

Adtran

# Healthcare: Selling security, service, & performance

Selling Adtran

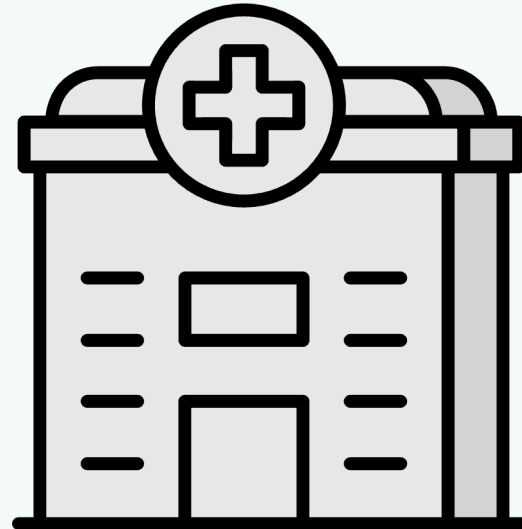
2023

General Business

## AGENDA

1. Key performance requirements
2. Solutions
3. How to sell solutions
4. Differentiator points

## Healthcare



## BENEFITS

# Key performance requirements

### Security and Monitoring

- Data protection
- Firewalls
- VPN
- Network insights and monitoring
- Network control and troubleshooting

### VoIP

- Internal communication across dozens of departments and hundreds of rooms
- Lack of cell service no longer a barrier
- Improved external communications

### Speed

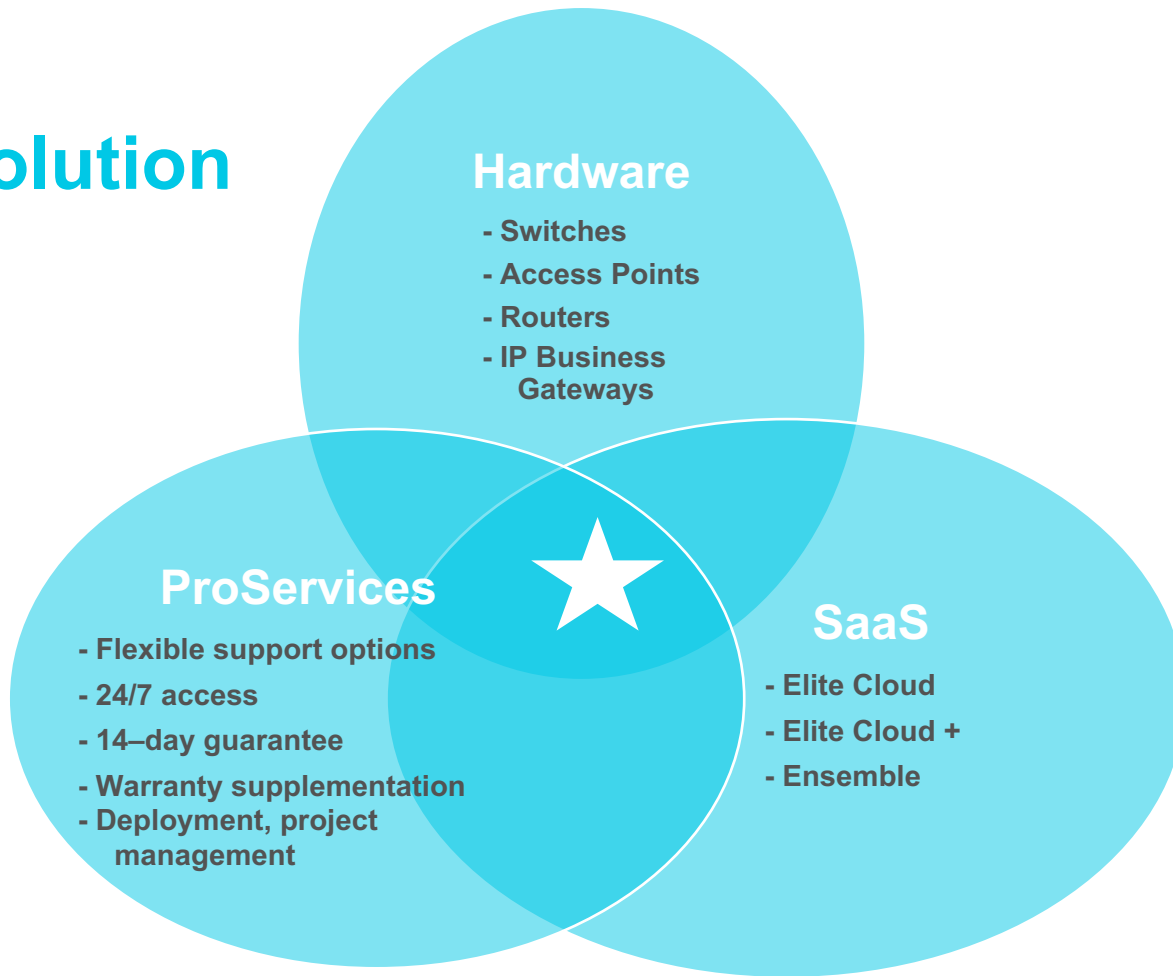
- Lower latency
- Work automation
- Quickly process high resolution images
- Optimized communications internally and externally
- Optimize your existing service
- Wi-Fi 6 capability

### Coverage

- Thousands of devices
- Telehealth capabilities
- Campus edges covered (i.e. parking garages)
- IoT applications: parking coordination

## PERFORMERS

# The full solution



## HOW TO SELL

# 2 steps to a solution bundle

### 1. Start by asking about all needs and challenges

- Listen for key performance requirements mentioned

### 2. Address *the compiled* needs together

- Leverage services early (14 – day guarantee etc.)
  - Read the room; start with ProStart when cautious / ProCare when quick fixes will be needed
- Leverage SaaS as the closer
  - ‘Scale your resources better’
  - ‘Have more insight and control’
  - ‘Address issues more efficiently’

## DIFFERENTIATORS

# Why Adtran?

- ✓ Solutions from one vendor offer simplicity
- ✓ Industry compatibility
- ✓ Cloud hosting/ local hosting capabilities
- ✓ Flexible degrees of support

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**Thank you**