



How Are Vendors Preparing to Serve the Industry?

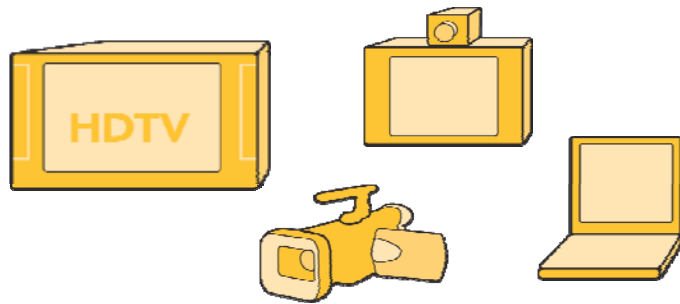


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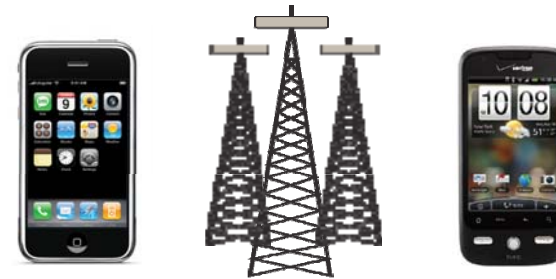
28 September 2010

Strong market forces....

Video, video and more video



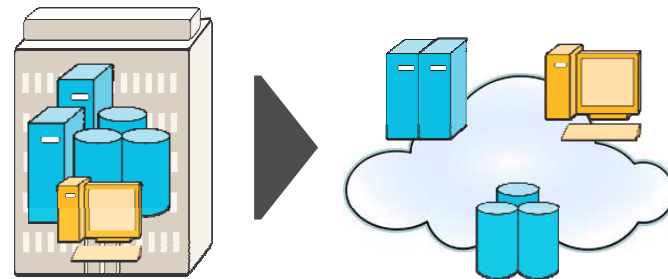
The proliferation of mobile broadband



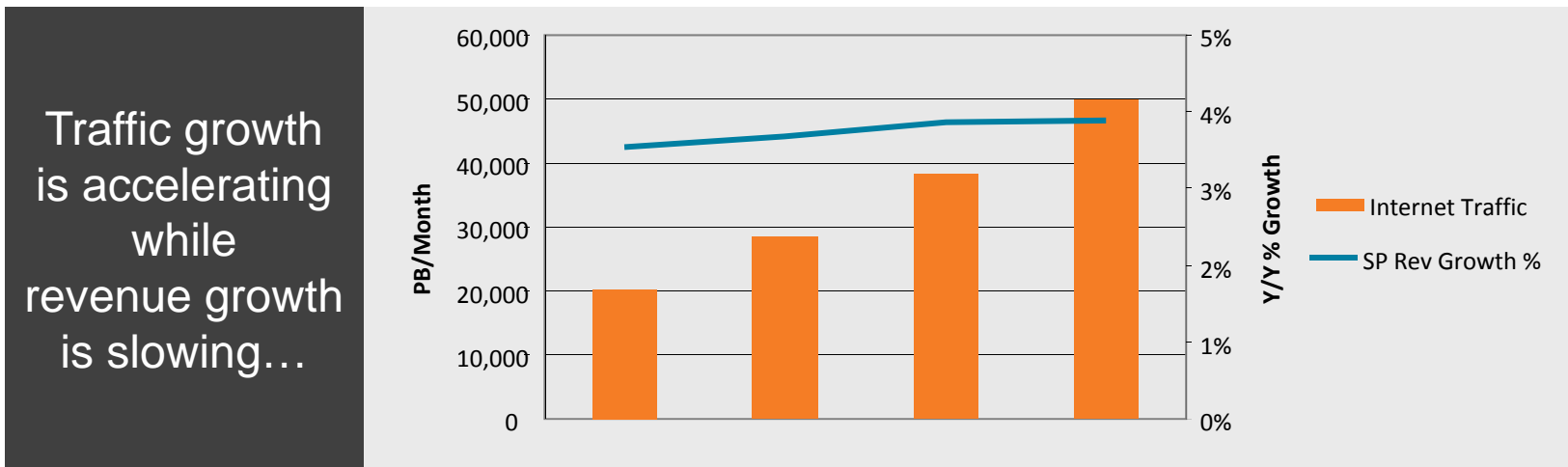
Capacity, capacity, capacity



Enterprise IT shift to the cloud



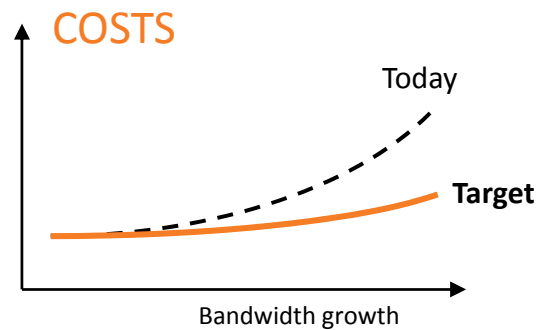
...Resulting in serious challenges for service providers



Network operators' business needs to evolve..

