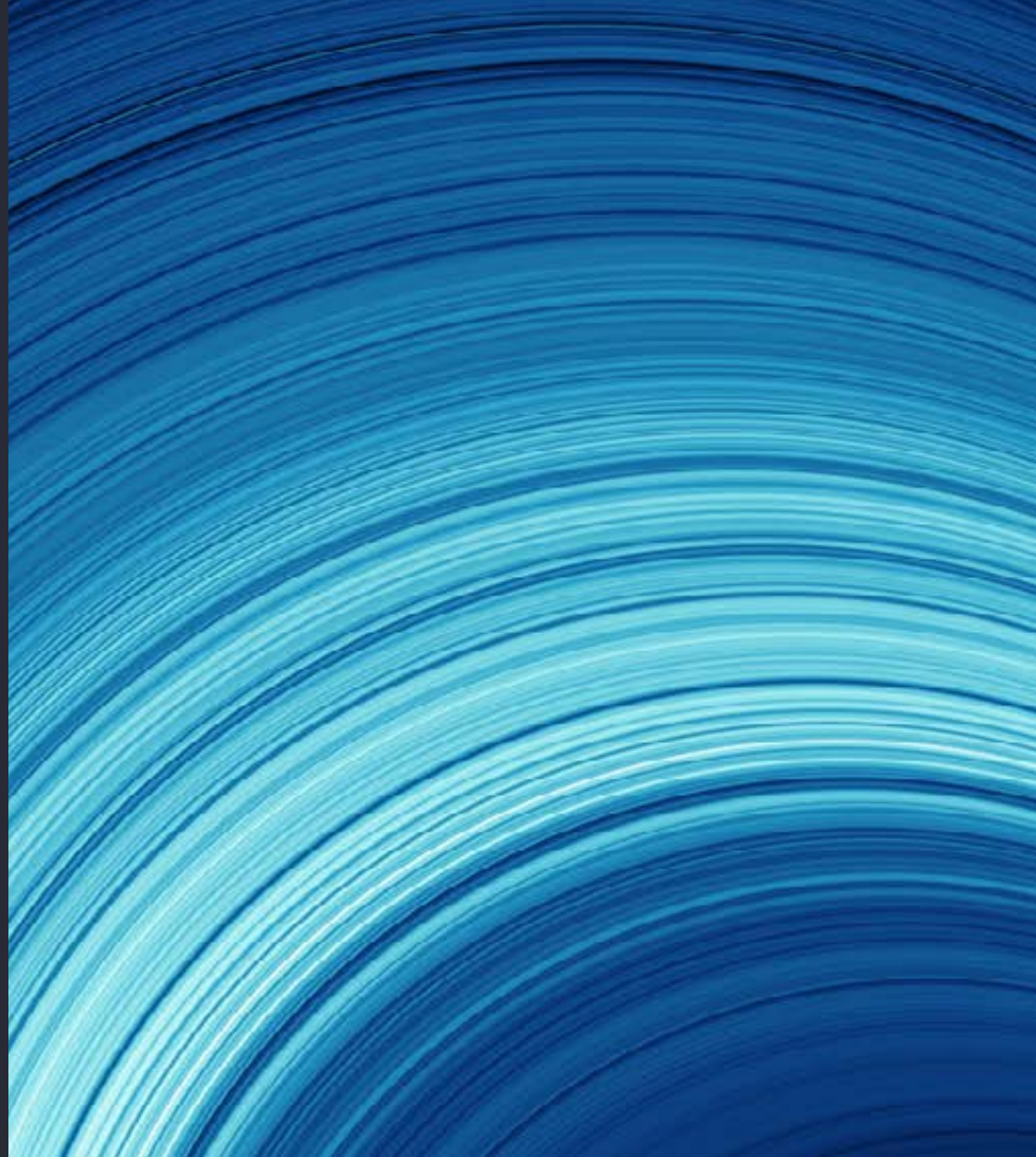


Blue Orbit Partner Program Guide

blueorbit
Blue Planet® partner ecosystem



01 Welcome to Blue Planet

02 Blue Orbit

03 Program Levels

04 Services

05 Next Steps

01

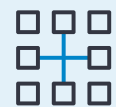
Welcome to Blue Planet



Welcome to the world of Blue Planet. We're a division of Ciena that's on a mission to change the industry, not just a single network. With a focus on intelligent automation software, we're breaking down the barriers between IT and Network to accelerate our customer's digital transformation journeys.

