

BACKGROUND

Juniper has a complex product matrix with various different factors affecting what should be included in the customers' solution.

Partners and end customers found it difficult to easily identify these factors.

bChannels created a simple product builder that determines the best fit solution for the customer.

SOLUTION

Blueprint Design and Implementation

Designed a Blueprint that enabled 80% of product portfolio to be configured using an interactive graphical interface.

Created the secure Business Builder Product Configurator globally using bChannels' platform.

Integrated with Juniper's CRM system, feeding leads into the Juniper sales pipeline.

RESULTS

PRODUCT CONFIGURATION A CASE STUDY WITH JUNIPER

