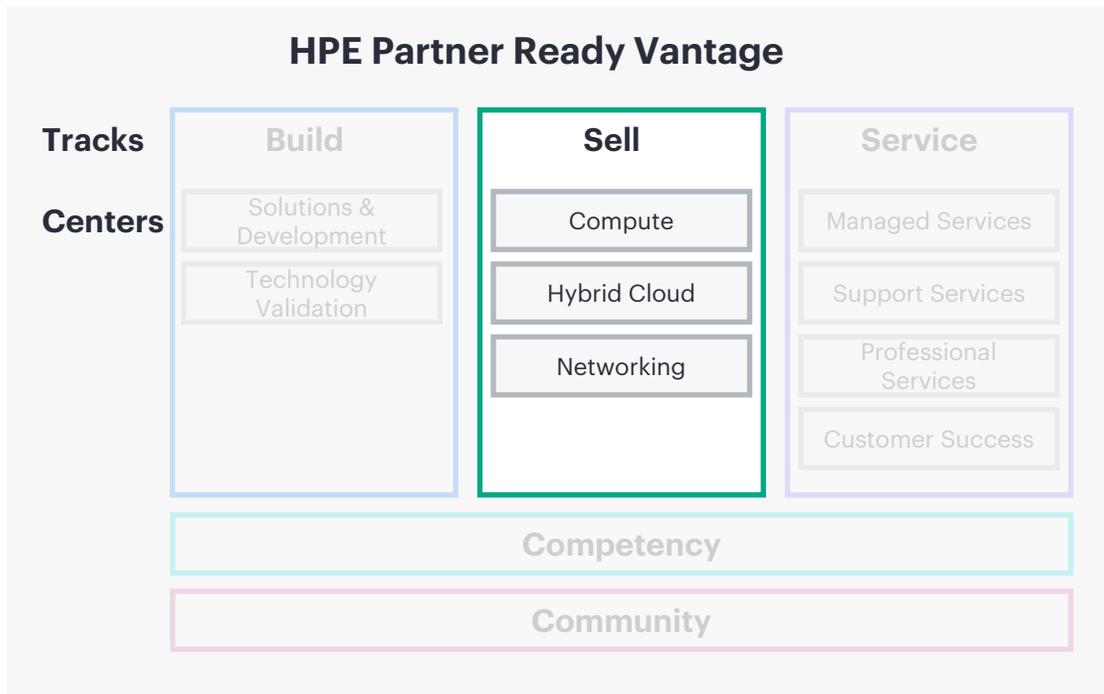
Consistent blueprint

Sell Track Center Blueprint

Level	Threshold	Sales enablement	Technical enablement	Benefits
Platinum	$$$	XXX sales certifications	"High-end" + "mid-level" + "entry-level" certifications	$$$ rebates, etc.
Gold	$$	XX sales certifications	"Mid-level" + "entry-level" certifications	$$ rebates, etc.
Silver	$	X sales certifications	"Entry-level" certifications	$ rebates, etc.

Compensation Elements – Networking

1. Base Compensation & Competency

Networking		Standard	Focus	Competency
Portfolio		PL List	PL List	Eligible PL List / Solutions
EMEA	Platinum Networking	1.5%	4%	10%*
	Gold Networking	1%	3%	
	Silver Networking	0.5%	2%	
	Business Partner	N/A		

━━ Additional Compensation Elements ━━

2. Incentives for Partner Sellers: New Business Opportunity / New Logo
For Future Launch

3. Services PRI accelerator
For Future Launch

- Pay volume product lines at Standard rate and pay from $1
- Pay focus product lines at Focus rate
- *Competency rebates **only for partners holding respective competency**
- Business Partners eligible for Competency
- NBO bonus (future launch)
- PRI accelerator (future launch)

Standard		Focus	
Switching	34, 35, NT, I6	Switching	NV, WB
DCN	NC	DCN	FA, L1
Routing	I7	WLAN	VL, XB
Edge SW	PW	ClearPass	L3
Central	L5, X6	AirWave & On Prem	PV
		NaaS	XA

FY26 HPE Partner Ready Vantage – Networking Center

Category 2 - Austria, Czechia, Hungary, Switzerland & Liechtenstein, Poland, Turkey

		Silver Networking	Gold Networking	Platinum Networking
	Threshold	✓✓	✓✓✓	✓✓✓✓
Sales Criteria	Sales certified or trained Individuals	x2 📄	x3 📄	x4 📄
Technical Criteria	HPE Networking Expert	(3)		📄
	HPE Networking Architect		📄	📄
	HPE Networking Professional Switching (or higher)	📄	📄	📄
	HPE Networking Professional Campus Access (or higher)		📄📄	📄📄📄
	HPE Networking Associate (or higher)	📄📄 (2)		
Min # **sales** certified Individuals [1]		x2 👤	x3 👤	x4 👤
Min # of **technical** certified Individuals [1]		x2 👤	x2 👤	x3 👤

FY26 valid Certifications for the Networking center

Sales

- HPE Sales Certified – HPE Aruba Networking Solutions

Technical

- HPE Aruba Networking Certified Expert - Campus Access Mobility
- HPE Aruba Networking Certified Expert - Campus Access Switching
- HPE Aruba Networking Certified Expert - Network Security
- HPE Aruba Networking Certified Expert - Switching

- HPE Aruba Networking Certified Network Architect – Campus Access
- HPE Aruba Networking Certified Network Architect - Data Center

- HPE Aruba Networking Certified Professional - Switching

- HPE Aruba Networking Certified Professional - Campus Access

- HPE Aruba Networking Certified Associate - Campus Access
- HPE Aruba Networking Certified Associate - Switching

Note: Networking Partners in countries affected by a higher number of technical certifications versus FY25 program requirements are granted a two-year transition period to meet new Networking Center program requirements.

[1] Same person can contribute to multiple criteria
[2] Any of the Associate (or higher) Campus Access, Switching or Network Architect Certifications are accepted
[3] Any of the Professional (or higher) Campus Access, Switching or Network Architect Certifications are accepted

FY26 HPE competencies

— Continually develop your expertise to specialize across HPE solutions.

— Differentiate and promote yourself in the market.

— Receive competency incentive for products associated with eligible competencies after achievement. Applicable for all partners in the Sell Track (incl. Business Partner).

— Competency requirements include training and certification requirements and continuous learning. Varies by competency.

Compute

- HPE HPC for Enterprise* **New**

Hybrid Cloud

- HPE Solutions for Cloud IT Ops **New**
- Data Protection and Disaster Recovery Solutions
- Private Cloud Solutions for Business* (previously Private cloud solutions)

Networking

- HPE Aruba Networking Private 5G **New**
- HPE Aruba Networking Central
- HPE Aruba Networking ClearPass
- HPE Aruba Networking Data Center
- HPE Aruba Networking SD-WAN
- HPE Aruba Networking Secure Service Edge

Cross-HPE

- HPE GreenLake
- HPE Solutions for AI
- HPE Solutions for Sustainability
- HPE Solutions for Sovereign Cloud*

*HPE HPC for Enterprise, Private Cloud Solutions for Business and HPE Solutions for Sovereign Cloud competencies are excluded from competency incentive.

Competency : HPE Aruba Networking Central

Certification / Training requirements	# people	Certification/Training name	Exam ID / Training	Pre-requisites requirements	Recommended training course
HPE Aruba Networking Sales Certified	2	Selling HPE Aruba Networking As-a-Service Solutions		None	Web-based training, 2 hours
		AND			
Professional Certification	2	HPE Advanced Product Certified - HPE Aruba Networking Central (new) [1]	HPE6-A90	None	New Central training coming in November 2025

Competency : HPE Aruba Networking ClearPass

Certification / Training requirements	# people	Certification/Training name	Exam ID / Training	Pre-requisites requirements	Recommended training course
HPE Aruba Networking Sales Certified	1	HPE Sales Certified - HPE Aruba Networking Solutions	HPE2-W12	None	Selling HPE Aruba Networking Solutions (Web-based, e-book)
		AND			
Professional Certification (1)	2	Aruba Certified Professional – Network Security	HPE7-A02	None	Implementing Aruba Network Security, Rev. 24.41 (5 days, vILT)
		or			
		Aruba Certified Expert – Network Security or	HPE7-A10 & HPE4-E50	None	Aruba Advanced Network Security Troubleshooting and Solutions, Rev. 22.41 (5 days, vILT)
		or			
		HPE Advanced Product Certified - ClearPass	HPE6-A88	None	Configuring HPE Aruba Networking ClearPass, Rev. 24.41 (5 days, vILT)

Competency : HPE Aruba Networking Data Center

Certification / Training requirements	# people	Certification/Training name	Exam ID / Training	Pre-requisites requirements	Recommended training course
HPE Aruba Networking Sales Certified	1	HPE Sales Certified - HPE Aruba Networking Solutions	HPE2-W12	None	Selling HPE Aruba Networking Solutions (Web-based, e-book)
			AND		
Professional Certification	1	HPE Aruba Networking Certified Professional – Data Center	HPE7-AO5	0001205541	Implementing Data Center Networks, Rev 23.41 (5 days, ILT/VILT)
			AND		
CX10000 Certification	1	HPE Advanced Product Certified - CX 10000	HPE6-A87	0001210641	Orchestrating Distributed Services with the CX 10000 Series, Rev. 24.41 (2 days, ILT/VILT)

Competency : HPE Aruba Networking SD-WAN

| Certification / Training requirements	# people	Certification/Training name	Exam ID / Training	Pre-requisites requirements	Recommended training course
SD-WAN Sales Accreditation	2	HPE Aruba Networking SD-WAN Sales Accreditation	0001210248	None	HPE Aruba Networking SD-WAN Sales Accreditation (1 hour, Self-paced)
			AND		
AASX	2	Aruba Accredited SD-WAN Expert Assessment	0001203822	AASP	Advanced SD-WAN Deployments (2 days, vILT) Or Advanced SD-WAN Deployments elearning + Self-directed labs

Competency : HPE Aruba Networking Security Service Edge (SSE)

Certification / Training requirement	# people	Certification/Training name	Exam ID / Training	Pre-requisites requirements	Recommended training course	Course length	Course format
Technical: APS SSE	2	Aruba Product Specialist – Secure Service Edge	0001205355	N/A	Deploying Security Service Edge	2 days	Self-paced
AND							
Sales Training	2	HPE Aruba Networking SSE Sales Professional	1769792	N/A		1 hour	Self-paced

HPE Partner Ready Vantage assets

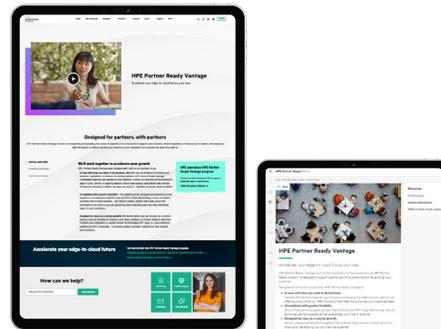## Joint HPE and HPE Aruba Networking program assets
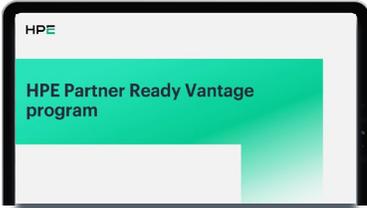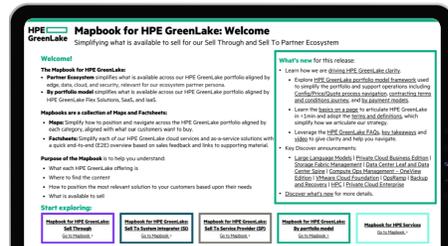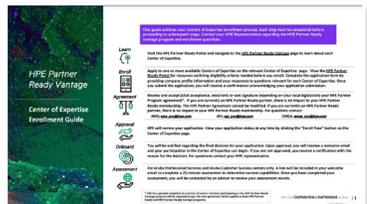
Partner presentation