We recognize the incredible pace at which service providers are being forced to adapt, so we relentlessly innovate to modernize the critical business processes required to deliver new services. Driven by policy and AI-based insights, our closed-loop automation software drives greater real-time alignment between IT and Network processes, enabling our customers to operate across multiple network layers and domains with greater agility and intelligence.

Blue Planet's industry-first solutions, alongside our deeply collaborative services approach, enable business operations to achieve accelerated time-to-revenue, reduced costs, and delivery of superior customer experiences in this hyper-competitive market.

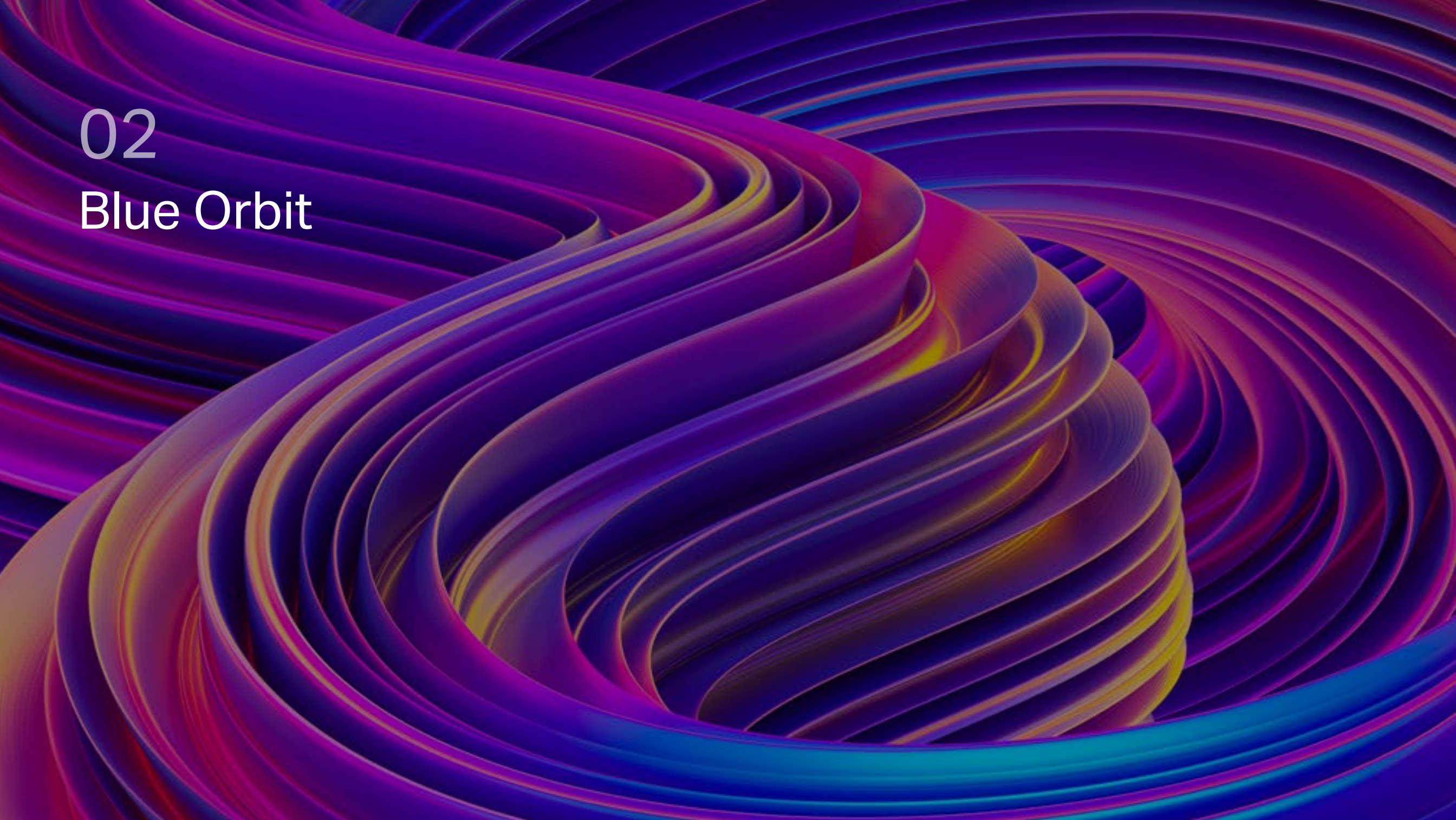


Want to learn more about our Products and Solutions?

Please visit blueplanet.com.

02

Blue Orbit



This Program Guide introduces the benefits available to you as a partner when joining Blue Orbit—the Blue Planet partner ecosystem—and we encourage you to use it as reference to explore the value of partnering with Blue Planet.

Access to Blue Orbit is offered to qualified partners as a one-year subscription.

The program is designed for partners who are solving automation challenges for their customers. Whether you are selling, implementing or supporting Blue Planet products, Blue Orbit will empower you to grow your business.

With curated resources, helpful tools, and learning, we will help you realize the potential of your solution at your own pace, all in one place.



For detailed information, please reach out to a Blue Planet Engagement Manager as outlined [here](#).

03

Program Levels



Recognizing that you may have different business objectives we have developed a comprehensive program with three service offerings designed for impact and success.

We invite you to join the program, as a Sales or Solutions Partner and collaborate with us to grow your business, find new opportunities, expand services and solutions and increase profitability.

