



ADVA Optical Networking

CONVERSATIONS

Network Transformer

Brian Protiva sees change on the horizon for optical networking technologies.

Brian Protiva, CEO and co-founder of ADVA Optical Networking, has led the German-based company to become a global leader in Ethernet access devices and metro wavelength division multiplexing (WDM). Protiva will be a plenary speaker at OFC/NFOEC 2013, 17-21 March, in Anaheim, Calif., U.S.A.

Q. How do you maintain ADVA's market share?

ADVA has grown on average more than 18 percent per year for the past decade by expanding geographically and addressing new market segments. We took a metro-based product and amplified it to address regional and long-haul optical networks. Technical differentiation helps us to maintain market share. Our approach has enabled us to build a single network element that can support 100G long-haul networks and address enterprise-managed services and scaled metro optical infrastructures.

Q. How is ADVA capitalizing on cloud services?

Connectivity is a big issue when businesses move critical applications to a cloud platform. Our carrier Ethernet technology enables our cloud service providers to connect customers with high-bandwidth access solutions and offer service-level agreements for connectivity, higher-layer performance and synchronization.

We also offer service providers the ability to expand their optical cloud efficiently with state-of-the-art 100G optical platforms as well as inter-datacenter connectivity solutions.

Q. What's the most exciting emerging technology in your field?

Software defined networking (SDN) is one of the most exciting developments in years. SDN will enable competitors in all layers of the network to drive a higher degree of software differentiation and resulting revenues. This will allow carriers to optimize and monetize their network infrastructures in new ways. However, only the most nimble network equipment providers will see dramatic changes.

Q. What's the take-away from your OFC/NFOEC presentation?

It will highlight the impact of new technologies, the enormous scale of change and the significant opportunities available. Our industry has forged a path to business models that support software-centric selling and opportunities to add value to our customers. Yet, if we don't support consolidation and focused spending, great ideas and good intentions will not be enough to transform networks. **OPN**

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