

## SDSN Demonstration Pack Program 2017 APAC Promotion Bulletin Confidential

<b>Campaign ID:</b>	<b>C-00000602</b>
<b>Bulletin Date:</b>	August 1, 2017
<b>Promotion Name:</b>	<b>APAC SDSN Demo Disti 2017 Promotion</b>
<b>Start Date:</b>	August 1, 2017
<b>End Date:</b>	December 31, 2017
<b>Eligible Partners:</b>	Authorized Distributors (“Distributors”) of the Juniper Networks Partner Advantage Distributor Program in APAC - Australia, New Zealand, Asean (Singapore, Malaysia, Indonesia, Thailand and Vietnam), Japan, Korea, China, Hong Kong, Taiwan and India.
<b>Eligible Products:</b>	Specified SDSN Security Products listed below

### Promotion Overview

Juniper Networks has a Demo/Lab Program that allows members of the Distributor Advantage Program to cost effectively purchase select equipment, software licenses and support services from Juniper Networks solely for the following uses:

1. As demo pool for their “Authorized Juniper Partner” base
2. To demonstrate Juniper technology in Distributor Solution Center(s)
3. Conduct Proof of Concepts (POCs) at Distributor locations

This SDSN Distributor Demo Promotion **C-00000602** is linked to the 2017 APAC JDA Demonstration/Lab Promotion C-00000062, and is aimed at promoting Juniper’s SDSN Security offerings. The SDSN product bundle available under this promotion is offered at up to 100% discount on specified SKUs. Eligible Juniper Distributors are able to purchase one SDSN bundle each. The value of this purchase is included in the maximum value of purchases allowable through the 2017 APAC JDA Demonstration/Lab Promotion per Distributor, including both products and services, (net purchase price) per calendar year.

### SDSN Demo Program: Purchase Requirements

**Offering:** Limited to one SDSN demo pack (SKUs below) per Distributor.

**Execution:** 100% discount for the selected SKUs for eligible Distributors.

All SKU’s must be quoted and transacted together as one complete set.

- a) Distributors must agree to set up a SDSN Laboratory to Juniper’s specification, which will accommodate 10 simultaneous students.



- b) Distributors must use the SDSN Laboratory to run minimum three SDSN training workshops per quarter.
- c) The performance will be tracked and reviewed by the assigned Distributor Account Manager. Metric tracking in the area of leading, lagging and behavioral indicators.
- d) Commitment to complete the JNSA and JNSS certification (minimum 1 sales and 1 pre-sales) by 31 December 2017

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**Demo/Lab Program: Purchase Requirements**

- For eligible Juniper Authorized Distributors (“Distributors”) in APAC, Juniper Networks will provide the following minimum discounts as part of the SDSN Demo. Discount is calculated off Juniper Networks Global List Price.
- **Maximum net dollar value per individual order and cumulative net dollar purchased per calendar year per Authorized Distributor is as follows, and forms part of the limits for the 2017 APAC JDA Distributor Demonstration/Lab Promotion C-00000062:**

	Distributor
Max Net Dollars Per Order	\$50,000
Max Cumulative Net Dollars Per Calendar Year	\$200,000

- **All Products within this bundle MUST be purchased on the same quote / Purchase Order to be eligible for this Promotional pricing.**



Product / Service	Description	Quantity	Discount off Juniper Global List Price
EX2300-C-12P	EX2300 12-PORT POE+ COMPACT	1	100%
VSRX-10M-CS-B-1	10M Throughput, 1 year Subscription License for vSRX Content security package - Includes features in Application security (ASEC) package, Anti-virus, Web-filtering, Anti-Spam & Content Filtering	1	100%
VSRX-10M-ATP-1	1 Year Subscription for Sky Advanced Threat Prevention on vSRX 10Mbps	1	100%
JS-SECDIR-5	JSA - Junos Space Security Director 5 Devices; Perpetual;	1	100%
JS-PLATFORM	JSA - Junos Space Network Management Platform 4 Cores; Perpetual;	1	100%
SDSN-PE-5	Policy Enforcer for 5 Devices	1	100%
SVC-SWA-JS-PLATFRM	JNPR CARE Software Advantage JS-PLATFORM	1	81%
SVC-SWA-JS-SD-05	Juniper Care Software Advantage Support for JS-SECDIR-5	1	81%
SVC-SWA-SDSNPE5	Juniper Care Software Advantage Support for SDSN-PE-5	1	81%
SVC-COR-EX23-C12P	JNPR CARE CORE SUPT EX2300-C-12P	1	81%
SVC-CP-EX23-C12P	JNPR CARE CP SUPT EX2300-C-12P	1	81%

