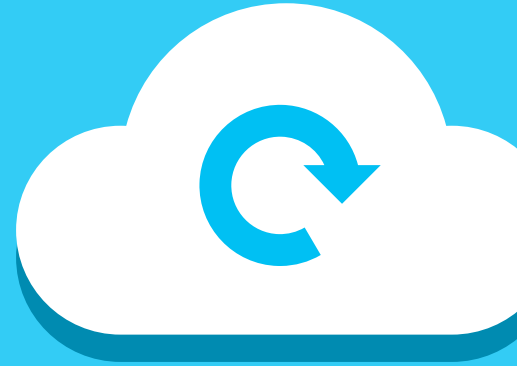
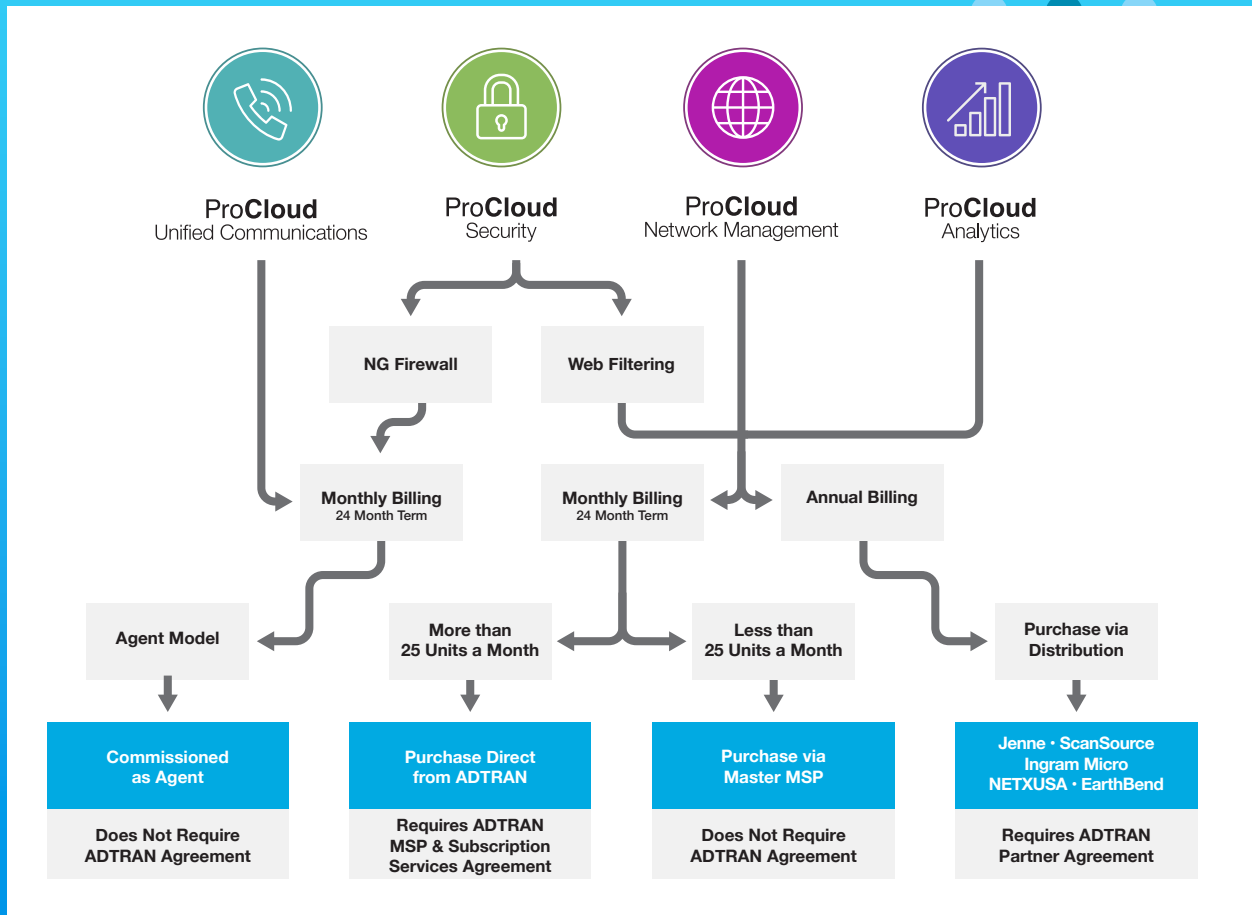


GROW YOUR BUSINESS, GROW YOUR REVENUE



Choose Your Path to Market with ProCloud Subscription Services



HOW TO PARTNER

adtran.com/msp-partners

ADTRAN partners have a range of delivery models to choose from when it comes to selling ProCloud Subscription Services, the broadest range of enterprise-class cloud services available to customers.

Monthly Recurring Revenue (MRR)



The ProCloud Subscription Services MSP program allows partners to capitalize on a MRR model for our Network Management, Analytics and select Security offerings. By renting equipment or software to customers on a monthly basis, you can achieve higher margins than in a traditional resale model.

Partners in the monthly program must commit to a minimum of 25 units purchased per month. If the partner is unable to meet this commitment, they will be referred to a Master MSP.

Annual Agreements

Partners can sell select products in the ProCloud Subscription Services portfolio with ADTRAN and our distributors to provide customers Network Management, select Security offerings and Analytics services on an annual basis.

Agent Model

As a unique part of ProCloud Subscription Services, our ProCloud UC and NG Firewall offers partners yet another path to market. These solutions are sold exclusively through Master Agents. See the table below for details.

ProCloud UC and NG Firewall	
Partner Revenue Model	Commission
Sets End User Price	ADTRAN
Holds End User Contract	ADTRAN
End User Pays	ADTRAN
Credit Card Merchant	ADTRAN
FCC 499 ID & Tax Filing	ADTRAN
CPE Distribution Account	ADTRAN



adtran.com/msp-partners

With ProCloud Subscription Services, there are many paths a partner can choose to go to market—the opportunities are endless!

Learn More About Our Services

Interested in information on ProCloud Subscription Services?

Visit: adtran.com/msp **Email:** subscriptionservices@adtran.com



AD10513B January Copyright © 2018 ADTRAN, Inc. All rights reserved. ADTRAN believes the information in this publication to be accurate as of publication date, and is not responsible for error. Specifications subject to change without notice. ADTRAN, Total Access and TRACER are registered trademarks of ADTRAN, Inc. and its affiliates in various countries. All other trademarks mentioned in this document are the property of their respective owners.

ADTRAN warranty duration and entitlements vary by product and geography. For specific warranty information, visit www.adtran.com/warranty

ADTRAN products may be subject to U.S. export controls and other trade restrictions. Any export, re-export, or transfer of the products contrary to law is prohibited. For more information regarding ADTRAN's export license, please visit www.adtran.com/exportlicense