Message map

FAQs

Interactive brochure

Web pages
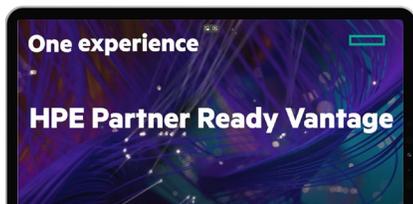
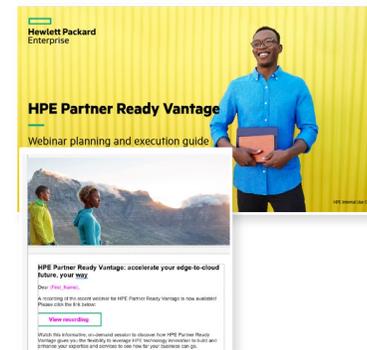Mapbook for HPE GreenLake

Enrollment guide

Program video

HPE assets

Partner videos

Center guides

Webinar guide and materials
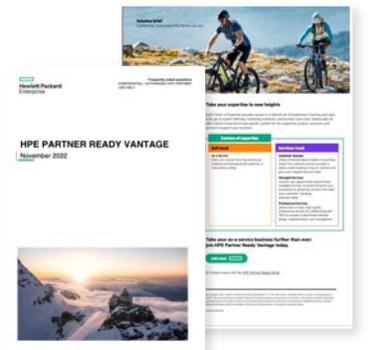
Getting Started

See more in the HPE Partner Ready Vantage Seismic briefcase,

Partnerprogramm

HPE Juniper Networking
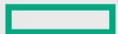
Juniper Partner Advantage 2025

Experience the Juniper Advantage
February 2025

JUNIPER NETWORKS | Driven by Experience™

Juniper Partner Advantage 2025

Juniper Partner Advantage

Allows partners to choose the best role for your business with your customers. Choose from one or all of the program roles.

Partner Roles

Solution Resellers

Managed Network Providers

JPA 2025 roles structure

Partner Roles	Solution Reseller	Managed Network Provider
Partner Levels	Elite Plus · Elite · Select · Reseller	Elite Plus provider · Elite provider · Select provider
Tech Specializations	Wired & Wireless SD-WAN · Data Center, Routing, Security	Wireless Location Services · SD-WAN Security
Service Specialization	Partner Support Services Service Performance Program Partner Assured – Solution Resale	Partner Assured – MNP
Solution Specialization	AI for Data Center	

Partner Coverage Options: Individual/Multi-Regional/Global
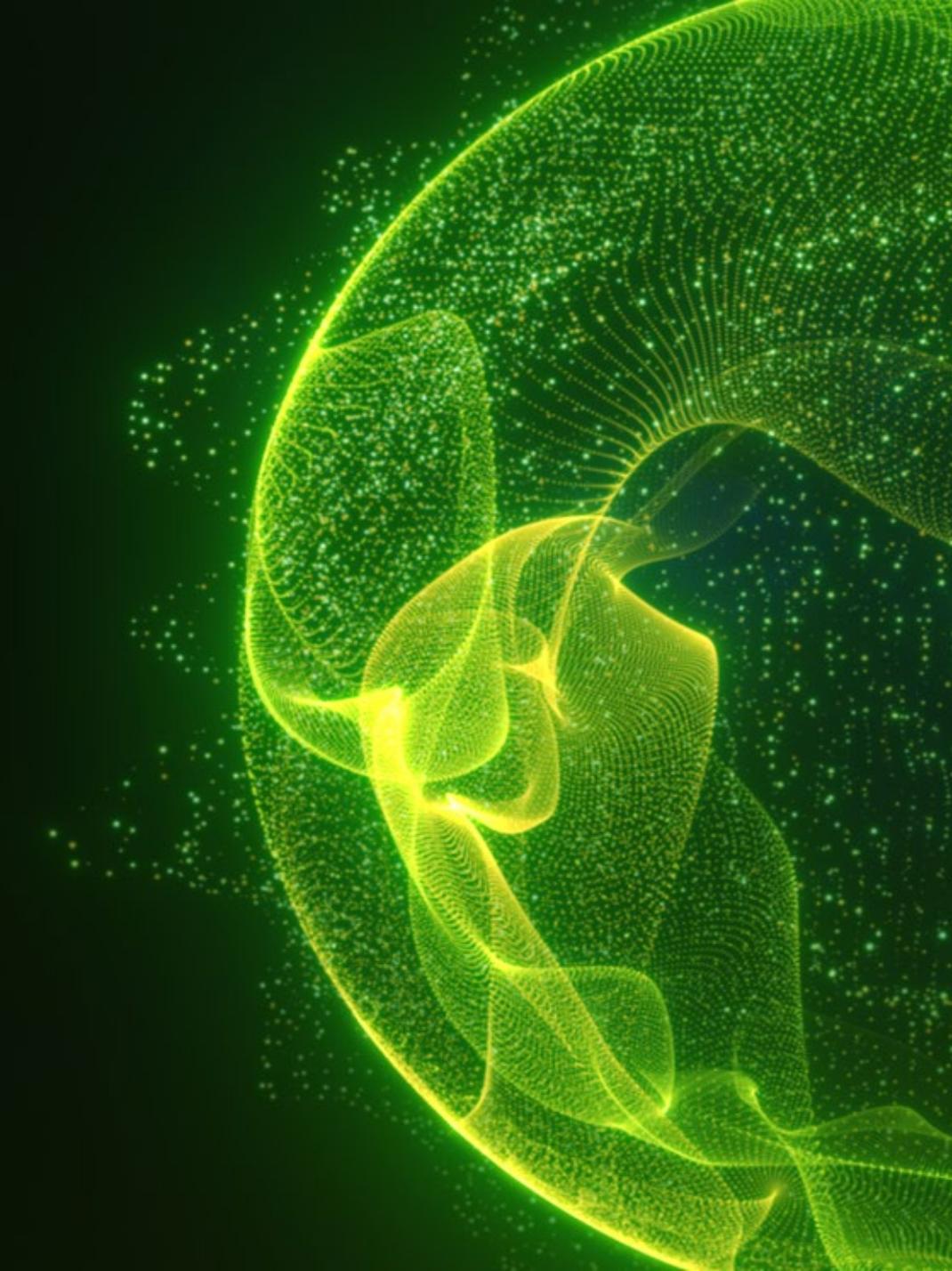
Solution reseller

Partner levels – Solution reseller

	Core benefits	Core requirements
Elite Plus	• Premium Standard Discounts • Dedicated Investment Dollars through Annual MOUs • Rich GTM Planning Engagement w/ Juniper Sellers • Increased and Exclusive Dollar 1 Incentive Rewards	• Individualized Account Mapping, Pipeline & Custom Sales Targets • Partner Assured (3rd party validation, customer lifecycle) • 3 Specializations, including Wired & Wireless
Elite	• Premium Standard Discounts • Prioritized Access to MDF • Higher Dollar 1 Incentive Rewards	• Higher Sales Targets by country • Technical (2 Specializations + 2 Tech Baseline) • 4 Sales Champions (2 Innovative/2 Ingenious)
Select	• Standard Discounts • Access to MDF • Dollar 1 Incentive Rewards tied to Deal Registration	• Sales Targets by country • Technical (1 Specialization + 1 Tech Baseline) • Sales Champions (1 Innovative/1 Ingenious)
Reseller	• Deal Registration • Seller Rewards (Rep Points) • Velocity Pricing • Juniper Learning Academy Access	• Accept Channel T&Cs

