



Business Unit Marketing GTM 100-Day Plan

Justin Panzer

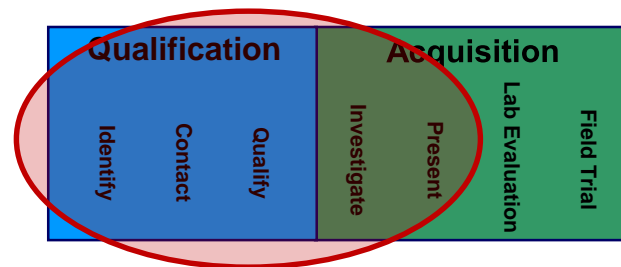
Current Situation

- Mobility Playbook deliverables list has been developed and needs execution
- Mobility Segment is far behind on content
- Mobility portfolio awareness is growing internally but how-to-sell needs help
- Some strong mobility segment knowledge exists in organization and is starting to come together (people, products, strategy)
- Interest level is high but funnel and sales in Mobility are not yet showing it



GTM Mobility Marketing Plan Summary

- Objectives
 - Maximize awareness of Mobility products and solutions
 - Build and communicate consistent, value-oriented messaging around those solutions
 - Arm and support our Sales teams to deliver the message to the right decision makers
- Top Priorities
 - Existing deliverables from Q2 Interlock Playbook
 - Including 4 critical deliverables specified by Sales organization
 - Targeting our messages and activity to identified segments
 - Grow organizational wireless knowledge to gain immediate traction in the market
 - Focus on early stages of Sales' PEM



Summary of Plan Deliverables

- Deliver on content and tools commitments already made to Sales (see **backup slides** from Playbook)
 - Build the framework for managing, developing and sharing content centrally with creation “internally outsourced” (12/9/2011)
- Create a standard Solutions Package (sales tools) for all products and solutions (plan delivered 12/9/2011)
- Mobility market segmentation and targeting program completed (2/1/2012)
 - Example documents for segmentation exercise
- Awareness-building and Thought Leadership program (plan delivered 1/1/2012)
 - OneStop (internal)
 - Articles, whitepapers, etc. (external)
- Zephyr use plan (12/21/2011)
- Mobility Segment Marketing Dashboard (1/15/2012)



Roles & Responsibilities

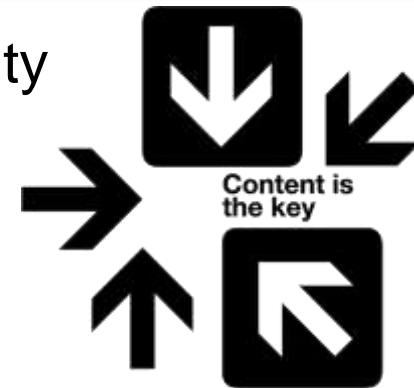




Plan Details

Mobility Content

- Objective: Grow organizational knowledge of mobility solutions and markets throughout JDSU
 - Everything we do for the first several months should target funnel growth
 - Key Metrics: Mobility funnel and revenue growth
- Leverage wireless knowledge across the organization
 - GTM will manage process, templates, etc. for maintaining content
 - Actual content creation can come from anywhere there is wireless expertise (SSO, PLM, etc.)
- Evolve content development to solutions (not product) orientation
 - Work with GTM, BUs, Sales and Corp. Mktg to develop new templates as required



Solutions Packages & Sales Tools

- Objective: Create a standardized toolkit for all Mobility products and solutions
 - Key Metric: Short term metric = completed packages
- What is the minimum currently expected to accompany a Mobility product or solution?
 - Are we meeting that requirement today?
 - Is that requirement sufficient and/or correct?
 - Will discuss informally with Sales team members or why we're not reaching them
- In addition to existing templates and tools used internally, what do we need?
 - Utilize all methods of delivery and content consumption that our Sales team is using
- Each solutions package should include a < 5-minute video
 - For parking lot consumption by Sales prior to a customer call



