

Tellabs PartnerPlus Program

INNOVATIVE TECHNOLOGIES. INNOVATIVE RELATIONSHIPS.



The Tellabs PartnerPlus program is a highly selective program for sales partners, built on establishing a limited number of close, customized relationships. Its focus is to drive rapid, profitable results, both for Tellabs and our partners.

The Tellabs PartnerPlus Program: Different. Better.

We created Tellabs PartnerPlus to accelerate growth for our partners by strengthening our sales channels and relationships.

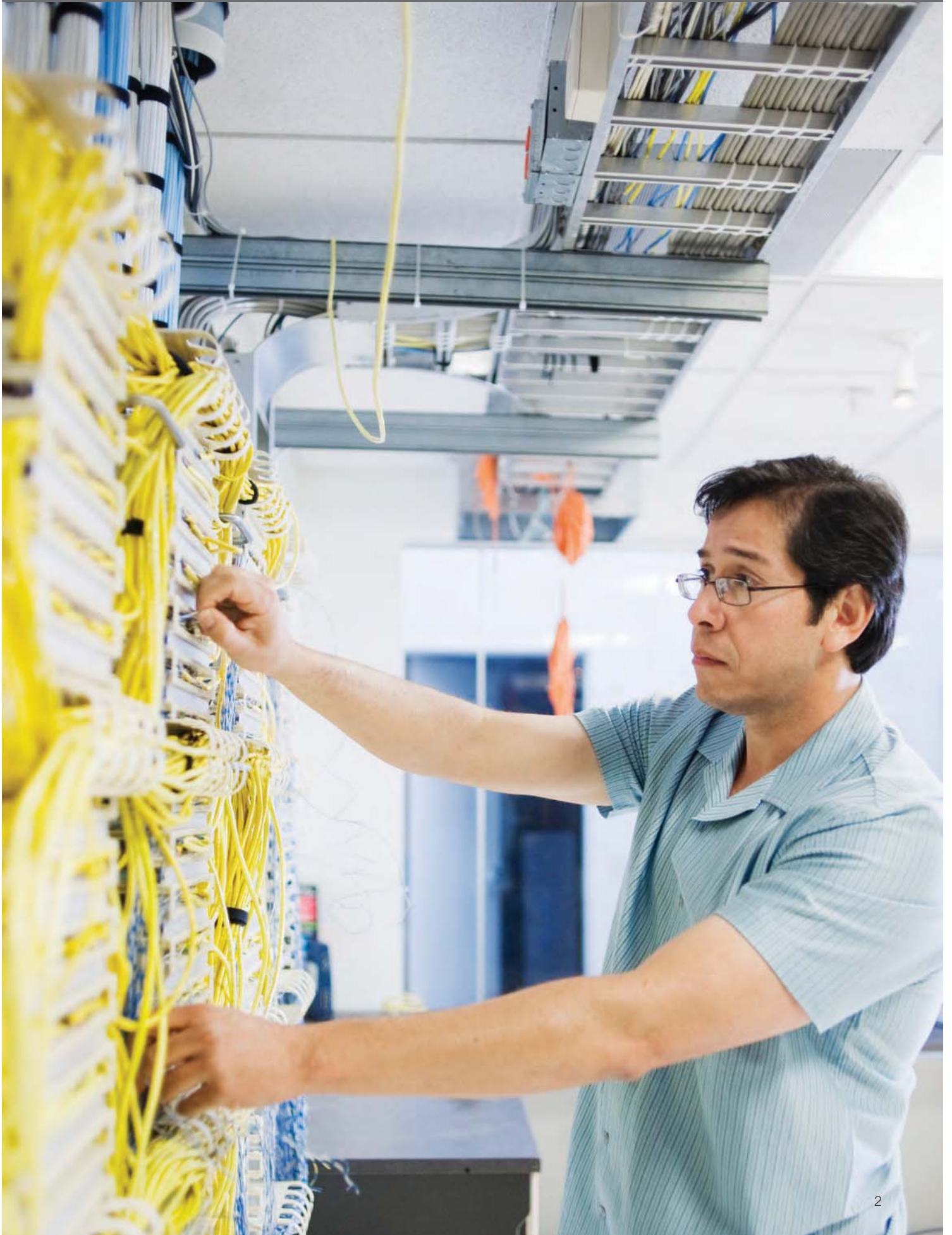
Tellabs is highly selective in forming its sales relationships, minimizing channel competition between our partners. This approach enables Tellabs the maximum ability to tailor the program to each partner's unique business model.

