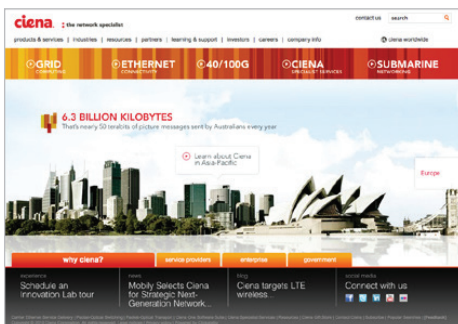


## Case Study: Ciena

**“Everyone on our team is completely satisfied with our Clickability-powered website. The speed of publishing and ease-of-use is great—we feel like we are totally in control of the website now.”**

*Guillermo Corea, Director of Web & Community Marketing at Ciena*



**Company HQ:** Linthicum, MD

**Industry:** Telecommunications and Networking Products and Services

**Clickability Product:** Clickability® Web Content Management (WCM) Platform

### Goals:

- Easy to use WCM
- Stable, reliable infrastructure
- Ownership of content and reduce IT involvement in website
- Speed of execution of marketing campaigns

### Advantages of the Clickability WCM Solution:

- SaaS delivery model
- Industry-leading SLAs
- Website Marketing Acceleration™ solution
- Rapid publishing capabilities

## About Ciena

Ciena Corporation is a leader in communication network infrastructure, associated software and professional services. The company specializes in helping customers transition to service-driven networks that fundamentally change the way they compete. With expertise in optical and Ethernet networking, Ciena combines software- programmable hardware, a common operating system, and unified service and transport management to enable customers to adapt and scale with any emergent business model. Ciena solutions form the foundation of many of the largest, most reliable and sophisticated service provider, enterprise, government, and research and education networks across the globe. Ciena customers include AT&T, BT, Cable & Wireless, France Telecom, Korea Telecom, KPN, Qwest, Sprint, Swisscom, Tata Communications, Telecom Argentina, Telmex, Virgin Media and Verizon. Ciena serves numerous enterprises in the healthcare, finance, transportation and retail industries for real-time, latency-sensitive applications such as disaster recovery/business continuity, SAN/ LAN extension, data center consolidation and grid computing.

## Challenge

“Our website is the hub of all of our marketing activities,” says Guillermo Corea, Director of Web and Community Marketing at Ciena. “We want to be able to establish and maintain relationships with our customers through ciena.com, but the instability and inefficiencies of our legacy solution made this increasingly difficult.”

Ciena’s website was built on an early Web Content Management (WCM) platform and was hosted in-house. Though the system originally met the company’s needs, their implementation was out of date with changes in web publishing paradigms and had become slow and inefficient.

Even small changes to the site, such as adding a comma to a sentence, required the company to sync the entire website, which could take up to twenty minutes to complete. Additionally, the system was becoming increasingly

“Given the scale of our new website implementation, I was impressed with how smoothly the project ran and how quickly we launched. It took a fraction of the time a project this size normally takes. The Clickability Professional Services people we worked with exceeded all of my expectations.”

*Guillermo Corea, Director of Web Community Marketing at Ciena*

unstable. If changes were made to one section of the site, other areas of the website would be affected—from outdated content reappearing randomly on the site, to content showing up in the wrong location. This instability posed significant security risks as well as aesthetic issues. This instability was also a drain on the company in terms of budget and productivity, resulting in an estimated downtime cost of \$30,000 per developer each year due to system problems.

The publishing workflow was also cumbersome. All site changes were initiated by the interactive agency, which would post changes for Ciena’s review. The content was then moved to a staging server for additional QA. Once approved, the IT team would sync the entire site to publish even small content changes.

“The system was so fragile, we felt that it could break at any moment,” says Corea. “We needed to find a more stable and reliable solution, and something that would help us to streamline the publishing process and meet the needs of our marketing team.”

The company hired a Content Management System consultant to complete an exhaustive review process of available WCM platforms. Clickability made the short-list, due to its robust capabilities and significant SaaS delivery model benefits.

## Solution

After thorough evaluation of the short-listed WCM solutions, Ciena chose Clickability based on its reliability, ease-of-use, SaaS delivery model and dynamic publishing capabilities. “Given our IT organization’s other responsibilities and our need for dedicated support, we chose Clickability,” says Corea. “Instead of focusing IT resources on website content updates, they are now free to tackle more important issues, such as integration work to support recent company mergers and acquisitions.”

Corea found Clickability’s dynamic publishing model particularly appealing as it gives Ciena the ability to easily reuse and update discrete pieces of information. With dynamic publishing, the company can now get more content out to support its marketing initiatives, such as SEO campaigns, and driving new sales leads.

He also appreciates Clickability’s agile development and SaaS delivery model, as this ensures that Ciena’s website always has the latest product features. IT no longer has to worry about keeping up with the latest technology infrastructure or product upgrades.

Ciena chose Clickability’s multi-site management and multi-language support to help establish their global presence after their acquisition of Nortel’s Optical Networking and Carrier Ethernet businesses. At the time of the acquisition, and



*Clickability's localization capabilities enable Ciena to establish a truly global presence.*

their decision partner with Clickability, Ciena was well known in North America. They wanted to leverage the Nortel acquisition to expand and foster connections with customers internationally. Using Clickability's localization capabilities, Ciena can easily create international versions of their website to increase brand awareness, drive site traffic and generate leads.

Clickability enabled Ciena to do away with long, cumbersome publishing workflows. Changes are now made on the platform's integrated staging environment. When the changes are approved, they are published with a single click. Only the changes are refreshed and there is no longer a whole site sync to wait for.

Additionally, Ciena no longer worries about site crashes. This stability allows them to empower more users to create, edit and publish site content. "Using Clickability, we can have as many people in the system as we need—with no fears that the system will crash," says Corea.

## Results

Once Ciena achieved their original goals for the website, they began to expand the site, adding new features and creating a truly global online presence. Initially the company published the site in six languages; since then this number has increased by more than 100% and the site is now published in more than fifteen different languages.

The company also implemented Clickability Website Marketing Acceleration™

### About Clickability

Clickability, a product line within Upland Software, is a leading software-as-a-service (SaaS) Web Content Management platform (WCM). We enable marketers and online publishers to efficiently create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Our easy-to-use platform offers comprehensive, constantly advancing capabilities that empower customers to successfully execute their digital strategies with agility. As a result, they can rapidly create and deliver dynamic digital content experiences that boost their brand, increase engagement, and drive conversions.

(WMA) in order to create more targeted, personalized experiences for its customers, and gather more detailed information about site visitors for its lead generation campaigns. Ciena wanted to do A/B testing around campaigns and gather more powerful business analytics by combining WMA with third-party tools. As part of their globalization push, Corea also wanted to be able to serve geo-location content based on country location and user behavior. He thought that he would have to implement this functionality manually, but with WMA he has an automated solution that lets him retain full control.

“Everyone on our team is completely satisfied with our Clickability-powered website,” says Corea. “The speed of publishing and ease-of-use is great—we feel like we are totally in control of the website now, which is just what we wanted.”

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More information is available by calling  
**+1.866.325.6897** or visiting

[www.clickability.com](http://www.clickability.com)