Segmentation/Targeting/Value Prop Creation

- Objective: Build alignment on target market segments, application areas and specific customers and focus on programs to reach them
 - Key Metrics: Mindshare metrics, InSight Funnel, Mobility revenue
- Review all existing collateral and tools to determine what our messaging has been and to whom
 - Customer application, value proposition and benefits must be clear on everything
 - Revise or create anything we need
- Preliminary segment considerations
 - Mobile assurance – this is really multiple segments, Sales team members have voiced concern about solutions and tools
 - Government, Regulatory
 - NEM training facilities
 - Enterprise



Awareness & Thought Leadership

- Objective: General Awareness/Mindshare growth for JDSU Mobility solutions
 - Key Metrics: Mindshare measures, content delivery
- OneStop
 - Every bi-weekly newsletter will have Mobility content
- Training
 - FTD – at least every other month will have Mobility content
 - Ad-hoc training as needed with more pro-active training plan to come in 2nd 100 days
- Blog/Podcast
 - Internal with monthly frequency (minimum)
- External PR/Thought Leadership Initiative
 - Multiple deliverables in Q2 Playbook
 - Expand program to grow market awareness




Zephyr™ Brand Usage



WIRELESS SOLUTIONS TO POWER YOUR NETWORK



- **Objective:** As the first named segment we will position Zephyr™ content to meet a higher standard of quality and effectiveness than anything currently in place
 - We are competing for mindshare of Sales team and are currently behind
 - Key Metrics: Content delivery, need an effectiveness metric TBD
- Special brand, design, etc. within framework of existing tools but leveraging the Zephyr™ attributes and creating new templates as necessary
 - Example template → 
Microsoft Office
rd 97 - 2013 Docum
- Actions around brand:
 - Edit tagline where “power” is creating confusion
 - Trademark inclusion on everything
 - Icon usage

Metrics

- Objective: Quantitatively measure effectiveness of our programs
 - Key Metric: Dashboard in place for Mobility Segment
- Inputs to include:
 - Playbook
 - GTM metrics (segmented)
 - TPS objectives
 - BU targets as appropriate
- Suggested metrics
 - KPIs presented at GSU related to external and internal mindshare
 - Segment revenue
 - InSight Funnel growth
 - Vitality Index (new product revenue)
 - Delivered content metrics
 - Internal and external clicks and web stats
 - Launch timeliness (i.e. meeting launch goals)



The 2nd 100 Days

- Integrated marketing plan for 2H'12-FY13 to include campaign orientation
- Grow training function via GTM team
 - Additional to what is already in deliverables set and “License to Sell” program
 - Modular and qualification/certification
 - GSU 2012 program planning
- Process development for inbound product requirements
 - Really focus on filling portfolio gaps
- Staffing requirements for Mobility GTM team
- Refine metrics based on benchmarking activity





Backup

**Edited Playbook Slides with Status
as of 11/15/2011**

Top Objectives for the Quarter

- Mobility Segment General
 - Mobility Solution Awareness – **this is replaced with Zephyr**
 - Mobility 4D Messaging
 - Mobility portfolio positioning
 - EMEA focus program
 - Support Sales training program Oct 4-6. This is basis for Mobile Training to be offered to all regions. – **completed. Justin has follow up planned with Kevin O'Donnell**
 - Build Road Show plan – **Graham is working this**

- Mobile Assurance
 - Drive Mobile Assurance “FY’12 Up-sell Opportunities” program to the point where all opportunities at all installed base customers (40) are either “qualified in” (ie. confirmed leads) or “qualified out”. - **Ronnie is tracking this. Plan is to get all existing accounts “qualified in Q2.**

Top Objectives for the Quarter

- Drive Test – **Graham is leading these objectives**
 - Successful launch of DT 16.2 and Backpack solution – **launch gate review scheduled for 11/30/2011**
 - Focus on converting non-forecasted deals in Drive Test Funnel to forecasted. – **Graham**
 - Contact all account managers with non-forecasted opportunities
 - Conduct 2 customer road shows in EMEA and APAC
 - Review and update all marketing collateral if required – **ongoing activity**
 - Launch the Online Certification Training for DT – **Module submitted to Amanda to finalize**
- Protocol Test
 - Hire GTM prime to cover this product area - **complete**
 - Successful launch of Mass Traffic Appliance – **PacketInsight name. Launch gate re-forecasted to 12/7**
 - Prepare online certification material for SART – **Graham is working this item. Likely move to Jason for completion after 11/28/2011**
- Base Station Test - **Graham is leading these objectives**
 - Collateral updates - **ongoing activity**
 - Prepare online certification material for Base Station Tests – **not started?**