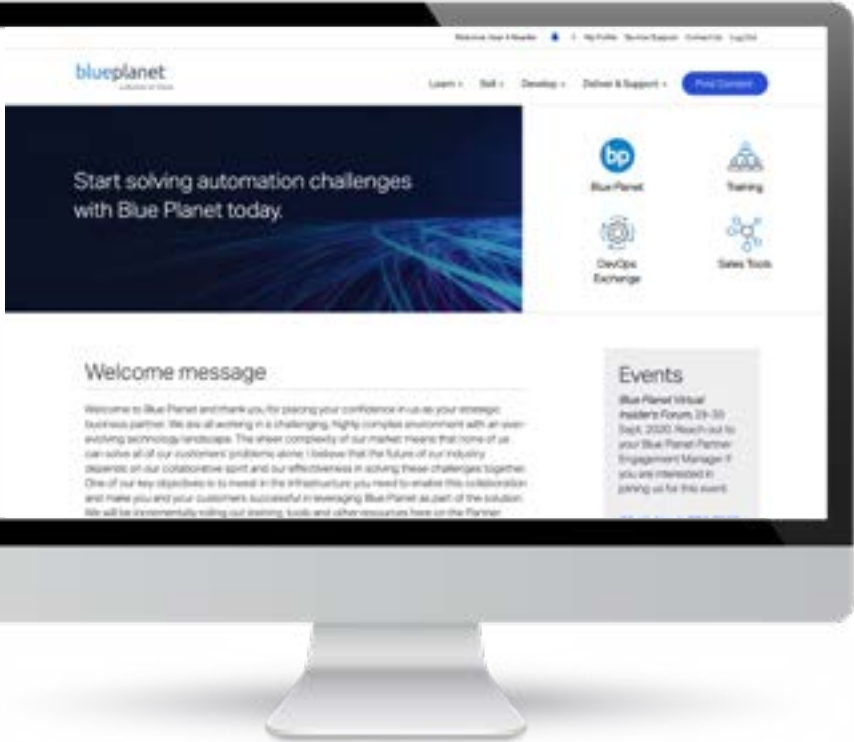


04 Services



Available To All Partners







Business Support



As an approved partner joining Blue Orbit, you will be supported by a designated **Engagement Manager** (EM) who is responsible for the overall partner relationship and will act as a primary point of contact for any Blue Planet partner related matters.

The EM will agree a regular meeting cadence with your account representative for joint business planning and regular discussions on performance. The EM will also engage Blue Planet experts as required to support your business objectives and enablement activities.

Quarterly Business Reviews (QBRs) will be conducted to:

-  Jointly identify areas of market focus
-  Review progress against existing goals
-  Discuss current pipeline and pipeline conversion
-  Discuss any challenges, roadblocks and escalations
-  Set goals for the joint teams to execute against
-  Identify any required changes of focus or activity



Available To All Partners

Business Support (continued)

When you join the program, you will get access to the **Blue Orbit Partner Portal** that will serve as the primary landing page and enable seamless access to Blue Planet sites and assets.

The Portal gives you centralized access to resources such as web-based training, marketing **collateral, demos**, technical publications and tools supporting your business objectives.

You will also have an option to subscribe to a partner **newsletter** and receive updates on upcoming events, product enhancements, new training and other useful information from the Blue Orbit partner team.

	 Sales	 Regional Solutions	 Global Solutions
Assigned Engagement Manager*	✓	✓	✓
Quarterly Business Review*	✓	✓	✓
Partner Portal	✓	✓	✓
Newsletter	✓	✓	✓
Product Collateral	✓	✓	✓
Recorded Demos	✓	✓	✓




* Tier 1's only

Based On Service Tier Pricing Support

Partner Pricing Tool

The program will provide access to a Partner Pricing Tool via the Partner Portal. This tool enables budgetary estimates for all Blue Planet products and fixed-price services.

