



CLOCKFOUR

Juniper

H2 Marketing

June 22, 2018

THE SOUND OF SIMPLICITY

Mailer





Engineering.
Simplicity.

WE FOCUS ON ENGINEERING SIMPLICITY, SO YOU CAN FOCUS ON YOUR WORK.



THESE HEADPHONES WILL
HELP YOU FOCUS TOO.



Chicago Transit Authority

Dear Mr. Jones

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugi. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugi.

Call me to hear more about your free assessment.

And visit juniper.com/cta to see how Juniper has saved other companies billions of dollars and countless time.



Josh Smith
VP Sales
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408-745-2000

1133 Innovation Way
Sunnyvale, California
94089 USA

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Call me to hear more about our great products and
receive a free pair of headphones.



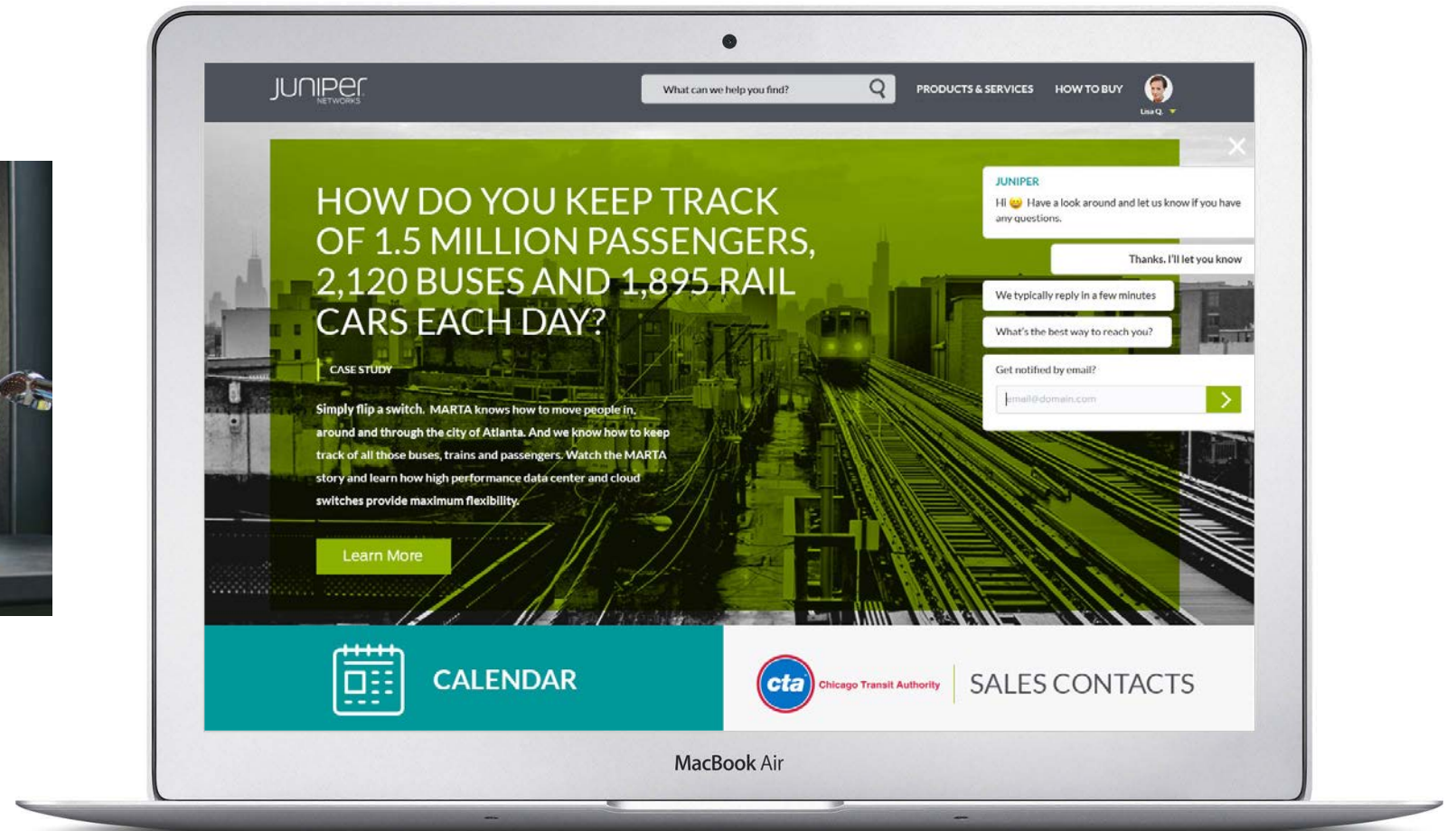
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dollars and countless time.

