



NEWS RELEASE

## ADTRAN Offers Breakthrough Cloud-Managed Wired and Wireless Subscription Services

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ProCloud Subscription Services empower MSPs to deliver new cloud services to customers at an affordable price

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Jun. 6, 2016-- **ADTRAN®**, Inc., (NASDAQ:ADTN), a leading provider of next-generation open networking solutions, today announced **ProCloud Subscription Services**— a first of its kind managed services program where businesses can take advantage of the latest wired and wireless networking technologies at an affordable monthly price. ProCloud Subscription Services provide Managed Service Providers (MSPs) with an easy to use model where they can quickly turn up new cloud-managed services for their customers. For the end customer, this means offloading the management of their network to a trusted provider, with the ability to easily support more mobile devices, more quickly access cloud applications, and support high-bandwidth video content and quality voice services, without the capital expense overhead.

“ADTRAN’s subscription services offer a real game-changer for MSPs, and we’re thrilled to be the first to provide this innovative solution to meet our customers’ demands for predictability and flexibility, essentially delivering them a high-performance network-as-a-service just like any other monthly expense they may have,” said Keith Fletcher, chief operating officer, Speros. “The addition of this first of its kind offering is permitting us to deliver the highest quality infrastructure to our customers at a low monthly cost. We promote our business as ‘technology you can trust,’ and our long-standing partnership with ADTRAN plays a big part in our ability to provide that high level of reliability needed to meet modern business networking needs. This revolutionary program is virtually eliminating our customer’s high capital expense previously associated with upgrading and maintaining their network.”

“I think ADTRAN’s approach and offering is very smart,” said Robin Robins, IT marketing strategist and CEO of



Technology Marketing Toolkit, Inc. "All IT service providers must have a cloud services offering to stay competitive; to that end, all IT service providers should check out ADTRAN's ProCloud Subscription Services, if, for no other reason, to make sure they fully understand all the cloud solutions available in the marketplace and to ensure they are bringing the best-in class service offering to their clients."

ADTRAN's new subscription services feature the ProCloud management portal that offers a single view into all connected devices across wired and wireless networks for each customer. The services also report trends on network health and data usage. MSPs can leverage that insight to tailor services with a pay-as-you-grow model and proactively engage with customers on capacity planning and upsell new solutions and/or services. Additionally, service providers benefit from a future-proofed service that includes automatic product refreshes, which is critical for all infrastructure technology, but especially Ethernet switches and Wi-Fi access points. With these new services, MSPs can easily grow their business by as much as double annually, helping them to cost-effectively create differentiated service portfolios from which they can generate a more predictable and profitable revenue stream.

"Throughout ADTRAN's 30 year history, we have delivered enterprise class solutions to millions of businesses of all sizes, and across all verticals. This success has come through tight partnerships with the world's top carriers and thousands of VARs and MSPs, and has placed us at the center of today's networking revolution where the industry is making a monumental shift towards cloud services and applications," said Meggin Sawyer, VP, business solutions and cloud services, ADTRAN. "ADTRAN will continue to build off of our successful leadership with a monthly subscription model for switches and Wi-Fi. We are also excited to have Speros, a long time ADTRAN partner, helping to lead the way in bringing this unique solution to market."

For more information on this new service, please visit us at [www.adtran.com/msp](http://www.adtran.com/msp).

## 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).

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