Your assigned Engagement Manager will assist you with bespoke and custom services quote generation, Bill of Material (BOM) validation and further processing.

	 Sales	 Regional Solutions	 Global Solutions
Partner Pricing Tool*	✓	✓	✓
RFP 360 (RFP Knowledge Base)		✓	✓

* Tier 1's only

RFP 360

Nominated users will also have access to our Request For Proposal (RFP) Knowledge Library that will help speed up response time and allow consistency for technical answers.

Within RFP 360, you will be able to find questions and answers from previous Blue Planet RFP responses as an aid to timely bid production and help reduce the dependence on Blue Planet experts to answer key questions.



Available To All Partners Training




As previously mentioned, when you join the program, you will have access to Blue Planet web-based training, tools and assets that provide you with comprehensive sales and technical enablement.

All online training will be available to our partners.

Our role-based training approach and personalized training plans prepare you to sell, develop, deploy and maintain Blue Planet solutions with confidence.

Learning Pathways



 Sales	 Regional Solutions	 Global Solutions
Online Product Training		
✓	✓	✓

Training is a part of partner enablement which goes beyond online videos. All partners will have access to:

- Enablement workshops and support
- Individual learning tracks
- Self-paced online learning
- And centralized access to marketing collateral, demos, technical publications and tools via the Partner Portal

We also have an extensive range of instructor led training and certification options. Details can be found in the Partner Portal or via your Engagement Manager.

Based On Service Tier

Technical Support




Blue Orbit provides the following support options based on the selected tier of service.

Blue Planet Community Forums

You will have access to the Community Forums. These forums contain an extensive knowledge base of past issues along with resolutions. It also allows you to share new knowledge and ideas or share issues with other users (and Blue Planet experts) to seek a resolution.

