



NEWS RELEASE

## European Shift to Cloud Delivery Models Enabled By ADTRAN ProCloud

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UK-based resellers respond to changing customer needs and embrace transformation to managed service provider business model

LONDON--(BUSINESS WIRE)--Apr. 21, 2015-- **ADTRAN® Inc.**, (NASDAQ: ADTN), today announced Nouveau Solutions is using ADTRAN ProCloud service to transition to a managed service provider model, adding valuable new managed Wi-Fi services to build a comprehensive cloud services portfolio. The Reading-based reseller chose ADTRAN as the platform for its own branded managed Wi-Fi offering to take advantage of changing customer consumption models and derive greater annuity-based revenues.

“ADTRAN has a well-engineered and robust solution compared with other leading manufacturers we evaluated, and is easier to do business with from both a sales and technical standpoint. We anticipate more of our customers becoming eager to capitalise on the benefits of cloud services like managed Wi-Fi,” said Andy Stevens, managing director at Nouveau Solutions. “As the market shifts toward cloud-based wireless services, we see ADTRAN ProCloud as an essential offering that complements our other hosted services.”

Operating within an established suite of managed and cloud services, the introduction of ADTRAN ProCloud extends Nouveau’s proactive managed services portfolio and several customers have already adopted the service. Those customers include one of the world’s most famous theatre companies, which migrated from a controller-based system to a wireless network across multiple sites to gain better performance, flexibility and control.

Dependable wireless connectivity has become the baseline for businesses everywhere. ADTRAN ProCloud is a

cloud-management service for Wi-Fi and switches. It features fully-redundant infrastructure with guaranteed 99.99% uptime, 24/7 proactive monitoring and ongoing maintenance and hardware replacement. Nouveau has chosen to use ADTRAN ProCloud to deliver its own branded managed service while leveraging ADTRAN hosted infrastructure and back-end support. This eliminates the need to train and certify additional technical staff and frees Nouveau to focus on customer acquisition, installation and service. It also significantly reduces start-up infrastructure costs and service turn-up time when compared to traditional Wi-Fi deployments.

“ADTRAN ProCloud enables streamlined wireless network operations while delivering peace of mind for our reseller partners and their customers. It’s also supported by a direct touch ADTRAN team that listens, responds and works like a real partner should,” said John Woodbury, European channel partner manager at ADTRAN. “Nouveau has truly embraced the MSP model, creating more valuable service contracts and greater revenue opportunities.”

## 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](http://www.adtran.com).

Source: ADTRAN, Inc.

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