



**ciena**  
Partner Network  
Ecosystem

# Program Brochure

# Program overview

## Welcome

The Ciena Partner Network Ecosystem (CPNe) program features a robust ecosystem promoting collaborative selling to drive exceptional customer outcomes. CPNe partners join forces to holistically deliver the products, guidance, and support to meet the needs of today's customers. The CPNe is designed to engage and reward a diverse range of partner types for doing what they do best, including offering value-added services, branded solutions, and specialist expertise.

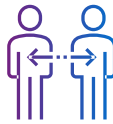
At Ciena, we recognize that partners may have multiple go-to-market business models. The CPNe program is purpose-built to provide flexibility for various business models.

In the ecosystem, partners win by co-selling and building more holistic solutions that deliver the right combination of products, services, and support that meet—and exceed—customers' business goals utilizing our CPNe Pillars below:



### Specialized

Specialize your path to success in the CPNe program and get rewarded when you maximize your unique business strengths.



### Collaborative

Collaborate with Ciena and other partners in the CPNe to enable joint success and deliver exceptional outcomes to customers.



### Empowered

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

# Ecosystem partner types

The ecosystem at Ciena is comprised of partners that demonstrate a high level of performance and specialization across solution and services focus areas. We include the following partner types within our ecosystem: Solution Providers (SP), System Integrators (SI), Influencers, Carrier-Managed Services (CMS), Distribution, and Alliances.

The CPNe helps connect customers with an ecosystem of partners who can deliver Ciena solutions and services. The ecosystem has emerged as a critical way to leverage the specialties of various partners and drive growth by:

- Expanding exposure to new markets and opportunities
- Earlier identification of opportunities
- Innovative solutions inclusive of new technology and services

The foundation of the CPNe Program is that there is one level for partnering with Ciena, with multiple options available to qualify for the program. This model supports the high degree of commitment and collaboration and various routes to market while also recognizing and valuing the specialized skillsets of our partners.

# Terms and conditions

The CPNe program and its terms, discounts, listed benefits, qualification requirements, products and services, and reward amounts are subject to change at Ciena's discretion, including any issues with respect to partner eligibility and changes in partner entitlements and requirements.

Partners who wish to participate in the CPNe program must agree to all terms and conditions outlined in the CPNe Program Guide.

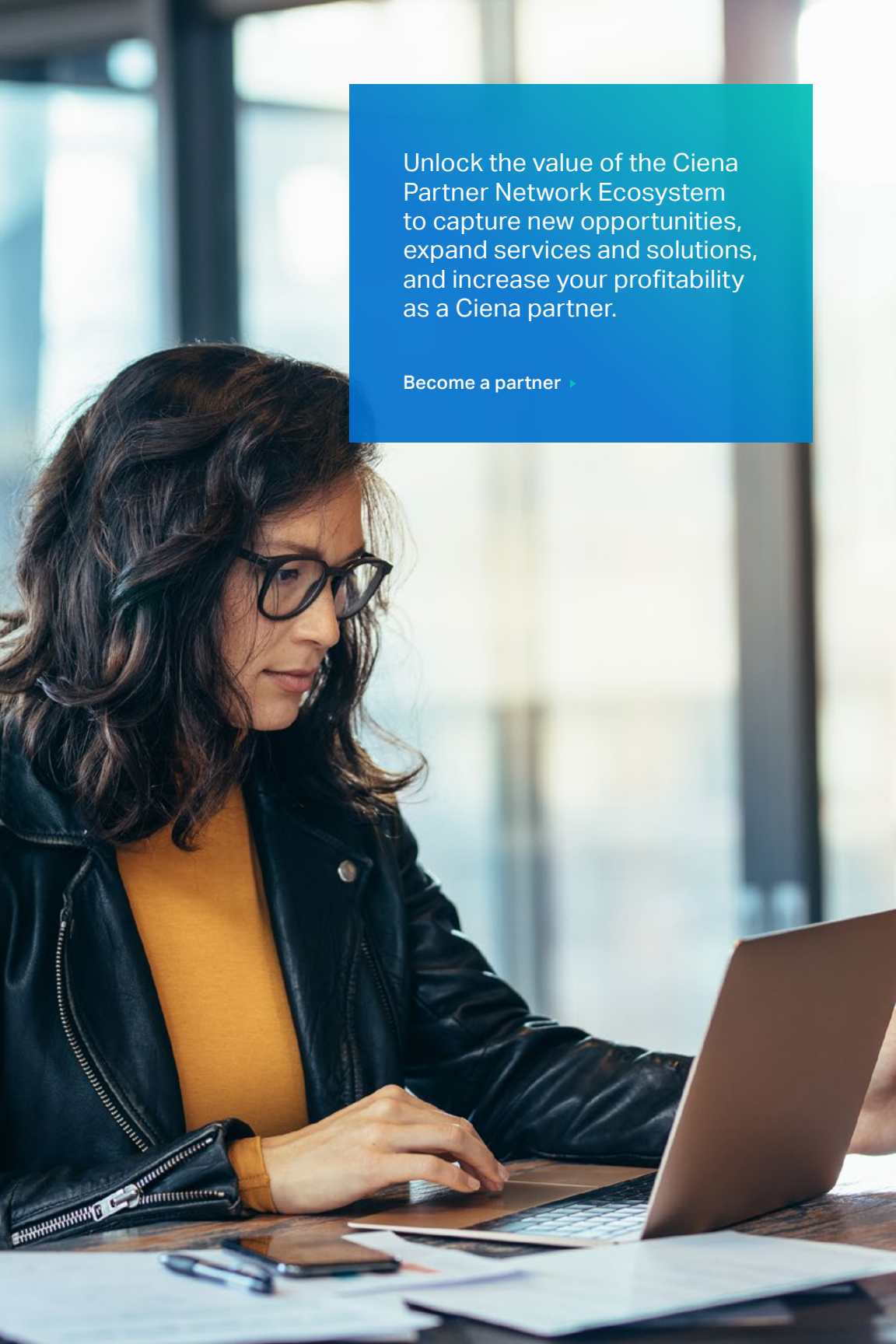
The CPNe Program Guide and program details are confidential information subject to the terms of the existing non-disclosure agreement in place between Ciena and each partner.

As part of Ciena's process for engaging a partner, you may have been or may be asked for information about your company or the people working on Ciena related matters. We use this information to conduct reasonable due diligence assessments and as a basis for determining whether to enter into or continue any business relationship with you. We ask for your cooperation in providing complete and accurate information for any such inquiries

Each of the partner types within the CPNe has their own route to market and benefits/incentives will vary based on type. At Ciena's discretion and approval, regional partners may have exceptions on the overall partner scoring thresholds.

If one of the benefits for a partner type includes any category of development funds, the partner must have an approved business plan in place for those funds to be made available. The business plan is a joint plan between the partner and Ciena and must detail the development fund objectives.

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

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