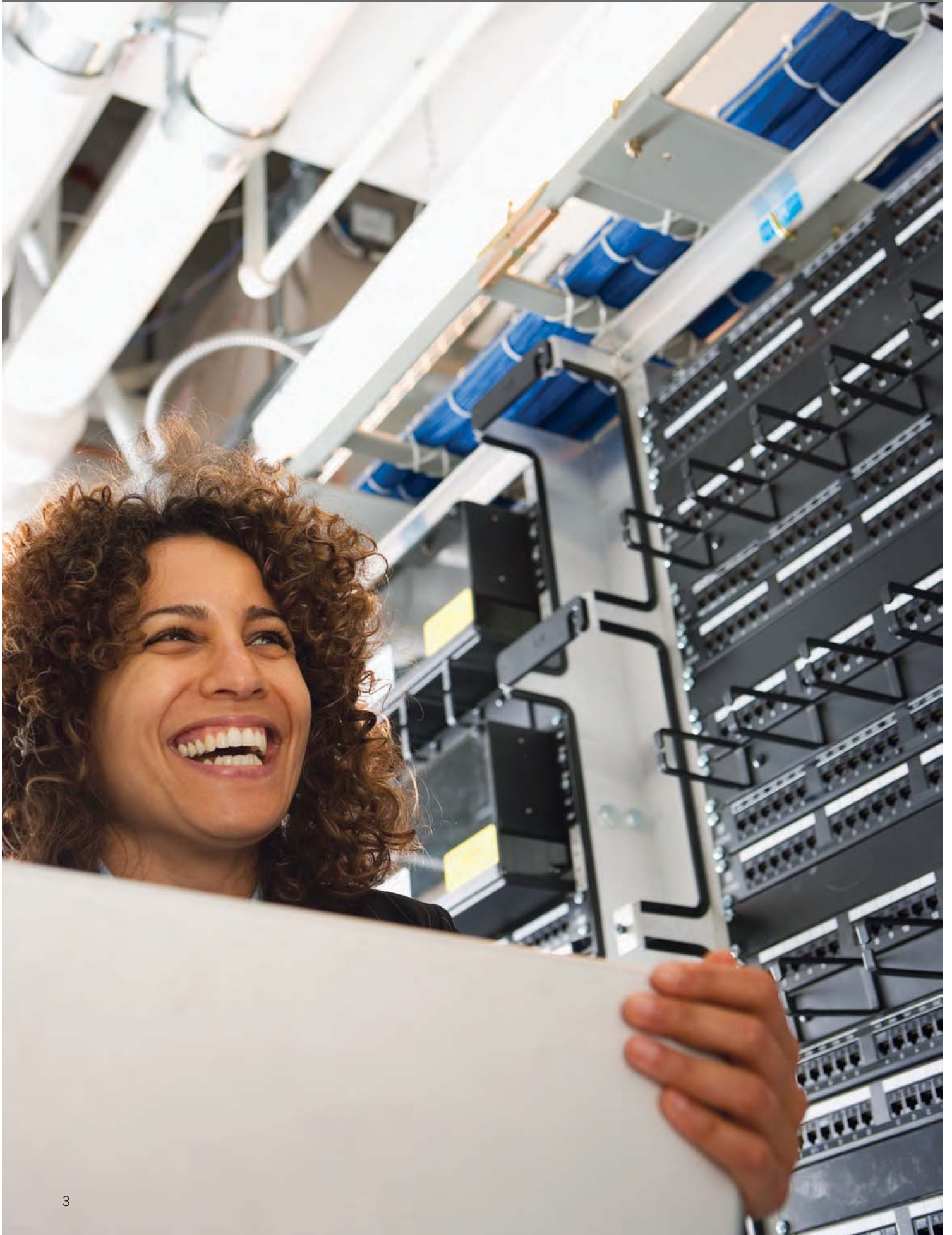
Tellabs PartnerPlus does not use the rigid silver-gold-platinum tiered structure common among technology reseller programs. We offer a purpose-built arrangement to our partners based on each one's unique scale and ideal product mix.

Other critical elements of a sales partner program are ease and efficiency of doing business. Tellabs' program is designed to maximize our responsiveness and support to make it easier — and more profitable — for partners to do business.



The program is designed to maximize manufacturer responsiveness and support to make it easier — and more profitable — for partners to do business with us.





About the PartnerPlus Program

Business models and customer needs evolve continuously, creating new opportunities every day. Tellabs' philosophy to have fewer and deeper relationships increases the quality of our responses as opportunities emerge.

Tellabs designed the PartnerPlus program to help our sales partners build a stronger position for success. How? It begins with Tellabs technology, the force behind the industry's most innovative products and solutions. PartnerPlus offers our partners preferred access to that technology, along with a range of resources and market opportunity support to help accelerate growth.

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

- *Channel sales teams* — Tellabs participates in pre-sales 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 channel development team can help with lead generation campaigns, events, seminars and more.
- *Marketing Development Funds (MDF)* — Tellabs funds are 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 pre-sales activities, deployment and ongoing support.
- *Publications/events/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.

Demo/lab equipment. Members of the Tellabs PartnerPlus 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.

Partner portal/resource center. Partners have a secure online portal for easy access to marketing, technical information and sales tools.

- *Sales and marketing tools* — Product and solution literature, datasheets, brochures, configurators and other materials are available to support the positioning and close of the sale.
- *E-Commerce tools* — Leverage online ordering, product availability, real-time updates and information to cost-effectively manage your orders, customized to your needs.

