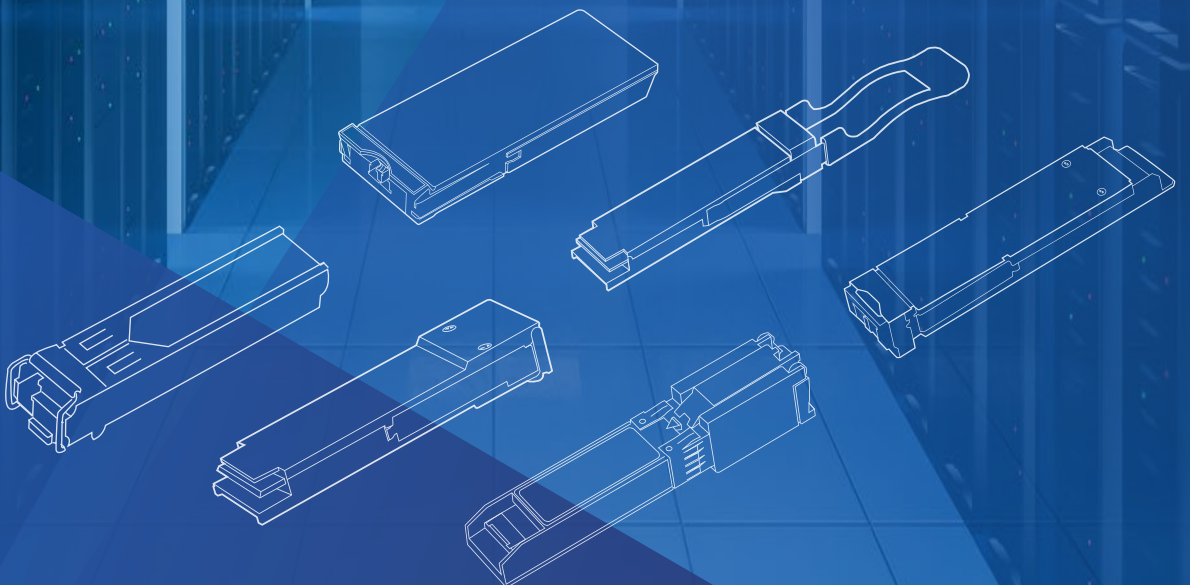




+ addon

High Performance
Optical Network Solutions



04 | Overview

05 Core Values

06 Vertical Expertise

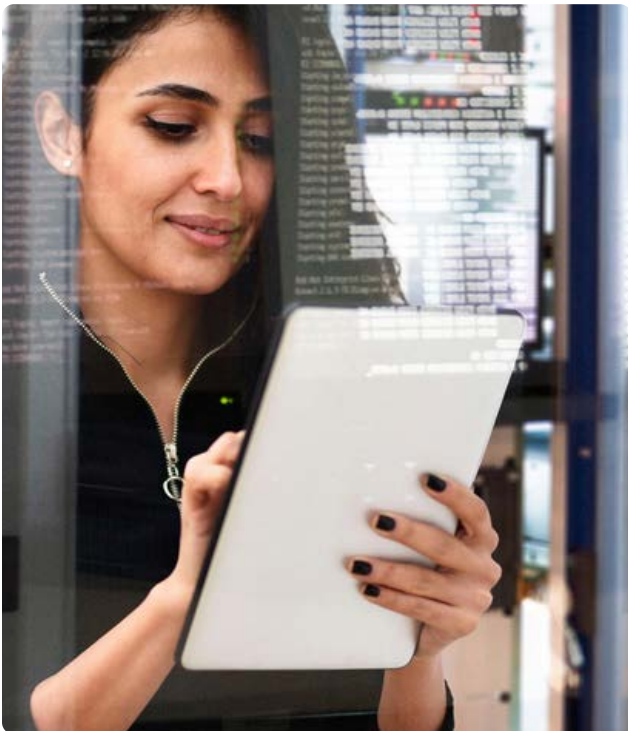
10 Global Footprint

12 | The AddOn Advantage

14 Solutions by Network Architecture

15 Product Portfolio: Breadth & Depth

16 Product Specifications



18 | Coding & Testing

20 Quality Assured Testing

22 Coding Solutions &
Multi-Vendor Compatibility

26 Compliance

28 | Warranty

30 | FAQ

34 | Contact Us



Overview

AddOn Networks is the largest independent provider for opto-electronics serving data center, enterprise, government, education, and healthcare provider networks. Since 1999 our high performance solutions have been deployed globally with over 2M optics shipped each year. We provide a wide range of optical networking solutions including transceivers, multiplexers, ROADMs, EDFAs, and high-speed cabling.

In the age of digital transformation, new technologies in voice, video, storage, and wireless applications demand greater bandwidth. We enable these critical networks to deliver high-speed data with seamless connectivity across all major OEM devices.