How we're going to add "Mobility" to our culture

- ~~JDSU 4D Mobility!!~~ — now Zephyr
- Regional Sales training – “Mobility 101” – Completed pre-GSU
 - Basic Wireless technology training
 - Mobility Solutions product overviews
- Self-paced Mobility training or Webinar – may need follow up “201” course
 - Re-enforces training above
- Creation of new Sales Tools
 - E2E Wireless Brochure - to be started in conjunction with the two items below.
 - LTE Product Catalog – translating from Chinese. Target 11/18/2011 to receive
 - PTN Product Catalog – translating from Chinese. Target 11/18/2011 to receive
 - Revamped LTE Market Page – in process. Donna started this
 - Mobility Segment Overview Video - not started
 - E2E Mobility Solutions Ordering Guide – not started. John C. was going to lead. To re-assign
 - Mobility/LTE Cheat sheets – not started
 - LTE Test Handbook – Graham looking at this. Justin to take ownership. SingTel work could be leveraged to start.
 - Solution packages/use cases – part of Graham's plan over the next month or so. Needs to be augmented with more products
 - LinkedIn 4G LTE Portal presence – done. Michael is overseeing the postings

Mobility Solutions Product launches



Product and Services Launches	Date/Status	12 mo bookings (\$M)
NetComplete Ethernet - T&T 8.1, PM 3.1	PASSED	2.5
Mobile Assurance - C.05.60 Release	PASSED	5.5
Mobile Assurance - Enhanced TDR-Store	PASSED	
Drive Test 16.1	PASSED	8.5
SART V7.1	PASSED	6.9
QT-600-10	PASSED	1.3
Cable and Analyzer JD726A	PASSED	2.0
Base Station Analyzer JD745A	PASSED	2.8
Signal Analyzer JD748A	PASSED	2.8
Mobile Assurance - C.05.60 Increment 2 Release	Oct 12th	4.0
Mass Traffic Appliance (MTA) 1.0	Oct 26th	3.5
PLUS Consulting - Mobile Assurance Consultancy Services	Oct 26th	1.5
Drive Test 16.2	Nov 22nd	8.5
RCATS 9.5	Nov 30th	5.2
SART V7.2	Dec 15th	9.2
accessIP (stand alone)	Jan 25th	3.0
NetComplete Ethernet - Supplemental	Q2 FY12	1.2
PLUS Custom - accessIQ Business Intelligence appl/reporting	Q2 FY12	3.0
Mobile Assurance - D.06.00 Release (incl accessConvergedIP)	Q4 FY12	6.0
NetComplete Ethernet - T&T 8.2 and PM 3.2	Q4 FY12	2.5
	TOTAL	79.9

PASSED

PLANNED 12/7

PASSED

PLANNED 11/23

PLANNED 11/30

PLANNED 12/15

- need to get this one rolling

All still in process and being managed via launch gate process

Launches supporting \$39.1M in bookings in Q2 and Q3

Funnel building activities - General

Status covered in earlier charts

Topic	Subject	Date
New collateral	<ol style="list-style-type: none"> 1. Mobility Segment Brochure 2. LTE Product Catalog 3. PTN Product Catalog 4. Mobility Segment Ordering Guide 5. Mobility/LTE cheatsheets 	<ol style="list-style-type: none"> 1. Q2 2. Q2 3. Q2 4. Q3 5. Q3
Training Modules (License to Sell)	<ol style="list-style-type: none"> 1. Online certification for Drive Test 2. Online certification for SART 3. Online certification for Base Station Test 	<ol style="list-style-type: none"> 1. Q2 2. Q2 3. Q2
Promotions	<ol style="list-style-type: none"> 1. SUS Promotion for Protocol Test - spot award and SUS Bus trophy 2. Mobile Assurance "FY'12 Up-sell Opportunities" program 	<ol style="list-style-type: none"> 1. Thru Q4 2. Q2/Q3

