

Ciena | Gold Winner

Driving Strategic Growth

One of the fastest growing and competitive customer segments of Ciena's networking, software, and services business is Regional Service Providers (RSPs). With nearly 2,000 RSPs in North America, there are a slew of hardware providers like Ciena vying for the RSP business. But how was Ciena to rise above the noise and win deals in a market filled with commodity players?

To take market share in this space, Ciena needed to compete by using a differentiation strategy rather than compete on price or feature set alone.

Ciena is delivering a completely innovative Ciena Marketing as a Service (C-MaaS) program to RSPs. C-MaaS is a program that provides marketing and sales enablement programs tailored to the needs of the customer and delivered by Ciena marketing resources and partners. It is a groundbreaking concept that differentiates Ciena in every prospective and existing customer conversation.

RSPs have responded well to a networking vendor that would not only sell them a product but also invest in helping them monetize their investment by becoming a partner in launching new services and innovative go-to-market programs, accelerating their time to market. The results have been remarkable, both in new sales as well as increased share of spend from existing customers. In fact, C-MaaS has become an integral part of the conversation when discussing solutions.

The power of C-MaaS is in the breadth of support provided to customers. C-MaaS is offered in a number of formats. From early stage product definition to account-based marketing to end-stage appointment setting, and everything in between, C-MaaS suite enables customers to define their areas of need and get tailored support and services.

Key elements of the initiative include:

- **Collaborating with sales** to uncover the need for a value-added service and define exactly how the marketing support program could be leveraged in the sales process.
- **Identifying the business/sales/marketing gaps** prospective customers faced beyond hardware that Ciena had the power and resources to solve.
- **Establishing the main service areas** in the C-MaaS program to satisfy the broadest set of strategy, product, marketing, and sales enablement needs that Ciena customers had.
- **Providing a dedicated Ciena marketing point of contact** for every customer to guide them through their options and help them make best use of the C-MaaS program.
- **Achieving scale by launching a portal** where customers can easily request marketing services through C-MaaS and get rapid responses from the Ciena marketing team.



Event Kit

Have your co-branded event kit materials stored and shipped from Ciena to your event. Requests must be submitted five business days prior to the event date.

[Request now](#)



Virtual Event Kit

Run a customer-facing Ciena Virtual Event. A marketing specialist will provide guidance on appropriate tools to use and allocate project management support accordingly.

[Request now](#)



GeoAnalytics

Get a list prospective clients near your fiber footprint. Then we help you curate a specific contact database for your demand generation campaigns.

[Request now](#)



Appointment Setting Campaigns

Off-load the task of cold-calling to set meetings and secure contacts. A set number of appointments will be guaranteed upon the completion of a campaign.

[Request now](#)



Creative Marketing Campaign Development

Create customized and branded templates for use in social postings, email, direct mail, newsletters and more.

[Request now](#)



Custom Campaign Content

Review a curated list of vertical content assets and request customized content.

[Request now](#)



Lead Development Program

Nurture and follow up on your marketing qualified leads and turn them into highly qualified sales leads.

[Request now](#)



Ciena Mobile Innovation Lab

Schedule this big rig with working demos of our innovations so your customers get hands-on experience with our technology.

[Request now](#)



Need help?

The Ciena Partner Network team is here for you.

[Contact us](#)

Even the strongest sales teams benefit from having innovative ideas to share with prospects along with compelling value propositions and unique differentiators. That's exactly what the C-MaaS program delivered.

C-MaaS has given Ciena the ability to sell value in a market that is known for extreme price sensitivity. Since the program launched, Ciena has seen strong returns, with a 35% year-over-year increase in spend from existing customers.