AddOn brings compelling value to our customers, especially freedom from the grasps of overcharging OEM switch manufacturers. Benefits of the AddOn Advantage include:

- ✔ 99.98% industry's highest product reliability rating.
- ✔ OEM equivalent quality without the OEM price markup.
- ✔ Wide catalog assortment from legacy to cutting-edge products.
- ✔ 40,000+ SKUs in-stock, ready to ship.
- ✔ Expert engineering support 24/7.
- ✔ Lifetime warranty.





Core Values

At AddOn, we believe in providing exceptional value to our customers, ease of doing business, and over-delivering on expectations.



Our success is built on our people. We treat each other like family. We inspire our teammates. We push boundaries, and today we proudly employ over 250 employees worldwide.

These core values are entrenched in our company DNA, and ultimately help us deliver the best possible experience for our customers.



Matt McCormick
CEO

Vertical Expertise



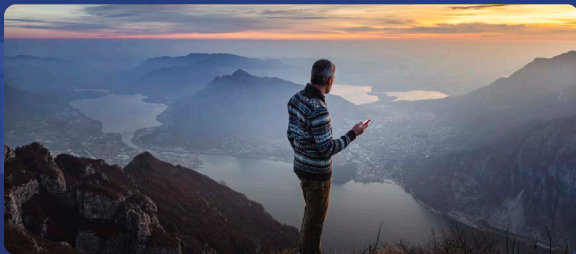
Data Center

Facilitate data center needs by increasing bandwidth and speed support to meet rising consumer demands.



Enterprise

Enhance network performance with the widest selection of transceivers, patch cables, and media converters.



5G Enablement

Your customers demand the fastest and most reliable 5G experiences. Don't let your current fiber constraints limit your connectivity.



Government

Building secure IT infrastructure at any level starts with our tested and trusted TAA transceivers and cabling solutions.



Education

Provide safe and reliable connectivity solutions that create learning environments for schools near and far.



Healthcare

Dependable network infrastructure and security solutions that keep patient data safe and accessible 24/7.

Top Optical Networking Solution Provider

2021

AddOn Networks recognized in Inc. 5000 Fastest Growing Companies in California.

2020

AddOn Networks ranks #1 in enterprise optical networking, recognized by Enterprise Networking Magazine.

2019

AddOn Networks ranks in the top 10 solution providers for data centers, recognized by CIO Applications.

We have been innovating in the optical compatibles space for two decades. Combining one of the industry's most extensive compatibility testing processes with continual investment in cutting-edge R&D, AddOn has set industry standards for quality and reliability. We work hard to be upheld as the world's largest independent supplier of optical connectivity products.



Thousands of Customers Served

From global enterprises to federal institutions, our solutions power all networks, regardless of size and scale.

Automotive & Aerospace

Education

Energy

Federal Government

Financial Services & Banking

Food & Beverage

Healthcare

IT / Technology / Software

Manufacturing

Media & Communications

Retail & eCommerce

Small & Medium Businesses

State & Local

Telecommunications

Transportation & Logistics

30k+

Customers Served

2M+

Optics Shipped Annually

Global Footprint

We're a global company with multiple production facilities across North America and Europe. Our products are available and sold through our worldwide network of authorized dealers. Operating in over 25 countries through our long-standing commercial channel partners, we proudly uphold continuity of supply and world-class service.

Where to buy

addonnetworks.com/where-to-buy



- ✓ Around the clock 24/7/365 response and expert technical support.
- ✓ Engineering collaboration zones available worldwide - including same day or next day service.
- ✓ Multiple production points globally ensure continuity of supply.
- ✓ Headquartered in North America.



The AddOn Advantage



Quality

We individually test each and every optical assembly, achieving a reliability rating of 99.98%. AddOn offers products that are TAA-compliant and are either U.S. or U.K. country of origin.



Total Cost Reduction

AddOn is committed to providing high quality products that are competitively priced, offering up to 70% savings compared to leading OEMs.