Funnel building activities - Videos

Most of these not started unless otherwise noted

Subject	Date
<p>Drive Test</p> <ol style="list-style-type: none"> 1. Drive Test overview 2. Optimizing your LTE-FDD trial/initial rollout 3. Indoor Optimization illustrating indoor features of the SW and the new backpack 	<ol style="list-style-type: none"> 1. 2Q – filmed and being edited 2. 3Q 3. 4Q
<p>Protocol Test</p> <ol style="list-style-type: none"> 1. Using SART with Packet Portal for Call Performance Analysis and Troubleshooting 2. UMTS Voice Quality Test 3. Mass Transit – Overview and Vision 	<ol style="list-style-type: none"> 1. 2Q – need PLM input. Week of 11/28 mtg 2. 3Q 3. 4Q
<p>Base Station Test</p> <ol style="list-style-type: none"> 1. Base Station Analyzer case study (internal audience) 2. Base Station Analyzer overview and demo (internal audience) 	<ol style="list-style-type: none"> 1. Complete 2. Complete
<p>Mobile Assurance</p> <ol style="list-style-type: none"> 1. access-LTE (QoSA + ST) 2. access-iQ 3. Roaming (CRMS + ST) 	<ol style="list-style-type: none"> 1. 2Q - will start scripting this week 2. 3Q 3. 4Q

Thought leadership activities

Topic	Subject	Date
Awards	<ol style="list-style-type: none"> 1. <i>Test & Measurement World Best in Test</i> (SART 7.1) 2. Mobility Tech Zone LTE Visionary Award (SART 7.1) 3. 4GWE Backhaul Award (LTE Test) 4. 4G World (Android Handheld, LTE Network Trial Solution, QT-600-10) 5. Leading Lights Awards (accessLTE) 6. LTE North America (SART 7.1) 7. CSI Award (SART) 8. Global Mobile Awards (tbd) 	<ol style="list-style-type: none"> 1. Submitted 2. Submitted – WON! 3. Submitted – did not win 4. Submitted – did not win 5. submitted 6. Submitted – did not win 7. did not win 8. Nov submission
Case studies/ Success stories	<ol style="list-style-type: none"> 1. Alcatel-Lucent Case Study (Drive Test) 2. Reliance Case Study (Drive Test) 3. US Cellular Case Study (Drive Test) 4. VHA Case Study and success story (Drive Test) 	<ol style="list-style-type: none"> 1. Q2 – these got stalled but are back on track. Instead of 4 individual cases we're going to combine into 1 2. Q2 3. Q2 4. Q2
Posters	Mobile Backhaul poster refresh – this moves to Olaf	Q2
Press Releases	<ol style="list-style-type: none"> 1. 1st LTE handset application for Drive Test 2. Mass Traffic Appliance 3. accessiQ 	<ol style="list-style-type: none"> 1. Oct - done 2. Q2 - Dec 3. Q2 – Jan/Feb
White Papers	<ol style="list-style-type: none"> 1. ENNI - these move to Olaf 2. Ethernet Service Activation 3. Ethernet Loop back controls 	<ol style="list-style-type: none"> 1. Q2 2. Q3 3. Q3

Thought leadership activities

Topic	Subject	Date
Webinars	<ol style="list-style-type: none"> 1. Fierce Telecom 4G Executive Panel Webinar (Jay Stewart) 2. Light Reading Ethernet Digital Summit 3. Microlease UK 4G Seminars 4. Wireless Solutions Webinar, Latin America 	<ol style="list-style-type: none"> 1. 9/20/11 2. 11/1/11 3. Q2 4. tbd
Speaking Opportunities	<ol style="list-style-type: none"> 1. Ethernet Expo Americas, NYC 2. OSP World Live Executive Panel (Jay Stewart) 3. LTE North America (Zach Lovell and Raphael Andrade) 4. 4G World Workshop presentation (Jay Stewart) 	<ol style="list-style-type: none"> 1. 11/8/11– 11/9/11 2. 9/13/11 3. 11/8/11 – 11/9/11 4. 11/24/11 – 11/27/11
Co-Marketing Kevin O's team managing most of these	<ol style="list-style-type: none"> 1. Verizon LTE Innovation Center – Michael is working this, good progress being made 2. Microlease Rental program – Drive Test 3. GSM, FO, Ethernet Seminar with Itochu, Cameroon 4. ONMS, EBH, Optical Seminar with Concilium, South Africa 	<ol style="list-style-type: none"> 1. TBD 2. Ongoing 3. December 4. Nov (tbc)
Application Notes	<ol style="list-style-type: none"> 1. CSI-Law Enforcement (Drive Test) – need to check status 	<ol style="list-style-type: none"> 1. Q3
Blogging	LinkedIn LTE 4G Portal - it's live. Justin to review with Donna for handover	Begins in Oct
Standards Bodies	<ol style="list-style-type: none"> 1. MEF - Service activation and Loopback work groups (Olaf) 2. MSF/GSMA – VoLTE Interop event (Sept) (complete) 	Ongoing

