

The Great Unplugging:

Your partner guide

to Optical LAN



Why are networks changing – and why now?

Traditional copper LANs are reaching their limits. They're expensive to run, energy hungry, maintenance-heavy, and too complex for the demands of modern buildings.

Meanwhile, your customers face rising operational costs and increasing pressure to meet sustainability

and ESG goals. Traditional LAN architectures make both challenges more difficult.

That's why **Nokia Optical LAN** is the smarter alternative. It uses fibre-optic technology to centralise the network, cut equipment, and boost efficiency.

Key benefits at a glance:

Up to 50% lower total cost of ownership

40% less energy use

70% less cabling required

If your customer is upgrading Wi-Fi, renovating or expanding a building, or future-proofing infrastructure, they're ready for Nokia Optical LAN.

The network is changing. Are your customers ready?

For decades, copper cabling has been the foundation of enterprise networks. But that era is ending.

Today, your customers face a reality that copper-based LANs weren't built for. Rising costs, constant maintenance, and high energy consumption are putting pressure on their budgets and sustainability goals.

Modern buildings, with their demand for high-speed Wi-Fi, countless connected devices, and smart technologies, need networks that are faster, simpler, and more efficient.

As competitors continue to battle over low-margin, commodity hardware, a significant opportunity has emerged for partners who are ready to lead the next evolution of networking.

Introducing Nokia Optical LAN: The modern alternative

Replace complex copper architectures with a streamlined, high-capacity fibre-optic solution. This isn't just a cabling upgrade – it's a smarter network design.

How OLAN helps you win

Nokia Optical LAN gives you a clear commercial advantage. It simplifies sales, accelerates delivery, and positions you as a leader in modern network transformation.

Easier to sell, easier to deliver

- A centralised, streamlined architecture reduces complexity, making it simple to explain and easy for customers to understand.
- With significantly less cabling and fewer installation steps, OLAN makes scoping, quoting, and deployment faster – even across large or complex sites

Why partners choose OLAN

- Stand out from the crowd: Offer something your competitors can't, a modern, future-ready networking solution.
- Shorter sales cycles, faster projects: With simpler installs and fewer moving parts, you'll get customers live sooner and book revenue quicker.
- Higher margins: Strong TCO savings let you shift the conversation away from price and towards value, protecting your margins.
- In step with market trends: Supports customer priorities around energy efficiency, smart-building upgrades, and ESG commitments.

Proven across key industries



Hospitality

Modern guest experiences, better operations



Education

Reliable campus-wide Wi-Fi



Healthcare

Secure, always-on connectivity for critical services



Airports and transport

Supports CCTV and high-density IoT



Real estate and smart buildings

Drives green, sustainable upgrades



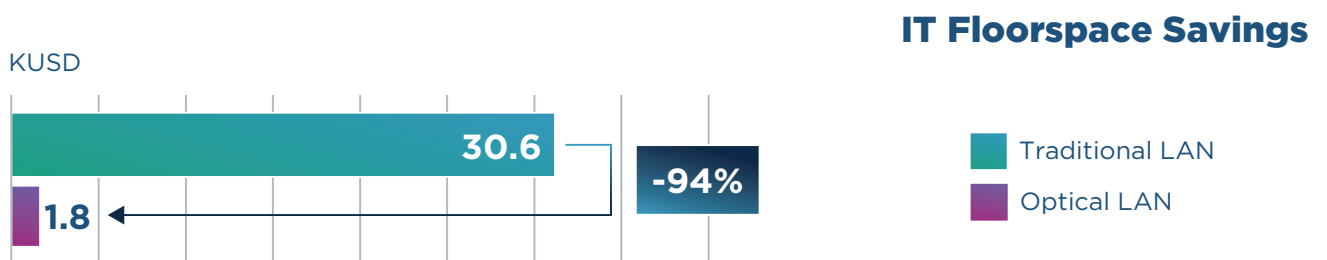
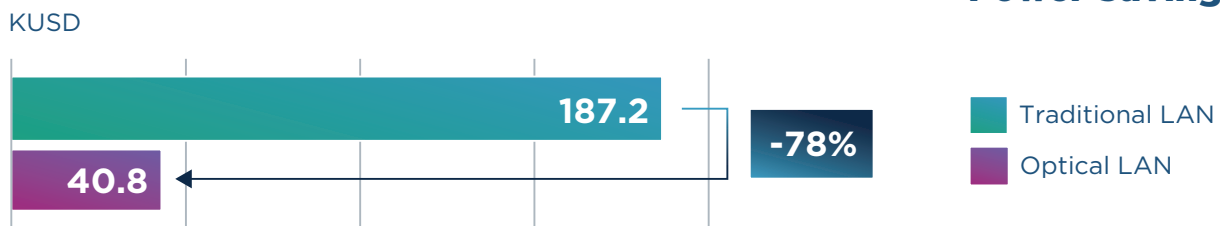
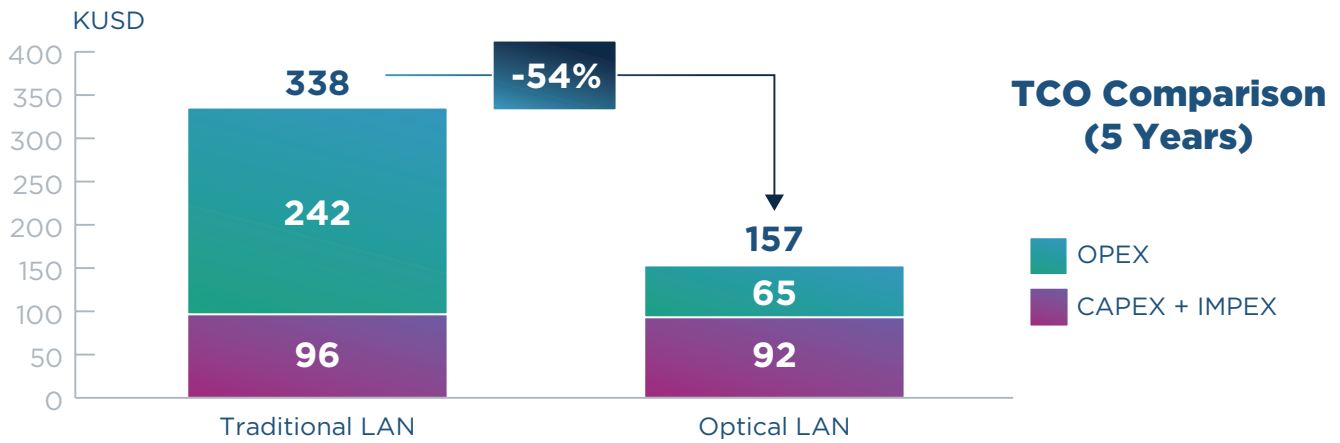
Industry and warehousing

Stable connectivity for IoT and automation

With OLAN, partners can win opportunities that traditional LAN sellers often can't even qualify for.

Switch on your advantage

Use our TCO calculation infographic to show customers exactly how much they could save in costs and energy. This practical tool helps you demonstrate value and close more deals, faster.



Your next step

Book a meeting with our team to get a customised TCO comparison for your next customer project.