Personalized Microsite

Case studies, videos, invitation to Juniper Road Show, Calendar, Assessment Tool, etc.





Sales Call



Sales Meeting

Gather Assessment Info

Assessment: In-person



Assessment



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YOUR RESULTS ARE IN

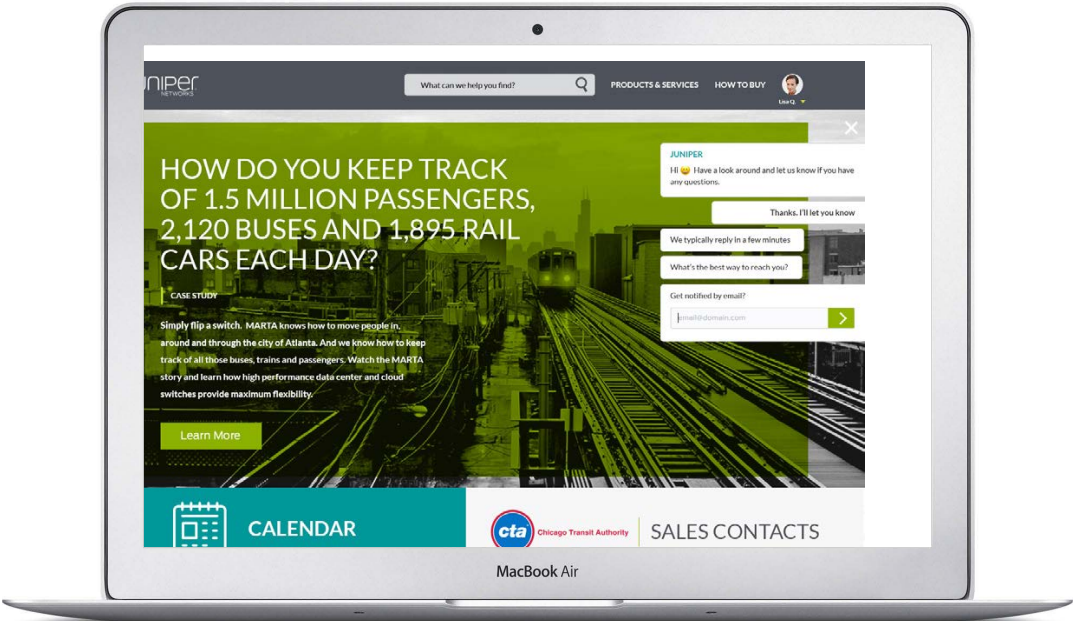
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Call me to learn about your assessment



Josh
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slee@
408-
1133 In
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940



Simple Sounds Café

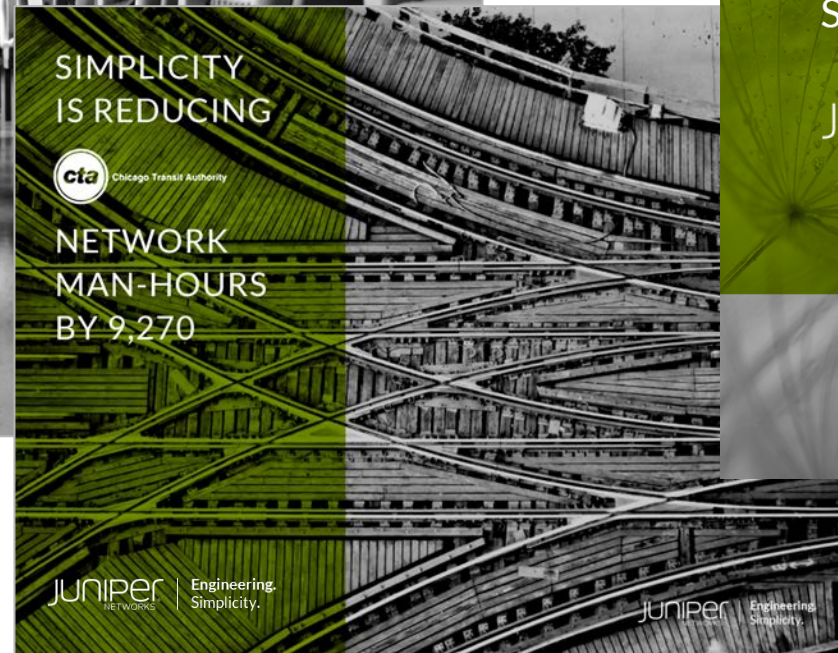


Road Show: Live Stream or Video



VALUE OF SIMPLICITY

Mailer



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Simplicity.

