



NEWS RELEASE

ADTRAN Personalizes and Streamlines Subscriber Experience with New Modular Software Applications

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Mosaic Subscriber Experience Suite helps service providers predict customer needs, simplify service delivery and grow business

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- **ADTRAN®**, Inc., (NASDAQ:ADTN), a leading provider of next-generation open networking solutions, today announced a significant expansion to its **Mosaic Subscriber Experience Suite** adding two new applications that give service providers network and subscriber intelligence, as well as remote in-home device management.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180412005252/en/>

ADTRAN Personalizes and Streamlines Subscriber Experience with New Modular Software Applications. (Photo: Business Wire)

These powerful software applications support a user-driven service model to enable a

simple, intuitive experience with better in-home network visibility and performance.

Mosaic Subscriber Insight – personalizes the subscriber experience through a network intelligence tool that improves business operations, drives new service adoption and increases customer loyalty.

Mosaic Device Manager – streamlines the subscriber experience through a device management tool that empowers service providers to monitor and maintain in-home customer devices and Wi-Fi networks remotely.



“Our enhanced Mosaic portfolio enables service providers to meet the ever-increasing expectations of the ultra-connected customer, who expects a seamless experience whether at home, work or on vacation,” ADTRAN Subscriber Solutions & Experience Portfolio Management Director Jeremy Harris said. “These innovations help provide analytics, lower costs, gain visibility to subscriber behavior and build customer loyalty—everything needed to thrive in a competitive marketplace.”

These two **Mosaic software** applications join the previously announced:

Mosaic Activate – orchestrates one-click broadband service activation increasing revenue velocity, improving customer satisfaction and lowering the cost of subscriber adds.

All three components operate in an open architecture that supports ADTRAN and third-party devices across both SD-Access and traditional broadband. These game-changing enhancements to the award-winning **Mosaic Cloud Platform** reinforce ADTRAN’s position as the industry’s leader in SD-Access.

“Insight into subscriber experience has become just as important as speed and bandwidth, as service providers can leverage it to significantly improve customer engagement and quality of experience,” IHS Markit Technology Principal Analyst John Kendall said. “Service providers who can more fully understand their network and their subscribers can dramatically improve their business operations and service velocity, reduce operational costs, drive new service adoption and decrease customer churn.”

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 us at www.adtran.com, [LinkedIn](#) and [Twitter](#).

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