



NEWS RELEASE

Unprecedented Service Provider Adoption of ADTRAN Mosaic™ Software Applications

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Mosaic Subscriber Experience Suite enables open ecosystems, optimizes existing networks and generates immediate revenue streams

HUNTSVILLE, Ala.--(BUSINESS WIRE)-- **ADTRAN®**, Inc., (NASDAQ:ADTN), the leading provider of next-generation open networking solutions, today announced at its 2018 ADTRAN CONNECT Press & Analyst Event overwhelming support and adoption of **Mosaic Subscriber Experience Suite** solutions since the first quarter launch of the software applications.

Mosaic Subscriber Experience tools support a user-driven service model using microservices with open APIs and operational logic to provide advanced analytics, software-centric operations and virtualized service delivery.

Mosaic Subscriber Experience applications are now being trialed or deployed by over 50 service providers in North America. ADTRAN customers report immediate benefits of Mosaic applications that integrate easily with devices already deployed in networks—whether ADTRAN, third-party or even competitor products—addressing the need to advance operational improvements and customer experience across the entire network rather than only on individual devices.

The Mosaic Subscriber Experience Suite software applications includes the following tools that are available today for deployment:

Mosaic Device Manager – streamlines the subscriber experience through a device management tool



that empowers service providers to monitor and maintain in-home customer devices and Wi-Fi networks remotely. Key benefits: Reduces truck rolls by 50%, device swaps by 10%, CSR talk time by 30% and increases customer stickiness by 20%.

Whole Home Mesh Wi-Fi – provides ubiquitous coverage, automated Wi-Fi performance enhancements and improved security. Key benefits: Enterprise-class Wi-Fi performance, optimized for multi-user homes via Multi-User Multi-Input Multi-Output (MU-MIMO), self-forming and self-healing mesh Wi-Fi network that blankets the entire home.

Mosaic Subscriber Insight – personalizes the subscriber experience through a network intelligence tool that improves business operations, drives new service adoption and increases customer loyalty. Key benefits: Provides data analytics insight to monitor the subscriber experience in suffer reports, KPI insights to restructure speed packages and revenue leakage reports to recover incremental revenue per mis-provisioned subscriber.

Mosaic Activate – orchestrates one-click broadband service activation increasing revenue velocity, improving customer satisfaction and lowering the cost of subscriber adds. Key Benefits: Saves \$1m per 10k subscribers in quicker installations.

All components operate in an open architecture that supports ADTRAN and third-party devices across both **SD-Access** and traditional broadband. These game-changing enhancements to the award-winning **Mosaic Cloud Platform** reinforce ADTRAN's position as the industry's leader in SD-Access.

ADTRAN believes in partnering with service providers and the vendor community to build an open—and secure—ecosystem of solutions to help service providers build their best network regardless of access technology. Mosaic is the fabric of this ecosystem that is helping to move the industry forward. Since launching these products over the past few months, ADTRAN is seeing success in competing head-to-head with products that operate in a closed system and winning business with Mosaic software applications because they integrate so easily into multi-vendor environments.

“Our approach is different than our competitors’—one we truly believe is the best way to connect the world. This started several years ago for us and we are now excited to see the overwhelming customer response and adoption of the Mosaic applications demonstrating that our customers are also aligned with this vision,” Mosaic Subscriber Experience Suite Portfolio Director Jeremy Harris said. “We look forward to progressively innovating the Mosaic Subscriber Experience suite of applications to enable service providers to better manage their business and service their customers.”

About ADTRAN

ADTRAN, Inc. is the 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, [LinkedIn](#) and [Twitter](#).

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