



Stanford eCorner

Capitalizing on Market Power

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Video URL: <http://ecorner.stanford.edu/videos/1630/Capitalizing-on-Market-Power>

Scott stresses the role of the market and the benefits of leveraging its power to grow rapidly. He describes how Juniper grew to be a \$1 Billion company within 3 years.



Transcript

And so, some numbers. Ninetynine was really the first revenue. We did a 100 million in our first year, 99; then did 600 million and we did 900 million. So in three years, we had this almost billion dollar company. Pick any other three years, and we would have maybe had a 50, a 100 or \$200-million company, which might have been less in critical mass and you'd be listening to somebody else up here. But because it happened at the time that it did, we were able to capitalize on that. In our thoughts, there are some things I think we did well but I guess I really want to emphasize the point being, the market has a huge amount to do with success and figuring out how to capitalize on that. Everything else is important. Hopefully, what you are learning but market power is front and center critical thing and it happen to be some thing we came across at the right time.