Members of the Tellabs PartnerPlus Program gain access to the company's advanced tech centers for testing and demonstrations to advance the sales process and help ensure success after the sale.

About Tellabs

Simply put, Tellabs (NASDAQ: TLAB) helps customers succeed through innovation. That's why the world's leading telecom service providers choose our mobile, optical and business solutions. We enable telecom service providers, independent operating companies, MSO/cable TV companies, enterprises and government agencies to get ahead by adding revenue, reducing expenses and optimizing networks.

With wireless and wireline networks in more than 90 countries, we enrich people's lives by innovating the way the world connects. Tellabs is part of the NASDAQ Global Select Market, the Ocean Tomo 300™ Patent Index, the S&P 500 and several corporate responsibility indexes, including FTSE-4Good and eight KLD indexes.

World-class customers. Tellabs has strong relationships with the world's leading telecom service providers, including BT (United Kingdom), NTT (Japan), T-Mobile (globally), Telecom Italia (Italy), Telekom Malaysia (Malaysia), Telstra (Australia), Verizon (United States), Vodacom SA (South Africa) and Vodafone (globally). In fact, 43 of the world's top 50 telecom service providers have chosen Tellabs solutions.

Innovative solutions. At the core of Tellabs' reputation and strength is a proven ability to deliver innovation that helps customers succeed. In 2009, we invested approximately 18 percent of revenue in R&D. Today, more than 1,300 Tellabs engineers work on network and service innovations around the world to secure and build upon our industry leadership.

An overview of what we provide

Tellabs® Mobile Solutions *save up to 93 percent in the long-term evolution of mobile networks.* Designed to migrate radio networks to packet-based technology, Tellabs Mobile Solutions offer carrier-class reliability and a lower-cost way to support 3G and 4G services. More than 20 years of experience in managed radio access network transport and mobile backhaul make us uniquely qualified to optimize mobile transport in Ethernet, IP/MPLS and SONET/SDH applications.

Tellabs® Optical Solutions *simplify the network to cut costs and capture new revenue.* Tellabs Optical Solutions incorporate the most advanced optical networking and services layer technologies onto one seamless platform. The result is a versatile solution that supports traditional SONET and SDH





service delivery, while providing a path to future Ethernet transport networks. Tellabs Optical Solutions cost-effectively support reliable video, high-speed Internet, mobile and business services.

Tellabs® Business Solutions *deliver reliable, high-quality enterprise services.* Fast, secure services are critical to enterprise performance and growth. Always-on services save time and money and help ensure on-time completion of mission-critical tasks. With Tellabs Business Solutions, customers can offer their enterprise customers economical Ethernet services with guaranteed service levels, advanced optical wavelength services or converged existing and new services on one network.

- *Tellabs® Carrier Ethernet* — versatile, scalable networks with lower operating costs
- *Tellabs® Wavelength Services* — advanced optical networking and services layer technologies deliver fast, reliable services
- *Tellabs® Multiservice Edge* — ATM and Carrier Ethernet over one economical converged network

Tellabs Access Products *deliver cost-efficient, feature-rich solutions for best-in-class performance.* Tellabs Access products include high-density access platforms that converge voice, video and data traffic onto a single network infrastructure. Flexible applications and a powerful IP/Ethernet architecture support optimized, scalable service delivery.

Available in indoor, outdoor and desktop installations, our comprehensive line of Gigabit Passive Optical Network (GPON) Optical Network Terminals (ONT) enable cost-effective delivery of high-speed services to residential and business customers.

Get started today.

The Tellabs PartnerPlus 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 PartnerPlus Program. Contact us today toll-free at +1 800 443 5555 or email partners@tellabs.com.

Tellabs PartnerPlus Program

A better way to partner.



North America

Tellabs
One Tellabs Center
1415 West Diehl Road
Naperville, IL 60563
U.S.A.
+1 630 798 8800
Fax: +1 630 798 2000

Asia Pacific

Tellabs
3 Anson Road
#14-01 Springleaf Tower
Singapore 079909
Republic of Singapore
+65 6215 6411
Fax: +65 6215 6422

Europe, Middle East & Africa

Tellabs
Abbey Place
24-28 Easton Street
High Wycombe, Bucks
HP11 1NT
United Kingdom
+44 870 238 4700
Fax: +44 870 238 4851

Latin America & Caribbean

Tellabs
1401 N.W. 136th Avenue
Suite 202
Sunrise, FL 33323
U.S.A.
+1 954 839 2800
Fax: +1 954 839 2828

The following trademarks and service marks are owned by Tellabs Operations, Inc., or its affiliates in the United States and/or in other countries: TELLABS®, TELLABS and T symbol®, and T symbol®. Statements herein may contain projections or other forward-looking statements regarding future events, products, features, technology and resulting commercial or technological benefits and advantages. These statements are for discussion purposes only, are subject to change and are not to be construed as instructions, product specifications, guarantees or warranties. Actual results may differ materially.