SIMPLICITY IS REDUCING CLOUD COSTS BY \$2,320,700



Chicago Transit Authority

Dear Mr. Smith

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HOW CAN SIMPLICITY IMPACT
YOUR BUSINESS?

FIND OUT NOW

Best

James Whitlock
Juniper Networks Sales Associate

Juniper
NETWORKS

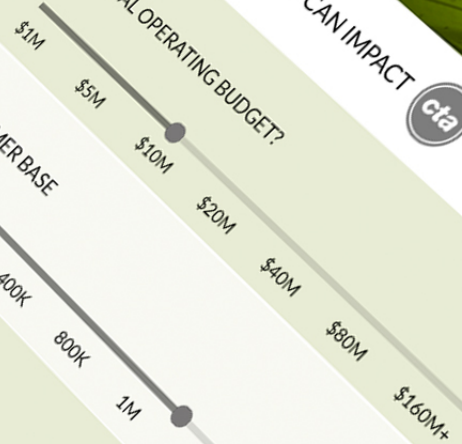
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HOW SIMPLICITY CAN IMPACT



Chicago Transit Authority

ANNUAL OPERATING BUDGET?



CUSTOMER BASE



CURRENT NETWORK COSTS



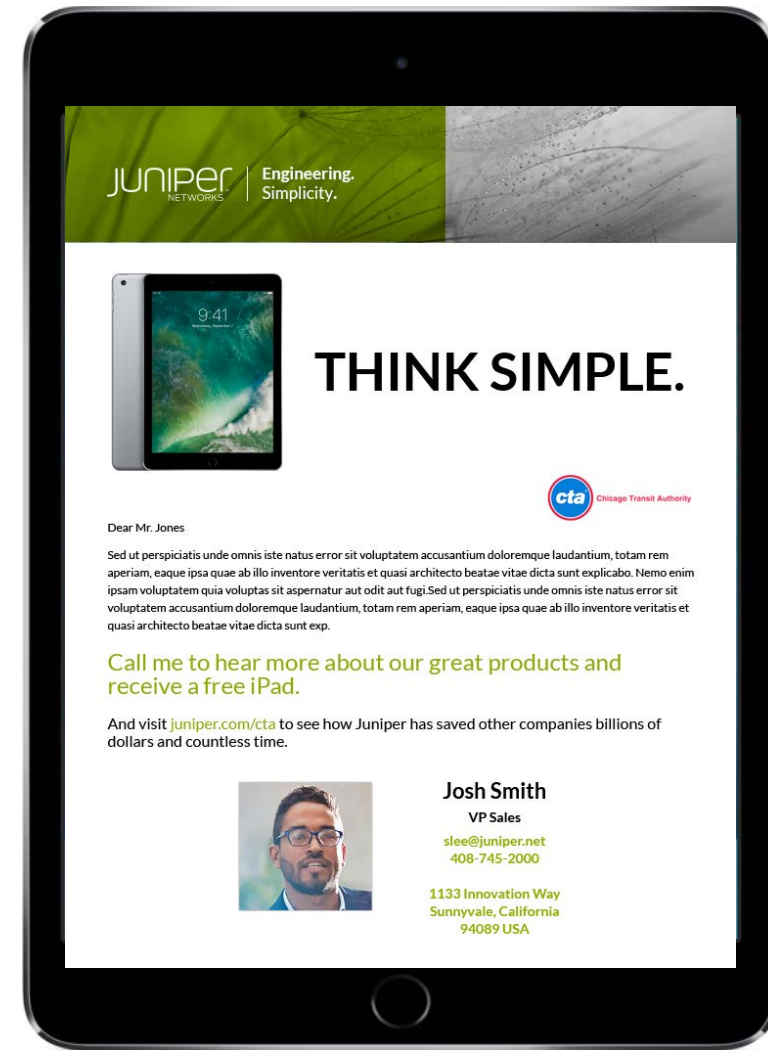
NEXT >

Preliminary Cloud Assessment



THE BEAUTY OF SIMPLICITY

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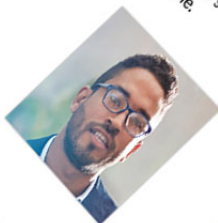
THINK SIMPLE.



