



NEWS RELEASE

## ADTRAN Makes Bold Improvements to Channel Program to Accelerate Partner Success

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ADvantage partner program simplifies participation, strengthens solution expertise and delivers partner profitability

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Mar. 12, 2015-- **ADTRAN®**, Inc., (NASDAQ:ADTN), today announced that it is transforming the way it connects with ADvantage Partner Program participants. With continuous improvement and a greater understanding of the partner mindset, ADTRAN is turning the focus towards product specialization rather than revenue performance. The new enhancements will enable partners to receive more knowledge and better tools to succeed in selling ADTRAN solutions.

ADTRAN is simplifying the channel program to ensure participants have a well-defined path to success based on solution experience, and an easier way of understanding their respective partner level. Distributors, in particular, will benefit from the program's new streamlined processes, such as consolidating pricing and discount levels, in addition to reducing the deal registration threshold. Reseller participants will also enjoy these benefits while seeing a strengthened emphasis on training and support towards specific specializations, including ADTRAN Bluesocket wireless products and NetVanta internetworking products.

"To be successful in a competitive channel ecosystem, it's crucial to have the best tools and resources at our fingertips," said Paul Clayton, network division manager at Midco, Inc. "Having the program shift from sales performance to training will be a key element to our continued success. Our team can now go out to the community and be more confident as they present, quote and sell ADTRAN products."

“ADTRAN listens to our reseller and distributor partners and sees firsthand how valuable the feedback is to bettering the channel program. By making these enhancements, ADTRAN is able to remain a trusted associate to its partner base,” said Ted Cole, ADTRAN's vice president of channel sales. “The bold improvements to our channel program allow ADTRAN to create a larger opportunity for more partners to join its channel community, expand their solutions and service portfolios, and increase their revenue.”

## About ADTRAN

ADTRAN, Inc. is a 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).

Source: ADTRAN, Inc.

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