



## ADB Delivers Turn-key SD-WAN solution for SMB

With the launch of software defined networks (SDN) and network function virtualization (NFV) largely aimed at service providers and very large enterprises, ADB has developed an industry-first solution specifically tailored for SMB and branch offices including CPE enabled for SD-WAN.

This next generation solution is fully integrated with Network Function Virtualization (NFV) and Software Defined Networking (SDN) technologies and offers an end-to-end solution including all components from CPE to self-care portal.

As the first solution on the market optimized for the needs of SMB and branch office requirements, the solution offers a range of advanced features on the multi-WAN CPE, including automated provisioning that reduces the service activation times for services from weeks to minutes.

The solution provides benefits for service providers and SMB customer alike;

- reduced capex due to software virtualization enabling standardized hardware to be used
- reduced opex due to remote and automated provisioning saving the cost of an engineer visit to reconfigure the CPE
- shorter activation time for new services leading to faster time to revenue for the service provider and improved customer satisfaction

ADB's solution provides operators with an effective method of deploying a complete and fully integrated end-to-end solution for multi-site customers. By using an overlay network approach, operators can deliver the most cost-effective customer premise equipment (CPE) for branch offices, along with the capability to effectively manage the entire network using a single architecture and advanced software toolset.

Through this support, operators can begin the migration of selected capabilities to the Cloud – resulting in improved flexibility and lower costs, while futureproofing the next generation of broadband services.

To find out more come and see us at MWC on stand 3.E11.

## PRESS RELEASE



### **About ADB**

ADB is Connecting Lives and Connecting Worlds with innovative solutions for personal and business TV and Internet of Things (IOT). We understand how the Connected Age is changing consumer consumption and driving demand for powerful, flexible and cost effective connectivity and services.

Our Connected Solutions bring together our proven expertise and 20 years of award-winning industry firsts, enabling our customer's to build successful businesses and deliver the connected experiences consumers crave. We know what success looks like because we are empowering some of the world's leading content distributors, pay TV and broadband operators including A1 Telekom Austria, Border States Electronic, Canal Digital, Cox, Graybar, NC+, Swisscom, Telecom, Italia, Telefonica, Telenet, Time Warner and Vodafone.

ADB has a passionate and dedicated team of over 550 people, including a 350 strong engineering team. The company is headquartered in Geneva, Switzerland and has offices throughout Europe, Asia and North America.

For more information, visit [www.adbglobal.com](http://www.adbglobal.com)