JUNIPER NETWORKS

HPE - wie alles zusammen kommt

Mehrwerte für Kunden durch eine gemeinsame Plattform

What´s our story? The bigger picture of the entire IT architecture

Ein typisches Netzwerk

INTERNET

Cloud

Router

Firewall

Storage

Core Switch

Server

Drucker

Desktop PC

Digital Whiteboard Beamer

Access Switch

Access Switch

Access Switch

AP mit Ports

Wired VoIP Phone

Notebook

Access Point

Outdoor AP

Smartphone

Tablet
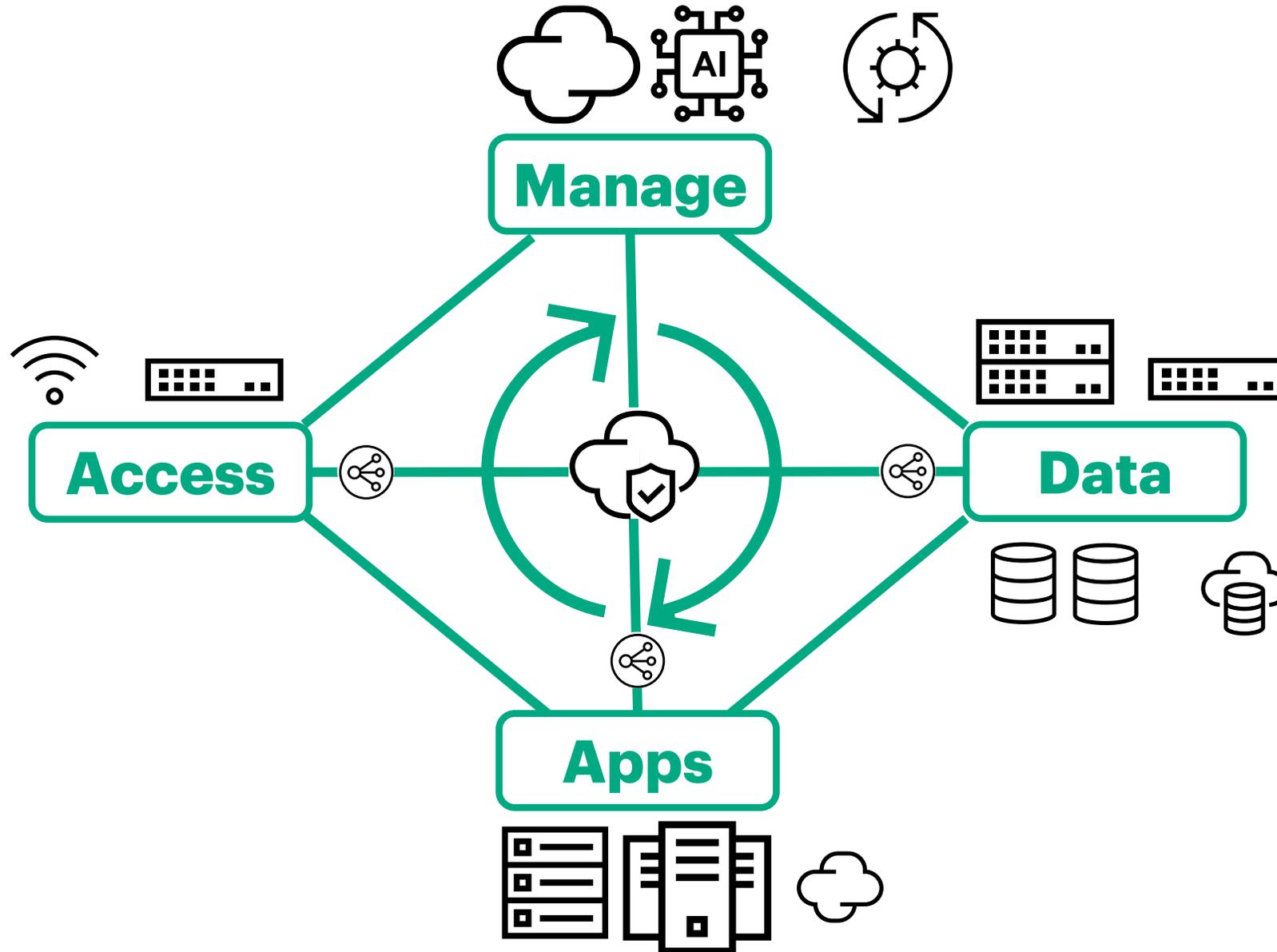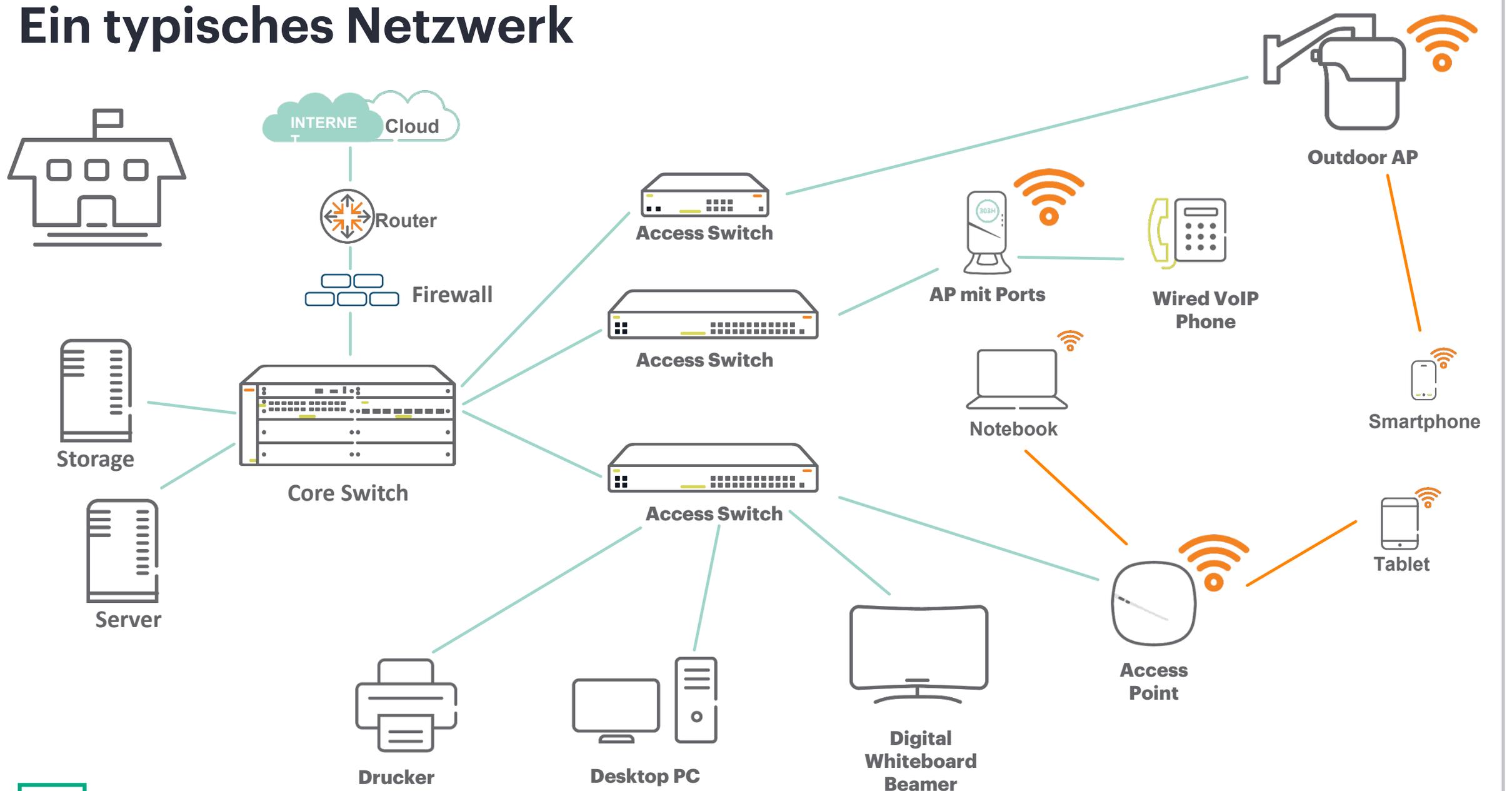
Agentic AI accelerates the journey to Self Driving

REALIZED VALUE

Agentic AI

STAGE 5
Self-driving
Auto-remediation

STAGE 4
Assisted
Proactive remediation
(with permission)

STAGE 3
Recommendations
Suggestions to IT staff

STAGE 2
Insights
Apply domain expertise
(i.e., what does "good" look like?)

STAGE 1:
Data
User experience data

Cars with sensors | **Driver assistance** | **Adaptive cruise control** | **Controlled self-driving** | **Full self-driving**

The secure AI-native network

AI for network ops

APIs

- Wired switching
- Wireless LAN
- Data center networking
- SD-WAN/SASE/WAN routing
- Security (SSE, NAC, NGFW)

Networks for AI workloads

APIs

- AI fabric
- Operations/Optimization
- Data center interconnect
- WAN routing
- Mesh firewall

HPE Aruba Networking
HPE Juniper Networking

AIOps + Cloud + Central Operations

AIOps: Right data and results	Comprehensive portfolio	Integrated security

APs   Switches   Routers   Firewalls

HPE Aruba Networking AOS-CX Switching

HPE Aruba Networking CX Switch portfolio – Edge to DC

Data Center

Core

Aggregation

Access

Ruggedized

CX4100i

CX6000

CX6100

CX6200F/M

CX5420

CX6300F/M/L

CX6400

CX8100

CX8360

CX8325
CX8325H/P

CX8400

CX9300
CX9300S

CX10040

CX10000

Unified Management with Central

1G to 400G – Common Architecture - End-to-End Portfolio for the Enterprise
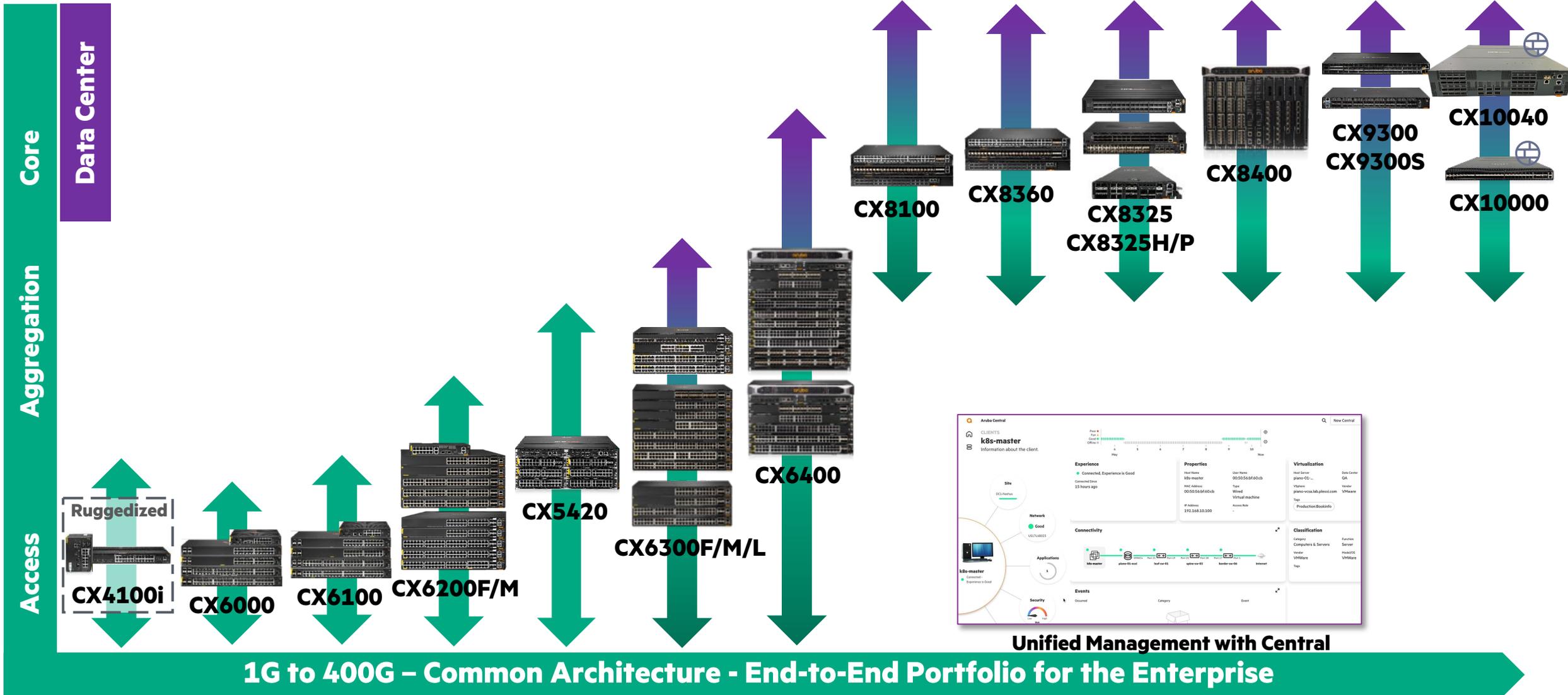
Overcome the high complexity & cost

of legacy centralized network + security architectures

An entirely new category of switch

Distributed Services Switch

CX 10040
100/400G

CX 10000, 10/25G
Available since 2022

Integrated DPUs

L2/3, DFW, Encrypt, Telemetry, NAT at scale

Industry's most widely deployed Smart Switch - since 2022

- ➤ High performance L2/3 switching **DPU Accelerated**

- ➤ **1.6T of stateful firewall with NAT**, encryption and high-resolution telemetry at scale

- ➤ Unified network and security policy and automation

- ➤ **10X the performance and scale** vs. traditional legacy switches and security appliances/agents

- ➤ **Open partner ecosystem:**

OpsRamp   elastic   Guardicore
Now part of Akamai

Distributed Services Switch
Eine neue Switching-Kategorie

HPE Aruba Networking CX 10000

AMD
PENSANDO

Stateful Firewall Services

| Firewall | DDoS | Telemetry | Encrypt | NAT | SLB |
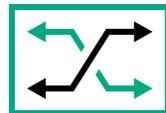
Volle Netzwerkfunktionalität plus 800G-Firewall-Leistung

Eine Stateful Firewall hinter jedem Switch-Port mit integriertem Telemetrie-Streaming

Eliminiert/reduziert den Bedarf an Security Appl *und Host-Software und bietet 10-fache Leistung* *1/3 TCO*

Use Cases:
- **VM-Ware NSX Alternative**
- **Datacenter Applikations-Visibilität**
- **Mikrosegmentierung im DC**
- **IPSEC Datacenter Interconnect**
- **Collapsed Core für den Mittelstand**

