

## DOES YOUR NETWORK NEED A REFRESH?

# TRADE IN and UP with

ADTRAN®

### Is Your Cisco® Network Obsolete? Make the Switch...Trade IN and UP with ADTRAN®.

#### It's Time to Say "NO!" to Forced Upgrades.

You can avoid an End of Life (EOL) crisis. As business with existing networking equipment from Cisco, you have a decision to make. Your products may be among the 21 pages of networking equipment that Cisco has identified as outdated and will no longer be supported. Cisco would like you to scrap your entire network and start over, spending thousands of dollars on new Cisco equipment that is often two to three times more expensive than the products being replaced.

Why should you be forced into a network upgrade? Do you really want to pay more for performance and support, if you don't have to?

It's time to Trade-In and Trade-Up with ADTRAN... a leading networking company you can trust.

ADTRAN not only provides you with a high-performance, award-winning network but you get to eliminate expensive monthly maintenance and support fees and benefit from a dramatically lowered Total Cost of Ownership..

#### ADTRAN Offers:

- Complete, broad product portfolio
- Industry-leading warranties: limited lifetime to 5-years
- Free, U.S.-based technical support from degreed engineers
- Free software upgrades for the life of the product
- Low capital investment

And now, when you choose ADTRAN, you get additional money in your pocket with our new Trade-In and Trade-Up program.

Simply select your new ADTRAN networking equipment and then trade-in your old Cisco equipment (regardless of whether or not it is approaching the EOL cycle). ADTRAN will give you top market value... putting money back in your pocket and power back into your network!

### Why Trade-in?

#### Protection from Equipment Obsolescence

Don't get caught in the End of Life (EOL) cycle. Protect your investment by upgrading your limited life product with new technology and product longevity.

#### Reduce Monthly Maintenance Fees

Eliminate expensive monthly maintenance fees with ADTRAN's renowned hardware warranties and free firmware downloads.

#### Upgrade Aging Systems

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

#### Meet Growing Demands

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

#### Eco-friendly and Power Efficiency

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

#### 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/TradeinCisco](http://www.adtran.com/TradeinCisco)