



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 advise, deliver, and support solutions 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 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

CPNe partners 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), Distributors, Influencers, Carrier Managed Service Providers (CMS), 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.

Program terms and conditions

Ongoing participation evaluation

Partners in the CPNe program will meet with their Ciena partner manager for joint business planning and have regular discussions of partner participation. These ongoing discussions should be part of regular business reviews. These discussions should look ahead to readjust strategy and action plans to achieve joint goals. This personalized, collaborative approach will ensure that we are aligned in our sales and business objectives and have joint commitment for success.

CPNe additions

Entry into the CPNe program requires support from a Ciena sponsor and completion of Ciena's formal application process including review and approval by Regional and Global partner leadership.

Program (CPNe) removal

Ciena reserves the right to conduct an evaluation of a partner's capabilities and participation at any point in time. A formal review will take place annually. In the event Ciena determines that a partner no longer qualifies for the CPNe program, Ciena may assign the partner as a non-CPNe partner. In such an event, Ciena will notify the partner of removal from the CPNe program. This removal will also result in the partner's benefits being adjusted.

Termination

On occasion, it may be necessary for Ciena to terminate its CPNe program relationship with a partner. Ciena may terminate a partner's membership in the program, or any benefit provided by the program at any time without cause by giving at least thirty (30) days written notice to the other party. Ciena can also terminate without 30-day notification if the termination is with cause.

Other

Any changes in Ciena's terms and conditions, eligibility and compliance requirements for the CPNe program will be communicated to Partners at least thirty (30) days before they are implemented. For avoidance of doubt, all changes will take effect at the end of such notice period.

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

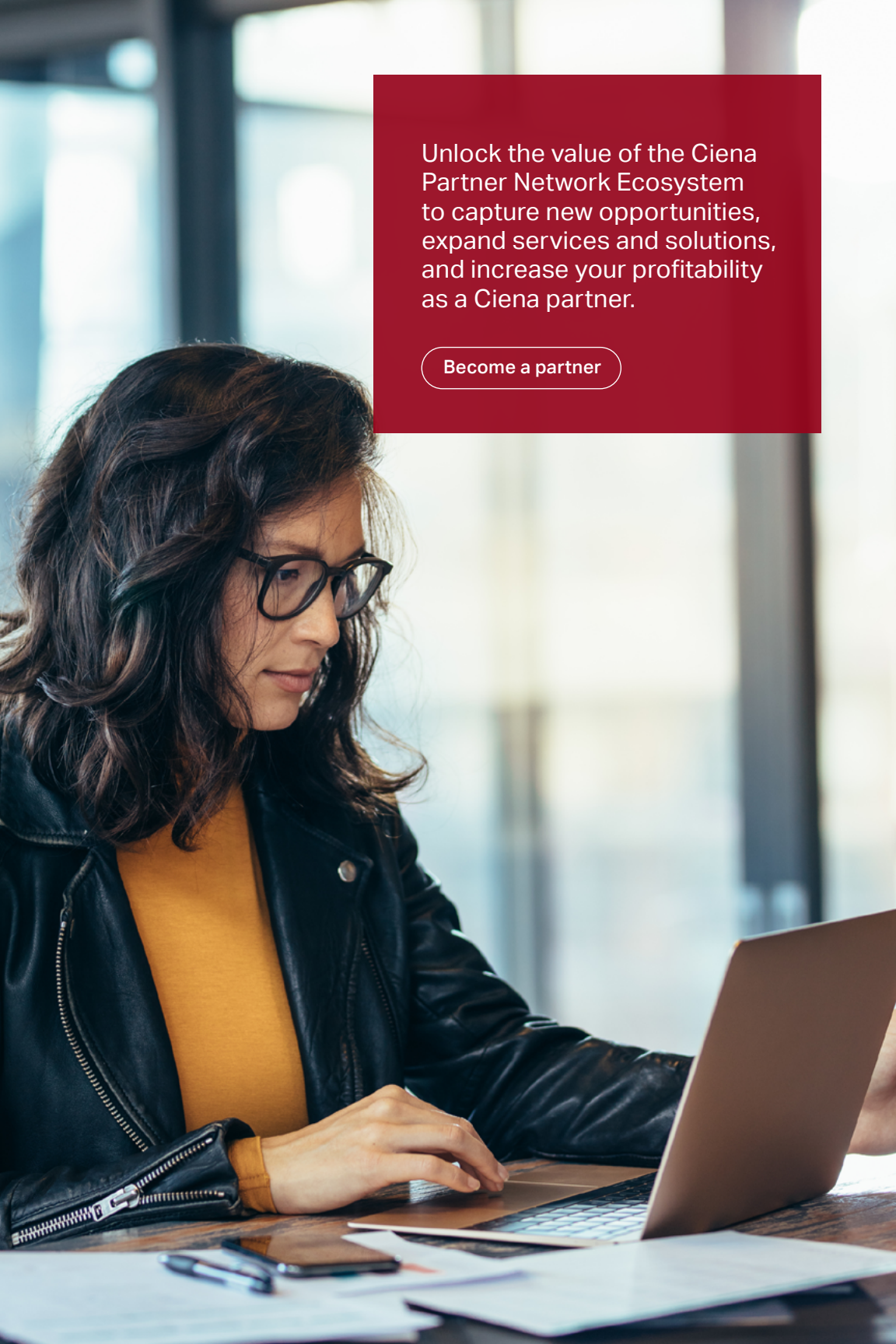
The CPNe Program Guide and program details are confidential information subject to the terms of the existing non-disclosure agreement in place between Ciena and each partner.

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.

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/about/corporate-governance/legal-notices. Third-party trademarks are the property of their respective owners and do not imply a partnership between Ciena and any other company. Copyright© 2024 Ciena® Corporation. All rights reserved. Confidential and Proprietary.



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.

[Become a partner](#)



Partner Network Ecosystem

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 © 2024 Ciena® Corporation. All rights reserved. 04.2024