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1.0 Policy Statement:

Superior Quality and Innovation Bond Ciena's Customer Relationships

As our customers strive to reduce capital and operating costs, accelerate revenue growth, build dynamic, scalable networks, ensure multi-vendor interoperability and transition to next-generation architectures, superior quality and innovation are essential for maintaining Ciena's long-term customer relationships.

These partnerships, coupled with Ciena's core corporate values, form the foundation for Ciena's current business and fuel development of future opportunities. For Ciena, quality and innovation are enduring strategic imperatives, and the primary measure of our success in this regard is continuing customer satisfaction

Ciena's Quality Policy is further supported by Ciena's Core Corporate Values:



Customer relationships are the foundations of our success: Ciena focuses on a customer centric approach for understanding and satisfying our customers' needs and expectation objectives to the fulfillment of our customer needs.



We do the right thing: Integrity builds long term trusting relationships with our shareholders, employees, customers and partners. Our work force manages our business processes and systems in a way that focuses on long-term customer satisfaction.




We operate in "Ciena-Time" with the efficiency and velocity to move quickly in the market: We hold ourselves accountable to implement methods proven to be effective for delivering superior customer service and support



We take risks to maintain our competitive advantage: Innovation is fundamental in all that we do for providing world class automated networking solutions with unsurpassed efficiency, reliability, and scalability.



We attract, develop and reward exceptional people: Our work force is motivated, well trained, disciplined, empowered, collaborative, and accountable, improving our effectiveness in achieving product quality, service and support objectives on a continual basis.

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2.0 Purpose: This purpose of this policy is to communicate Ciena’s commitment to its customers established to ensure superior quality and innovation. It includes a framework, responsibilities and guiding principles for Ciena employees to ensure their activities support the objectives of this Quality Policy.

3.0 Scope: This is a company-wide policy that applies to all Ciena employees and operations. Ciena’s Management takes responsibility for ensuring that the Quality Policy is implemented and maintained at all levels in the company and understood by all employees.

4.0 Responsibilities:


4.1 Executive Management: Executive Management is responsible for establishing and providing resources focused on customer product, service and quality requirements, and for ensuring that resources, processes and support tools are in place to ensure long term customer satisfaction. Executive Management is also responsible for establishing and maintaining mutually-beneficial relationships with key customers, which is typically accomplished via customer calls and customer visits.

4.2 All Employees: All employees are responsible for supporting the Corporate Quality Policy and quality objectives and for applying the principles within the Core Corporate Values in their daily work activities. Employee performance reviews are conducted annually and include reviewing performance and behaviors supporting the Quality Policy and Core Values.

5.0 Quality Management System: The Quality Policy reflects Ciena’s organizational goals and the expectations and needs of our customers. Ciena has established a Quality Management System which supports the Quality Policy to ensure ongoing customer satisfaction with our products and services. The purpose of Ciena’s Quality Management System is to leverage our high level of industry experience and establish a standardized approach to win, retain, and satisfy customers.

The basic architecture of Ciena’s Quality Management System is comprised of a product life cycle model, process interactions, and product and process performance measures with a focus on continual improvement. Ciena reviews its development, services and support processes to evaluate their effectiveness and foster improvement activities which ensure our customers can expect and receive consistent products and service across product lines all around the world.

Ciena’s Quality Manual along with a series of policies, procedures, work instructions, guidelines and supporting records (as required by applicable standards, contractual requirements, and corporate mandate) describe the activities required to support the Quality Policy and corporate quality objectives.

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Quality Management System reviews are conducted annually with the Executive Management team and consist of activities associated with improving performance to objectives. Results of customer feedback studies; Key Performance Indicators; Quality System audits, actions taken to address improvement opportunities and product performance metrics are reviewed by Executive Management to measure how well we are achieving the Quality Policy and corporate quality objectives and to determine corrective and preventive action opportunities to enhance our customers' experiences and relationships with Ciena.

A. Applicable and Reference Documents

Document Name	Document Number
Quality Manual	CO2-QSG-10

B. Standard and Reference Elements

Std / Req	Ref No./ Cycle	Description / Title	Relevant Paragraph Within This Document
TL9000	4.2.1	General	All
TL9000	5.3	Quality Policy	All

C. Definitions

Process Term / Acronym	Definition / Explanation
N/A	N/A