EX Produkt Serie

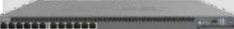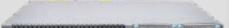| 8/12		24 oder 48 10/100/1000 BaseT Ports		24/48 Ports	24/48 Ports	40/48 SFP+	10/40/100 Gig
		12	32 SFP	Multispeed	Multispeed	Multispeed	
Power over Ethernet							
			AC / DC Power Supplies				EX9200
			Modular redundant Fan / Power Supplies				
Fanless		Fanless (12Port)	AFI / AFO cooling direction				
Virtual Chassis (6)		Virtual Ch.	Mixed Chassis aus EX4100-F u. EX4100 → Virtual Ch.	Virtual Ch.	Mixed Chassis aus EX4300 u. EX4600 → Virtual Ch.	Virtual Ch.	
			Virtual Ch.		Virtual Ch.	48 SFP+	Modulare Chassis
					EX4400 24X	EX4650	4- Slots
		EX4100-H			EX4400 MP		8- Slots
				EX4300 MP			14- Slots
			EX4100 MP				Core Switch für EVPN-VXLAN
		EX4100-F	EX3400	EX4300-32F	EX4400	40 SFP+	
	EX4000 MP		EX4100			EX4600	
EX4000	EX4000	EX4100-F-12					
EX2300-C							

Confidential | Authorized HPE Partner Use Only

Datacenter Switching Portfolio

TD2+	TD3	TD4	TH/TH+	TH2	TH3	TH4 TH5	Jericho	Juniper Express	Juniper Express
									LC: 36x400G LC: 32x100+4x400G
QFX5110-48S QFX5110-32Q	**QFX5120-48T QFX5120-48Y QFX5120-48YM QFX5120-32C**	**QFX5130-CD QFX5130-48C QFX5700***	**QFX5200-32C**	QFX5210-64C*	QFX5220-32CD* QFX5220-128C*	QFX5230-64CD* QFX5240-64ODD* QFX5240-64QDD*	ACX7100-48L* ACX7100-32C*	PTX10001-36MR*	PTX10004* PTX10008*
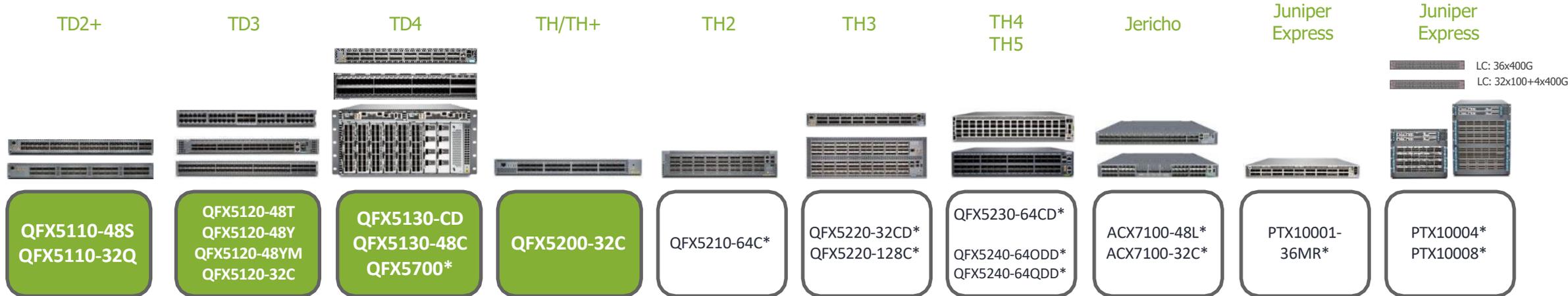
Junos OS mit EVPN-VXLAN, IP Fabric und MC-LAG

48x10GbE and 6x40GbE	48x25GbE and 8x40/100GbE	32x40/400GbE	32x100GbE	64x100GbE	32x400GbE	64x400GbE	48x50GbE and 6x400GbE	24x400GbE+ 12x100GbE	576/1152 x10GbE
	32x40/100GbE	128x100G und 32x400G (8 PIC's)	oder 128x25GbE		128x100GbE	64x800GbE	32x100GbE + 4x400GbE		144/288 x400GbE
720G-1.28T	2T-3.2T	12.8T	3.2T	6.4T	25.6T	51.2Tbps	4.8T		(Line cards: 36x400G,32x 100G+4x400G)

Routing

MX Router Produkt Serie

TRIO

MX204, MX304

MX240, MX480, MX960

MX10008, MX10016

MX2008, MX2010, MX2020

Scale Out & Distributed

Carrier Grade & Scale Up

Ultra High Density

Carrier Grade & Scale Up

HPE Aruba Networking Wi-Fi
AI-powered. Secure. Seamless.

Evolution of wireless standards bring efficiency, speed, and reliability

6 GHz band & enhancements

6 GHz band introduced

Wi-Fi 7

Wi-Fi 6E

Wi-Fi 5

Wi-Fi 6

- 700 Series
- Up to 320 MHz channels
- 2.4, 5, and 6 GHz bands
- Multi-link operation (MLO) for channel aggregation and failover
- 4K QAM for higher peak data rates

- 600 Series APs
- Up to 160 MHz channels
- 2.4, 5, and 6 GHz bands
- Greater capacity

- 500 Series APs
- Up to 80 MHz channels
- 2.4 & 5 GHz bands
- Greater efficiency

- 300 Series APs
- 2.4 and 5 GHz bands

HPE Aruba Networking Access Points

USB ACCESSORIES and ANTENNAs

LTE Modem   IoT Radio

WI-FI 7 INDOOR

750 Series   740 Series   730 Series

720 Series

WI-FI 6E INDOOR

650 Series   630 Series   610 Series

HOSPITALITY

600H Series

REMOTE

605R Series

WI-FI 6E OUTDOOR/HAZLOC

670 Series

WI-FI 7 OUTDOOR/HARDENED/ HAZLOC

760 Series

WI-FI 6 INDOOR

550 Series   530 Series   510 Series   500 Series   503 Series

HOSPITALITY

500H Series

REMOTE

503R Series

WI-FI 6 OUTDOOR/HAZLOC

518 Series   580 Series   570 Series   560 Series

CAMPUS GATEWAY

9240 Series

HYBRID CAMPUS/BRANCH

9114 Series   9106 Series

BRANCH

9012 Series   9004 / 9004-LTE Series

CELLULAR BRIGE

100 Series 5G

HPE Juniper Networking Access Points

WI-FI 7 INDOOR

AP47   AP37   AP36

WI-FI 6E INDOOR

AP24

WI-FI 6E OUTDOOR

AP64

WI-FI 7 OUTDOOR/HARDENED

AP66

WI-FI 6 INDOOR

AP45   AP43   AP34   AP33   AP32

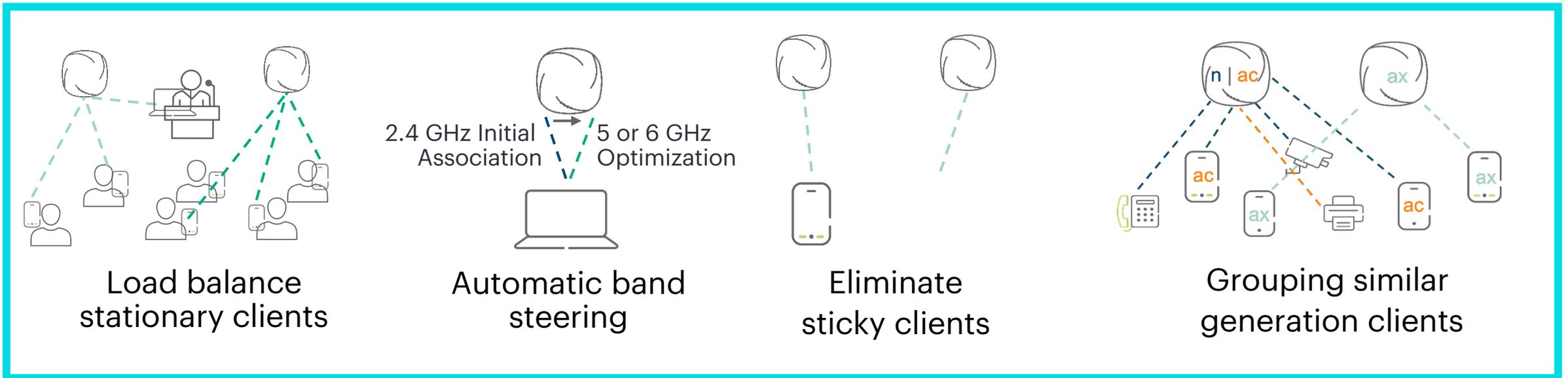**HOSPITALITY**

AP12

WI-FI 6 OUTDOOR

AP63

Optimize the user experience with dynamic client steering

ClientMatch service supports Wi-Fi 6/6E/7 and legacy clients

**HPE Aruba Networking Central
ClientMatch Service**

2.4 GHz Initial Association → 5 or 6 GHz Optimization

Load balance stationary clients

Automatic band steering

Eliminate sticky clients

Grouping similar generation clients

Leverage APs to deliver location-based services at scale

Features Wi-Fi Location® Certified APs with embedded GPS

Challenges

- Current location services rely on error-prone manually-placed access points

- Costly to map APs for each refresh

- Custom app development required as location data is not based on lat/long

Self-locating APs
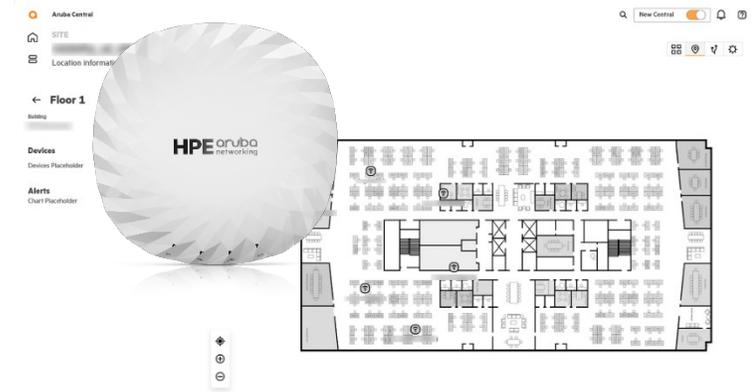
- Industry-standard FTM measurements between APs establish relative AP position

- FTM and GPS orchestrate measurements to auto map APs

- Geo-referenced floor plan uses universal coordinates (lat/long)
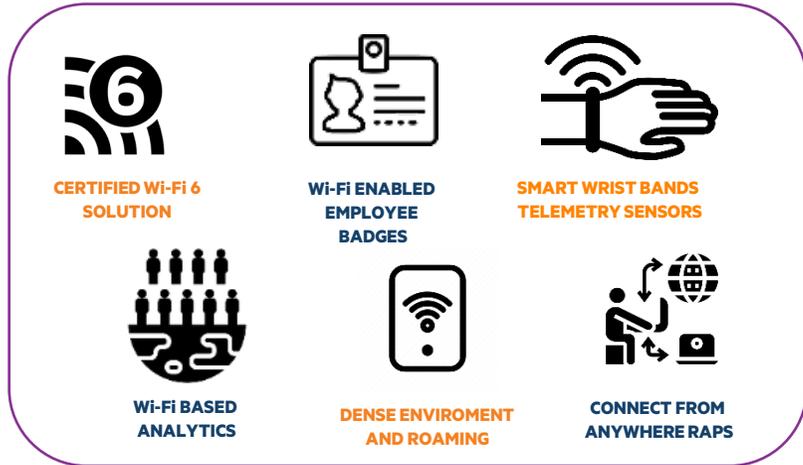
Open Locate

- Industry initiative provides network location data freely & accessible in standardized formats

- Over the Air and Cloud API to deliver AP locations in latitude and longitude to client devices