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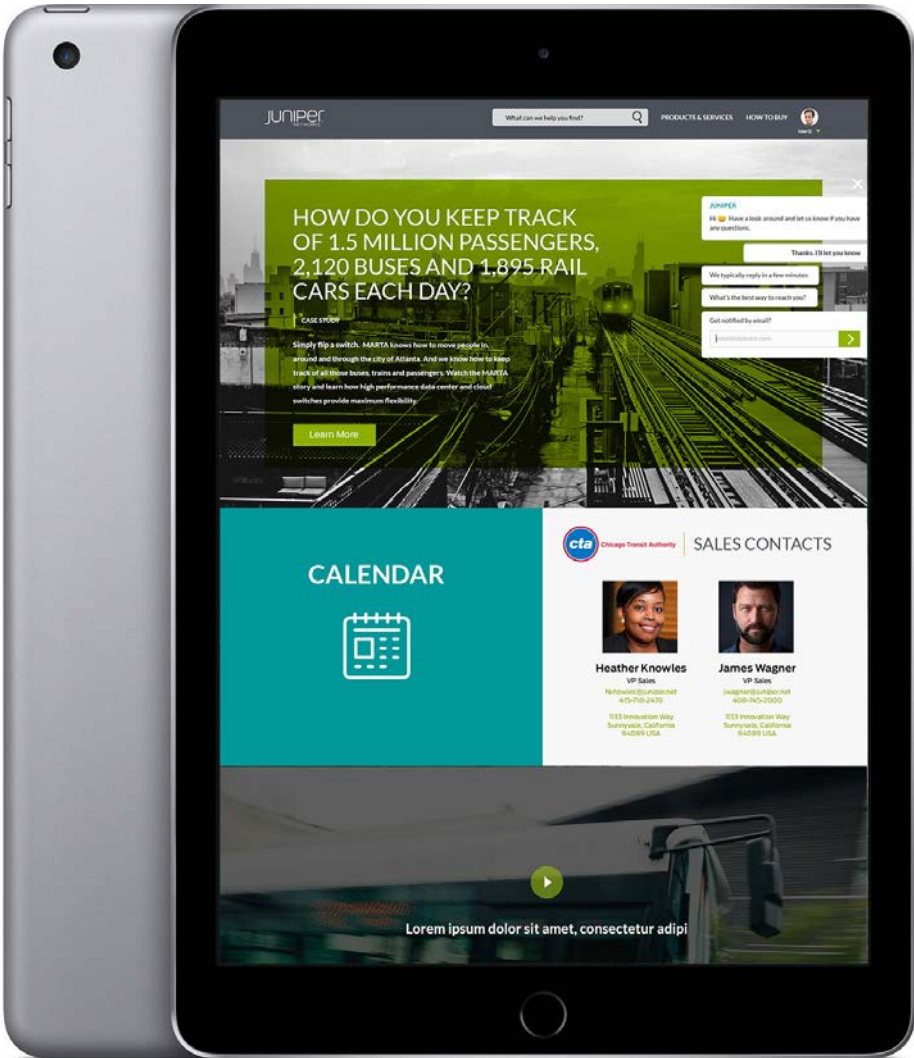


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Sales Meeting (iPad Hand-off)



Gather Assessment Info



Personalized Microsite (preloaded on device)



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314.698.0427

twisted
tacos

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Twisted TFT@gmail.com

Signature Buttered
LOBSTER
TACOS

And...
Cookie Dough
Cups

A truck full of WOMEN
know how to get it DONE
Right

WE HEAR YOU

Dimensional Mailer





Engineering.
Simplicity.

JUNIPER'S LISTENING. AND WE HAVE SOLUTIONS.



SO DOES SONOS W/ALEXA.



Dear Mr. Jones

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugi. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugi.

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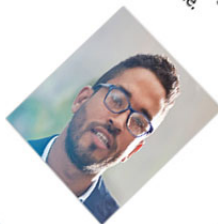


SO DOES SONOS W/ALEXA.



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Call me to hear more about your free assessment.



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Sales Meeting (Sonos Hand-off)



Gather Assessment Info



Preloaded with Juniper contact information

Customized Road Show (Tell Alexa what you'd like to see at the show...)



Meet individuals
Attend presentation
Personalized welcome messages
How you like your coffee



ENGINEERING SIMPLICITY

Dimensional Mailer



 **Engineering.**
Simplicity.

 Chicago Transit Authority

LET'S GET THE CTA READY FOR THE
NEW ERA OF CLOUD-BASED SERVICES.
AND GET YOU ON A NEW BIKE.

Dear Mr. Smith

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur.

CALL ME BEFORE AUGUST 5 TO SCHEDULE
A MEETING AND ORDER YOUR BIKE.

And visit Juniper.net/CTA to discover 5 ways we
can simplify your transition to the cloud.

