

The background of the advertisement is a long-exposure photograph of a road at dusk or dawn. The road is dark, and the sky is a mix of green and blue. Numerous light trails from vehicles stretch across the road, creating a sense of motion and speed. The overall color palette is dominated by greens and blues, with warm light trails in orange and yellow.

Amazing Gigabit Communities.

The Way It Should Be.

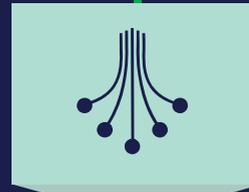
Challenge of Rural Broadband

The difficulty in delivering broadband connectivity to rural and remote locations requires recognizing and addressing the following challenges:



01 Limited Resource pool

As hundreds of service providers begin to rollout fiber networks, access to skilled resources will be key to timely network rollouts.



02 Technology

To ensure broadest coverage across challenging environments, you need the right mix of broadband technologies.



03 Return on Investments (ROI)

You need to invest in the right architectures and business models that deliver faster and sustained payback on taxpayer dollars.



04 Supply Chain Security

Service providers need to ensure the infrastructure they deploy is secure. The only way to avoid this issue is to “Buy American.”

ADTRAN – Your Partner in Success

For over 35 years, ADTRAN has partnered with service providers to build best-in-class broadband networks and world-class operations that scale to meet the needs of both today and tomorrow. ADTRAN offers you the advantage of:



American Engineering: Solutions engineered in America that are RUS and USDA “Buy American” compliant, providing you the assurance of a secure supply chain while investing in American jobs.



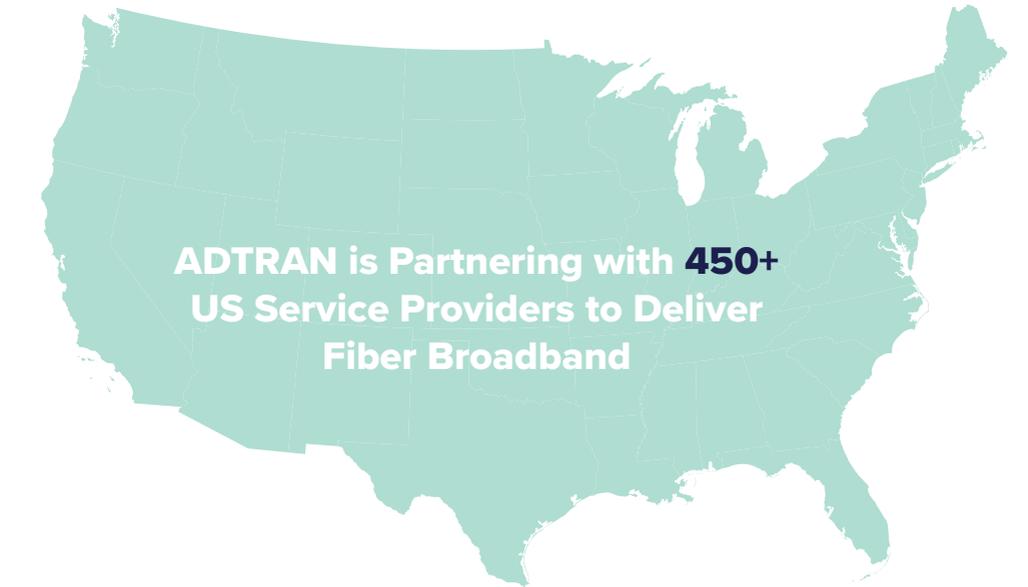
Turnkey services: Comprehensive services to plan, design, engineer, and build your best network, and deliver the highest levels of customer experience.



End-to-end Gigabit Services Platforms: Best-in-class next-generation access, connected home and AI-driven automation platforms that allow you to confidently deploy a network that delivers 10+ years of ROI.



A Unique approach: An established and financially secure vendor with a global presence, yet focused on providers like you to help support the multidecade lifespan of broadband network rollouts.



ADTRAN offers you a roadmap to rural broadband success, allowing you to invest scarce resources in connecting your communities, building your brand, and monetizing your fiber networks.