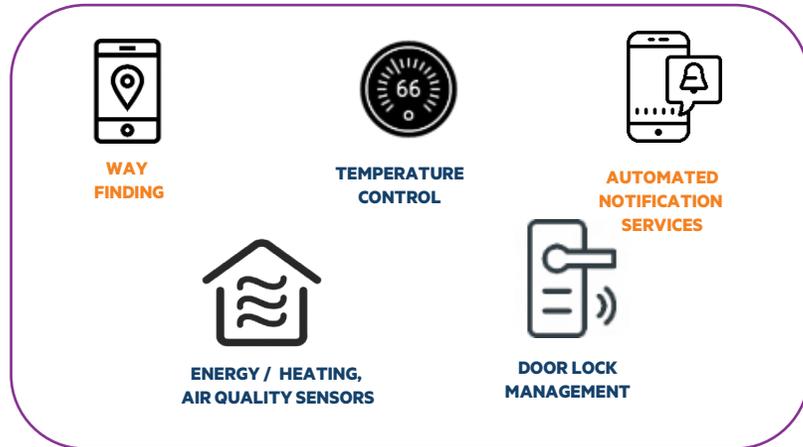- Key use cases: presence, proximity, asset tracking, geo fencing

AP als Wireless Access Platform

Overlay-Infrastruktur zur Unterstützung von Konnektivität reduzieren

802.11ax (Wi-Fi 6) Radio

CERTIFIED Wi-Fi 6 SOLUTION

Wi-Fi ENABLED EMPLOYEE BADGES

SMART WRIST BANDS TELEMETRY SENSORS

Wi-Fi BASED ANALYTICS

DENSE ENVIROMENT AND ROAMING

CONNECT FROM ANYWHERE RAPS

BLE

WAY FINDING

TEMPERATURE CONTROL

AUTOMATED NOTIFICATION SERVICES

ENERGY / HEATING, AIR QUALITY SENSORS

DOOR LOCK MANAGEMENT

802.15.4 / Zigbee

SMART ROOM MANAGEMENT

DOOR LOCK MANAGEMENT

FOOD SAFETY SENSORS

SAFE SENSORS

TEMPERATURE SENSORS

USB

DIGITAL SHELF LABEL
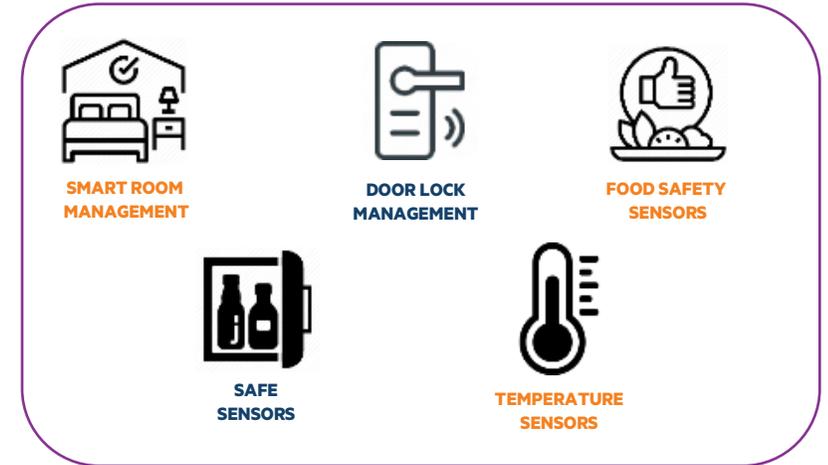
SMART LIGHTING & METERING

800/900 MHZ PROTOCOLS

- Reduce complexity by replacing overlay IoT infrastructure

- Transport IoT data over Aruba WLAN

- Deliver IT and OT visibility in one central location
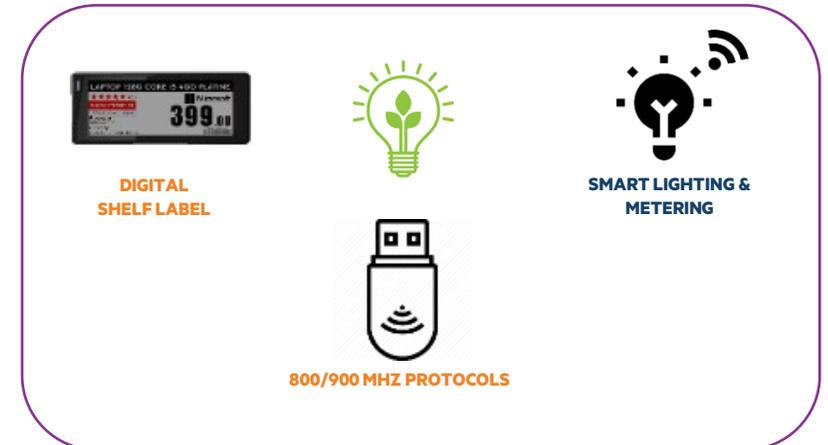
HPE Aruba Networking 100 Series Cellular Bridge

Highly resilient primary, secondary or backup connectivity for remote, branch, and pop-up sites

Single vendor solution for wired, wireless, and SD-WAN, managed by Central

Securely connects to 5G/4G public or private cellular network

Certified by major public providers and AT&T First Responder Network Authority (FirstNet)

HPE Aruba Networking Central

Cloud-native management and orchestration platform for ESP
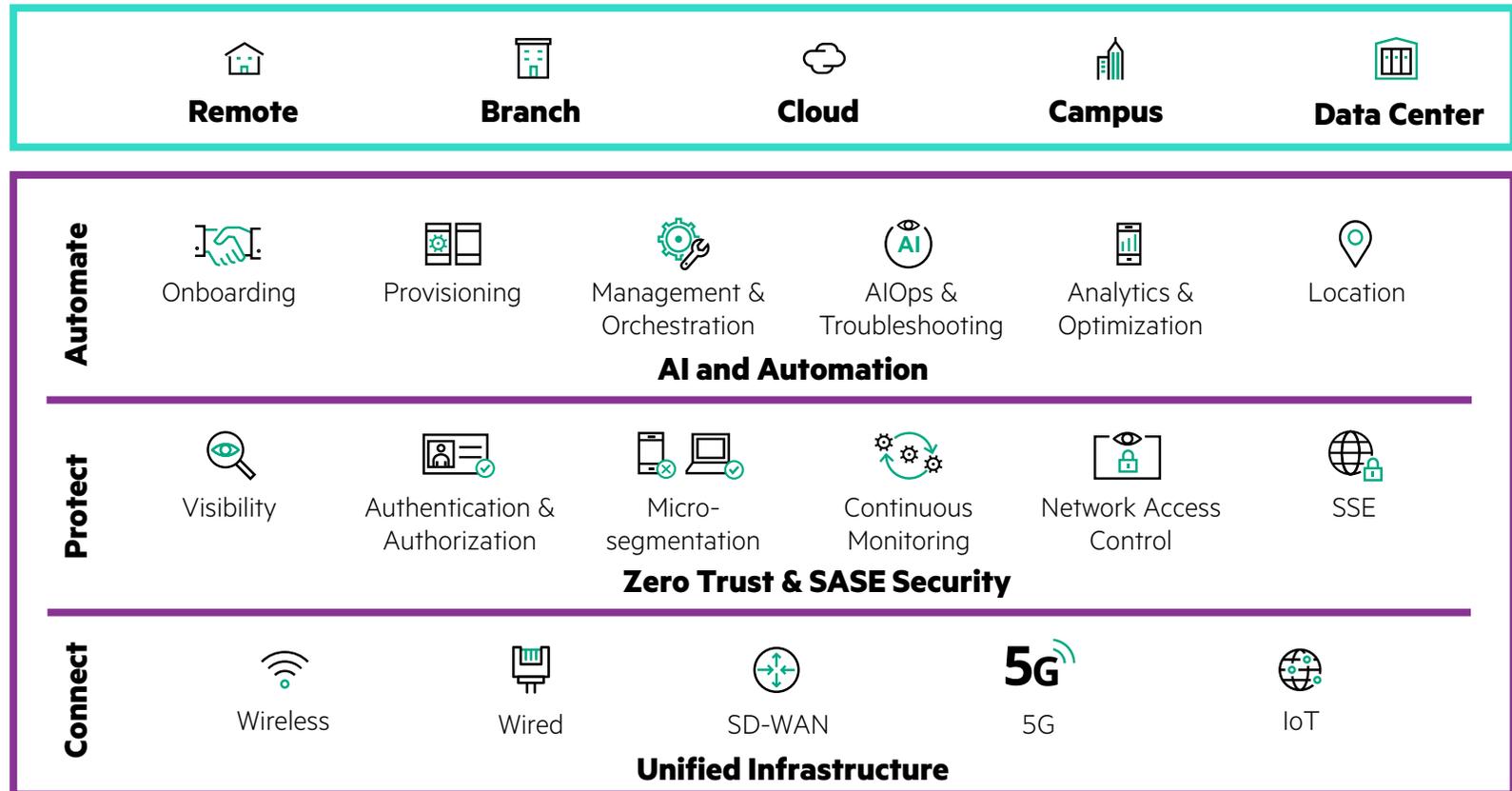
Security-first, AI-powered networking platform

Delivering distinctive experiences and innovative business results

Powered by HPE Aruba Networking Central

Remote   Branch   Cloud   Campus   Data Center

Automate

Onboarding   Provisioning   Management & Orchestration   AIOps & Troubleshooting   Analytics & Optimization   Location

AI and Automation

Protect

Visibility   Authentication & Authorization   Micro-segmentation   Continuous Monitoring   Network Access Control   SSE

Zero Trust & SASE Security

Connect

Wireless   Wired   SD-WAN   5G   IoT

Unified Infrastructure

HPE GreenLake for Networking

59

Learning from the Industry's Largest Data Lake

Industry's Largest Data Lake

6M+
Devices

3B+
Clients

30+
Industry Verticals

Traditional AI - 2019
Large and diverse data set for anomaly detection, predictions and recommendations

Generative AI - 2024
Enterprise grade, security-first implementation for optimized search and document summary

Agentic AI - 2025
Autonomous reasoning powered by the rich context from our agentic-mesh for precision root-causing with remediation
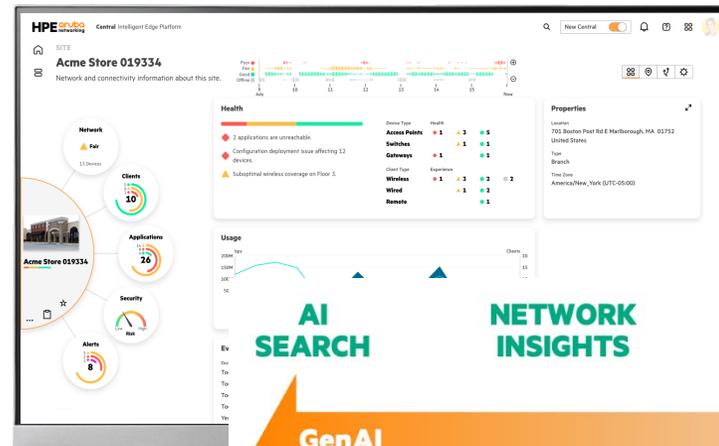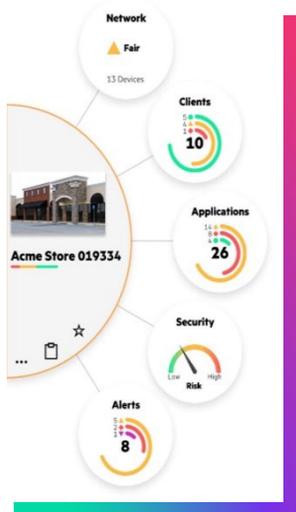

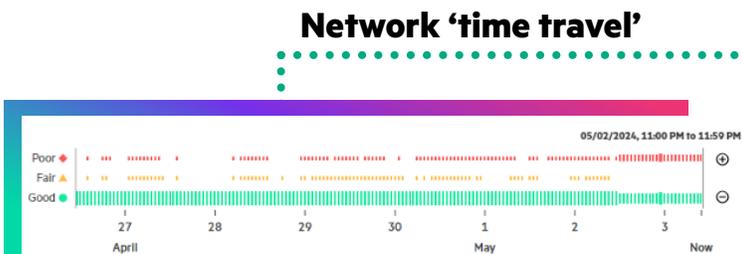AI SEARCH   NETWORK INSIGHTS   AI ASSIST   CLIENT INSIGHTS   INCIDENT DETECTION

GenAI
Large language models (LLMs)

Classification AI
Clustering, correlation, regressions…

HPE Aruba Networking New Central: Feature Spotlight

Solar system view

GenAI powered Search

How do I add a new SSID profile in Aruba Central?

