

Expanding Your Business

ADTRAN ProCloud

Managed Wi-Fi Service for Carriers

The Wi-Fi Business Case

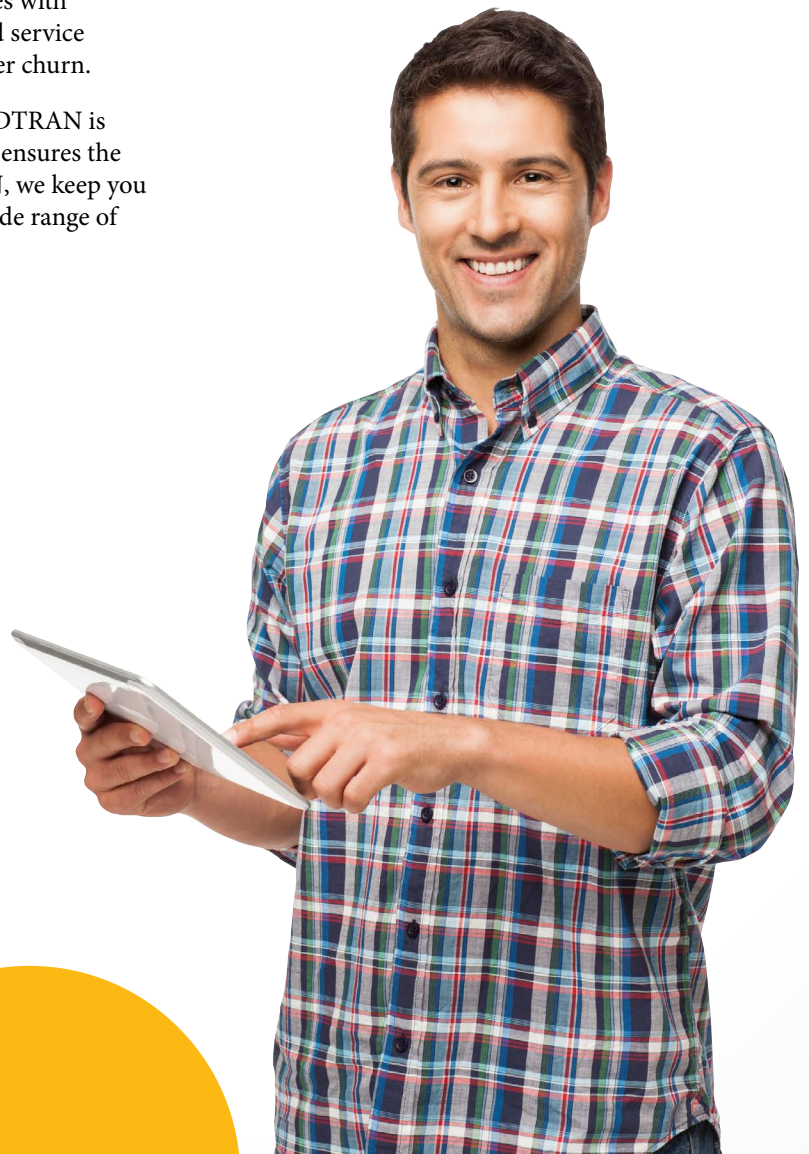
The wireless LAN business market is growing—every quarter, every year. That's no surprise, given that the need for wireless connectivity is critical for businesses of all sizes. The business network no longer consists of company-provided computer hardware, but mobile devices of all types ranging from lap tops to smart phones and tablets. Gartner predicts that, by 2016, 38 percent of all company devices will be owned by the employee. Businesses must not only be able to meet the wireless needs of their employees, but their customers and guests as well.

With the market shift and ever increasing demand for wireless—if you aren't providing your customers with their wireless solutions, someone else will be. Delivering Wi-Fi® services comes with challenges, but a wealth of opportunities for increased service revenue, increased market share and reduced customer churn.

That's where ADTRAN® comes in. Partnering with ADTRAN is the quickest path to market in this wireless space and ensures the highest level of customer satisfaction. With ADTRAN, we keep you and your business growth front of mind, offering a wide range of services that can be tailored to meet your needs.

The Advantages of ProCloud Wi-Fi for Carriers

- Expedite Time to Market
- Turnkey Solution
- Easy Migration
- 24x7 Help Desk Available
- Increased Revenue Opportunity
- Expand Customer Base
- Increase Customer Retention
- Backed by ADTRAN





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ADTRAN ProCloud—Your Answer for Wi-Fi Service Delivery

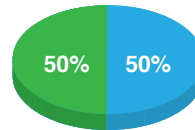
ADTRAN's ProCloudSM Wi-Fi is a "worry free", managed business-class Wi-Fi service. Regardless of your Wi-Fi business model, technical expertise, and service capabilities, ADTRAN has a ProCloud Wi-Fi solution to meet your needs.

ProCloud Wi-Fi Turnkey Solution



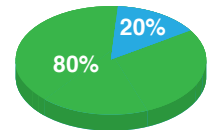
■ ADTRAN Provided Services
■ Carrier Provided Services

ProCloud Wi-Fi Private Label Carrier Managed Solution



■ ADTRAN Provided Services
■ Carrier Provided Services

ProServices Customized Solution



■ ADTRAN Provided Services
■ Carrier Provided Services

ProCloud Wi-Fi Turnkey Solution

ADTRAN takes the work out of Wi-Fi networks. This is a complete solution from site survey to hosting, management and maintenance. Just sell the service and ADTRAN will do the rest.

ProCloud Wi-Fi Private Label Solution

This solution empowers carriers to deliver their own managed Wi-Fi service, relying on ProCloud for hosting infrastructure, 24x7 help desk and back-end support. This allows you to incorporate a Wi-Fi managed service into your service offering, add new customers and new revenue streams without the burden of training and certifying additional staff.

ProServices Customized Solution

You can utilize ADTRAN's ProServicesSM for items such as remote predictive site surveys; express, remote or onsite implementations; back end maintenance and support services and help desk services to supplement your own hosted and managed Wi-Fi offering.

The biggest advantage to ADTRAN ProCloud Wi-Fi service is it gives you the freedom to migrate your business model. If you choose, you can start with a complete turnkey solution, including help desk and migrate all the way to a la carte services as you grow. No other provider gives you the flexibility of ADTRAN ProCloud.

ProCloud Wi-Fi	Planning	Implementation	Hosted Infrastructure	Proactive Management	Help Desk	Advance Hardware Replacement
Turnkey Solution	●	●	●	●	●	●
Private Label – Carrier Managed	●	●	●		●	●
Private Label – Carrier Install and Managed			●		■	●
ProServices Customized Solution*	■	■			■	●

*ProCare Private Label Maintenance is required; includes level 3 priority response time technical support and on-going software upgrades.

● Included ■ Optional

Take the Next Step

To learn more about how you can join the ranks of Wi-Fi carriers, contact your ADTRAN sales representative or visit www.adtran.com/procloud for more information.