

# Coriant PartnerPlus Program

**SELECTIVE PARTNERSHIPS DRIVING PROFITABLE RESULTS**



## THE CORIAN PARTNERPLUS PROGRAM IS A HIGHLY SELECTIVE PROGRAM FOR SALES PARTNERS, BUILT ON ESTABLISHING A LIMITED NUMBER OF CLOSE, CUSTOMIZED RELATIONSHIPS.

## ITS FOCUS IS TO DRIVE RAPID, PROFITABLE RESULTS, BOTH FOR CORIAN AND OUR PARTNERS.

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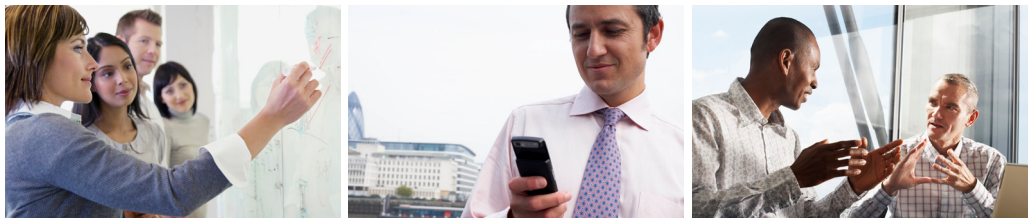
### THE CORIAN PARTNERPLUS PROGRAM: DIFFERENT. BETTER.

We created Coriant PartnerPlus to accelerate growth for our partners by strengthening our sales channels and relationships.

Coriant is highly selective in forming its sales relationships, minimizing channel competition between our partners. This approach enables Coriant the maximum ability to tailor the program to each partner's unique business model.

Coriant PartnerPlus does not use the rigid silver-gold-platinum tiered structure common among technology reseller programs. We offer a purpose-built arrangement to our partners based on joint business planning to each one's unique scale and ideal product mix.

Other critical elements of a sales partner program are ease and efficiency of doing business. Coriant's program is designed to maximize our responsiveness and support to make it easier – and more profitable – for partners to do business.



The program is designed to maximize manufacturer responsiveness and support to make it easier — and more profitable — for partners to do business with us.









## ABOUT THE PARTNERPLUS PROGRAM

Business models and customer needs evolve continuously, creating new opportunities every day. Coriant's philosophy to have fewer and deeper relationships increases the quality of our responses as opportunities emerge.

Coriant designed the PartnerPlus Program to help our sales partners build a stronger position for success. How? It begins with Coriant technology, the force behind the industry's most innovative products and solutions. PartnerPlus offers our partners preferred access to that technology, along with a range of resources and market opportunity support to help accelerate growth.

### SALES AND MARKETING SUPPORT

We provide direct, tailored support for our partners to more efficiently and effectively sell Coriant solutions.

- **Channel sales teams** – Coriant participates in pre-sales activities, assists with proposal development and positions solutions to your customers throughout the sales process.
- **Channel technical sales** – Coriant works in close partnership with your technical sales teams, assisting with product configurations, customer proposals, technical questions, customer meetings and, in some cases, on-site customer trials.
- **Marketing support** – Our dedicated channel development team can help with lead generation campaigns, events, seminars and more.
- **Marketing Development Funds (MDF)** – Coriant funds are available for regional activities to drive new and incremental business that show a clear return on investment.

### TRAINING AND EDUCATION

We offer a full suite of services to our partners to build and maintain familiarity with Coriant' latest technology.

- **Web-based, classroom and on-site training** – Coriant provides ongoing technology, product application, competitive positioning and product solutions for sales people; as well as technical training for pre-sales activities, deployment and ongoing support.
- **Publications/events/webinars** – Receive regular product updates and supporting technical materials, as well as information on Coriant promotions and special events such as the annual Coriant Partner Conference.

### DEMO/LAB EQUIPMENT

Members of the Coriant PartnerPlus Program have access to the advanced tech centers for customer meetings and demonstrations to ease the sales process and help ensure success after the sale. We also offer deep discounts for our partners to purchase Coriant equipment to assist with trials, demos and system testing for customer opportunities at their facilities.

### PARTNER PORTAL/RESOURCE CENTER

Partners have a secure online portal for easy access to marketing, technical information and sales tools.