Summary:

To add a new SSID profile in Aruba Central, follow these steps:

1. **Set Filter**: Set the filter to a group with at least one AP. The dashboard
2. **Navigate**: Go to **Manage** > **Devices** > **Access Points**.

NOC dashboard

Network 'time travel'

'Sunburst' topology

AI-powered optimization

Access Point Firmware Recommendation Available

You have new firmware recommendation for 3 access points. These upgrades...

Today at 5:30 AM

IoT Policy Optimization Available

Build Zero Trust policies by only allowing required access
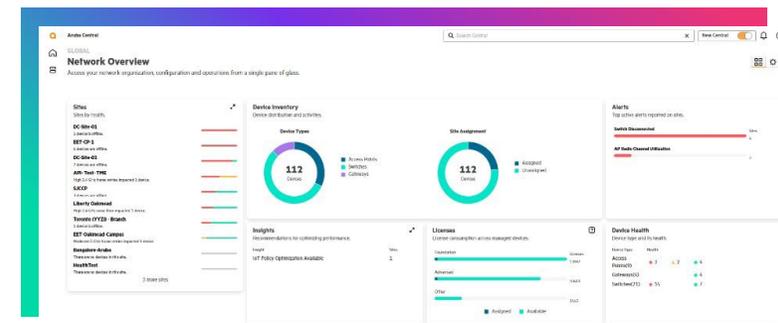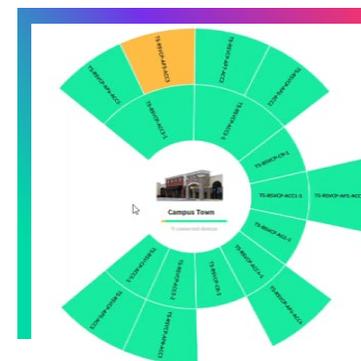
HPE Juniper Networking MARVIS
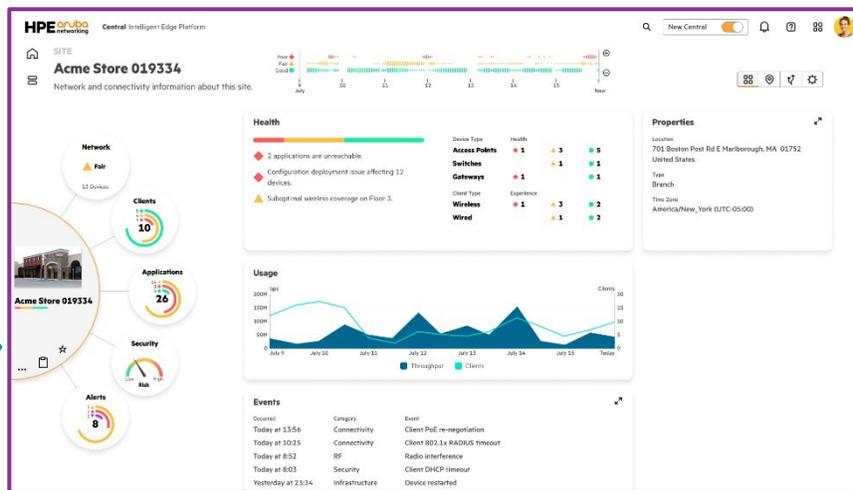
Conversational Interface

Hi, I'm Marvis. I'm here to help.

whats wrong with live-demo

Anomaly Detection

	Site	Devices	Details
Traffic Anomaly	Live-Demo	Broadcast Traffic at Switch switch_dwr	View More
Traffic Anomaly	Live-Demo	Multicast Traffic Sitewide	View More
Port Stuck	Live-Demo	EX3400-48P-3	Port ge-0/0/45 View More
Misconfigured Port	Live-Demo	2 Switches	Multiple causes View More
Missing VLAN	Live-Demo	ld-cup-idf-a-core	2 APs missing VLANs. View More

Agents with Reasoning

MARVIS — org Entire Org — Ask a Question

ACTIONS
86

Marvis Self Driven

Marvis Actions
Marvis Minis
Marvis Minis SLE BETA

1 Layer 1
46 Data Center/Application
Security
15 Connectivity
10 WAN Edge
5 AP
9 Switch

Monitor
Marvis™
Clients
Access Points
Switches
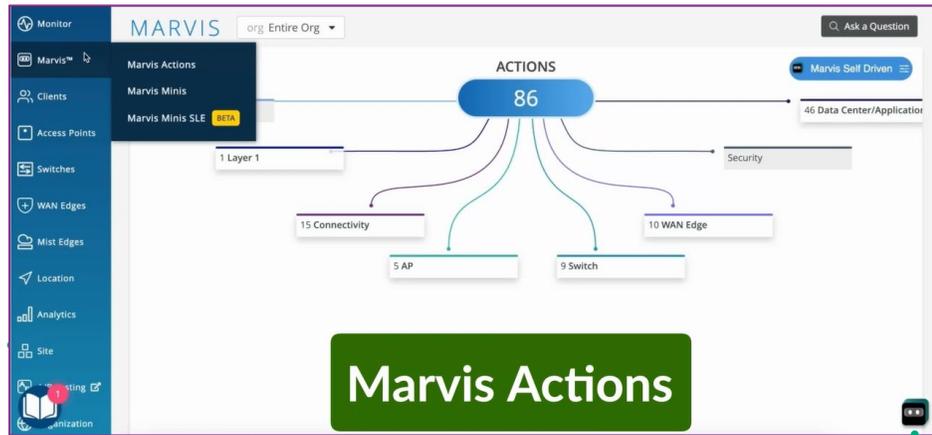WAN Edges
Mist Edges
Location
Analytics
Site
Organization

Marvis Actions

Compiling the necessary data to complete your request.

Here is what I found on Aug 26th 12:00 AM to Aug 29th 9:57 AM

Port flap trend

Switch Port Up	55
Switch Port Down	55
AP Port Link UP	0
AP Port Link DOWN	0
Wan Edge Port Down	1
Wan Edge Port Up	1

Aug 27 9:00 PM

Timeline

Timeline | Statistics | Distribution | Affected Items | Location

Test Run | Attempts

ARP | Authentication | DNS | DHCP

Aug 23   Aug 24   Aug 25   Aug 26   Aug 27   Aug 28   Aug 29

Large Experience Model

Experience Correlation | Classifiers

User Minutes
3 bad min
2213 good min
WAN 2 min
Wireless 0 min
Client 1 min

Feature Ranking | Clients | Access Points | Location

01 - Office | APs on Floorplan
LD_BFriday 04:cd:c0:23:72:c6 | 1 bad call
LD_MHMD 54:33:c6:0a:ce:31 | 1 bad call

Event Trends

Authentication Failure Details

TIMELINE
Anomaly | Failures | Impacted Clients

Aug 29, 2025 12:00:00 AM - Aug 29, 2025 1:00:00 AM
233 Failures
2 Impacted Clients

Aug 22 Aug 23 Aug 24 Aug 25 Aug 26 Aug 27 Aug 28 Aug 29

SUMMARY | CAUSES | DETAILS

AUTH   Aug 28, 2025
A majority of failures were due to , specifically IEEE 802.1X authentication failed.

WLAN | Sitewide Impact
weak | medium | strong
327bde9a-6691-4...

AI-Driven Enterprise

AI Foundation

Data | Data Science | Marvis | Domain Expertise

Artificial Intelligence

Mist Cloud

Open APIs

Open APIs

OPENCONFIG | netconf

Junos Extension Toolkit
Streaming Telemetry

Mist Cloud Services

Wired & Wi-Fi Assurance | Marvis Virtual Assistant | Asset Tracking | Network Management | SD-WAN Orchestration | Actionable Insights

Wired/Wireless Infrastructure

Wi-Fi | Switching | Routing | Security

unsere Mission: Der Start in eine neue IT-Ära an, die KI nutzt, um ein proaktives, vorausschauendes und selbstheilendes Netzwerk bereitzustellen, das Zeit und Geld spart, eine beispiellose Skalierung ermöglicht und ein unvergleichliches Benutzererlebnis bietet.
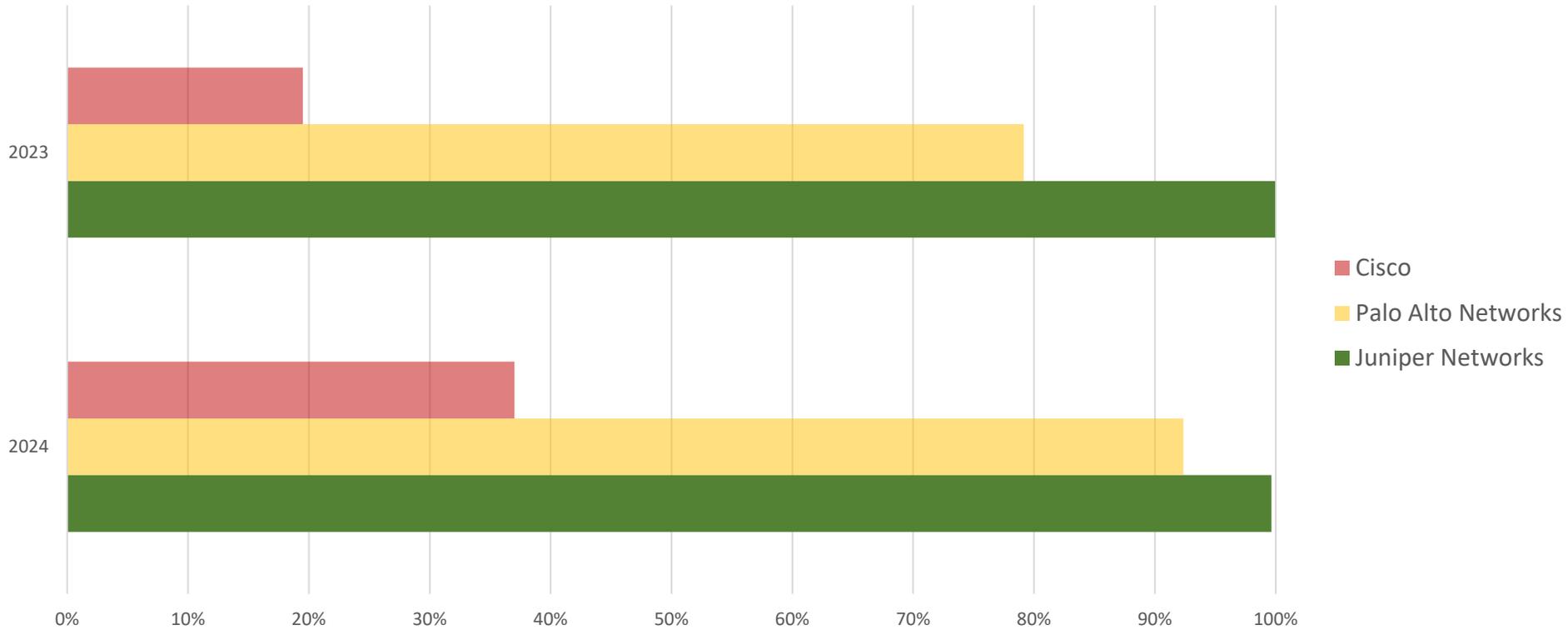
Firewalls

