

A man and a woman are looking at a tablet together. The woman, on the left, has long, curly brown hair and is wearing a dark blue polka-dot shirt. She is smiling and looking down at the tablet. The man, on the right, has short brown hair and a beard, and is wearing a blue sweater over a white collared shirt. He is also looking down at the tablet. The background is a blurred indoor setting.

ciena
Partner Network
Ecosystem

Program Guide

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In order to access the secure links in this document, please log in to the Ciena Partner Portal at partners.ciena.com.

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.

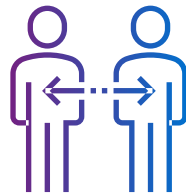
At Ciena, we recognize that partners may have multiple go-to-market business models. The CPNe program is purpose-built to provide flexibility for various business models.

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.

Program benefits

For partners who have achieved the requirements of the program and are part of the CPNe program, the following benefits are available by partner type:

	Disti-Managed Partner	Distribution	Solution Provider	Systems Integrator	CMS	Influencer	Alliance
Relationship							
Assigned Ciena Partner Manager	✓	✓	✓	✓	✓	✓	✓
Assigned Ciena Service Launch Consultant	—	—	—	✓	✓	—	—
Partner Portal Self Service	✓	✓	✓	✓	✓	✓	✓
Engagement							
Partner Portal Resources	✓	✓	✓	✓	✓	✓	✓
Vectors Partner Technical Event (by Invitation only)	✓	✓	✓	✓	✓	✓	✓
Champions Program	—	—	✓	✓	✓	—	—
Financial							
Opportunity Registration* (Deal Reg, Referral, Teaming)	✓	—	✓	✓	—	—	—
Partner Development Funds: MDF	✓	✓	✓	✓	✓	✓	✓
Partner Development Funds: BDF	—	—	—	—	✓	—	✓
Product Discounts	✓	✓	✓	✓	—	—	—
Enablement							
Achieve 360 Training Access	✓	✓	✓	✓	✓	✓	✓
Tailored Enablement Plans	—	✓	✓	✓	✓	✓	✓
Services Accreditation Eligible	—	✓	✓	✓	—	✓	✓
Partner Systems & Tools	—	✓	✓	✓	✓	✓	✓
CPNe Live	✓	✓	✓	✓	✓	✓	✓
Solution Enablement Toolkits (SETs)	✓	✓	✓	✓	✓	✓	✓
Market Data and Insights	—	✓	✓	✓	✓	✓	✓
Custom Market Analytics	—	—	—	—	✓	—	—

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	Distl-Managed Partner	Distribution	Solution Provider	Systems Integrator	CMS	Influencer	Alliance
Marketing							
Partner Demand Center (templates, campaign kits)	✓	✓	✓	✓	✓	✓	✓
Ciena Marketing Engagement	—	✓	✓	✓	✓	—	✓
Distribution							
Trade-In Program	✓	✓	✓	✓	✓	—	✓
Not-for-Resale (NFR)	✓	✓	✓	✓	✓	—	✓

CPNe Score

To qualify for the CPNe program, we offer a flexible scoring model where once the base requirements are met, allows you to choose which additional requirements to fulfill. This scoring model allows you to choose the right partner requirements that best match your business needs and specialization.

The minimum score beyond the mandatory requirements to qualify for the ecosystem is **20 points** (out of a possible 70).

The different scoring options are organized into the following different categories:

- Mandatory: Bookings and Joint Planning
- Collaborative
- Specialized
- Empowered

CPNe Scoring Details

Mandatory	Bookings
Mandatory	Joint Planning
Collaborative	
10	Business Reviews/QBRs
10	Partner Case Studies
Specialized	
10	CSAT Score
10	New Service/Solution
10	New Customer Wins
Empowered	
10	Achieve 360 Certification
10	Services Accreditation

We have provided a detailed description to include minimum requirements for each scoring option in the [CPNe Scoring Details](#).

Code of Conduct

We are highly selective of the partners who are invited to join our program, and as a Ciena Partner, we find it critical to align our missions, vision, and values through the partnership. To learn more, refer to the [code of conduct training](#).

Business planning

At Ciena, excellence in business planning is the **cornerstone** to our approach and a highly recommended component for strong partnering. The CPN Ecosystem Program enables you to create a strategic plan specifically tailored to support your business growth objectives utilizing Ciena solutions.

Unlike many other partner programs, the CPNe business plan is a living, actionable business development tool that will be reviewed and modified on an ongoing basis to allow you to have a personalized program with Ciena – and it is the foundation of the program.

Participating in a partner case study highlights the benefits of Ciena and partners working together to achieve a successful outcome for customers.

Benefits of joint business planning

Business planning is focused on developing and enabling our strategic business partnership by providing:

- Shared visibility and insight and joint commitment for success
- Alignment of strategic business goals
- Valuable Ciena sales, enablement, market development, and business development resources that can also be customized for your business
- Access to development funds (MDF/BDF)
- Strengthened relationships with key Ciena stakeholders and Subject Matter Experts (SMEs)
- Pre-built and/or customized training plans
- Access to industry thought leaders, analysts, and market trend insights as well as Solution Enablement Toolkits (including market trend information)

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Business Reviews/QBRs

Once the business plan is approved and in place, objectives within the business plan serve as the roadmap to reach the goals of the partnership and are meant to be reviewed and updated throughout the year.