- **Sales and marketing tools** – Product and solution literature, datasheets, brochures, configurators and other materials are available to support the positioning and close of the sale.
- **Technical Information** – Leverage online product specifications, software updates and releases, work instructions, and case management to more efficiently and effectively configure, propose and maintain Coriant solutions.

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Members of the Coriant PartnerPlus Program gain access to the company's advanced tech centers for testing and demonstrations to advance the sales process and help ensure success after the sale.



## ABOUT CORIANT

With a distinguished heritage of technology innovation and service excellence, forged by over 35 years of experience and expertise in IP/data and packet optical networking, Coriant is a newly formed, independent company with unwavering focus on helping our customers maximize the value of their transport networks as bandwidth demands explode and end-user needs evolve. Our innovative solutions are widely deployed in the largest and most demanding Tier 1 networks around the world. We are consistently chosen as the preferred supplier by leading mobile and fixed line service providers worldwide based on an unmatched track record of delivering high-quality products backed by proven customer-first values and best-in-class service and support.

### END-TO-END SOLUTIONS OPTIMIZED FOR THE CHALLENGES AND OPPORTUNITIES OF HYPERGROWTH

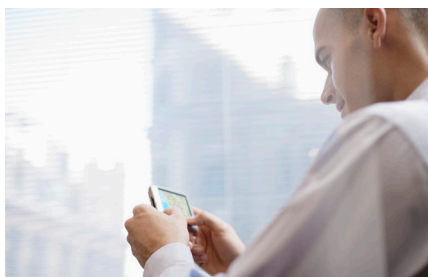
The Coriant end-to-end portfolio of intelligent multi-layer transport solutions enables network operators to reduce network complexity, increase service velocity, and improve resource utilization as transport networks scale in response to a new generation of dynamic services and applications. Coriant solutions include smart edge routers, and multiservice aggregation (SDH/SONET, OTN, IP/Ethernet, MPLS-TP, PTN), switching and transport solutions powered by Software-Defined Networking (SDN) intelligence, automation and control. We enable network operators to build resilient, flexible and scalable (100G and beyond) transport networks optimized for the challenges and opportunities of the hypergrowth era.

