

CIENA PARTNER NETWORK

Program Guide

Program overview

Welcome to the Ciena Partner Network

At Ciena, **partnering is personal**. The Ciena Partner Network (CPN) is for business partners who provide managed services, and/or resell, integrate, distribute, develop and service Ciena solutions. Recognizing that partners may have multiple go-to-market business models, the CPN program is purpose-built to embrace and support each partner's unique model.

The CPN program distinguishes, enables and rewards partners to develop knowledge and expertise around specific Ciena solutions. Because we are highly selective of the partners that we invite into the CPN program, we have developed a program that is personalized, collaborative, and empowering.

We invite you to unlock the value of the CPN program to capture new opportunities, expand services and solutions and increase your profitability as a Ciena partner. Grow your Ciena business, your way, with a personalized partner program tailored to your unique business and designed for your success.

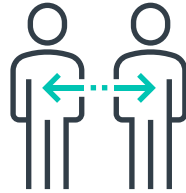
Your guide to success

This program guide introduces the benefits available to our partners, and we encourage you to use it as a reference to explore all that the CPN program has to offer.



Personalized

Together, we will develop a personalized program experience that is tailored to your unique business and designed for our joint success.



Collaborative

Collaborate on business plans and go-to-market initiatives that accelerate our joint success and get rewarded for the total value you offer.



Empowered

Empower your business with valuable sales, services, training, enablement, and market and analyst intelligence.

Program levels

Our two-tiered model recognizes our partners' investment, commitment, and results.



Professional partners have taken the steps to build their business with Ciena, including investment in sales/technical training. Benefits include increased technical, sales and marketing resources to enable partner competency and growth.



Elite Partners represent the highest level of strategic partnership within the Ciena Partner Network. These partners show a high degree of commitment to their Ciena business and collaborate extensively with Ciena on business planning.

Program benefits

For partners who have achieved the requirements of the program, the following benefits are available:

Benefits	Professional	Elite
Relationship		
Assigned Partner Manager	—	✓
Assigned Service Launch Consultant (CMS)	—	✓ ¹
Assigned Field Marketing Resource	—	✓
Partner Portal Self Service	✓	✓
Engagement		
Partner Portal Resources	✓	✓
Global Partner Summit	—	✓
Vectors Technical Summit	—	✓ ²
Champion Program	—	✓
Financial Benefit		
Opportunity Registration	✓	✓
Market Development Funds (MDF)	✓	✓
Rewards platform	✓	✓
Product Discounts	✓	✓
Enablement		
Achieve360 Training Access	✓	✓
Personalized Enablement Plan	Semi-customized	Customized
Design Tools	✓	✓
Virtual Solution Demos	✓	✓
Customized Demos	—	Upon request
CPN Live	✓	✓
External Industry Analyst Engagements	—	✓
Solution Enablement Toolkits	✓	✓
Analyst, Market Data and Insights	✓	✓
Marketing Benefits		
Partner Campaign Kits	✓	✓

¹ Varies by region

² Priority

Program requirements

Program requirements associated with the CPN program levels:

Requirements	Professional	Elite
Annual Planning		
Bookings Target ¹	—	\$3m+
Collaborative Joint Business Plan ⁶	Recommended	✓
Quarterly Business Plan Review	Recommended	Recommended
Annual Partner Profile Update	✓	✓
Training and Accreditation		
Achieve360 (technical training) ²	1 ³	2 ⁴
Compliance Requirements		
Annual Partner-Level Code of Conduct	✓	✓
Partner Code of Conduct & Training	2	2
Requirement for Primary Business Model		
Managed Service Provider		
Active Managed Services Per Year	Recommended	✓
POS Reporting ⁷	✓	✓
Solution Provider/Systems Integrator		
Services Accreditation ⁵	Recommended	Recommended
Distributor		
Refer to Distribution Handbook		

¹ For Elite Partners, Minimum Requirements – Bookings \$3m, Ciena Fiscal Year (Nov 1st to Oct 31st)

² Refer to [Achieve 360 handbook](#)

³ Requires 1 associate, advocate or master certification

⁴ Requires 2 master certifications

⁵ Refer to Services Accreditation on the Ciena Partner Portal

⁶ Refer to Business Planning handbook for more details

⁷ POS Reporting is required for CMS partners holding Ciena stock and should be supplied at least on a weekly basis, in the current POS template.

Partner code of business conduct and ethics

Ciena leads our industry by always striving to deliver the best products and services while continuously applying our business values that go beyond minimum legal requirements.

We are highly selective of the partners who are invited to join our program, and as a Ciena Partner, we find it critical to align our missions, vision and values through the partnership. In order to participate in the CPN program, you are required to formally accept *and maintain* Ciena's **Partner code of business conduct and ethics** and will be required to complete the associated training. To learn more, refer to the **code of conduct training**.



Unlock the value of the Ciena Partner Network to capture new opportunities, expand services and solutions and increase your profitability as a Ciena partner.

Become a partner ▶



Ciena may make changes at any time to the products or specifications contained herein without notice. Ciena and the Ciena Logo are trademarks or registered trademarks of Ciena Corporation in the U.S. and other countries. A complete list of Ciena's trademarks is available at www.ciena.com. Third-party trademarks are the property of their respective owners and do not imply a partnership between Ciena and any other company. Copyright © 2022 Ciena® Corporation. All rights reserved. 04.2022