1,000+

gigabit communities



500+

service providers



70M+

Devices Managed



ISO 27001

Global Design Centers Certified Secure



Plan, Design, and Build Your Best Network

The first step is to plan and design the network that offers the most reach, scale, and operational efficiency while ensuring it delivers the committed performance and low latency.

Maximize your network investments with ADTRAN's turnkey services to help you plan, build and extend your wired or wireless network. We provide the services and capacity to make deployments simpler, allowing you to generate revenue faster, including:

-  **Industry Leading Engineering:** Industry-leading expertise to streamline network deployments from design to execution.
-  **Seamless Project Management:** Orchestrate resources and project data while seamlessly connecting team members and partners to the information they need.
-  **Dedicated Logistics Team:** A dedicated logistics team that ensures materials for your network build arrive at the right location and on time.
-  **Installation, Test, and Turn-up:** An expert team that ensures efficient and effective network installation, with the capacity for future growth.

75,000+
Network Implementation
Projects

600+
Services
professionals

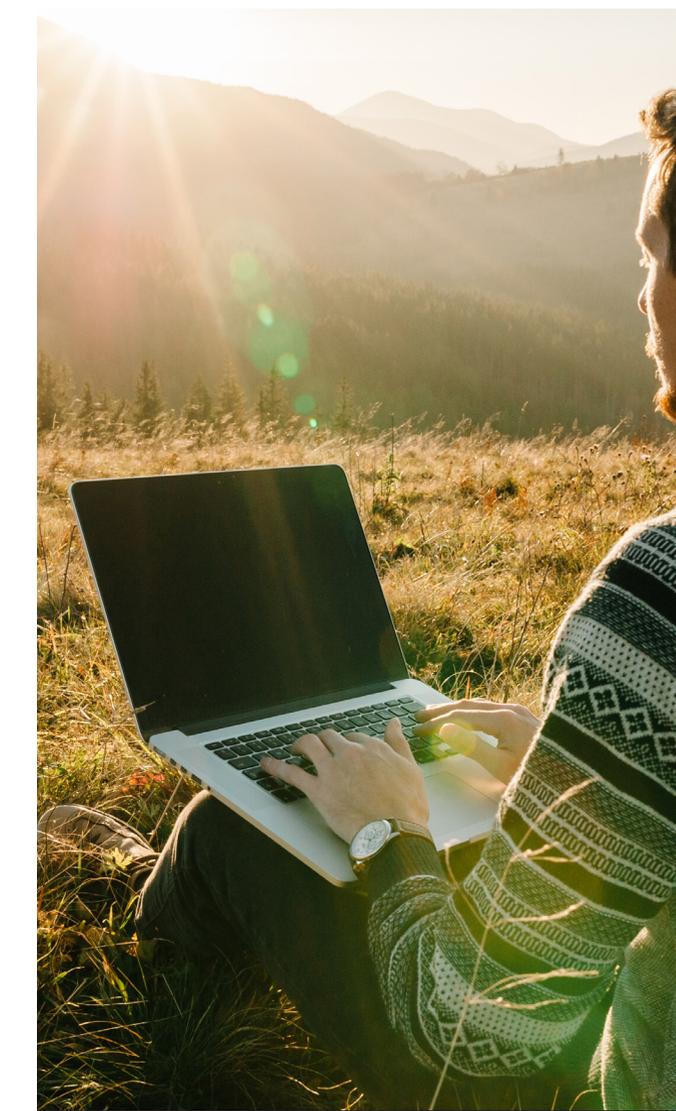
175+
Services Partners
Globally

Build for the Future with Fiber and 10 Gig

A highly scalable access network built on fiber and 10 Gigabit Passive Optical Network (10G PON) is the foundation for a future-ready network.

ADTRAN's portfolio of 10G fiber access solutions are purpose-built to deliver and scale gigabit broadband connectivity using rapidly deployable, fiber-efficient PON technologies. ADTRAN's solutions allow you to:

-  **Deliver Gigabit Broadband:** Start with cost-effective GPON-based residential gigabit services to speed customer acquisition and time to revenue.
-  **Scale Gigabit Broadband:** Seamlessly upgrade to XGS-PON and offer multigigabit residential and business services to differentiate yourself from the competition, while growing ARPU and margins.
-  **Maximize ROI:** Deliver a full range of residential, municipal, enterprise, 5G backhaul, and rural broadband applications.