1

Strategic cost containment



2

Innovation and collaboration

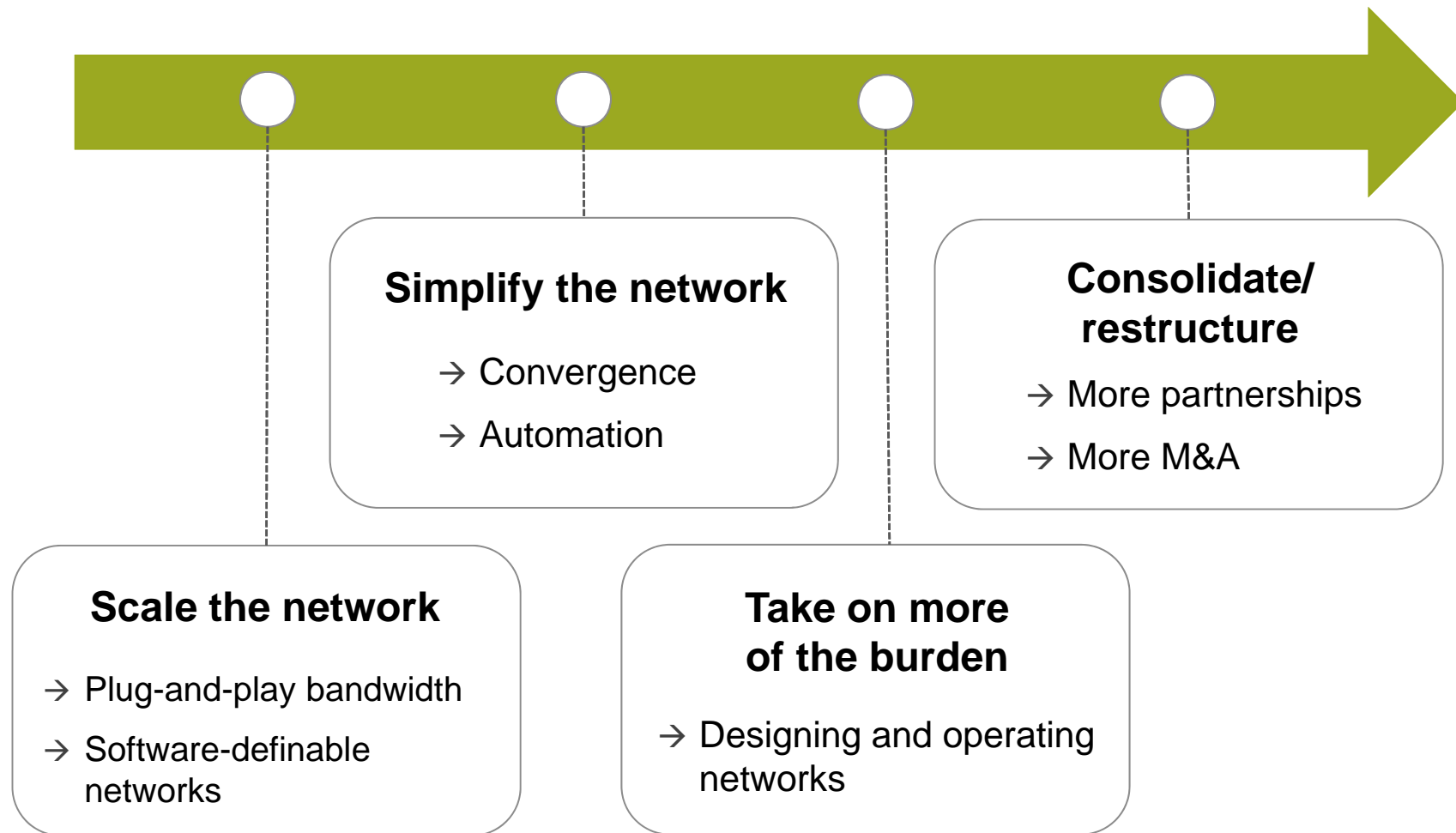


3

Stake a position on the value spectrum



How network suppliers are enabling this future



ciena.

Thank you

