

## Partner Ecosphere Program

Trusted partnerships for a brighter networking future



**“Partnering with a trusted technology leader like ADVA helps us to reach our business objectives and grow.”**

Thomas Joswig, CEO, dacos GmbH

A reliable value-added reseller network is vital in the technology sector. By working closely together, our partners can accelerate growth and increase profitability in a global marketplace where technology is constantly changing. Being a member of ADVA's Partner Ecosphere Program (PEP) means you have someone by your side every step of the way. Specifically designed to support your business's unique objectives, this program offers you abundant networking expertise that can be directly converted into revenue and new opportunities. We take our partnership responsibilities seriously and want to advance together. What are you waiting for?

### Our solution: A global network of qualified and certified partners

We realize how pivotal a role our value-added resellers play in our continued success as a leading supplier of next-generation optical, Ethernet, synchronization and virtualization solutions. For nearly 20 years, our focus has been on adding value and emphasizing cooperative partnerships. These themes are deeply ingrained in who we are as a company today.

PEP gives you easy access to our technology, along with supporting resources and services to help you better serve your customers and add value. This hassle-free program will make it more convenient for you to team up with us and a selected number of top partners to focus on growth and profitability.

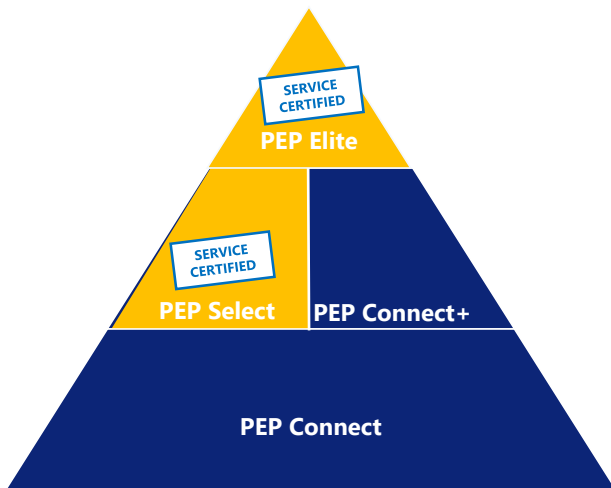
### Program key benefits

We know from our experience in networking that one solution does not fit all. We offer tailored support to help our partners effectively market and sell our technology solutions using the tools that best match their specific needs.

### Features & benefits

- **Comprehensive training suite**
  - Optical, Ethernet, synchronization and virtualization certifications
  - Multi-level progressive scheme
  - Advance your knowledge and better serve customers
- **Demo and lab equipment**
  - Access to state-of-the-art labs
  - Special discounts for trials, demo centers and system testing
  - Early access to new products and solutions
- **Pre- and post-sales support**
  - Priority network design and consulting
  - Special sales offers and awards
- **Marketing and public relations support**
  - Joint events and print material
  - Presence in PEP partner finder
  - Annual partner conferences
- **Partner portal**
  - Access to sales and marketing collateral, technical information and sales tools

## Levels of partnership



**Elite** partners participate at the highest level of the program with a dedicated revenue contribution and other business, technical and marketing requirements. You benefit from the access to a dedicated co-op fund, direct marketing support, access to special events and much more. You commit to an ongoing business relationship with ADVA and are recognized and highly rewarded for that commitment.



**Select** and **Connect+** partners participate in the program at an intermediate level, make fewer commitments to the program and have a limited yearly revenue commitment. **Select** partners are rewarded for service, sales and system integration performance. **Connect+** partners are rewarded for sales performance. You still benefit from the co-op fund, pre- and post-sales support and web-based training modules so we can focus on helping you succeed and better serve your customers.



For **Elite**, **Select** and **Connect+** partners, we have now extended our certification portfolio to include optical, Ethernet, synchronization and virtualization.



PEP **Connect** is an entry level providing a platform to all partners for information sharing, learning and collaboration.

As a **Connect+**, **Select** or **Elite** member of PEP, you earn co-op fund credits every quarter as a function of your revenue achievements. These vouchers (credit note only) can be used toward marketing, sales and training activities listed above, covering up to 50% of the costs. This helps you to finance joint print collateral, new marketing campaigns, events, tradeshow and much more. Additionally, we provide one point of contact and respond to all requests within five working days to ensure a hassle-free experience. Our goal is to help you reach your sales goals while still allowing you to focus on what's most important – your customers.

### About ADVA Optical Networking

ADVA Optical Networking is a company founded on innovation and driven to help our customers succeed. For over two decades our technology has empowered networks across the globe. We're continually developing breakthrough hardware and software that leads the networking industry and creates new business opportunities. It's these open connectivity solutions that enable our customers to deliver the cloud and mobile services that are vital to today's society and for imagining new tomorrows. Together, we're building a truly connected and sustainable future. For more information on how we can help you, please visit us at: [www.advaoptical.com](http://www.advaoptical.com).

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For more information please visit us at [www.advaoptical.com](http://www.advaoptical.com)  
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