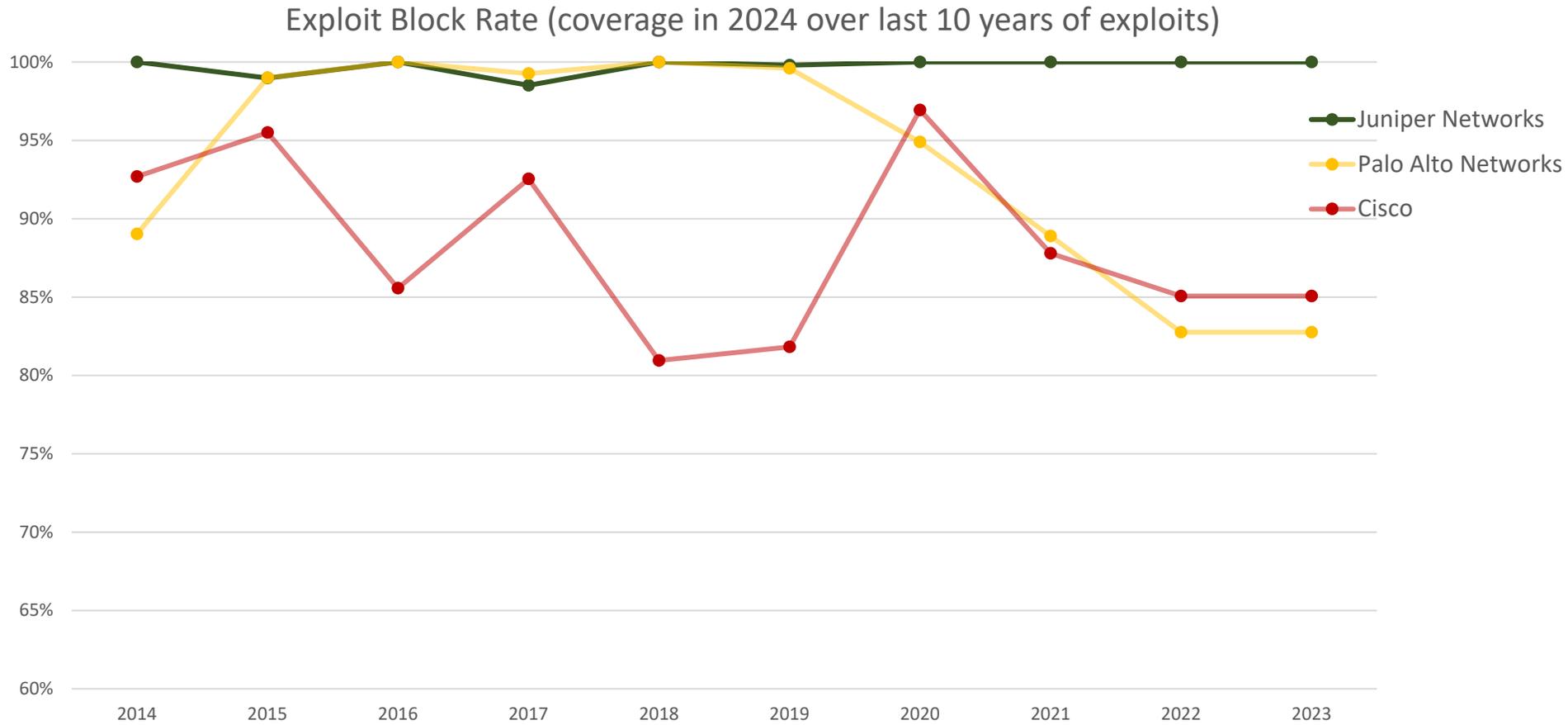# Cyber Ratings Enterprise Firewall Ratings

2023 and 2024 Reports

Security Protection Rate (Threat Prevention against Exploits and Evasions)

Cyber Ratings Enterprise Firewall Ratings

2023 and 2024 Reports

Exploit Block Rate (coverage in 2024 over last 10 years of exploits)
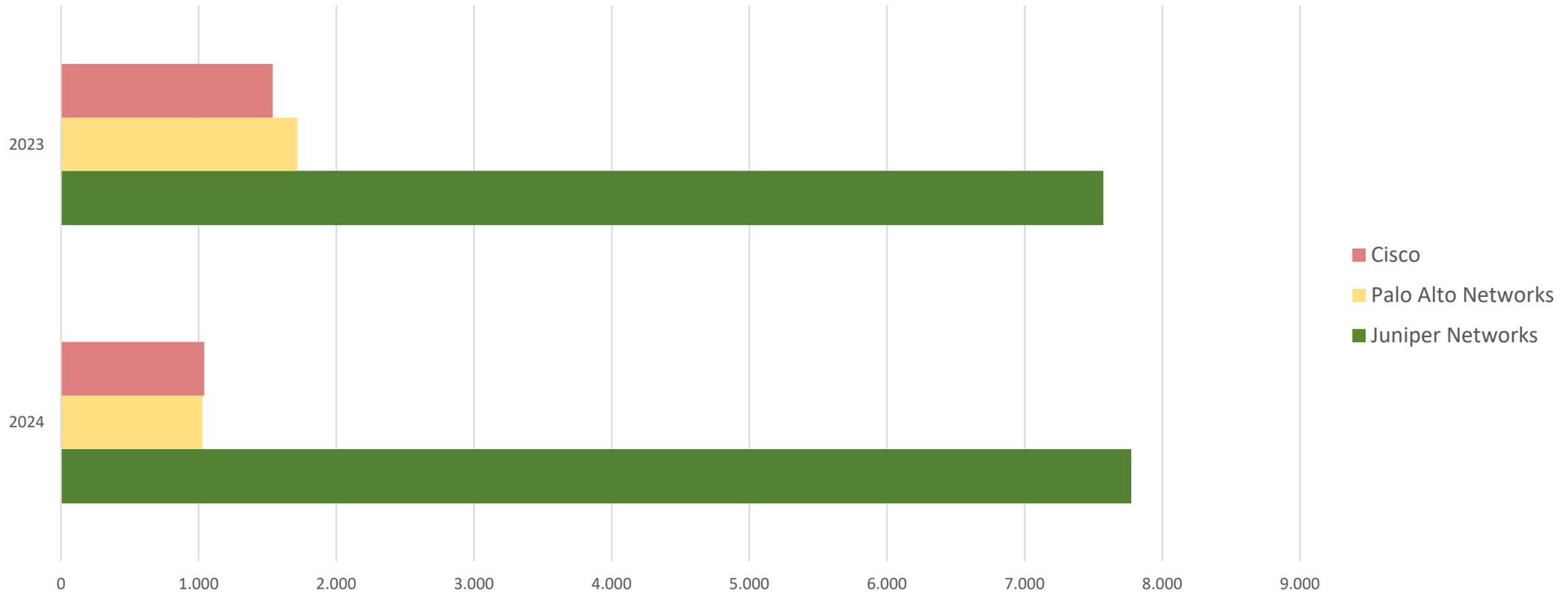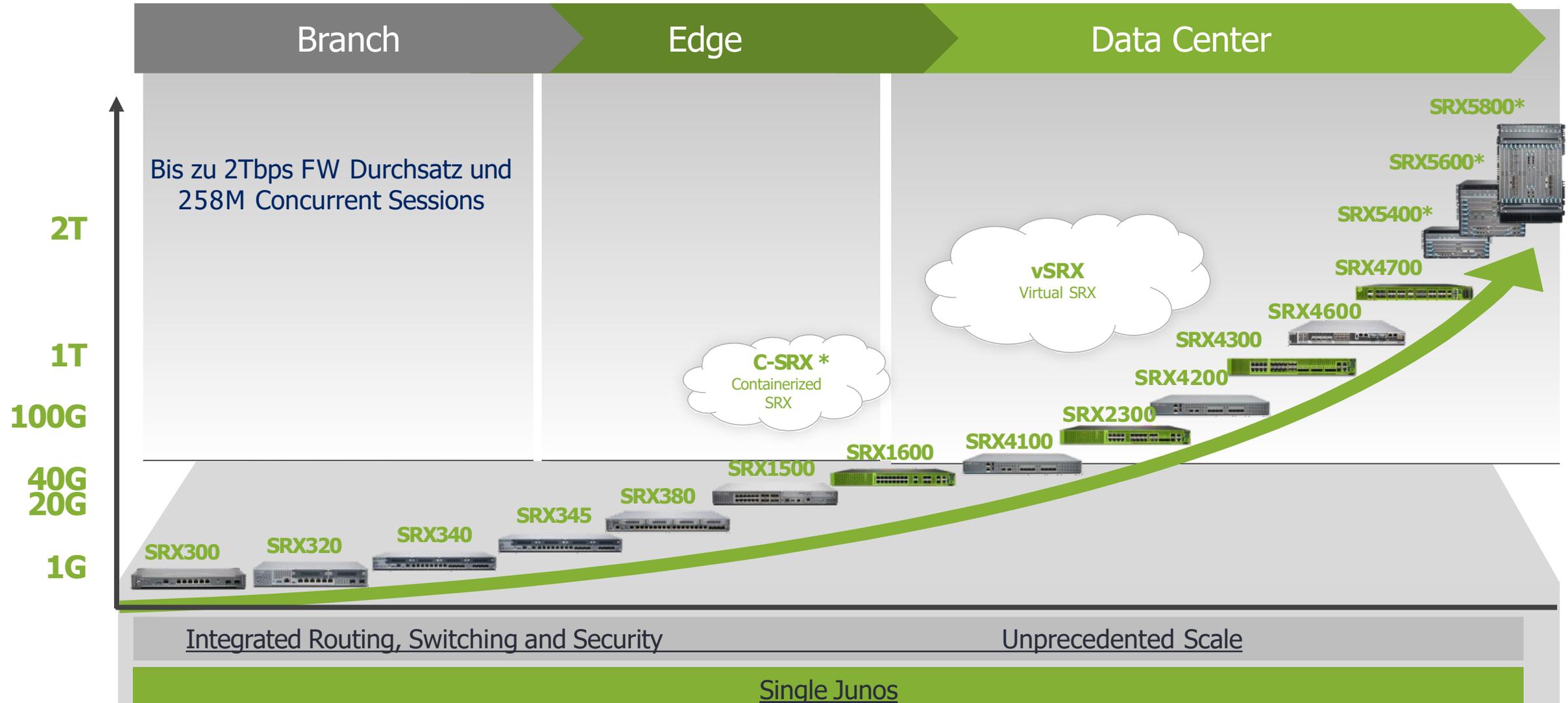
Cyber Ratings Enterprise Firewall Ratings

