



NEWS RELEASE

Black Sea Systems Transforms Business with ADTRAN ProCloud

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Cloud-based service helps IT consulting firm transition to new business model with expanded market, value-add services and recurring revenue streams

HUNTSVILLE, Ala.--(BUSINESS WIRE)--Mar. 2, 2015-- **ADTRAN®**, Inc., (NASDAQ:ADTN), today announced that Black Sea Systems is leveraging **ADTRAN ProCloudSM managed services** to more easily transition its business model to become a managed service provider (MSP). Black Sea Systems can now launch enterprise-class wireless services to support the most bandwidth-intensive demands of any business environment. The company is joining a growing number of ADTRAN partners who are **transforming their business** by significantly expanding their addressable markets and increasing recurring revenue with yearly managed service contracts.

With the ever-increasing need for high-performance Wi-Fi access, more businesses are looking for advanced wireless capabilities, including scalability and high reliability. Black Sea Systems has been addressing many of these issues for its customers with the **ADTRAN Bluesocket vWLAN** on-premises platform. However, some customers were looking for a more hands off approach to their wireless networks and wanted the ability to offload the management function to Black Sea Systems. The company turned to ADTRAN ProCloud to provide turnkey wireless support that allows its customers to no longer worry about the network and focus instead on more important elements of their business.

"We put a lot of thought into selecting solutions for our business and our customers," said John Waldrop, managing partner at Black Sea Systems. "ADTRAN continues to offer the technology and expertise we need to deliver best-in-class solutions portfolios, so it was the natural choice for a managed Wi-Fi service provider."



Black Sea Systems is quickly becoming a trusted wireless partner for its customer base of small-to-medium businesses (SMBs) in a variety of verticals that include insurance, agriculture, real estate and entertainment. Black Sea Systems leverages ADTRAN's fully-redundant infrastructure and back-end support, which allows them to guarantee 99.99% uptime for advanced reliability. Additionally, because ADTRAN ProCloud is built on ADTRAN Bluesocket vWLAN, Black Sea Systems can easily transition customers that previously deployed an on-premises solution to a managed service environment.

As a result of launching their managed Wi-Fi service, Black Sea Systems has found additional value-add opportunities for its customers by layering services on top of ADTRAN ProCloud. For example, Black Sea Systems has bundled automatic reporting features with its managed Wi-Fi service for a chain of skating rinks in Atlanta, Ga. This service package allows skating rink guests to access a free Wi-Fi network after logging in with an e-mail address. The rink can compile that contact information into a database and distribute e-Marketing materials and promotions to influence a higher guest return rate.

"ADTRAN ProCloud further commits us to our partners' success," said Todd Lattanzi, director of product management for ADTRAN. "Black Sea Systems is a prime example of how IT firms and solution providers can transform their business models by offering reliable, high-performance managed services. They are virtually eliminating IT management burdens, reducing deployment times and increasing revenue—all of which helps them gain a competitive edge."

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.

Source: ADTRAN, Inc.

Connect2 Communications for ADTRAN

Ashley Baster, 919-435-9112

ashley@connect2comm.com