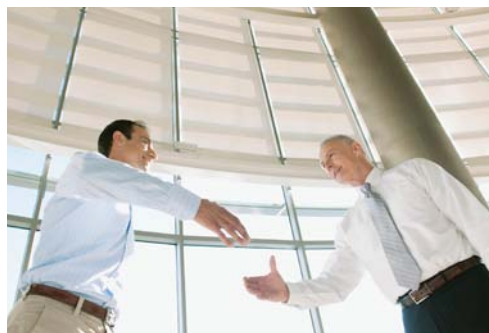


# Tellabs® PartnerPlus Services

## A Clear Competitive Advantage for Your Company

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.

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### **Grow Your Business: Deploy and Support What You Sell**

What's the key advantage of having Tellabs as your technology partner? Most resellers would say it's being able to offer the industry's leading telecom solutions, the kind that reduce network-operating expenses while providing best-in-class capabilities. That alone is often crucial to winning or retaining a customer. But it's not the only thing your customer wants from you.

When you can also deploy, maintain and support the Tellabs solutions you sell, your company becomes even more valuable to the customer. And your relationship with them becomes even stronger and more profitable. These are just 2 of the big ideas driving the **Tellabs® PartnerPlus Services** program.

### PartnerPlus Program Strategies

- Partners Help you stand out from competitors via best-in-class service delivery
- Ensure consistent, high-quality delivery of services, resulting in higher profit margins
- Enhance customer satisfaction by improving your ability to predict your costs and price services more competitively



## About the PartnerPlus Program

PartnerPlus Services is a vital part of Tellabs' overall PartnerPlus Program. Regardless of your company's size or market focus, the PartnerPlus Program is designed to give you all the resources you need to grow your business:

- **Annual Business Planning and Regular Reviews**  
Tellabs' Channel Sales Manager consults quarterly with your company to identify opportunities, develop selling strategies, and address challenges.
- **Sales Training and Ongoing Education**  
Live sales-training classes, web-based learning, lead-generation webinars, and more.
- **Proactive Communication and Partner Resource Center**  
Frequent updates on Tellabs' global initiatives, company events, and product news.
- **Demo and Lab Equipment Discounts**  
Special pricing on equipment to provide trial support, solution demonstrations, application deployment support and technical support.

- **Market Development Funds**

Strategic support for key-product marketing activities, including lead generation and decision-maker education.

- **Sales and Marketing Support**

A Channel Sales Manager, Marketing Manager, Development Manager, and Solution Sales Engineer are available to help you meet your sales goals.

Building on these valuable PartnerPlus Program elements, **Tellabs PartnerPlus Services** 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 PartnerPlus Program to your needs. The goal is to differentiate your company as a true full-service solution provider.

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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.

## Tellabs PartnerPlus Services: Your Competitive Advantage

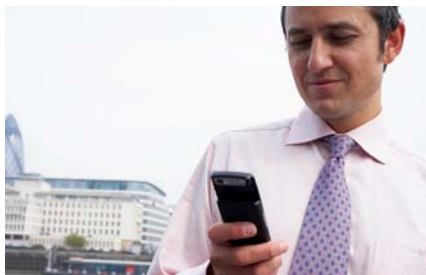
Tellabs authorized resellers can grow more agile and more competitive because of the sales training, strategic planning, and many other resources provided by the PartnerPlus Program.

