



NEWS RELEASE

# ADTRAN Launches Automated Network Intelligence

2020-03-31

New service enables network operators to boost subscriber growth, reduce churn and optimize network investments

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- **ADTRAN, Inc.**, (NASDAQ:ADTN), the leading provider of next-generation open networking and subscriber experience solutions, today announced its Automated Network Intelligence service offering. This capacity planning element of the **ADTRAN global service and support portfolio** allows providers to intelligently align consumer demand with network supply, affording consumers more tailored internet bandwidth options.

“Edge computing, 5G and increasing bandwidth demands are forcing service providers to upgrade their networks,” said Andy Hicks, Principal Analyst at GlobalData. “Their network planning must evolve from the current reactive, manual and best guess-based processes to a more granular and efficient system. The capacity planning tools they use should accommodate multi-vendor infrastructure, as well as incorporate CAPEX and OPEX optimization. Given today’s speed of change, automation is the only way to accomplish this.”

Automated Network Intelligence is a key component of the **ADTRAN global service and support portfolio** and introduces a new suite of innovative products that simplify access network operations by automating and scaling broadband service delivery. Operators can leverage automated intelligence to speed access infrastructure decision-making with increased insight and accuracy. With these solutions, service providers will be able to more efficiently plan, design and optimize access networks so their broadband delivery capacity can quickly be deployed to serve more people with the right internet service options at a lower network cost.



“The broadband market has become increasingly competitive over the past decade as the industry races to deliver on the promises of the Gigabit Economy,” said Girish Kadam, Head of Managed and Cloud Services at ADTRAN. “The challenges our customers face, in terms of delivering the best network solutions, are increasingly complex with the emergence of innovative new 10G fiber and fiber extension services, 5G and fixed wireless access solutions. ADTRAN has the domain experience, solutions and industry knowledge to help operators build, plan, deploy and evolve their best network ahead of market demand.”

A key feature of the solution is the ability to identify every underserved copper household that could be upgraded to a high-bandwidth fiber extension or full fiber-based service within the cost thresholds set by the carrier. This enables the operator to better serve its existing customer base as they build out a Gigabit-enabled fiber broadband network.

The ADTRAN Automated Network Intelligence planning benefits include:

- Business Results-Driven Network Planning
  - Enables fiber expansion and reduced copper and coax churn by optimizing plan to revenue and ROI goals.
- Time-To-Market
  - A65-80% reduction in time-to-market and resource requirements for network planning.
- Budget Accuracy
  - Greater than 90% budget accuracy.
- Design Efficiency
  - Improvement in design efficiency, fully meeting technical and service requirements.
- Side-by-Side Comparison Analysis
  - Comparison of architectures and technologies can be completed in minutes.

## About ADTRAN

At ADTRAN, Inc., we believe amazing things happen when people connect. From the cloud edge to the subscriber edge, we help communications service providers around the world manage and scale services that connect people, places and things to advance human progress. Whether rural or urban, domestic or international, telco or cable, enterprise or residential—ADTRAN solutions optimize existing technology infrastructures and create new, multi-gigabit platforms that leverage cloud economics, data analytics, machine learning and open ecosystems—the future of global networking. Find more at [ADTRAN](#), [LinkedIn](#) and [Twitter](#).

View source version on **businesswire.com**: <https://www.businesswire.com/news/home/20200331005086/en/>

Ashley Schulte

Witz Communications for ADTRAN

919-435-9112

**ADTRAN@witzcommunications.com**

Source: ADTRAN, Inc.