

# Tellabs Advantage Channel Partner Program

## Summary of Benefits

The Tellabs™ Advantage Channel Partner Program is designed to offer our partners unique opportunities for revenue growth. Tellabs is expanding our leadership, defining the future of networking across enterprise, government and broadband telecom.

For our partners, we offer targeted programs that provide you with the relevant tools, information and support so that you can successfully grow your business by helping your customers be successful.

**Sales and marketing** - We provide direct, tailored support for our partners to more efficiently and effectively sell Tellabs solutions.

- Channel sales teams — Tellabs participates in presales activities, assists with proposal development and positions solutions to your customers throughout the sales process.
- Channel technical sales — Tellabs works in close partnership with your technical sales teams, assisting with product configurations, customer proposals, technical questions, customer meetings and, in some cases, on-site customer trials.
- Marketing support — Our dedicated marketing team can help with lead generation campaigns, events, webinars, communications, co-branded collateral and more. We also have Marketing Development Funds (MDF) available for regional activities to drive new and incremental business that show a clear return on investment.

**Training and education** - We offer a full suite of services to our partners to build and maintain familiarity with Tellabs' latest technology.

- Web-based, classroom and on-site training — Tellabs provides ongoing technology, product application, competitive positioning and product solutions for sales people as well as technical training for presales activities, deployment and ongoing support.
- Publications, events and webinars — Receive regular product updates and supporting technical materials as well as information on Tellabs promotions and special events, such as the annual Tellabs Partner Conference.



Grow Your Business

**Demo and lab equipment** - Members of the Tellabs Advantage Program have access to the advanced tech centers for customer meetings and demonstrations to ease the sales process and help ensure success after the sale. We also offer deep discounts for our partners to purchase Tellabs equipment to assist with trials, demos and system testing for customer opportunities at their facilities.

**Online resource center** - Partners have a secure online resource center, called Tellabs™ nexus, for easy access to marketing, technical information and sales tools.

- **Sales and marketing tools** — Product and solution summaries, more detailed overviews, presentations, design guides, quoting aids and other materials are available to support the positioning and close of the sale.
- **Technical support tools** — Leverage online access to our Technical Assistance Center(TAC), generate an RMA request, review technical documentation, download software or collaborate with peers using our online forums.

**Business planning and regular consultations** - Tellabs Channel Sales Manager consults with your company to identify opportunities, develop selling strategies and address challenges. Tellabs Advantage has the potential to change how customers and prospects view your company. Tellabs will train and certify your staff to deploy, maintain and support Tellabs technology. We'll work with you to assess your current service-delivery capabilities and then tailor both our training and the Advantage Program to your needs. The goal is to differentiate your company as a true full-service solutions provider.

**Supplemental Professional Services** – With supplemental professional services, Tellabs partners gain another key advantage in their respective markets: technical training and certifications to better plan, build and operate Tellabs solutions.

- **Services Operation Reviews**: Meetings to assess the partner's service strengths and needs, leading to a customized action plan to help achieve the partner's sales goals and service commitments.
- **Plan, Build and Operate Training Program**: We have options providing online access to hundreds of courses on technical fundamentals, plus product-specific "hands-on" instructor led classes. For select Tellabs products, your staff can earn certifications that will help further differentiate your company from competitors.
- **Certification Program**: As a Certified Service Partner, you would be eligible to bid for Tellabs subcontractor projects, which could provide you with even more revenue opportunities.
- **Mentoring**: To further prepare and support your trainees in "real world" service situations, the certification program provides for Tellabs service representatives to be on-site for several days to provide in-person deployment coaching. In addition, you'll have ongoing access to Tellabs Technical Support Team(s) via phone or the Web. Tellabs will assign a Technical Support Mentor who will have full knowledge of your company's ongoing support needs.



**Increase Your Revenue**

**Points Based Incentive Program** – Tellabs Advantage Program includes a co-operative points-based incentive program. Our partners can earn points based on meeting annual revenue goals, attending Tellabs events, completing training, participating in joint marketing activities and based on other criteria that benefits both the partner and Tellabs. The incentive programs earned points can then be redeemed for goods and services that ultimately make the partner more successful.

### About Tellabs

Tellabs, the leader in the Optical LAN marketplace and a trusted provider of broadband access solutions to many of the world's leading networks, announced its formation as an independent company in 2014. We are focused on delivering the ultimate communications solutions to global enterprise and government customers with our network of industry leading partners.

Tellabs is focused on two distinct solutions for our customers. First, we continue to disrupt the traditional LAN market in both enterprise and government with our innovations in Passive Optical LAN technologies. Additionally, we continue to serve traditional telecom carriers by providing the essential equipment and services to support critical last mile applications.

### Getting Started Today

The Tellabs Advantage Channel Partner Program is quick and easy to seamlessly integrate into your business model. We can tailor and customize program details to meet your company's specific needs. Learn how you can dramatically enhance and differentiate your current solutions and build your business through the Tellabs Advantage Channel Partner Program. Contact us today toll-free at +1 800 690 2324 or email [advantage@tellabs.com](mailto:advantage@tellabs.com).



**Gain Unique Differentiator**



Take the next step. Contact Tellabs today.



+1 800 690 2324  
+1 630 798 9900  
[www.tellabs.com](http://www.tellabs.com)

1415 West Diehl Road  
Naperville, IL 60563  
U.S.A.