

## **RONCO ACHIEVES DIAMOND BUSINESS PARTNER STATUS WITH CIENA**

TONAWANDA, NY – October, 2011 – Ronco C&E, Inc. (Ronco) announces achievement of Diamond partner status with Ciena. Ronco's completion of rigorous requirements represents their dedication to both their partnership with Ciena and their partnership with their clients. Collaboration with partners is what allows Ciena and Ronco to provide the world class service their clients demand. Together Ronco and Ciena unlock the strategic potential of their client's networks to dynamically propel their business. With focused innovation, Ciena/Ronco combines the reliability and capacity of optical networking with the flexibility and economics of Ethernet. The solutions are unified by software that delivers the industry's leading network automation.

Ronco realizes that as bandwidth demands increase exponentially, customer's need for continuous support and expertise becomes a key success factor for the future of their clients business. As partners, Ronco & Ciena are committed to bringing best of breed solutions delivered by professionals focused on the highest quality customer service.

Ronco is now an authorized Ciena BizConnect Diamond Level partner with the ability to provide customers access to the full suite of Ciena solutions while leveraging Ronco's project management and technical resources. Ronco had been a Nortel's Voice and Data partner since 1978. With Ciena's Nortel MEN acquisition, Ronco became part of Ciena's BizConnect ecosystem of Solution Providers. Ronco is an innovator fully embracing the BizConnect program. Ronco realized they would significantly grow their business with Ciena by leveraging the focused partner strategy inherent to the BizConnect program.

Ronco earned Diamond Status as of Oct 17th, 2011 and it took less than 1 year to get there!

"Ronco became a Ciena partner as part of the Nortel MEN acquisition, and was one of my first partners to embrace the program and leverage it to maximize growth and ROI." said Ciena Director of Channel sales, Sergio Bea. "This is an incredible company, with smart and dedicated employees. They took full advantage of Ciena certification training, demonstrated a true understanding of the products and services, and embraced the Ciena champions program. The results speak for themselves, by reaching the top status in our program in less than one year." said Bea.

Ronco will continue reaching out to our clients to understand their current needs and ensure their network is the engine to propel their business forward. Ronco will empower our customer's transport networks drive them to a profitable future.

### **About Ronco Communications**

Founded in 1965, Ronco Communications is an integrator of innovative communications products and services, with a strong focus on IP communications and unified technologies. It is a privately owned and operated company, headquartered in Tonawanda, New York, with additional offices doing business throughout the east coast. Ronco employs more than 350 sales, engineering, technical support, service and installation personnel,

From communication systems to data networks, customized professional audio solutions to internet access, carrier services and provisioning, Ronco is one of the strongest solution providers on the East



Coast with specialties including unified communications, IP telephony, traditional telephone systems, data networks, LAN, WAN, converged systems, network services, dedicated internet access, communication platforms for medical and educational institutions, as well as customized professional audio/video systems. For more information, please visit [www.ronco.net](http://www.ronco.net)

#### **About Ciena**

Ciena is the network specialist. We collaborate with customers worldwide to unlock the strategic potential of their networks and fundamentally change the way they compete. With focused innovation, Ciena brings together the reliability and capacity of optical networking with the flexibility and economics of Ethernet, unified by a software suite that delivers the industry's leading network automation. We routinely post recent news, financial results and other important announcements and information about Ciena on our website. For more information, visit [www.ciena.com](http://www.ciena.com).