Business reviews provide the format to evaluate the progress against joint-defined goals and adjust where needed.

We recommend conducting a business review every quarter to recalibrate with your Ciena Partner Team. This is also a good cadence to review development fund spending and reallocate unused funds as required.

Refer to the [Business Planning Handbook](#) for more details.

Customer Satisfaction Score

Through our partnership, the ultimate goal is to exceed our customer's expectations.

Customer satisfaction is a key measurement that helps us identify focus areas to improve not only our partnership but also what we deliver together to our customers. Visibility to this key type of data can help us in our partnership to determine where gaps may exist or where further investments should be made.

Launching a new service or introducing a new solution

Whether you are focused on launching a new service or selling a new solution, there are service/solution catalogs to identify which is the best product fit. As part of the business planning process, we will maximize the support and focus your Ciena partner team can provide to enhance your opportunities.

New Customer Wins

As part of our specialized focus, we will enable and co-sell with you to win in the market place by focusing on customer wins in new market segments and services, leveraging our program benefits outlined in the CPNe program.

Enablement

Achieve 360

Achieve 360 is an enhanced training and enablement program that includes competency-based assessments, online credentials, course pathways, a brand-new physical lab (with remote access) to get hands-on with our solutions, and access to enablement tools such as QuotePlus.

The Achieve 360 program has three levels: Associate, Advocate, and Master. Progressing through these levels involves gaining experience and expertise by increasing knowledge through these certification levels.

There are three solution areas for Achieve 360:

- Optical
- DCI
- Routing and Switching

While all Ciena partners have access to training, courses may be further individualized for partners within the CPNe program and also by partner business model.

- You will be given access to an extensive library of pre-built learning programs that cover training paths aligned to Ciena hardware, software, and services.
- Working in partnership with Ciena, you are able to build individualized learning paths aligned to business plan goals and may select specific and appropriate training modules. You may also request specific training subjects for particular needs that may not be available in the current curriculum.
- You will understand Ciena's technology and solutions and evolve to being self-sufficient in designing, quoting, and getting hands-on with our solutions and tools.
- You will improve your response time and technical expertise leading to higher satisfaction with your customers.
- Becoming Certified on A360 enables you to share your digital badge on your professional profiles to celebrate your achievements with your network.

For more details on the Ciena Achieve 360 Certifications and Training, please refer to the [Partner Enablement Program Guide](#).

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Personal learner journey

Because each individual has unique sales and technical experience and skills, our role-based training approach allows you to create a personalized learning journey. We designed our curriculum with the goal of enabling and preparing partners to develop, sell, implement, and deploy Ciena solutions with confidence.

Solution enablement toolkits

Solution enablement toolkits (SETs) are a collection of tools and resources that help our partners create their own packaged solutions. Designed by industry analysts and Ciena experts, SETs enable you to build robust Ciena solutions practices quickly, with access to market insights and trends, competitive analyses, geo-targeting, demand-generation content, and exclusive access to industry analysts. SETs can assist you in creating your own packaged solutions for repeatable and scalable value selling and delivery, with the potential to enhance profitability, deal size, and service margins.

SETs are designed to give you the information you need to:

- Launch new services and solutions more quickly and successfully.
- Enter new geographic and/or vertical markets with confidence.

SETs provide you with the tools to enable you to specialize in specific solutions. Ciena is committed to delivering a variety of SETs over time.

For more information on SETs, visit the [Ciena Partner Portal](#).

CPNe Live

CPNe Live is a global, interactive, live web event program where Ciena partners are enabled on products/solutions, programs, sales, technical, training topics, and tools. With webinars and podcasts focused on market intelligence and sales acceleration, content is delivered by industry analysts, Ciena execs/SMEs, and global channel leadership.

Target audience:

- Partner sales and pre-sales
- Technical/SE
- Marketing
- Business principals

For more information on CPNe Live, to register for an upcoming webinar, or to view past events on-demand, visit the [Ciena Partner Portal](#).

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Marketing Enablement

We are committed to working with you to develop and implement a plan to grow our mutual business together. All CPNe partners have access to a wide range of modern marketing technologies, products, and services to help you grow your business, from marketing planning, sales enablement, demand generation, and execution services.

In addition to Ciena marketing staff, campaign assets, and the CPNe analyst resources, new marketing resources are continually being added to the Partner Portal. You will be able to access the necessary tools to drive more business with Ciena-approved messaging and creative campaigns and programs.

For more information on marketing enablement, visit the [Ciena Partner Portal](#).

