



Business Networking Partner Program

Our Business Networking Partner Program (BNPP) is designed to support your business and help you grow. As a member, you have access to marketing resources, product roadmaps, training and support, and more. We offer two levels of participation, Authorized and Premier, each with unique financial incentives and benefits. Our program is designed to be smart, simple and profitable, making it easier for you to be competitive.



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		
Advanced Product Information (Roadmap)	•	•
Partner Communications	•	•
Regional and Virtual Seminars	•	•
Partner Council Eligibility		•