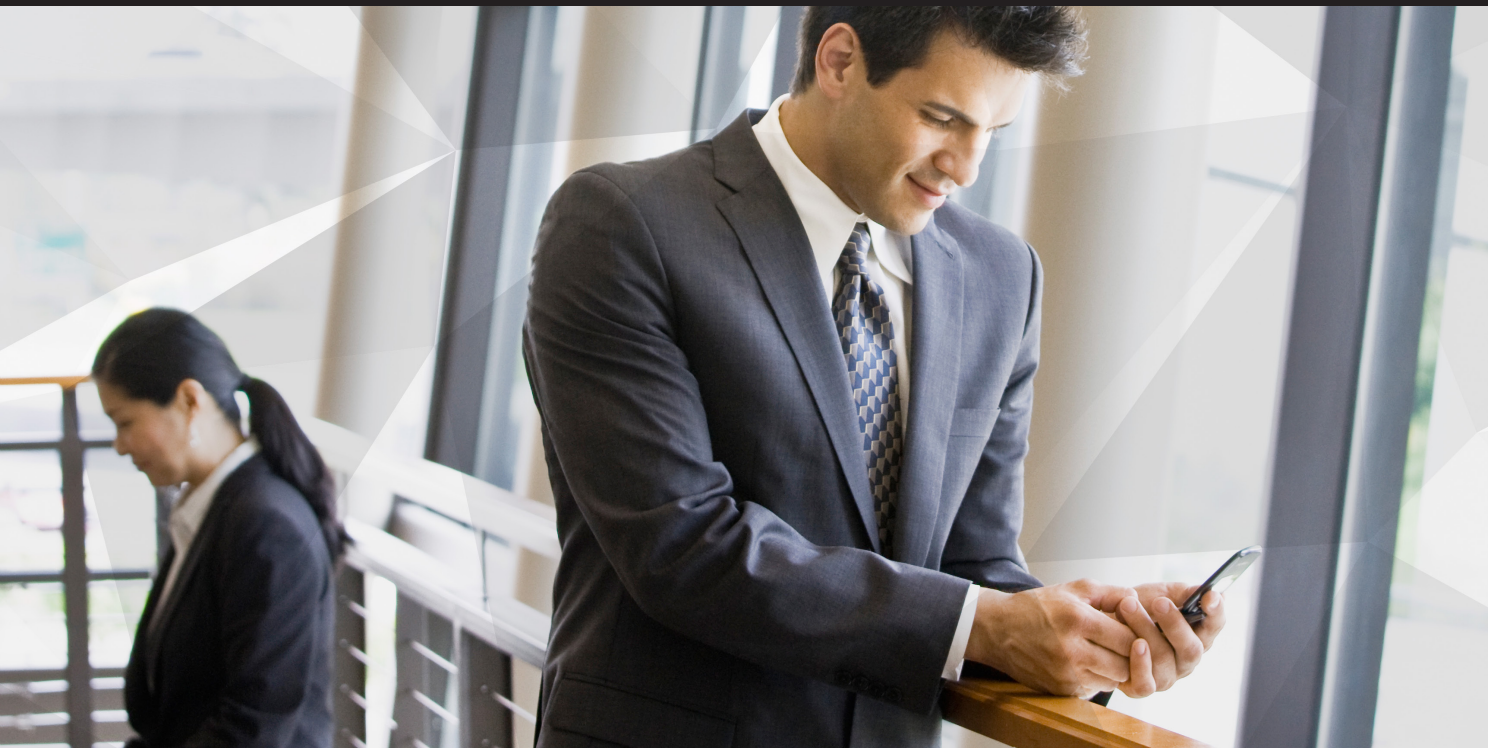
### INTELLIGENT MULTI-LAYER TRANSPORT – SIMPLE, FLEXIBLE, SCALABLE

The Coriant solutions portfolio leverages industry-recognized leadership in metro packet optical networking, proven expertise in coherent optical transmission (LH/ULH), and innovative edge routing technology optimized for LTE and LTE-advanced networks. Our end-to-end multi-layer transport solutions span access, backhaul, metro, regional and core transport applications, and enable fixed line and mobile service providers to improve network efficiencies and maximize service value with flat, multiservice architectures and highly automated operations. With a high-performance end-to-end product portfolio and proven software-defined intelligence, automation and control, Coriant is redefining multi-layer transport infrastructure for a new networked world.

### CORIANT DYNAMIC OPTICAL CLOUD™

As business and consumer demand for cloud-based connectivity increases and traffic loads in wide area networks become more and more unpredictable, service providers require an elastic end-to-end infrastructure that mirrors the flexibility, scalability and programmability of compute and storage resources in the data center – for all services. To unleash this capability, Coriant has introduced Dynamic Optical Cloud™, an innovative SDN solution and open framework that helps service providers reduce OPEX and CAPEX, while creating new revenue opportunities. This end-to-end and highly programmable infrastructure solution enables service providers to cost-effectively address a rapidly changing world of dynamic, virtualized, high-bandwidth applications and services.





Coriant's end-to-end, SDN-enabled product portfolio includes:

#### Packet Optical Transport Solutions

- hiT 7300 Multi-Haul Transport Platform
- mTera™ Universal Transport Platform
- 7100 Packet Optical Transport Platform
- 7090 Packet Transport Platform

#### Intelligent Network Management

- TNMS Network Management
- 8000 Intelligent Network Manager

#### Integrated Optical Planning Solutions

- Intelligent Optical Control (IOC)
- TransNet/TransConnect Design and Planning Tools
- 7196 Optical Planning Tool

#### Control Analytics Solutions

- InSight Analytics

#### Edge Routing Solutions

- 8800 Smart Router Series
- 8600 Smart Router Series

#### MSPP Solutions

- hiT 70xx MSPP Platform
- 6300 Managed MSPP/Transport Platform
- SN 9000 Multiservice Switch

#### Cross-Connect/TDM Solutions

- 5000 Digital Cross-Connect Series
- SN 16000 BB-DCS/Optical Switch
- 8100 Managed Access System
- DNX Cross-Connect Platform

## GET STARTED TODAY

The Coriant PartnerPlus Program is quick and easy to seamlessly integrate into your business model. We can tailor and customize program details to meet your company's specific needs.

Learn how you can dramatically enhance and differentiate your current solutions and build your business through the Coriant PartnerPlus Program.

Contact us today at [PartnerPlus@coriant.com](mailto:PartnerPlus@coriant.com).

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