50%
Lower Capex



20%
More Coverage



25%
Longer
Network Lifespan



Future-proof
50G PON Ready



Accelerate Rollout with Fiber Extension Technologies

Fiber is the first choice to deliver gigabit services, but rural locations present challenges such as difficult terrain, man-made obstacles and low population densities that may limit the case for fiber.

Offer rapid and reliable connectivity in underserved rural and urban markets with ADTRAN's gigabit-capable Fixed Wireless solutions. ADTRAN's solutions enable:



MDU Capture and Public Safety : Expand fiber connectivity and Gigabit service coverage in dense urban areas with mesh mmWave backhaul and access.



Rural Broadband Expansion : Speed broadband expansion in remote or rural locations with mmWave and CBRS fixed-wireless solutions combined with existing fiber.



4G and 5G Densification : Multigigabit mmWave mesh fixed-wireless backhaul and access solutions speed 5G densification and offer faster ROI.

3X Reach

Gigabit connectivity up 1/3rd of a mile (600m)

2X Capacity

Node capacity 15+ Gbps

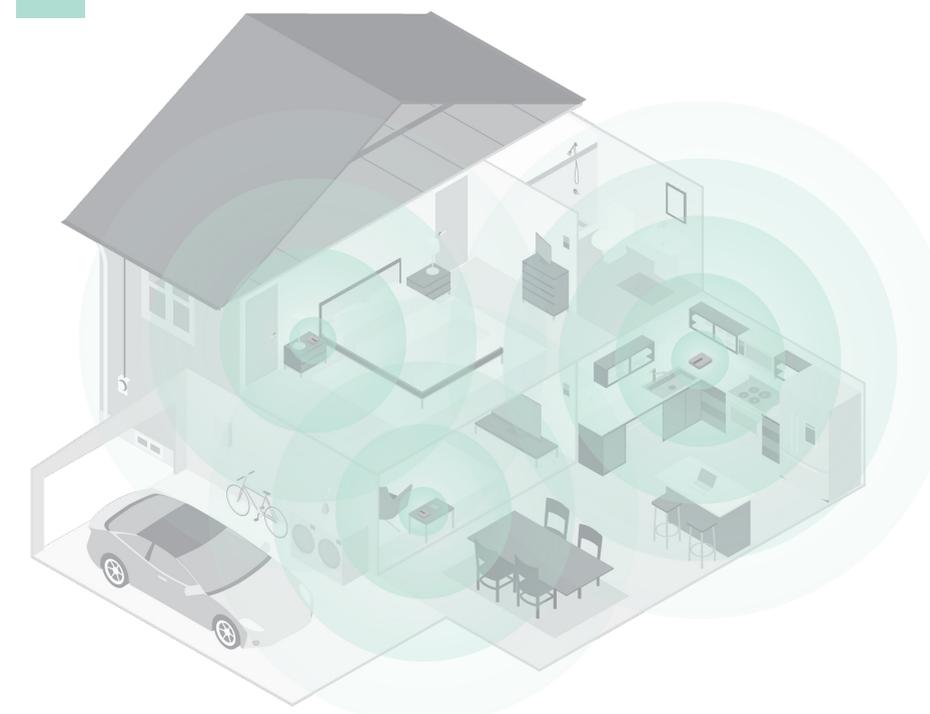
<15 min Install

Intelligent, Self-organizing, self-healing mesh fixed wireless

80% Greener

Lower power consumption per gigabit connection

Extend the Gigabit Experience Throughout the Home



Poor in-home Wi-Fi that is neither gigabit-capable nor offers coverage across the home can result in a poor gigabit experience.

ADTRAN's managed mesh Wi-Fi and service delivery gateways (SDGs) support advanced smart-home services to deliver an end-to-end gigabit experience while reducing operational complexity. ADTRAN's solutions allow you to:

- **Extend Gigabit** across the home with AI-driven, self-organizing adaptive mesh Wi-Fi eliminating costly truck rolls.
- **Put the subscriber in control** by offering app-based Wi-Fi self-care, parental controls, and usage reports.
- **Offer proactive care** with real-time, remote diagnostics and alerts, eliminating costly support calls and reducing churn.
- **Grow revenue** with a suite of smart-home services, including managed Wi-Fi and home security, increasing lifetime customer value.



