Demands from end-users are ever-evolving. Content and services are consumed on demand, and software has become the critical component in delivering the most relevant and valuable user experience. Getting there requires greater programmability, automation, and openness. Software-Defined Networking (SDN) and Network Functions Virtualization (NFV) are driving revolutionary changes in how networks are built and operated, but rolling out new technologies can present numerous challenges.

Blue Planet Services represent a comprehensive suite of offerings ranging from consulting to full build-operate-transfer services. These offerings enable network operators to rapidly incorporate innovative new services and technologies while maintaining focus on their core competencies. Blue Planet Services simplify the adoption of SDN and NFV to bridge gaps and provide peace of mind by delivering a single point of service management. And Blue Planet Services leverage Ciena’s extensive real-world experience gained from deploying SDN and NFV, in combination with industry best practices, to ensure the best possible end-user experience.

Blue Planet Services Overview

Change is inevitable, but exactly what and how to change is not always clear. Today’s network operators are looking to streamline operations, lower costs, and attract new customers by leveraging the agility and efficiencies of SDN and NFV. However, their personnel are often fully consumed supporting existing services and networks, and are challenged to quickly introduce new products and technologies that are critical for a sustained competitive edge. To many, the pathway to change can seem overwhelming.

Blue Planet Services empower network operators to quickly introduce new services and solutions and simplify the adoption of SDN and NFV. Network operators have the freedom to pick and choose from a comprehensive suite of Blue Planet Services including consulting, design, implementation, operations, and transfer services. For example, an operator can leverage consulting services to supplement their internal capabilities, or perhaps take advantage of a full turnkey solution to build-operate-transfer control.

Blue Planet Services Phases

A Blue Planet Services engagement typically includes multiple phases. The Blue Planet Services best suited for a particular business goal can be tailored to meet the needs of the network operator. The phases include:

• **Consult** – Assess challenges, identify greatest opportunities, and define solution requirements. Advise on operational considerations—people, processes and tools. Develop business cases to drive successful growth, cost, and/or agility objectives
• **Design** – Architect system solution, incorporate virtualization and functionality needed to meet service objectives, formalize implementation plan and detail service and support models
• **Build/Implement** – Install and integrate hardware, software,
and data center assets, incorporate Blue Planet virtualization, orchestration, and management platform, integrate with existing OSS/BSS software infrastructure, validate and certify system functionality.

- **Operate** – Manage day-to-day fulfillment, monitoring, assurance, and support. Provide 24x7x365 coverage including Tier 1, 2, and 3 technical support.
- **Transfer** – Train personnel in the network operations and management of the Blue Planet solution. Plan for transition and transfer operations to the network operator.

**Blue Planet**

Blue Planet provides the industry’s leading network virtualization, orchestration, and management software suite. Network operators deploy Blue Planet to simplify and automate network services—from creation through orchestration and delivery—across physical and virtual domains. Blue Planet reduces operational costs by abstracting network complexity, and drives greater competitive advantage through a previously unachievable level of service programmability. Blue Planet is used for applications including Multi-Domain Service Orchestration (MDSO), NFV orchestration, commercial-grade Open Network Operating System (ONOS), and WAN automation. It does this on top of a disruptive, next-generation software architecture that leverages open-source technologies, model-driven templates, and container-based micro-services.

**Blue Planet and Customer Partnership**

Blue Planet has a long heritage of building strategic partnerships with network operators and working hand-in-hand to transform networks and service offerings to realize the full potential of SDN and NFV. Thorough analysis and thoughtful collaboration are key to ensuring successful outcomes and exceeding the needs of the network operator and their end-customers.

Blue Planet Services are now available worldwide. For further information, contact bpservices@ciena.com

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