Thought leadership activities – Road Shows & Seminars

These are being managed by Kevin O's team. EBH items would move to Olaf

Subject	Date
North America	
1. Commission LTE Seminar, North America	1. 10/4/11
Latin America	
1. Latin America Wireless / Backhaul Technology Seminars, Brazil	1. 9/26/11 – 9/30/11
2. Wireless Solutions Technical Seminar, Chile/Peru	2. 10/10/11
3. Wireless Solutions Technical Seminar, Costa Rica/Panama	3. 10/17/11
4. Wireless Solutions Technical Seminar, Colombia	4. 10/31/11
5. Transport, Fiber, Solutions Technical Seminar, Brasil	5. Q3
6. Technology Trends/Solutions Roadshow, Mexico	6. Nov
7. Technology Trends/Solutions Roadshow, Argentina	7. Nov
EMEA	
1. EBH T&T Roadshow, Poland	1. Oct/Nov
2. Regional Seminars with Vilcom, Russia	2. Oct/Nov/Dec
APAC	
1. LTE Technology, Mobile Backhaul & Testing Essentials, Hanoi	1. Oct
2. Drive Test Road Show, Malaysia	2. Oct
3. 3G/ LTE Testing/ GenComm Seminar , Bangkok	3. Nov
4. JDSU LTE Test Solution Seminars, Beijing, Shenzhen, Shanghai, Guangzhou, Hangzhou/Nanjing, Xiang	4. Q2
	5. Q3
5. 3G/ LTE Testing/ GenComm Seminar, Manila	6. Q3
6. MTA/CEM Seminar, Beijing	7. Q3
7. JDSU Solutions Seminar, Taipei	8. Q3
8. JDSU Overall Product Intro Seminar, Shenzhen	

Sales and Channel Training

Subject	Date
<p>Monthly FTD's – aligned with launch gates</p> <ol style="list-style-type: none"> 1. Common CommTest Roadmap Process 2. SART 7.1 3. Mass Traffic Appliance (MTA) 1.0 4. Mobile Assurance – C.05.60 i2 5. PLUS Consulting – Mobile Assurance 6. Drive Test 16.2 7. RCATS 9.5 8. Accedian product overview and qualification checklist 9. Access iQ 10. PLUS Custom – access iQ Business Intelligence application/reporting 	<ol style="list-style-type: none"> 1. Oct - done 2. Oct - done 3. Q2 4. Q2 5. Q2 6. Q2 7. Q2 8. Q2/Q3 9. Q3 10. Q3
<p>Mobility Solutions Basic training (to be delivered to all regions)</p> <ol style="list-style-type: none"> 1. Wireless technology and Mobility product basics 	<p>EMEA – Oct 4 – 6 Other regions tbc - complete</p>
<p>On-site Certification Training</p> <ol style="list-style-type: none"> 1. 4-day training for Channel Partners, Spain 	<p>Nov – planned for later this month</p>
<p>Mobile Assurance</p> <ol style="list-style-type: none"> 1. “Solution scoping and configuring” FTE for SSO 	<p>Nov – planned for later this month</p>
<p>Ethernet Backhaul</p> <ol style="list-style-type: none"> 1. Four consecutive weekly training sessions to arm the sales and sales engineering teams with competitive positioning and differentiators (QT-600-10, Service Activation & Loopback, Y.1564 vs. RFC 2544, NGT Control Interfaces) 	<ol style="list-style-type: none"> 1. Weekly 9/14 – 10/15 complete