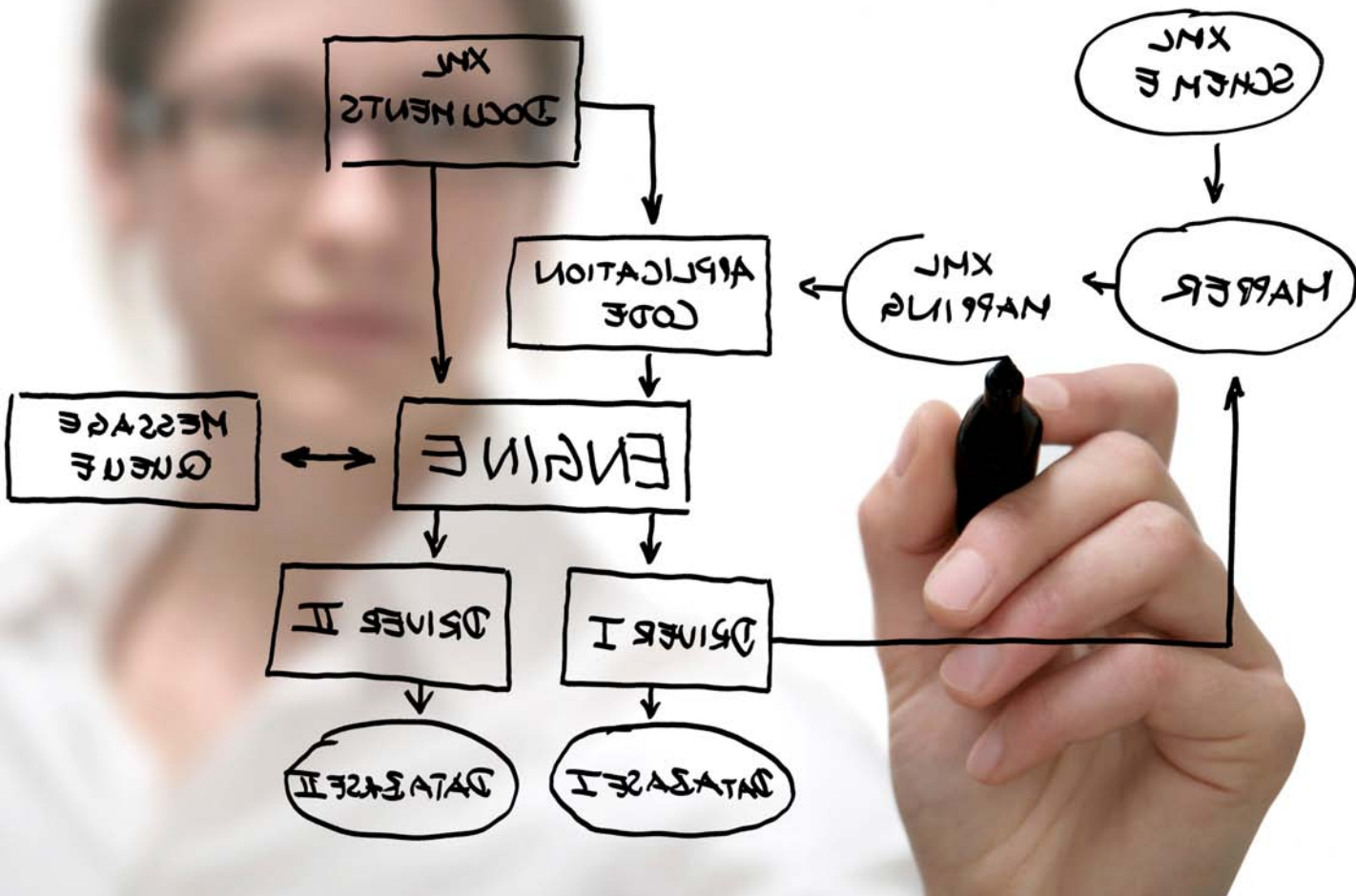
With PartnerPlus Services, Tellabs partners gain another key advantage in their respective markets: technical training and certifications to better deploy, maintain and support Tellabs solutions.

No longer merely resellers, these Tellabs partners will be better positioned to win greater confidence and larger contracts from customers seeking a long-term relationship, not just a one-time transaction.

Like the rest of the PartnerPlus Program, PartnerPlus Services is clearly structured yet flexible enough to meet individual-partner needs. Tellabs provides 2 training paths: one for deployment, the other for technical support. The major components of PartnerPlus Services are:

- **Services Operations Reviews:** Meetings to assess the partner's service strengths and needs, leading to a customized action plan to help the partner achieve its sales goals and service commitments.
- **Standardized Training Program:** Subscription 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 would 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 an in-depth understanding of that company's ongoing support needs.





### Channel Management Team

As mentioned, partner companies enjoy support from assigned Channel Managers and from the broader resources within Tellabs.

**PartnerPlus Services** is exclusive to Tellabs Authorized Partners. Please see the back page of this brochure for next steps.

### Performance-Based Support Agreement Discounts

- Partners will receive discounts on Tellabs technical-support fees based on their staff's overall tech-support expertise.
- Three levels of expertise for partner's staff to achieve.
- Higher expertise = higher revenue for partner.

## Now that you know about Tellabs' PartnerPlus Services... what's next?

- If your company is already a Tellabs Authorized Partner, your Channel Service Manager will contact you to schedule your first (or next) Services Operations Review
- If your company is not currently a Tellabs Authorized Partner, please contact: [Channelservices@tellabs.com](mailto:Channelservices@tellabs.com)

**Tellabs PartnerPlus Services** aims to help partners capitalize on 2 major trends transforming the industry:

- The shift toward mobile Internet access
- The migration of voice and data from traditional, copper transport to Internet Protocol (IP).

**PartnerPlus Services** is a key component of the Tellabs PartnerPlus Program.

The program aims to maximize our partners' success by:

- Differentiating partners as full-service providers, not just resellers
- Boosting partners' service speed and quality
- Making partners eligible for new revenue opportunities as subcontractor
- Aligning partners with Tellabs' decades of innovation and success



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