Partner Enablement Support – As a solutions partner you will have access to the partner enablement team, which provides resources covering technical assistance and/or help with use case definition, lab design, lab readiness, and other technical Blue Planet queries.

Remote Technical Support – As a solutions partner you will also have access to the Blue Planet remote technical support team 5 days a week, 8 hours per business day (US Eastern Time) to assist with fault identification, diagnosis, and problem resolution.

	 Sales	 Regional Solutions	 Global Solutions
BP Community Forums	✓	✓	✓
Partner Enablement Support		✓	✓
Remote Technical Support		✓	✓✓

You are encouraged to follow steps 1 & 2 below prior to getting help from the Blue Planet Remote technical support team.

Step 1: Blue Planet Community - All Partners

Step 2: Partner Enablement Team – For Solutions Partners

Step 3: Blue Planet Remote Technical Support Team – For Solutions Partners

Available For Solutions Partners




Software

DevOps Exchange is a portal dedicated to developers. Access will provide:

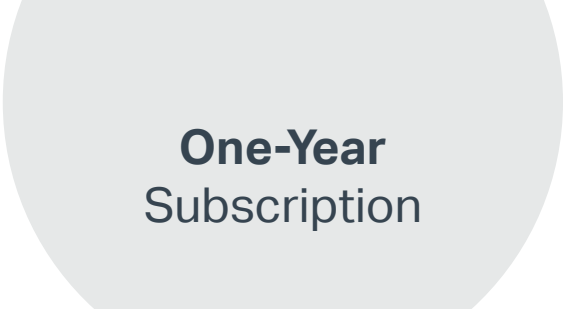
- DevOps Events, Blogs and Knowledge Articles
- Development Guides & Technical Product Documentation
- And Developer Tools

Git Lab is a web-based Git Repository & DevOps platform used for Blue Planet project plans. As a solutions partner, you will have access to Resource Adapter (RA) source code and Service Template (ST) samples and the latest SDKs. It is available on request, only for agreed users and with a license limit as per the selected service tier.

The program also offers **lab software licenses** for Blue Planet products. The software licenses should be installed in a partner lab and can be used for non-commercial purposes such as product demonstrations, personal learning and evaluations.

	 Sales	 Regional Solutions	 Global Solutions
Lab Software Licenses		✓	✓✓
DevOps Toolkit		✓	✓
Access to Software Upgrades		✓	✓
DevOps Exchange		✓	✓
Git Lab		✓	✓✓

During the subscription period, you will be entitled to new features, software releases and any supporting documentation that are generally made available.



Services Summary

	 Sales	 Regional Solutions	 Global Solutions
Business support			
Assigned Engagement Manager	✓	✓	✓
Quarterly Business Review	✓	✓	✓
Partner Portal	✓	✓	✓
Newsletter	✓	✓	✓
Product Collateral	✓	✓	✓
Recorded Demos	✓	✓	✓
Pricing support			
Partner Pricing Tool	✓	✓	✓
RFP 360 (RFP Knowledge Base)		✓	✓
Training			
Online Product Training	✓	✓	✓

	 Sales	 Regional Solutions	 Global Solutions
Technical support			
BP Community Forums	✓	✓	✓
Partner Enablement Support		✓	✓
Remote Technical Support		✓	✓✓
Software licenses			
Lab Software Licenses		✓	✓✓
DevOps Toolkit		✓	✓
Access to Software Upgrades		✓	✓
DevOps Exchange		✓	✓
Git Lab		✓	✓✓

05 Next Steps

Thank you for taking the time to review this Program Guide. If you are interested in joining Blue Orbit and would like to learn more about the subscription and services offered, please reach out to your Engagement Manager.

Alternatively, if you don't have an assigned Engagement Manager:



Register your interest in the program:
partners.ciena.com/English/register_email.aspx

— OR —



Send an email
list.partners@blueplanet.com

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