



NEWS RELEASE

ADTRAN Slashes Time to Market for Gigabit Broadband Service by 10x

2015-08-19

Unique service orchestration and powerful customer device capability delivers higher broadband profitability while paving way for future cloud-based smart home, Internet of Things and video applications

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Aug. 19, 2015-- **ADTRAN®, Inc.**, (NASDAQ: ADTN), a leading provider of next-generation networking solutions, today announced the integration of a captive portal and wireless video delivery into the ADTRAN Gigabit service architecture. Service providers are now able to drastically reduce the time of adding new broadband and business subscribers from hours to minutes. With demand for Gigabit broadband outpacing service providers' ability to ramp up services in their respective communities, ADTRAN is delivering unique service orchestration capabilities – utilizing back office automation, network programmability and wireless video functionality – that eliminates the pre-provisioning and manual nature of service turn up. This makes it easier for service providers to meet Gigabit service demand today and prepare for immersive communication, entertainment, home automation and other bandwidth-intensive applications that will drive future broadband opportunities.

“Increased competitive pressure from Over-the-Top (OTT) video and mobile voice is pushing service providers towards more pure broadband service offerings. In order to maximize profitability for these services, it is essential for service providers to find ways to decrease time to market and reduce the cost per connected home,” said Jeff Heynen, senior principal analyst, IHS Technology. “ADTRAN is the first to bring to market service orchestration capabilities that reduce the time intensive, manual nature of turning up Gigabit broadband services by introducing the ADTRAN Captive Portal. This fundamentally changes the cost structure for how service providers add new subscribers.”



ADTRAN has pioneered these service orchestration technologies with several key customers, achieving outstanding results. On average, service providers accelerated both residential and business service rollouts with a 10X or more reduction in the back office and technical support tasks needed to support service activations. This network orchestration allowed less skilled personnel to rapidly scale new services while yielding a reduction of service and equipment commissioning errors to nearly zero. Technicians were also able to use wireless video distribution – via powerful Gigabit Wi-Fi – to install broadband home equipment in minutes instead of spending hours manually wiring houses for video service.

“Service providers are facing a unique set of challenges as a confluence of major trends transforms the way they do business. While facing greater competition and price erosion pressures, service providers are also realizing the need to map out a more flexible and software-based future network state,” said Robert Conger, associate vice president, management solutions and portfolio strategy for ADTRAN. “We are enabling this transformation by providing unique service orchestration capabilities that leverage programmable network functionality and allow user-enabled services via self-service captive portals. These streamlined capabilities provide operators with critical time to market advantages today while laying the groundwork for future revenue opportunities coming from bandwidth on demand, the Internet of Things, smart home and other cloud-based residential and business services.”

The ADTRAN 424RG Wireless Residential Gateway ONT supports 802.11ac Wi-Fi with 4x4 MIMO delivery of data and video. Combined with the ADTRAN Captive Portal the solutions enable error-free, rapid service activation for Gigabit broadband and business services. Both the ADTRAN 424RG Wireless Residential Gateway ONT and the ADTRAN Captive Portal are generally available.

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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