



Channel Partner Program

Our Partner Program supports your business and helps to reinforce the value you provide to your customers. Offering two levels of participation — Authorized or Premier — our program is designed to be smart, simple and profitable. With financial incentives across both levels, we're making it easier for you to be more competitive and win deals.



Smart



Simple



Profitable

Program Requirements	Authorized	Premier
Partner Agreement	●	●
Sales Reporting (Provide POS to Distribution)	●	●
Partner Profile	●	●
Quarterly Business Reviews		●
Minimum Revenue Target		●
Benefits	Authorized	Premier
Support		
Sales Support	●	●
Access to Pre and Post Sales Support	●	●
Online Support Community	●	●
ADTRAN University Training	●	●
Access to My ADTRAN	●	●
Participation in Beta Programs		●
Marketing Resources		
Brochures and Sales Tools	●	●
Product Promotions	●	●
Not For Resale Promos	●	●
Partner Locator Listing		●
Proposal-based Marketing Development Funds (MDF)		●
Growth and Profitability		
Guided Pricing Discounts	●	●
ADTRAN ProServices	●	●
Deal Registration	●	●
Access to Refurbished Products	●	●
Access to Sales Leads		●
Communications		
Advance Product Information (Road Map)	●	●
Partner Communications	●	●
Regional & Virtual Seminars	●	●
Partner Council Eligibility		●