Waves Guide

Utilizing adaptive optical networks to enable digital innovation and accelerate transformation

The future is at our doorstep

Faced with an unparalleled shift in business, such as remote work, supply chains breaking, and rising customer expectations, enterprises now face a difficult decision:

A) Maintain their course with their legacy technology model, or

B) Decide to make their network more adaptive using optical technologies

While not an easy choice, the decision will certainly have long-term implications for an enterprise's viability as a business.

Coinciding with this transformation is the rapid expansion and strategic importance of the CTO's role in the enterprise. The IT function has expanded to become a competitive weapon for the business, driving exceptional value and business outcomes. This involves having a CTO migrate from traditional operations and reactionary disciplines to position themselves as the strategic, value-added business pioneers that today's new environment requires.

Part of achieving true enterprise agility depends on building flexible, modular network architectures that can support real-time decision-making and scale as digital demands grow. Equally important will be the service lifecycle applications controlling and providing insights into the network. The ability to self-design and activate optical services rapidly, create real-time visualization of the optical network topology, efficiently run network diagnostics, and receive proactive notification of network events and impairments — all accessed via a portal or API.

Control your network

Next-generation network capabilities and associated service lifecycle applications put the customer in control of their experience. Enterprises can leverage self-service features to instantly spin up capacity, change/augment routing, and adjust on the fly in real time — giving them the ability to shape their connectivity and better align with digital infrastructure changes, driving better overall performance.

Accelerate innovation

Digital innovation requires a strategic roadmap that facilitates rapid deployment but also leaves room for "failing fast" and iterating quickly. Many CTOs are hesitant to make a transformative shift, focusing on what could go wrong in the short term, which could overshadow the possibility for exponential long-term improvement.

For example, CTOs may fear that putting a new application in production could crash if it uses more network resources than initially estimated. Instead of the application enhancing outcomes and providing value, the CTO worries it will unleash a different set of issues, causing faith in IT leadership to plummet across the entire enterprise.

The adaptable architecture of next-generation networks ensures enterprises can support AI-driven applications and data-intensive processes, creating a secure foundation for digital innovation while reducing execution risk.
With portal/ API controls at their fingertips, enterprises can flip between service activation and service assurance modes of their optical network topology, allowing CTOs to focus more on deploying applications versus spending time on core network-related activities.

Digital innovation equates to product innovation, which translates to exceptional customer experience.

> "An adaptive optical network can provide the foundational attributes to ensure a business has the tools to not only to be successful today and tomorrow but also to greatly enhance the customer experience — which ultimately drives better outcomes."
>
> — Kate Johnson, Lumen President

Move toward digital agility

Next-generation optical networks are a breath of fresh air to CTOs wanting unlimited insight into all available options and the decisive power to choose those most aligned to the business's success drivers – for example, optimizing services and products, digitally enabling dispersed workforces, and providing better digital experiences to customers.

With adaptable architectures and intelligent network features, digital service providers can implement new applications more seamlessly, so CTOs can focus on strategic goals rather than operational challenges. Self-service access through portals/APIs allows them to optimize their connectivity and enhance agility. This will transition them from vendor to trusted advisor. In doing so, digital service providers and customers can finally align mutual goals and partner to drive continuity between what new applications are needed and what responses the network must have to maximize the possibilities for both.

"Organizations that proactively embrace innovation and creative design break down internal and external barriers, blazing new digital trails for technology and partnering," says Jason Phipps, Ciena's Senior Vice President, Global Customer Engagement. "At Ciena, we've been collaborating and co-innovating with smart organizations for decades.
Together, we've witnessed immense change and thrived by anticipating paradigm shifts and quickly adapting to them upon arrival."

Embrace network adaptability

Adaptability is a decisive indicator between enterprises that thrive through change and those that merely endure it. To stay competitive, modern businesses need an intelligent optical network capable of fueling their technology stacks. Equally important, the service lifecycle applications tied to the intelligent optical network must enable the software- driven functionality necessary for the continual evolution required in the digital age.

Whatever "the next big thing" is, adaptive optical networks will help enterprises outpace change and enhancements to your digital platform.

Will you sit idly by, or will you make the move to unlimited agility?

Schedule a network consultation and learn how your organization can harness high-capacity, low-latency connectivity to fulfill your digital transformation requirements.

Why Lumen?

Lumen Wavelengths combines an industry-leading network, using low latency routes, industry-competitive SLA's, network redundancy and a wide range of dynamic bandwidth options for maximum efficiency. Wavelengths provide a highly configurable and secure network solution on which to run your critical applications.

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