

# ADTRAN® Channel Partner Program

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## 2015 ADvantage Partner Program Requirements and Benefits

Partner Requirements	Registered	ADvantage	ADvantage Plus
Partner Agreement	●	●	●
Sales Reporting (Provide POS to Distribution)	●	●	●
Partner Profile	●	●	●
Business Plan		Optional	●
Specialization		Any One (IN, UCAS, UCSS, or vWLAN)	IN and vWLAN required
Guided Pricing Discounts	●	●	●
Benefits	Registered	ADvantage	ADvantage Plus
<b>Support Benefits</b>			
Field Sales Support	ICAM	ICAM/ TM	ICAM/ TM
Access to Pre- and Post-sales Support	●	●	●
Priority Access to Pre- and Post-sales Support		●	●
Self-paced Sales & Technical Training	●	●	●
Participation in Beta Programs		●	●
Brochures and Sales Tools	●	●	●
Access to Partner Portal	●	●	●
Marketing Resources	●	●	●
Demo Unit Program		●	●
<b>Growth and Profitability Benefits</b>			
Access to Sales Leads		●	●
Partner Locator Representation		●	●
Deal Registration	●	●	●
Product Promotions	●	●	●
Access to Refurbished Products	●	●	●
Proposal-based Marketing Development Funds (MDF)			●
ADTRAN ProServices <sup>SM</sup>	●	●	●
<b>Communications</b>			
Advance Product Information (Road Map)		●	●
Welcome Kit	●	●	●
Eligible for Partner Council			●
Ongoing Communications and ADTRAN News	●	●	●
Regional Seminars	●	●	●