Best
James Whitlock
Juniper Networks Sales Associate



THE VALUE
OF SIMPLICITY

JUNIPER **Engineering.**
Networks **Simplicity.**

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Simplicity.

NOW ♡ IS AS SIMPLE AS 🚲

Dear Mr. Smith

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CALL ME BEFORE AUGUST 5 TO SCHEDULE
A MEETING AND RECEIVE YOUR FREE HELMET

And visit Juniper.net/CITA to discover 5 ways we
can simplify your transition to the cloud.

Best

James Whitlock
Juniper Networks Sales Associate



Sales Meeting (bike hand-off)



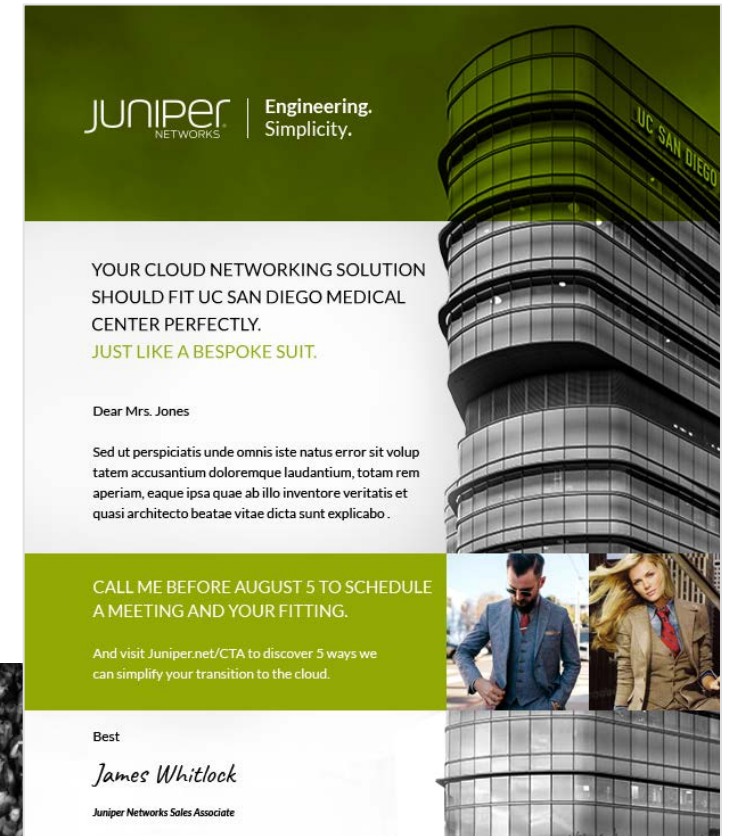
Gather Assessment Info





PERFECT FIT

Dimensional Mailer



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YOUR CLOUD NETWORKING SOLUTION SHOULD FIT
UC SAN DIEGO MEDICAL CENTER PERFECTLY.
JUST LIKE A TAILORED SHIRT.

Dear Mrs. Jones

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusa
ntium doo remque lauda ntium, totam rem aperiam, eaque ipsa quae
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aut odit aut fugit, sed.

**CALL ME BEFORE AUGUST 5 TO SCHEDULE
A MEETING AND YOUR FITTING.**

And visit Juniper.net/CTA to discover 5 ways we
can simplify your transition to the cloud.

Best
James Whitlock
Juniper Networks Sales Associate



Sales Meeting (suit hand-off)



Gather Assessment Info





APPENDIX

THE SOUND OF SIMPLICITY: TIERED OFFERS



Tier 3



Tier 2



Tier 1

\$20-500

THE BEAUTY OF SIMPLICITY: TIERED OFFERS



Tier 3



Tier 2



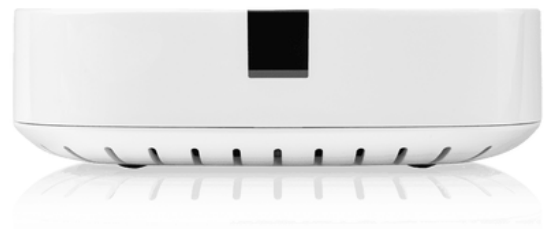
Tier 1

\$25–340+

WE HEAR YOU: TIERED OFFERS



Tier 3



Tier 2



Tier 1

\$12.50-550

ENGINEERING SIMPLICITY: TIERED OFFERS



Tier 3



Tier 2



Tier 1

\$100-2,000

PERFECT FIT: TIERED OFFERS



Tier 3



Tier 2



Tier 1

\$75-750