- There is a limit of one demo bundle per Juniper Networks Distributor.
- Once the quote is approved by Juniper Networks, Distributor will receive a Ship & Debit ID to use as authorization for this Program.
- Demo/Lab discounts may be applied to Juniper Equipment and Juniper Care Core & Core Plus support offerings, as well as renewals on the same support level.
  - Juniper Care Core                    SVC-COR-x-xxx
  - Juniper Care Core Plus            SVC-EXT-WAR-x-xxx
- Juniper Care Support Offerings Purchasing Guidelines
  - In order to take advantage of the special discount for Juniper Care services, the support must be purchased at the same time as the Demo/Lab equipment. If support is purchased after the fact, the standard Juniper Care discounts apply (22%) for all Juniper Networks Distributors.
  - All standard service purchase order requirements apply. Please see the [Juniper Networks Purchase Order Requirements](#) document for complete details. NOTE: Juniper Networks Distributor ID# is required on all purchase orders for support.
  - Eligible Juniper Networks Distributor will only receive access to support entitlements (i.e. JTAC, software downloads, etc.) when the distributor purchases a support contract
  - See notes below ref. PAR services

ALL OF THE FOLLOWING SOFTWARE LICENSE BUNDLES ARE SUBJECT TO THE MINIMUM ORDER REQUIREMENTS AND MAXIMUM CALENDAR YEAR VALUE PURCHASES IN THE TABLE SET FORTH ABOVE.

IN ADDITION, THE SOFTWARE LICENSED UNDER THIS PROGRAM IS SUBJECT TO THE TERMS AND CONDITIONS OF THE SHRINKWRAP/CLICKTHROUGH AGREEMENT INCLUDED WITH THE SOFTWARE AND THE FURTHER RESTRICTIONS SET FORTH IN THIS BULLETIN.

**How can Distributors take advantage of the Program?**

- Eligible Juniper Networks Partners should contact their Juniper Networks Partner Account Manager (“PAM”) and ask their PAM to generate a SAP Quote referencing the SAP Campaign ID and Promotion Name
- PAM or Partner can contact the Juniper Partner Support Team (PST) to generate the SAP Quote
- Juniper Networks sends Quote Authorization to Distributor. Partner works with the Distributor for their “Buy Price” on the demo equipment. Juniper Networks Partners will then need to place a purchase order with a Distributor.
- Distributor Fulfillment:  
  - Distributor fulfills either from inventory or drop ship from Juniper depending on whether the product is stockable or non-stockable
- For non-stockable products:  
  - The Distributor references the Quote ID on the purchase order to Juniper Networks.
  - Distributor fulfills only as a drop ship from Juniper Networks.
- For stockable products:  
  - The Distributor fulfills from distributor inventory
- Distributor POS and Claim:  
  - If Distributor fulfills from inventory, POS is required to claim price adjustment using the Quote ID
- If Juniper Networks Partners have questions regarding this program, Juniper Networks Partners should be directed to [APAC\\_Program@juniper.net](mailto:APAC_Program@juniper.net).

**Program Terms and Conditions**

- This Promotion is valid from August 1st 2017 through December 31st, 2017. All sales are final.
- Where the referenced, ‘customer’ or ‘account’ is an organization and not an individual. This promotional offer is made to the organization and not to individual employees within those organizations. Accordingly, it is up to the organization as to whether to accept the offer and how to use it.
- This Promotion is available only to Juniper Networks’ eligible Elite, Select, and Reseller partners



in good standing (“Partner”) located in APAC with product Specialization or Certification described in the Juniper Partner Advantage program. In the event of a dispute over eligibility for Partner to qualify for this Promotion, the judgment of Juniper Networks shall prevail.

