



# Ciena Automates its Processes to Reduce Delivery Times



## BACKGROUND

Founded in 1992 and headquartered in Hanover, Maryland, Ciena Corporation (Ciena) is a global supplier of telecommunications networking equipment, software and services that support the delivery and transport of voice, video and data service. Its products are used in telecommunications networks operated by telecommunications service providers, cable operators, governments and enterprises. Ciena has over 5,500 employees worldwide and supports more than 1,300 of the world's largest, most reliable service providers, as well as research and education (R&E) and enterprise networks, including financial services, healthcare, utilities, media and entertainment, retail, public sector and education.

## THE CHALLENGE

Although Ciena had been using SharePoint for many years, the company realized it needed to streamline its engagement processes further. The current method of using Excel spreadsheets and emails to track the sales process from initial bid, through purchase order and equipment delivery proved to be too slow for clients. So, when Ciena needed to reduce its delivery time for a large European telecommunications company by more than 45 percent, they knew they needed to bring in another company to help them automate processes.

## CASE STUDY: Ciena

### SOLUTION

Ciena turned to DocPoint Solutions (DocPoint), a Fulton, Maryland-based expert in enterprise content management (ECM) solutions and Microsoft SharePoint. Donald Lauer, IT web development & portal manager, Ciena, said, "DocPoint continually worked with us to review and document our business processes that, while being used successfully, were not clearly defined and implemented throughout the organization. They developed workflows and custom lists within our current SharePoint environment to ensure our delivery time would be reduced from 45 days to below 20 days."

### RESULTS

Since streamlining its engagement processes, Ciena has seen a significant reduction of internal emails while at the same time increasing efficiency. Further, any emails are easier to find within the system and are no longer getting lost or forgotten about in inboxes. Moving forward, Ciena plans to implement phase two and three, which includes integrating its customers into the system. With this integration, communication with customers will be quicker and more efficient due to real-time updates in the SharePoint portal, even when engineers are out in the field.

Lauer concludes, "Through partnering with DocPoint we have learned their team is more than just experts in Nintex and the use of SharePoint. Their willingness to be business partners as well as technical experts has enabled us to achieve our goals."

### ABOUT DOCPOINT SOLUTIONS, INC.

DocPoint Solutions, a Konica Minolta company, is a Microsoft Gold Certified Partner specializing in implementing, training and supporting Microsoft SharePoint and its integrated suite of products. By combining state-of-the-art solutions with document management expertise and innovative approaches to systems design and integration, DocPoint helps federal, state and local governments as well as private and commercial enterprises attain new levels of effectiveness and productivity. For more information, please call 301.490.7725 or visit [docpointsolutions.com](http://docpointsolutions.com).

### ABOUT CIENA

Ciena (NYSE: CIEN) is a network strategy and technology company. We translate best-in-class technology into value through a high-touch, consultative business model—with a relentless drive to create exceptional experiences measured by outcomes. For updates on Ciena, follow us on Twitter @Ciena, LinkedIn, the Ciena Insights blog, or visit [ciena.com](http://ciena.com).

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