2023 and 2024 Reports

Rated Throughput (Mbps) of UDP/HTTP/HTTPS Traffic

Legend:
- Cisco
- Palo Alto Networks
- Juniper Networks

SRX Produkt Serie

Branch | **Edge** | **Data Center**

Bis zu 2Tbps FW Durchsatz und
258M Concurrent Sessions

2T

1T

100G

40G
20G

1G

SRX5800*
SRX5600*
SRX5400*
SRX4700
SRX4600
SRX4300
SRX4200
SRX2300
SRX4100
SRX1600
SRX1500
SRX380
SRX345
SRX340
SRX320
SRX300

vSRX
Virtual SRX

C-SRX *
Containerized
SRX

Integrated Routing, Switching and Security   Unprecedented Scale

Single Junos

HPE Aruba Networking SASE Platform

The Cloud Compels Security Transformation

Then — Data Center

Identity Access and Management · Data Loss Prevention · Next Gen Firewall · Unified Threat Management · Public Cloud
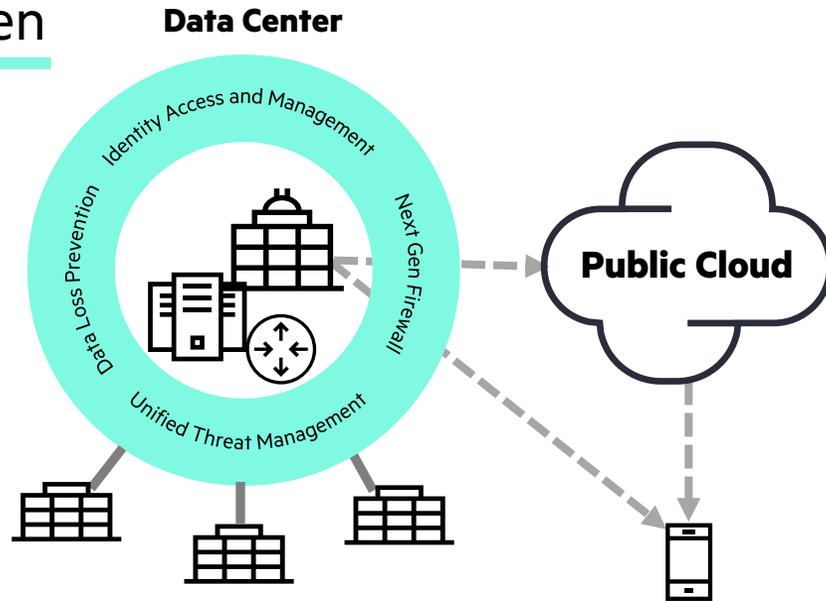
The enterprise security perimeter is dissolving

Now

Firewall as a Service · Secure Web Gateway · Cloud Access Security Broker · DNS · Threat Prevention/Detection · ZTNA

aws · RingCentral · salesforce · Microsoft 365 · workday · YouTube · Dropbox · SAP
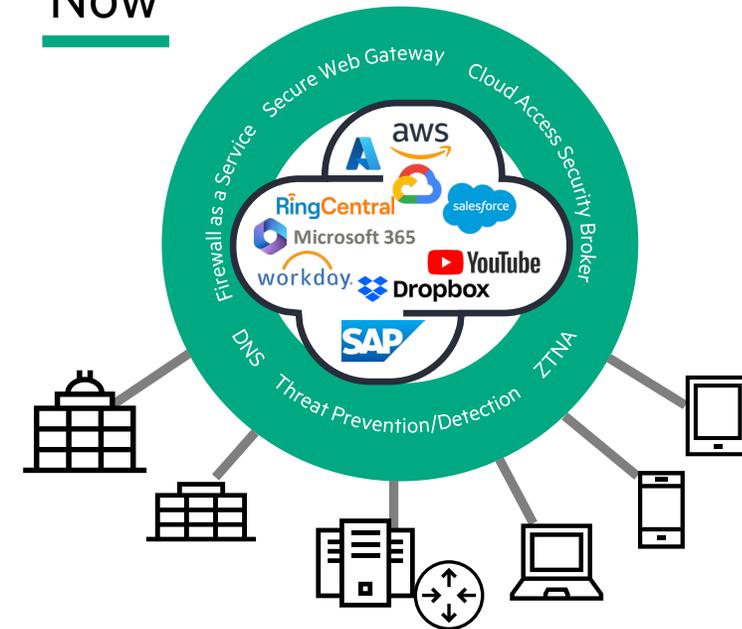
As apps move to the cloud, security must follow

Secure Access Service Edge:
sicherer & performanter Zugriff auf Ressourcen

SASE

HPE Aruba Networking
EdgeConnect SD-WAN

beste Performance, dynamisches Routing &
notwendige On-Site Security

HPE Aruba Networking
EdgeConnect SSE

Sicherer Zugriff für User & gleichzeitiger Schutz
von Ressourcen - ortsunabhängig

- Advanced, Secure SD-WAN
- Dynamic Routing
- WAN Optimization
- Next Generation Firewall
- IDS/IPS
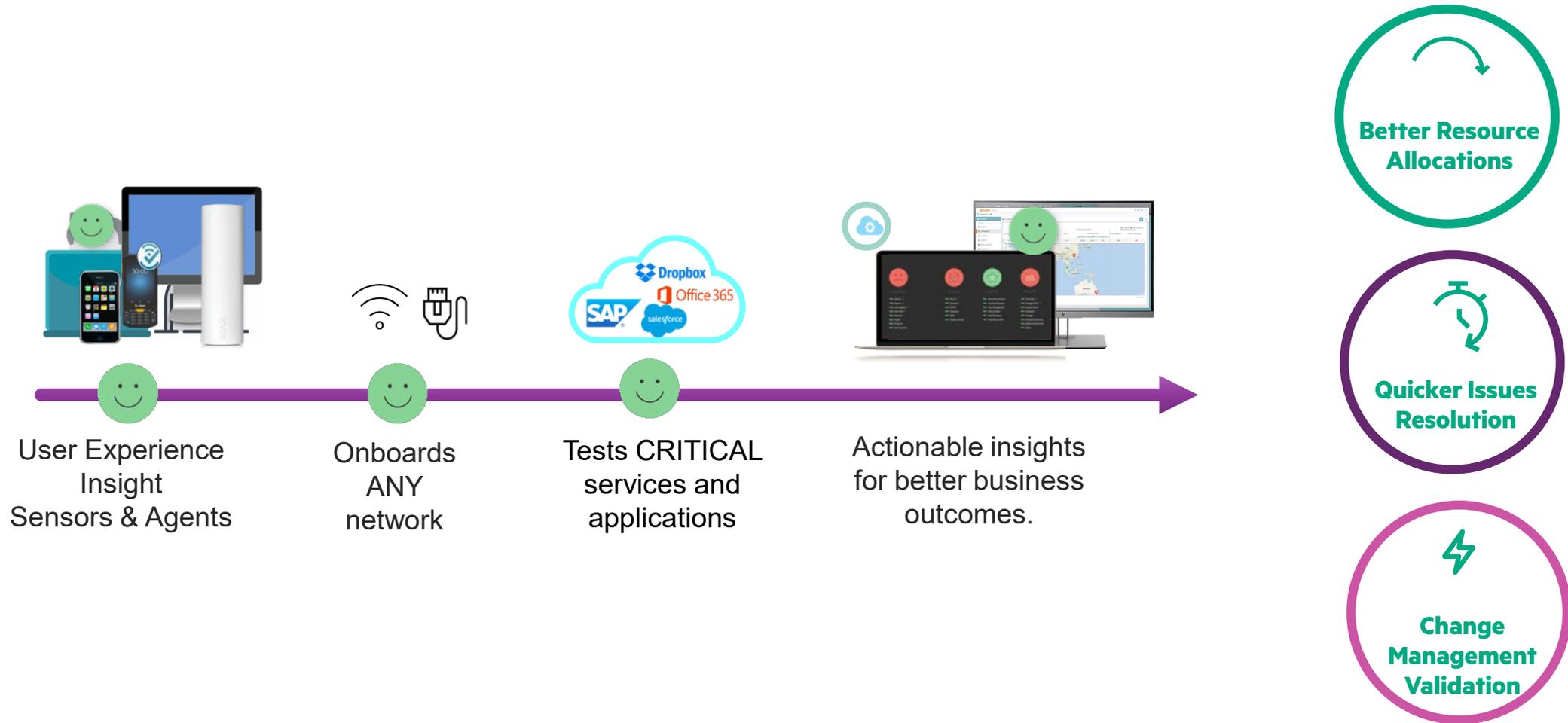- DDoS Protection
- Advanced Segmentation

- Zero Trust Network Access
- Cloud Access Security Broker
- Secure Web Gateway
- Remote Browser Isolation
- Data Loss Prevention

HPE Aruba Networking User Experience Insight

How does UXI Work?

User Experience
Insight
Sensors & Agents

Onboards
ANY
network

Tests CRITICAL
services and
applications

Actionable insights
for better business
outcomes.

Better Resource
Allocations

Quicker Issues
Resolution

Change
Management
Validation

Vendor Neutral Monitoring

Real User Monitoring RUM

- UXI Sensors mimic end-users' workflow.
- Agent use actual devices. (Observed).

Synthetic Transaction Monitoring STM

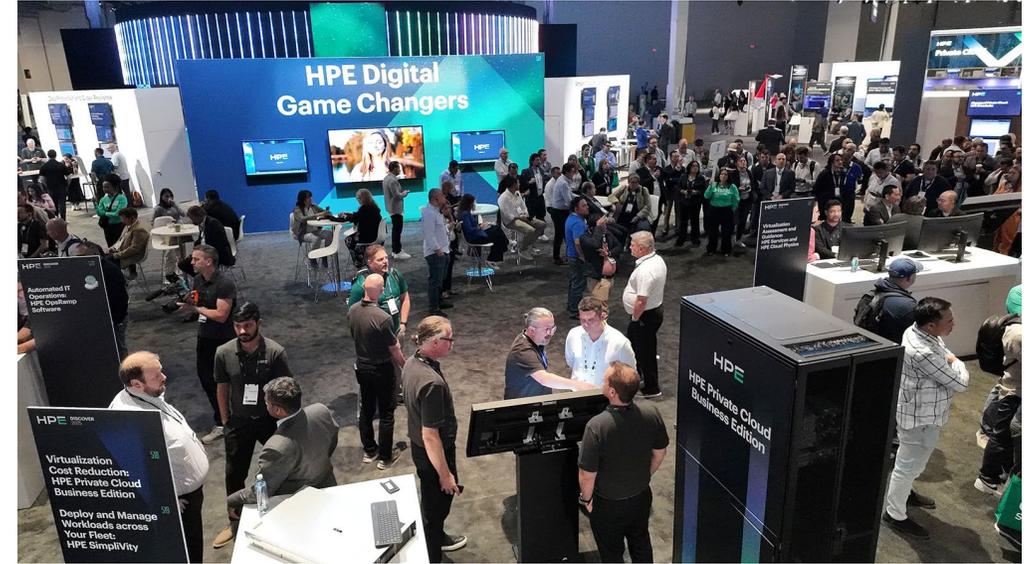- UXI runs synthetic tests performance.
- Sensors support Web UI Testing.

Endpoint Monitoring EP

- UXI Agents monitor devices and provide comprehensive performance metrics.

Sensors
Purpose-built device running wired/wireless 2.4/5/6/6E tests 24x7.

Dashboard
Intuitive for the entire organization. Integration to client's workflow and monitoring systems..

Agent for Zebra
Device roaming & posture metrics, Voice analysis.

Agents for Windows, MacOS, Android Device information, synthetic tests, self-service portal.

HPE Events Vorschau

3./4. Dezember   HPE Discover Barcelona

11. Dezember   HPE Partner Forum & Punsch, Hotel Ritz Carlton

2.-6. Februar 2026   HPE TechJam Vienna

20. Mai   **HPE Innovation Day 2026, Austria Center**

Wir sind für euch da!

Julia Fuchs, Partner Account Manager
Julian Weyland, Partner Account Manager
Markus Mayrl, Channel Manager Austria & Switzerland