



NEWS RELEASE

# ADTRAN Launches NetAssure Program to Help Carriers Maximize the Gigabit Service Opportunity

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ADTRAN's domain expertise ensures best practices, leverages innovation and reduces operational costs as the Gigabit Society moves mainstream

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- **ADTRAN®**, Inc., (NASDAQ:ADTN), the leading provider of next-generation open networking solutions, today announced at its 2018 CONNECT Press & Analyst Event its **NetAssure** Program as part of its growing Consulting Services. Designed to help lower the operational costs of managing and expanding the range and reach of today's access networks infrastructures, it is quickly becoming a key part of ADTRAN's ongoing engagement model with its customers.

Today's market has a rapidly growing set of players looking to offer next-generation Gigabit services including large incumbent service providers, cable operators, rural carriers, as well as the emerging set of utilities and municipalities beginning to offer ultra-broadband and multi-Gigabit services to business and residential customers.

The **NetAssure Program** includes:

- Network Audit Services – delivers complete and granular evaluation of network infrastructures, efficiencies and risk assessment of the current state of the network and what needs to be done if new services or applications are introduced.
- Resident and Remote Engineering – helps network operators integrate new technologies and network expansion as it relates to specific roll outs and network builds to ensure that each carrier has the



customizable tools to build its best network.

- Virtual CTO – supports rural carriers that require technical resources and expertise to help evolve their network to offer higher level services, leverage innovative new technologies and rationalize how best to design their networks.
- Mosaic Network Insight Support – utilizes software-based tools that leverage leading cloud infrastructure to process the extensive data sets needed to allow customers to better understand their network.

“ADTRAN helped us audit our current infrastructure challenges and plan how to architect our network for the future that accommodates growth and identifies funding opportunities,” South Valley Internet (SVI) COO Elise Brentnall said. “Having ADTRAN experts function as our Virtual CTO helps us with the huge talent shortage problem our area is experiencing and gives us peace of mind knowing that we have the best technology experts working on our behalf.”

“Delivering Gigabit and ultra-broadband services is more complex than ever today given the wide range of technologies and service requirements carriers must consider as they look to roll out new services in rural, suburban, and dense urban environments,” ADTRAN Associate Vice President for Services and Solutions Integration Kevin Barnes said. “ADTRAN’s NetAssure Program leverages our 35-year history and unmatched domain expertise in helping customers pair the best technologies with their unique network, lower operational costs and exceed subscriber expectations.”

## About ADTRAN

ADTRAN, Inc. is the leading global provider of networking and communications equipment. ADTRAN’s products enable voice, data, video and internet communications across a variety of network infrastructures. ADTRAN solutions are currently in use by service providers, private enterprises, government organizations and millions of individual users worldwide. For more information, please visit [www.adtran.com](http://www.adtran.com), [LinkedIn](#) and [Twitter](#).

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Witz Communications for ADTRAN

Ashley Schulte, 919-435-9112

[ashley@witzcommunications.com](mailto:ashley@witzcommunications.com)

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