

DOES YOUR NETWORK NEED A REFRESH?

TRADE IN and with

ADTRAN®

Are You Currently an ADTRAN® Customer? If so, You Can Cash-in on a Network Refresh with a Partner You Know and Trust.

You already know that when you invest in networking equipment from ADTRAN, you get a reliable, high-performance network that lowers your Total Cost of Ownership. Our award-winning line of NetVanta® routers, switches and IP Telephony products address today's highest networking priorities, including bandwidth expansion, VoIP migration, and network security.

Why Upgrade?

Meet Growing Demands on Your Network

Your infrastructure is growing—from demands for increased bandwidth and adding physical/remote locations, to meeting industry regulations and compliance requirements. A new network helps you efficiently meet existing performance needs while continuing to plan for future growth.

Go Green and Conserve Power

As networks continue the transition to all IP architectures, and the demand for bandwidth continues to increase, the need for energy-efficient power consumption and “green” technologies will hold an even greater role. ADTRAN products offer several ways to conserve power, including efficiently deploying only the needed power to a device and the ability to schedule a port to be activated and deactivated based on time-of-day. This conserves on power usage and utility costs.

Increase Security with a Trusted Vendor

More than ever before, your network must meet stringent security requirements to protect both you and your customers. ADTRAN products offer comprehensive data and security networking features that protect against the most common threats—without interrupting overall network speed or performance.

Most importantly, with over 20 years of experience ADTRAN is a recognized industry leader with a reputation for delivering innovative, high-performance products with best-in-class support and warranties—all at a real value. ADTRAN makes it easy to refresh your network. And, now you can take advantage of the new Trade-In and Trade-Up program and put more money in your pocket! Trade-in your existing equipment for top market value, and upgrade to a new ADTRAN network today!

Why Trade-in?

Technological Changes

Minimize the risk of technology acquisition and take advantage of a technology refresh.

Improve TCO

Save money as you improve and upgrade your network hardware.

Eco-friendly and Power Efficiency

Upgrade to more environmentally-friendly equipment to lower power consumption and save on utility costs.

Meet Growing Demands

Meet today's infrastructure needs while planning for future requests and growth.

Upgrade Aging Systems

Upgrade to dramatically increase bandwidth, consolidate circuits, and reduce recurring monthly expenses.

Comply with Regulations

PCI, HITECH Act, HIPAA, Sarbanes-Oxley, and other regulations require tighter security concerns that only newer networking equipment can provide.

ADTRAN—Real Value...It's time to make the smart choice. Get started now.

**For complete program details, visit:
www.adtran.com/tradeinAdtran**

