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Leading Tier 1 Carrier Brings Industry-leading 10G-to-100G Optical Services to Market Faster and Maximizes ROI with Connectivity Enablement

Working with Ciena, a leading Tier 1 carrier has deployed a new architecture to deliver optical services up to 100G, and rolled out organization-wide engineering and sales training programs to maximize revenue potential.

Key challenge

Transforming infrastructure and organizational processes to bring required optical services to market and maximize sales revenues and ROI

When it comes to winning a share of the fast-growing market for 10G and 100G connectivity services, legacy technologies and processes are holding many operators back. This was the case for one European Tier 1 operator that could no longer compete effectively for high-speed connectivity business across large geographies.

Lorraine Twigg, Senior Director, EMEA Partners, Ciena, says, "The operator had different networks for metro and long-haul traffic, which meant a complex handover was involved for long-haul 10G and 100G services. As a result, the cost of delivering connectivity at these speeds was very high, and the operator was losing out to more agile competitors who didn't have the same handover requirements."

To overcome this challenge, the operator needed to upgrade its infrastructure to offer seamless delivery of traffic beyond the metro network, with ultimate scalability to handle rapidly growing high-bandwidth connectivity demands. Additionally, internal teams—including operations, marketing, pre-sales, and sales—needed in-depth training to help them bring propositions for 10G and 100G optical services to market successfully and convert opportunities into a healthy sales funnel as quickly as possible.

"We understood that connectivity enablement—including training for the operators' sales, pre-sales, and marketing teams—would be critical to the commercial success

"As with all our partners, we have joint targets to meet, and delivering the right connectivity enablement programs is critical for our mutual success," says Sandra. "Through the Ciena Partner Network and our consultative approach, the operator was able to leverage all the skills and resources required for its enablement and marketing programs to ultimately grow a healthy funnel and maximize their high-speed connectivity business opportunities,"

Sandra Glaser Cheek
Vice President of Global Partners & Alliances
Ciena

of the operator's newly defined services," says Lorraine. "When it came to helping our client maximize revenues from their new infrastructure and services, we couldn't leave anything to chance."

The solution

Rapid deployment of optical services up to 100G, with enablement for front-end sales and operational teams delivered concurrently

Understanding the need to deliver technology and organizational evolution in parallel, the operator decided to engage in a formal partnership with Ciena. "Our partnering propositions were an ideal fit with the operator's needs, giving them a way to both accelerate their network upgrade and prepare enablement for their people and organization to maximize returns on investments, with a renewed approach for high-speed connectivity services," says Lorraine.

Initially, Ciena consultants worked with the operator to map the existing network infrastructure and define a desired end-state. Based on the outputs of this work, a new terabit-capable Ciena network was designed and deployed, allowing the operator to offer competitively priced 10G and 100G connections between geographically distributed data centres of critical importance to their target customers.

Based on a proven methodology, skilled Ciena teams designed and built the new infrastructure in just a few months. "Our partnering approach to blend technology and business outcomes ensured that the operator could roll out their desired network footprint and bring optical connectivity services, up to 100G, to market extremely quickly, with minimal risk," says Lorraine.

With the required infrastructure to deliver the new service in place, the operator worked with Ciena to ensure full organizational readiness. "Through the Ciena Partner Network and our consultative approach, the operator was able to leverage all the skills and resources required for its enablement and marketing programs to ultimately grow a healthy funnel and maximize their high-speed connectivity business opportunities," explains Lorraine.

Results

Differentiated optical services up to 100G, with sales and marketing enablement to maximize ROI

The operator's new terabit-capable network is the foundation for much greater service velocity and competitiveness.

"The infrastructure that underpins the operator's new high-speed services is programmable from end to end without boundaries, which means it can scale on demand, and is optimized to meet customers' current and future needs," says Faisal Hawa, Director, Global Partner Enablement, Ciena.

With seamless delivery of traffic from location to location irrespective of distance, the operator is dramatically reducing the cost of delivery for optical services up to 100G within and between cities on a large geographic footprint. As a result, connectivity services can now be delivered with significant competitive advantages to grow their business."

Key summary

Challenges
- Become competitive for optical services up to 100G across a large geographic footprint
- Leverage innovation to upgrade infrastructure with capacity at the lowest cost per bit
- Offer rapid service delivery at scale to achieve ROI on opportunities
- Prepare front-end sales and operations to convert a healthy sales funnel into opportunities and results

Solution
- Ciena terabit-capable optical footprint
- Use of latest optical innovations to build a state-of-the-art optical architecture with maximum agility
- Partnering to drive successful business outcomes with a consultative approach in service introduction, organizational enablement, and go-to-market strategies

Benefits
- Reduced time to market and revenues for optical services up to 100G across a wide geographic footprint
- Leader and innovator with competitive advantage growing in the high-speed connectivity markets
- Proven capability to maximize organization's ability to engage customers and drive results

As well as helping the operator roll out agile, scalable infrastructure to support the new service, Ciena teams also helped maximize revenues with major marketing and sales enablement programs. "The program included training for hundreds of front-end sales staff, as well as joint events, awareness, and lead-generation marketing campaigns focused on the value proposition for the new high-speed connectivity services," says Faisal.

By helping to maximize time to market and revenues for the new high-speed optical services, Ciena connectivity enablement programs are helping the operator achieve its commercial goals.

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