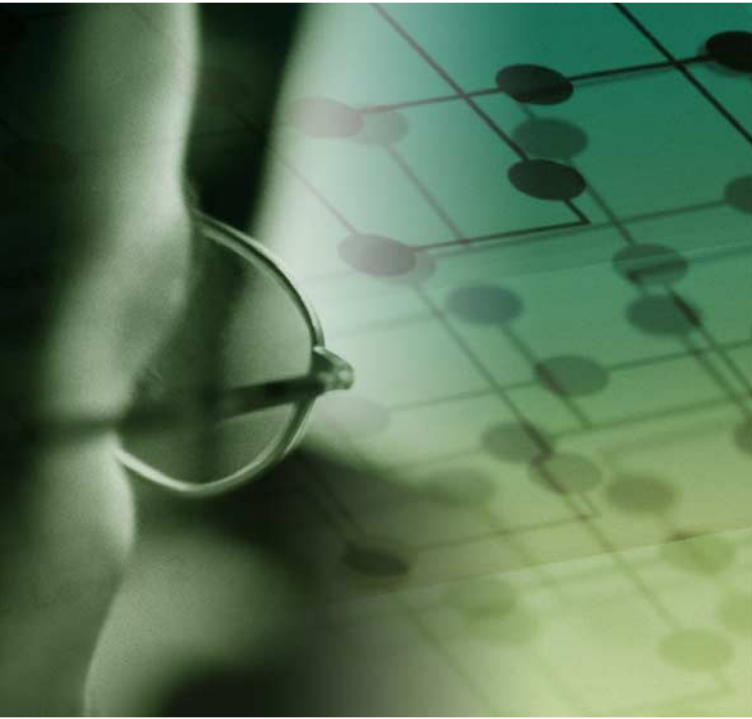


Extending Value

to Your Carrier Customers



As a **network equipment provider**,
you are well aware
of the **challenges**
that face your customers.



Local, long distance, wireless and MSO service providers across the board have fewer resources in all departments. At the same time, they are compelled to deliver new video and data services that promise more fibers to manage, integration with legacy systems, and other challenges that mean more pressure on an already thin staff. Of course, you hear a common refrain—if it doesn't grow revenue or reduce operating expenses, capital projects will not be approved.

Your business is changing, too. Staff reductions and outsourcing challenge your ability to remain close to your carrier customers—ironically, just as they are asking more of you. To increase market share, you're going to have to add more value than ever before through a wider range of value-added solutions.

Clearly, you face a delicate balancing act. On one hand, you are forced to outsource more than ever before. On the other, you must maintain customer intimacy.

What you need is a partner—an experienced partner, one known for consistent quality, a broad slate of products and services, and strict adherence to customer requirements. You really can't risk new faces in front of your accounts. Rather, you need a partner who knows your carrier customers quite well, one who can add value in everything from design to cable management to commissioning.

You have that partner in ADC.





Your customers
are our customers, too.

We do business with every one of your customers.

Every day someone from ADC—executive, design engineer, account manager, customer service rep—is working with your customers.

The reality is that ADC is your customers' preferred vendor—and ADC products are everywhere in their networks. Operational processes for thousands of craft personnel revolve around our market-leading connectivity and cable management products. Additionally, our systems integration services team has built a reputation for reliability and earned badge access to your customers' central offices and data centers.

Like you, ADC has a lot invested in relationships with local, long distance, wireless and MSO service providers. As a result, we know what products are accepted in their networks. We also understand their design principles and how they manage their network on a day-to-day basis. As the dominant supplier of cable management and rack-level power products, and a trusted integrator, we can help you increase your customer intimacy and win business.



We know

how your customers operate.



Each carrier is unique. For example, one carrier prefers to segregate low and high speed fiber while another prefers a specific power panel or interbay management system. Still another carrier insists on positioning active equipment within bays to minimize jumper lengths while another implements a unique color scheme for east/west route diversity within a central office.

Each of your customers has distinct requirements

for deploying your active equipment that may include labeling, cable access and storage, cross-connection, off-frame routing, and so on. That's because each carrier has unique operational practices for their valuable network assets. When faced with outsourcing tasks, you can reduce your project timeline and financial risks by working with ADC—a familiar face to your customers.

Armed with intimate knowledge of your customers' operations, we need little handholding. We can produce designs and proposals that your customers will approve and implement. We can manufacture termination, cable management and rack-level power products unique to you and your customers. Because we know the operational practices of your customers, we make sure your network elements fit seamlessly into the flow of work in the central office, headend or mobile switching center. In the end, you look better when you deliver an integrated and correct solution.





Deployment made
easy.

Your customers' attention is naturally focused on your active equipment and how it will benefit the network. Everything else becomes somewhat secondary. Yet this is where problems arise—not with your equipment, but with the deployment of your equipment. As the network equipment provider, you are on the forefront of what is deployed in the carrier's network. One sure way to succeed is to have carriers rely upon you to put all of the pieces together, to provide the deployment shell around your equipment.

ADC can partner with you in providing an integrated deployment solution. When a carrier buys your active equipment, rather than having them buy termination gear from Company X, integration from Company Y, and commissioning from Company Z, ADC can partner with you to provide an encompassing service bundle. We have the termination, alarm, maintenance and power products that meet your customers' expectations. We also procure, assemble, set-up and test rack level solutions in our labs and then ship fully populated racks to the site for installation, integration, and commissioning by our systems integration team.

We provide a single point of contact for the project along with the peace of mind knowing that deployment will be done right the first time, every time. You provide your equipment and ADC does the rest.



Your customer is
watching you.



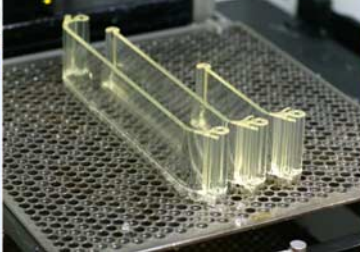
In ADC you have a reliable and credible partner.

At the heart of ADC's commitment to your success is a world-class, vertically integrated manufacturing operation. We make over 60,000 different products. Our quality is unquestioned. Our flexible manufacturing processes allow orders to be tailored to your needs and shipped on your deadlines. Custom paint, a different hinge, a unique cable management scheme—we listen, we design, and then we build to fit your needs.

The promises you make on reliability, efficiency, and revenue will be measured.

In today's market, there is no place for commodity service or commodity products. As you outsource design, integration and commissioning tasks and seek cable management products to complement your equipment, take a close look at ADC. Our knowledge of and relationships with your customers can prove valuable to you.





Please take a moment to
view the **video presentation**
on the attached CD for a
virtual tour of ADC's world-class
manufacturing operations.







Web Site: www.adc.com

From North America, Call Toll Free: 1-800-366-3891

Outside of North America: +1-952-938-8080 Fax: +1-952-917-3237

For a listing of ADC's global sales office locations, please refer to our web site.

ADC Telecommunications, Inc., P.O. Box 1101, Minneapolis, Minnesota USA 55440-1101
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