\$10
Higher Monthly ARPU



27%
Reduced Churn



67%
Reduced Truck Rolls

Gain Passionately Loyal Customers

With broadband becoming the fourth utility, subscriber expectations of network reliability is higher than before. Many service providers are becoming aware that a poor in-home Wi-Fi or poor customer support experience impacts customer satisfaction and results in stalled Net Promoter Scores (NPS). Service providers need to recognize issues before they become a problem and proactively resolve subscriber issues.

ADTRAN offers intelligent Cloud-delivered, Software-as-a-Service (SaaS) applications in Mosaic One Cloud for Marketers, Customer Success and Operations teams. ADTRAN tools offer:



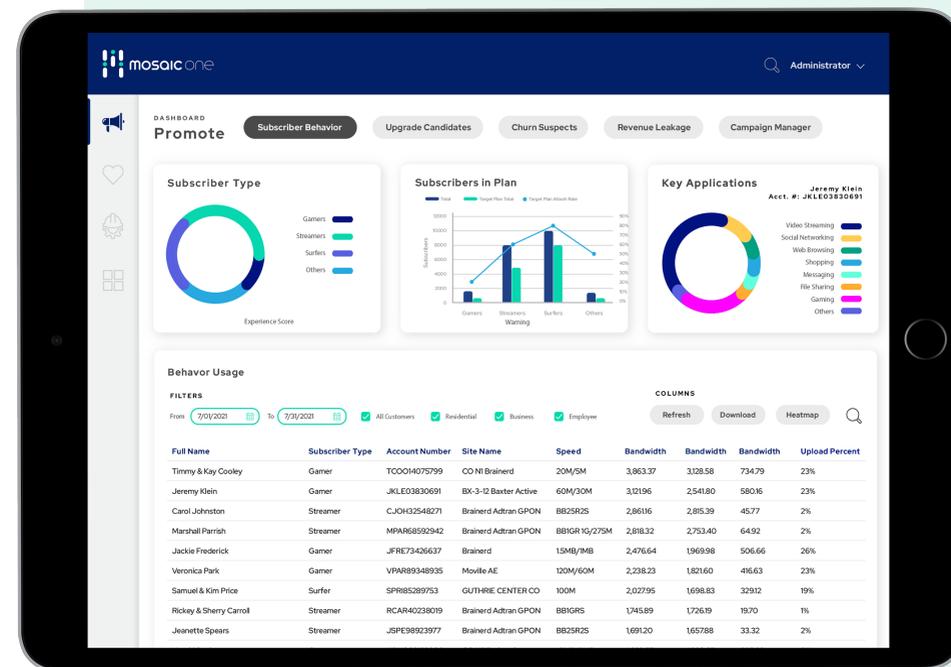
Boost ARPU and minimize churn by precisely targeting subscribers with the right offers, at the right time on the right channel



Proactively address network issues, increase network capacity and minimize costly truck-rolls with plug-and-play provisioning and AI-driven network automation



Trouble-shoot customer issues with end-to-end network and Wi-Fi gateway visibility, enhancing customer experience and NPS.



Establish World-Class Operations

Broadband demand is growing exponentially and technology is evolving at faster intervals. ADTRAN understands the challenges faced by service providers as you introduce new solutions and services.

ADTRAN's Services allows you to outsource network operations, so you can focus more on business growth and subscriber experience. ADTRAN services deliver:



Predictable Costs: Business models that ensure operational costs are aligned to network and subscriber growth.



Established Operations: Leverage ADTRAN's expertise, mature processes and tools to reduce ramp-up time and drive operational excellence.



Focus and Control: Service providers can control and direct operational focus through defined SLAs and governance structure.



