



NEWS RELEASE

ADTRAN ProCloud Analytics Turns Customer Data into Revenue-Generating Opportunities

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Newest addition to cloud-managed services suite enriches customer engagement and enables service providers to monetize the network

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Oct. 13, 2015-- **ADTRAN®**, Inc., (NASDAQ:ADTN), today announced the latest expansion of its ProCloud managed services portfolio with the addition of ProCloud Analytics. With consumers and end users expecting always-on connectivity, carriers, managed service providers and enterprises are looking for new ways to better monetize network services. ADTRAN's **ProCloud Analytics** solution enables these providers and organizations to capture customer demographics and translate that data into actionable business intelligence. As a result, ADTRAN is empowering service providers to derive more value from any network while helping businesses boost customer experiences and competitiveness.

ADTRAN is helping service providers and businesses build a strong network foundation and layer on revenue-generating services with ProCloud Analytics. The first natural application for the solution is in the wireless network. After a patron logs onto a Wi-Fi network, ADTRAN enables the authorized collection of the user's e-mail, name, age, gender, home town, type of device used to connect, birthdate and more. A sophisticated built-in marketing platform within the ProCloud Analytics solution makes it easy to push targeted e-mail or SMS messages and incentives based on a wide range of criteria. For example, retailers can automatically welcome a first-time customer with a coupon or reward frequent visitors with a free gift.

"Cloud-managed wireless networks are becoming more prevalent and opening up greater opportunities for organizations to layer additional services that drive efficiency and value into the network. Public-facing businesses

like retail, restaurants, sport stadiums and others are seeing Wi-Fi as a more direct opportunity to engage with customers. Businesses are now able to deliver the right information to the right customers, incentivize at the most opportune times through targeted offers, while enhancing the overall customer experience," said Nolan Greene, research analyst for IDC's Network Infrastructure group.

"ADTRAN helps us maintain a **strong network experience** to support fans' connectivity demands and ProCloud Analytics is crucial to our ability to understand the demographics of our fan base," said Scott Carter, Director of Marketing, Durham Bulls Baseball Club. "We have a better understanding of who is coming to the ballgames and how often they return. Guests at the stadium can simply use their existing social media accounts - like Facebook, Twitter, Instagram, LinkedIn, Google or through a customized portal - to access the free Wi-Fi service. We are encouraging social media engagement and capturing critical data that helps us connect fans to a more enjoyable experience with promotions, in-game mobile applications and reasons to keep coming back."

"The launch of ProCloud Analytics demonstrates ADTRAN's commitment to providing a full range of valuable cloud-managed services," said Todd Lattanzi, director of ADTRAN's cloud services portfolio. "Our analytics solution is a seamless, cloud-based addition to ADTRAN ProCloud managed services, making it an easy solution to layer on top of service providers' existing offerings for wide range of customers and vertical markets."

ADTRAN offers unique flexibility throughout the entire ProCloud portfolio, with the option for service providers to customize and manage services on their own, or offload all management activities to ADTRAN. Additionally, ADTRAN offers a range of tailored ProCloud solutions to address the needs of specific networking environments, like ProCloud.EDU for **classroom environments**. To learn more about the full portfolio of ProCloud solutions, visit <http://www.adtran.com/web/url/procloud>. For more information on ProCloud Analytics, visit <http://www.adtran.com/web/url/procloudanalytics>.

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.

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Connect2 Communications for ADTRAN

Ashley Baster, 919-435-9112
ashley@connect2comm.com