ciena®

Enabling the next generation of broadband applications

Residential users are increasingly seeking immersive experiences for sporting events, online learning, and business meetings—all within the comfort of their homes. Is your broadband network equipped to support the adaptive services these users need and expect, delivered directly to their homes?

approach of offering more bandwidth for less money is no longer sustainable in the current market dynamics. Additionally, new applications are demanding lower latency, better symmetry, and higher availability, making the quality of experience (QoE) a key differentiator in the competitive market. However, while striving to meet these demands, price continues to remain a significant competitive factor. This forces network operators to control their costs while simultaneously seeking innovative ways to better monetize their network assets. These challenges require strategic planning and innovative solutions to ensure sustainable growth and customer satisfaction.

On the network side, the advent of new applications is presenting unique challenges as they require intelligence closer to the edge, where content is delivered and consumed. Expanding to new areas while supporting these new applications necessitates a flexible and scalable infrastructure capable of adapting to changing needs. Furthermore, network convergence, which combines multiple functions into a single energy-efficient network platform, is becoming increasingly necessary for sustainability. To deliver QoE cost-effectively, a powerful domain controller solution is required. This solution should provide visibility into all network layers and associated services, facilitating efficient management and optimal performance. These challenges underline the need for robust, adaptable, and efficient network solutions.

Benefits of the Adaptive Network

Network operators can cost-efficiently deploy broadband

Ciena's customer-centric strategy focuses on establishing a comprehensive, flexible network

is open, flexible, and scalable, facilitating superior performance and supporting both existing and new applications. Ciena provides comprehensive control and visibility over multiple network layers and promotes smooth integration in various environments.

requirements, and our services offer customized solutions to optimize network utilization and support

solutions for each unique broadband journey.

Foundational elements of the Adaptive Network

Software Control and Automation: In the fast-paced world of network technology, we're not just reacting—we're acting. Ciena's Navigator Network

providing customers with comprehensive control and visibility over multiple network layers, from access to aggregation—including broadband, IP, and optical. Recognizing the need for smooth integration in brownfield environments, we act decisively to support open APIs that streamline integration with multiple operations support system (OSS) and business support system (BSS) solutions. Navigator NCS and Blue Planet®Orchestration (BPO) are essential tools, enabling integration in a multi-vendor ystem to B   o

their asset utilization, speed up time to market, and enhance customer QoE. This sensing ability provides operators with a keen awareness of their operations and customer needs. Ciena's solutions are designed with this sensing capability in mind, flexibly adapting and catering to evolving application requirements.

to the ever-changing needs of our customers.

Services: Ciena Services offers customized solutions designed to optimize network utilization, facilitating the support of new applications. The flexible suite

that each journey is unique, and our services are customized to meet individual needs and requirements. Whether you're just starting out or looking to expand your network capabilities, Ciena Services is equipped

ensure optimal network utilization and seamless

Outcomes

Using Ciena's Adaptive Network vision, network

a cost-efficient manner. This deployment is not only aligned with existing application requirements but is also adaptable to new applications and the ever-evolving demands of customers. This adaptability allows operators to offer customers a differentiated

churn, thereby avoiding price erosion. Furthermore, operators can increase ARPU by offering value-added services and expanding their addressable market.

On the other end, end-users reap the benefts of optimal broadband connectivity. This allows individuals to continue working, learning, and playing from their homes as applications and use cases

the emerging right to more connected communities— enabling the socioeconomic advantages provided by broadband and working toward shrinking the digital divide. This commitment to connectivity and adaptability ensures that both network operators and end-users can navigate the rapidly evolving digital

Broadband with unmatched flexibility

Thriving in the rapidly evolving broadband market requires the ability to support the newest and most sophisticated applications while offering customers

achieving this mission leaves no room for network operators to compromise by deploying outdated legacy architecture that won't meet future customer and application demands. The future of broadband calls for a flexible, scalable, and sustainable

It calls for the Adaptive Network.