- The Minimum Recommended Discount set forth in this Promotion is only available through Juniper Networks’ Authorized Distributors and is not available for direct purchases from Juniper Networks.
- All deals under this promotion will be submitted to the Juniper Deals Desk for approval. Juniper Deals Desk team reserve the right to review and decline deals if they are not in the best interest of Juniper Networks.
- The Minimum Recommended Discount set forth in this Promotion cannot be stacked on top of any Juniper Networks’ Opportunity Registration Program benefits available to Partner.
- Unless expressly specified in writing by Juniper Networks, Partner may only purchase equipment with the same access that Partner’s current Certification and/or Specialization allows Partner to purchase. For additional details on Certification and Specialization status, see [https://www.juniper.net/partners/partner\\_center/content/reseller/](https://www.juniper.net/partners/partner_center/content/reseller/).
- All product purchased by Partner shall be subject to the terms and conditions of the Juniper Partner Registration Agreement.
- The discount set forth in this Promotion is off of Juniper Networks’ Global List Price and reflects pricing in USD and does not take into account local currency fluctuations. Juniper is not responsible for setting currency rates with its Authorized Distributors. Contact your local Authorized Distributor for an accurate quotation.
- The Authorized Distributor’s shipping costs are not included in the prices shown.
- Demonstration/Lab Program Equipment discounts are discounts off of Juniper Networks current (as of the date of this bulletin) Global List Price.
- Any and all products and services secured through this program can only be used by Juniper Networks Partners in APAC for demonstrative and lab purposes. They may not be resold or placed into commercial networks.
- This program may not be combined or stacked with any other promotion, discount or other special pricing offer including, but not limited to, discounts for Juniper Networks Partner Reseller Program, education discounts, Demonstration/Lab Program, trade in credits, etc.
- Reseller must be a current member of the Juniper Networks Partner Program.
- All purchases are final.
- This program is void where prohibited or restricted by law.
- Demo support contracts and products are not transferable, may not be resold and are provided for demonstrative use only. Remaining contract terms will become null and void (without right to refund in whole or part) if the relevant NFR Demo Equipment are ever resold, transferred or placed into commercial service.
- Demo equipment cannot be resold or used for spares, to replace defective customer merchandise, etc. without Juniper Networks’ express prior written consent.
- If the Juniper Reseller wishes to resell any equipment subject to this program it needs to send a completed Demo Resale Application Form in Appendix to Authorized Distributor & Juniper Networks Finance team for consideration.
  - At time of resale, remaining support will become null and void (without right to refund in whole or part) and the customer must purchase support at that point due to change of ownership. Products purchased under this program are to be expressly used for demonstration to customers and not for spare parts.
- Product purchased through this program may be re-sold by the Juniper Networks Partner after a minimum 18-month period of usage from date of receipt of product. Used product may not be represented or sold as new product. Software is not for resale.
- Demonstration/Lab Program Equipment discounts are discounts off of Juniper Networks Global List Price.

## Additional Program Rules

- This program is only available through Juniper Networks' authorized members of the Juniper Networks Partner program in the Asia Pacific including Japan.
- Juniper Networks reserves the right to audit or request additional information from Juniper Networks Partner to ensure that Juniper Networks Partner is complying with the terms and conditions of this Program and is using the demo products for demonstration purposes in the Reseller's Territory.
- Juniper Networks may, at its sole discretion, audit the Juniper Reseller supplied information and disqualify claims that do not comply with the guidelines established in the Promotion. This audit may be completed through whatever means Juniper deems necessary.
- Juniper Networks reserves the right to amend, modify, suspend, cancel or terminate this program at any time without notice.
- This Promotion may not be combined or stacked with any other promotion, discount or other special pricing offer including, but not limited to, discounts for Juniper Networks Partner Reseller Program, education discounts, government discounts, special discounts, Demonstration/Lab Program, trade in credits, etc.
- Juniper Networks reserves the right to terminate Partner's participation in this Promotion should Partner (i) breach these terms and conditions, (ii) breach the Juniper Partner Registration Agreement, (iii) breach the Partner Code of Conduct, or (iv) fail to satisfy the eligibility requirements for this Promotion.
- You are under no obligation to participate in this Promotion.
- Juniper Networks reserves the right to bar future program access to any Juniper Networks Partner that violates the terms of this program. Determination of this status is at the sole discretion of Juniper Networks.
- This Promotion is void where prohibited by law, company rules or Partner's company policies. If any provision of these terms and conditions, or the application of any provision of these terms and conditions to Partner, is held invalid, the remainder of these terms and conditions and the application of the provision to Partner, other than to the extent held invalid, will not be invalidated or affected. Juniper Networks will not be held liable if the Promotion issued is in violation of specific company policies or local country laws.
- All prices are exclusive of applicable taxes. Juniper Networks Partner shall pay for all value-added, sales, use, property, *ad valorem* and similar taxes; all customs duties, import fees, or similar charges based upon the commercial invoice value of the equipment as determined by Juniper Networks; stamp duties, license fees, and similar costs; and all other mandatory payments to government agencies of whatever kind imposed with respect to products or services provided under this program.
- Juniper Networks Partner may only purchase equipment with the same access that their Certification and/or Specialization allows (see [www.juniper.net/jpartner/](http://www.juniper.net/jpartner/) for details) unless explicitly specified.
- The Minimum Recommended Discounts allowed under this promotion are recommended only (not mandatory) and are based on Juniper Networks' Global List Price which is based on FCA (Manufacturer's premises or Juniper-designated location) (INCOTERMS 2000). Juniper Networks Partner shall pay for all value-added, sales, use, property, *ad valorem* and similar taxes; all customs duties, import fees, or similar charges; stamp duties, license fees, and similar costs; and all other mandatory payments to government agencies of whatever kind imposed with respect to products or services provided under this program.
- Juniper Networks Partner agrees to comply with the terms of this program and all applicable export laws and restrictions and regulations of the United States and any applicable foreign agency or authority, and not to resell, export or re-export the equipment or any Software or Embedded Software in violation of this program, any such restrictions, laws or regulations, or without all

