



NEWS RELEASE

ADTRAN's SD-Access Solutions Bring User-Directed Service Model to Millennials' Fingertips

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Comprehensive SD-Access solution toolkit enables providers to expand Gigabit services to capture lucrative MDU market

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Sep. 7, 2016-- ADTRAN®, Inc., (NASDAQ:ADTN), a leading provider of next-generation open networking solutions, today announced it is enabling service providers to target the Millennial (Generation Y) market by expanding Gigabit services to multi-dwelling units (MDUs) with its comprehensive portfolio of programmable networking functions—a series of solutions designed to support the demand for infinite bandwidth and customer expansion to achieve the massive scalability required to meet growing network traffic demands. By implementing the ADTRAN Mosaic cloud architecture, service providers can rapidly create and deploy user-driven services and support subscriber self-install to speed deployments. ADTRAN recognizes that the MDU market is much more complex and multi-faceted than the small business or single family residential markets, so it developed programmable networking functions that enable operators to successfully meet the unique needs of the Millennial and MDU markets by leveraging existing wiring, thus overcoming traditional FTTB roadblocks, to connect apartments and condominiums.

MDUs have traditionally been a challenging market to serve due to the varying types of in-building wiring that have previously made it difficult to deliver FTTB services. ADTRAN's portfolio of programmable networking functions enable providers to deliver FTTB services over the MDUs' existing wires, including fiber, CAT6, CAT5, CAT3 copper, coax and wireless. With the ability to deliver Gigabit broadband over any type of wired or wireless architecture, service providers are now able to capture one of the most sought-after and influential market segments—Millennials. At over 90 million strong and with a buying power exceeding \$600 billion annually, Millennials comprise

a large percentage of the MDU market. For this reason, operators are creating service models that directly target this digitally native consumer bracket by delivering user-enabled, cloud-based broadband.

“The MDU market is a complex and growing market, encompassing a variety of building, resident and owner requirements,” said Mitch Fleming, vice president of carrier sales, ADTRAN. “ADTRAN’s programmable networking functions enable operators the ability to offer their MDU subscribers self-service portals and customized service choices. For Millennials and digital natives, this user-directed service model has become the norm for purchasing anything from taxi services to airlines to hotels, and we believe their broadband should be no different.”

The ADTRAN Mosaic architecture suite of programmable network functions, the most complete and open SD-Access portfolio in the market, provide drastically improved operator competitiveness by natively integrating into open micro-services architectures spanning the entire network from cloud edge to subscriber edge. ADTRAN’s comprehensive portfolio of programmable networking functions includes:

- Mosaic Cloud Platform that combines modular apps that have been developed in a microservices software architecture with open source control and orchestration platforms to create open, SDN-based network programmability;
- ADTRAN Gigabit access solutions spanning NG-PON2, GPON and G.fast;
- ADTRAN FTTH “Universal” ONT Portfolio, also supporting an open broadband interface;
- ADTRAN Bluesocket Series of Cloud-Managed Wi-Fi Access Points (APs); and
- ADTRAN NetVanta 8424 Series 10 Gbps Multi-Service Edge Switch.

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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