Professional Services

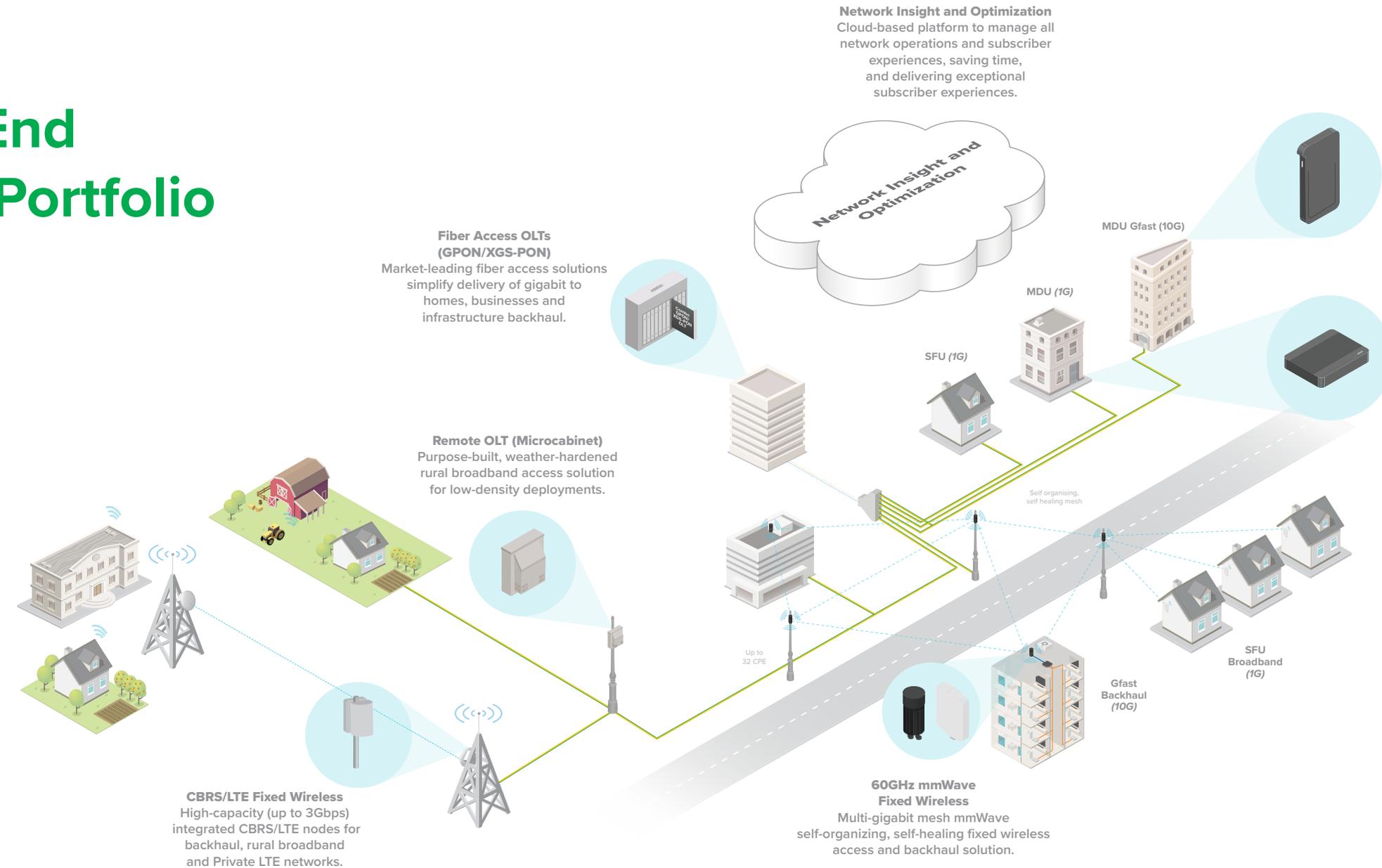
- Network Design and Capacity Planning
- Installation, Test and Turn-up
- Field Services (On-site Support)
- Spare Parts Management (Warehousing & Logistics)



Cloud Services

- Network and Services Analytics and Insights
- Network Audits
- FCC Performance Testing
- Automation

End-to-End Gigabit Portfolio



1,000+

Gigabit Communities



500+

Service Providers in 60+ Countries



100+M

Broadband Subscribers



70+M

Devices Managed



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Supplier



ISO 9001
ISO 14001
TL 9000

TL9000
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