necessary approvals. Juniper Reseller shall be liable for damages, penalties, fines or other costs or expenses arising out of any such violations. The version of the Software supplied to Juniper Reseller may contain encryption or other capabilities restricting Juniper’s ability to export the Software without an export license. For purposes of this section, “Software” means the program modules and features of the Juniper or Juniper-supplied software, for which Juniper Reseller has paid the applicable license or support fees to Juniper or an authorized Juniper reseller, or which was embedded by Juniper in equipment which Juniper Reseller purchased from Juniper or an authorized Juniper reseller. “Software” also includes updates, upgrades and new releases of such software. “Embedded Software” means Software which Juniper has embedded in or loaded onto the Juniper equipment and any updates, upgrades, additions or replacements which are subsequently embedded in or loaded onto the equipment. For purposes of this section, “Software” and “Embedded Software” shall have the meanings as set forth in Juniper Networks’ End User License Agreement located at: <http://www.juniper.net/support/eula.html>

- Juniper Authorized Distributors are free to establish higher, lower or different discounts at their sole discretion.
- All references to “Partners” herein are generic/do not suggest the creation or existence of a legal partnership. Each party is and remains fully independent of the others/is responsible for its own debts, contracts, etc.
- The Minimum Recommended Discounts offered or otherwise made available to Partner as part of this Promotion, including incremental discounts, and any other program related discounts that Partner is entitled to, are Minimum Recommended Discounts, prescribed by Juniper Networks. Partner is free to negotiate better pricing arrangements (higher levels of discount) with Authorized Distributors and nothing in this Promotion should be viewed as prohibiting such negotiations or higher discounts. Juniper Networks' obligation to arrange such discounts will be valid only to the extent permissible by law. Authorized Distributors are free to establish higher, lower or different discounts at their sole discretion.
- Juniper Networks reserves the right to interpret the terms and conditions of this Promotion. The decisions of Juniper Networks are final and binding in all matters relating to the Promotion.
- This Promotion shall be governed by and interpreted in accordance with the laws of the State of California, USA except for its choice of law rules. For any disputes arising out of this Promotion, Partner consents to the personal and exclusive jurisdiction of, and venue in, the state and federal courts within Santa Clara County, California, USA. The provisions of the U.N. Convention for the International Sale of Goods shall not apply to this Promotion. These terms and conditions constitute the entire and sole agreement between Juniper and Partner with respect to this Promotion, and supersede all prior and contemporaneous agreements relating to this Promotion, whether oral or written (including any inconsistent terms contained in a purchase order).
- TO THE MAXIMUM EXTENT PERMITTED BY LAW, JUNIPER NETWORKS OR ITS AFFILIATES, LICENSORS OR SUPPLIERS SHALL NOT BE LIABLE FOR ANY LOST PROFITS, LOSS OF DATA, OR COSTS OR PROCUREMENT OF SUBSTITUTE GOODS OR SERVICES, OR FOR ANY DIRECT, SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES, OF ANY KIND REGARDLESS OF THE FORM OF THE ACTION, ARISING OUT OF THIS PROMOTION, ANY JUNIPER OR JUNIPER- SUPPLIED EQUIPMENT, EVEN IF JUNIPER OR ITS AFFILIATES, LICENSORS OR SUPPLIERS HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH ACTION.