Opportunity Registration

For partners who resell and integrate Ciena solutions, the opportunity registration program is designed to accelerate your Ciena business. The program encourages and rewards partners who value selling and leading with Ciena solutions. When you register qualifying opportunities, it will protect your investment in the sales process and reward you with a discount incentive when you close those new sales opportunities. It's our way of saying thank you and supporting your efforts to find new Ciena business opportunities and educate customers on the value of Ciena.

Opportunity registration program benefits:

- Protects your pre-sales investments through reduced channel conflicts.
- Enables close collaboration with Ciena sales to help early in the sales cycle.
- Help partners preserve a more competitive position with the potential to enhance profitability.

Value selling is defined as activities that provide objective evidence of sales cycle progression of a Ciena solution. The program requires partners to demonstrate at least two value selling activities to be eligible for approval.

Examples of value selling activities are:

- Engaging in general account planning with the Ciena sales team.
- Educating the customer on the strategic and technical merits of a Ciena product or solution. For example: customer presentations, demos, proof of concept, pilot, or BOM design.

To register an opportunity, log new value selling activities, or for more information, visit the [Ciena Partner Portal](#).

Services Accreditation

At Ciena, we recognize the unique value and needs of each of our partners. By taking advantage of our Service Accreditation Program, your company is enabled to increase its value with customers and expand its revenue opportunities by offering installation services and post-sales support to your customers for Ciena products.

Your business model may mean that you are looking to resell Ciena Services to expand your geographical reach and complement your technical expertise on our solutions. Once accredited, you can combine your own in-house service capabilities with Ciena-provided support services to offer enhanced, tailored services as part of your own brand.

Accreditation Process

To become accredited, the CPNe Services Accreditation Program follows a three-phase process including Assessment, Training, and Evaluation.

Assessment / Selection	Training / Accreditation	Evaluation / Support
Training plan review	Fundamental knowledge completion	Self-audit(s) completion
Learning paths evaluation	Prerequisites completion	Reaccreditation process completion (annually)
Course selection	Course completion	Engineer recertification (by product) completion (bi-annually)
	Shadowing signoff	
	Service accreditation awarded	
	Refresher course completion	

For more information on the Services Accreditation program, visit the [Services Accreditation Program](#) on the Ciena Partner Portal or download the [Services Accreditation Program Guide](#).

Partner Development Funds

Sales engagement between Ciena and our CPN Ecosystem partners will be driven through joint commitments that are designed to build trusting, long-term relationships resulting in increased customer satisfaction. One of Ciena's commitments is to provide you with incentives to help support your sales strategy and ensure you are equipped to deliver the right solution(s) for your customers.

The CPNe Incentives Program provides two options of funding:

1. Market Development Funds (MDF)
2. Business Development Funds (BDF)

Market Development Funds (MDF)

Market Development Funds (MDF) are a proposal-based incentive designed to help eligible CPN Ecosystem partners empower their businesses through joint market development efforts. You can use this program to support external marketing campaigns, enablement activities, and sales initiatives that generate demand for Ciena products and Ciena based solutions to deliver a greater return on investment (ROI).

To ensure we have the best and most efficient process for requesting and claiming MDF, we provide you access to our CPNe Incentives Portal. This portal provides the ability to enter requests and claims plus provides real-time visibility into any submitted request or claim.

For more details on the MDF request or claims process, refer to the [Partner Development Funds Program Guide](#).

Business Development Fund (BDF)

Business Development Funds (BDF) are an allocation of budgeted funds to an Ecosystem partner and identified within an approved business plan enabling the partner to drive incremental revenue for Ciena through a specialized activity.

BDF activities are long-term sales development strategies of the specified partner within an Industry or market environment. These activities have specific objectives and quantitative results that are developed prior to the activity submission and often require pre-approval from Ciena leadership.

We provide you access to BDF requests and claims through our CPNe Incentives Portal. This portal provides the ability to enter requests and claims plus provides real-time visibility into any submitted request or claim.

For more details on the BDF request or claims process, refer to the [Partner Development Funds Program Guide](#).

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 could be part of regular business reviews if that type of cadence fits with the partner's needs. 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 promotions

Promotion into the CPNe is handled directly with your Ciena partner manager as determined by meeting the minimum partner score. Ciena assesses these scores twice annually to add partners to the Ecosystem.

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 CPN Ecosystem program, Ciena may assign the partner as a non-CPNe partner. In such an event, Ciena will notify the partner of removal from the CPN Ecosystem 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 upon at least thirty (30) days prior to written notice to the other party. Ciena can also terminate without 30-day notification if the termination is with cause.

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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.

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Need help? Contact the CPNe Global Partner Programs (GPP) team at CienaPartnerNetwork@ciena.com

- > [Ciena Partner Portal](#)
- > [Partner Code of Conduct](#)
- > [CPNe Partner Scoring Details](#)
- > [Partner Enablement Program Guide](#)
- > [Partner Development Funds Program Guide](#)
- > [Business Planning Handbook](#)
- > [Services Accreditation Program Guide](#)
- > [Not-for-Resale \(NFR\) Program Guide](#)
- > [Solution Provider Handbook](#)
- > [Influencer Handbook](#)



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