



How can Juniper Cloud Metro help you achieve sustainable business growth?

We're glad you asked.
With metro traffic set to increase by 500% by 2027, this is the right time for service providers to think long-term.

Let's look at the three Ps of a sustainable business model — **PEOPLE, PLANET, AND PROFITS** — and how Juniper Cloud Metro can help.



Cloud Metro helps your PEOPLE.

Challenges

There's a major talent shortage in IT right now. This leads to compounding problems.

- The general complexity of traditional metro networks
- Overworked experts
- Time-consuming manual interventions
- Stifled transformation initiatives

Solutions

Cloud Metro uses industry-leading AI and Cloud-delivered automation to simplify operations, accelerate tedious tasks, and free up skilled staff.

- Gets devices ready for service in minutes with secure zero-touch configuration and provisioning
- Active assurance monitoring gets to the root cause of issues in minutes, not months
- Delivers new services up to **70% faster** than a traditional metro



Cloud Metro helps the PLANET.

Challenges

There are new standards for emissions. They're a lot. And they're coming fast.

- New ITU Standard: Reduce greenhouse emissions **up to 45%** by 2030
- New GSMA commitments for the Mobile Industry: Get to **net-zero carbon emissions** by 2050
- Need to eliminate e-waste, space, and energy-inefficient designs impacting environment —the kind typically found in traditional metros

Solutions

Designing better eco-friendly products is the key. Cloud Metro ACX7000 routers are more energy efficient, more space-saving, and come with longer shelf lives, reducing overall power consumption up to **77%** — thus cutting down the carbon-footprint.

- Adaptive power designs for more energy-efficient operations
- Reduces energy consumption and improves management with converged IP services fabric and fewer hardware components



Cloud Metro ensures long-term PROFIT.

Challenges

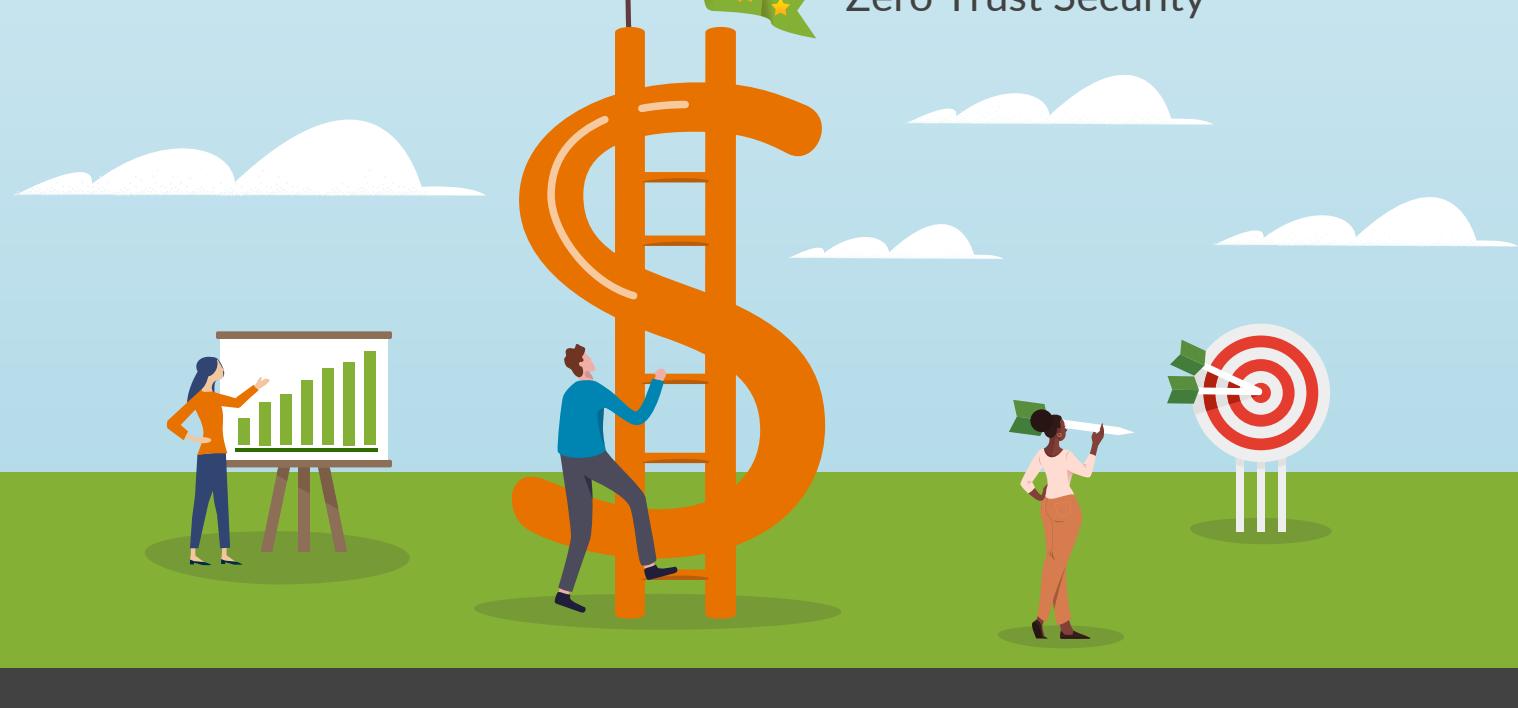
The rip and replace of a traditional metro is not cheap. The implementation of an environmentally friendly option, even less so. Doing nothing, though, is not an option.

- The current cost per bit is already unsustainable
- It's getting worse: **500%** metro traffic growth expected by 2027
- Customers demand more, not less
- Increasingly sophisticated threats continue to rise

Solutions

Cloud Metro is a more effective solution that primes you for growth, reduces long-term capital expenditure and ongoing operating expenses.

- **Up to 71%** reduced TCO with cloud efficiencies and AI-enabled automation as a service
- Extends network cycles **up to 12 years** with future-proofed design
- Enables richer services with embedded assurance and scalable IP services fabric
- Bolsters defenses with built-in Zero Trust Security



Sustainable business growth happens when all 3 Ps are achieved. Juniper Cloud Metro turns that into reality.

And this is just for starters.

To learn more and see the full benefits of our Cloud Metro solution, visit [this page](#).

Additional Resources: [Verforce #1 IT challenge Research](#) | [ITU Emission Standard](#) | [GSMA Carbon Commitment](#) | [ACG Research — Power Consumption & TCO Savings](#) | [ACG Research — 2027 Metro bandwidth 500% growth](#) | [Benefits with Automation as a service — Analysys Mason Paper](#) | [Energy-Efficient Power Supply CLEAResult Rating](#)