

LIGHTRIVER PARTNERS WITH CIENA TO DELIVER MISSION-CRITICAL TRANSPORT NETWORKS

LightRiver partners with Ciena to design, engineer, commission, and support mission-critical transport networks for large utilities companies, Tier 2/3 service providers, and other enterprises that depend on their networks every minute of every day.

The Market Need and the Joint Ciena and LightRiver Proposition

Today's network operators depend on their backbone transport infrastructure to stay in business, and next-generation applications such as machine-to-machine networks and voice and video services are increasing bandwidth needs exponentially.

Mike Jonas, president of global sales and marketing at LightRiver, says, "If a utility company's network goes down, they don't just drop a call—they could drop an entire city and leave millions of people in the dark. We help make sure that never happens by delivering fully redundant, secure, utility-grade networks that provide constant uptime and virtually unlimited bandwidth on demand."

To provide networks that offer the speed, resilience, and scalability its customers need, LightRiver partners with Ciena.

Sergio Bea, North American solution provider and global distributors director at Ciena, says, "As a Ciena Diamond BizConnect partner, LightRiver has access to the latest Ciena technologies, a wealth of training resources, and a range of business support. With Ciena, LightRiver can help customers optimize network performance, achieve mission-critical reliability, and scale their operations seamlessly to meet growing bandwidth needs."

Delivering Success for LightRiver and Ciena Customers

Ciena's leading optical and Ethernet portfolios and LightRiver's expertise in network design, engineering, commissioning, and management deliver unique benefits for customers, including:

Ciena infrastructure for future-proof networking

Ciena's 6500 Packet-Optical Platform and Packet Networking Portfolio delivers excellent network performance and uptime for LightRiver customers, with virtually unlimited bandwidth on demand. "Ciena products are robust, reliable, and uniquely scalable, giving our customers a seamless roadmap to 100G and beyond," says Jonas. "This means we can help customers scale up their networks quickly and cost-effectively, irrespective of how their bandwidth requirements grow in the future."

Joint research and development

Ciena and LightRiver work together on research and development activities that directly benefit customers, including pre-testing of customer solutions in the lab to minimize deployment risks. "We have made a multi-million-dollar investment in an interop lab at our facilities in California, where we can learn more about Ciena technologies and how to deploy them for customers," says Jonas. "We add value for customers by staging new network builds, testing configurations and making sure there are no surprises during the deployment process."

LightRiver also leverages Ciena's Innovation Lab, a state-of-the-art truck and trailer used to demonstrate Ciena's entire product portfolio to customers and prospects. "The Innovation Lab is a great asset when customers can't visit our lab in person," says Jonas. "It means we can take Ciena technology out to customers, give them a sneak peek of what's coming, and show them the benefits for their business."

Ciena training for end-to-end network delivery

Ciena provides a wealth of technical training for LightRiver, ensuring networks deliver the best performance and uptime for customers. "Training delivered through the BizConnect program has empowered LightRiver to design, deploy, and manage our entire solution portfolio, helping them increase their services scope and increase commercial opportunities," says Bea.

"We have attended more than 350 Ciena courses, making us a highly trained Ciena partner," says Jonas. "We are qualified to deliver Ciena networks from end to end, from using Ciena design tools to deploying, testing, and turning up networks and providing ongoing support."

Specialist utilities industry knowledge

Working together, Ciena and LightRiver are developing solutions tailored to the needs of large utilities companies. "Our utilities customers need utility-hardened solutions, but they also need networks that comply with specific industry regulations and standards," says Bea. "Ciena works closely with LightRiver to tailor our solutions to meet the unique needs of the industry, which is a major benefit for Ciena, LightRiver, and our customers."

Helping smaller carriers succeed

Working together, Ciena and LightRiver are helping customers enhance their network infrastructures and prepare for the high-bandwidth future. "Ciena has many smaller customers running on legacy equipment and renewing support contracts periodically," says Bea. "We are now working with LightRiver to help these customers upgrade to the latest generation of converged network technologies and enhance their network performance and availability."

An Example of Ciena and LightRiver in Action

LightRiver and Ciena are currently delivering one of the most powerful converged networks in the United States for Sovernet Fiber Corp, which provides Internet, data, and telecommunications services to customers in northern

New England. The network will provide 100G connectivity and a common way to deliver the full range of Ethernet services, including legacy and fast-growing packet services, while accelerating and automating service creation and activation.

Funded through a \$33.4 million grant from the National Telecommunications and Information Administration's (NTIA's) Broadband Technology Opportunities Program, the Sovernet network will connect businesses and over 340 community anchor institutions, including schools, libraries, public safety towers, and state-owned buildings.

The Ciena/LightRiver Partnership: Mutual Investment, Mutual Rewards

The partnership between Ciena and LightRiver is mutually beneficial for the two companies. While Ciena invests in training and joint marketing, LightRiver helps boost sales of Ciena equipment. Sergio Bea, North American solution provider and global distributors director at Ciena says, "LightRiver is a Diamond BizConnect partner, making them one of our most important partners in North America. We are committed to working together long-term to achieve even greater success."

Ciena provides a range of business, marketing, and sales support for LightRiver through the BizConnect program, including:

- **Training programs** to grant access to online, in-person, and Web-based trainings to support customer outreach activities
- **Regular channel meetings** to identify and act on new business opportunities
- **Ciena's deal registration program**, which offers price protection for Ciena products and helps LightRiver win new business
- **Marketing development funds** for joint marketing initiatives, campaigns, and events
- **Pre- and post-sales support** and access to technical teams across Ciena when required
- **Visibility of the Ciena product roadmap**, with opportunities to contribute to the process and request new functionality on behalf of customers

Support provided by Ciena through the BizConnect program is helping the company increase revenues and margins from Ciena sales and contributing to the future success of both companies.

About LightRiver and Ciena

LightRiver Technologies designs, engineers, and commissions next-generation solutions for mission-critical clients who require the highest capacity, reliability, and resiliency today's communications technology can deliver. An integrator of multi-vendor transport networks, LightRiver is an expert in Packet-Optical Transport, MPLS, Carrier Ethernet, DWDM, ROADM, and wireless mesh, as well as multiservice SONET and microwave radio. LightRiver delivers unique value with turnkey solutions, carrier-grade quality, and unparalleled customer care.

Ciena is the network specialist, dedicated to helping organizations maximize the capabilities of their networks, advance their strategic initiatives, and drive game-changing business outcomes. Their leading portfolio of optical and Ethernet technologies provides a seamless roadmap to network transport speeds of 100G and beyond.

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