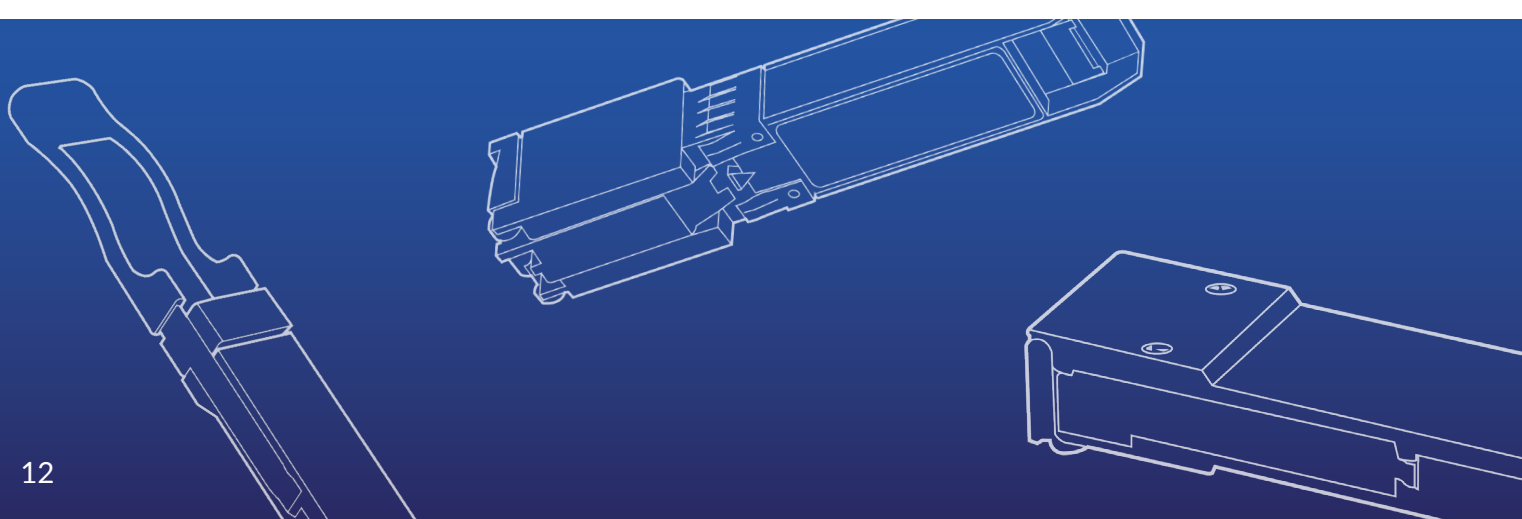
Cutting Edge

AddOn remains on the forefront of the latest fiber optic technologies, delivering advanced third-party options in 200G, 400G, PON, and more.



Extended Range

AddOn offers a larger product catalog than that of OEMs with BiDi, 80/120/160km reach, WDM, and much more.





All-in-one

AddOn optics can be multi-coded to work in Cisco, Juniper, and many other OEM environments.



Legacy Products

We support discontinued products and vendors including Alcatel-Lucent, Nortel, and more.



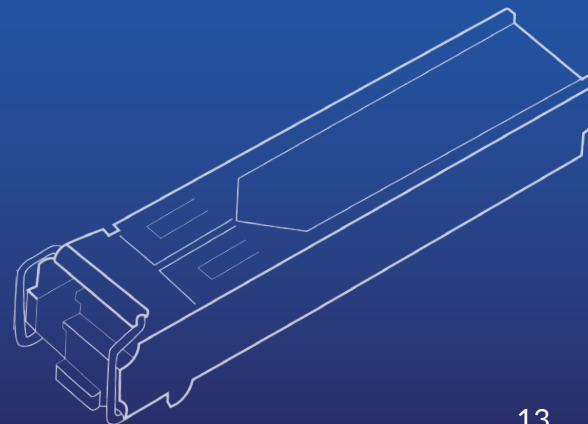
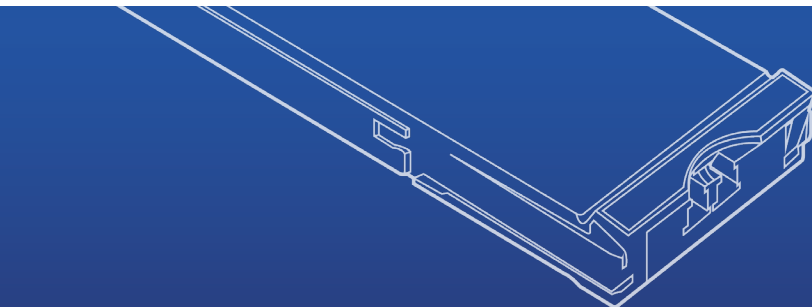
Expert Support

To tackle your most complex system architectures, AddOn guarantees 24/7/365 around the clock support from field engineers located globally.



Virtual Stock Holding

We offer the convenience of keeping stock on-site, which means we'll only charge for what you actually use.



Solutions by Network Architecture

| | | Core | Access | Data Center | Enterprise | Wireless | Home |
|------------------|-------------------|------|--------|-------------|------------|----------|------|
| Transceivers | 400G | + | | + | | | |
| | 100G | + | + | + | + | + | |
| | 25G | | | + | | + | |
| | 10G | + | + | | + | + | |
| | 1G | | + | | + | | |
| | Bi-Directional | | | | | + | |
| Network Cabling | DACs | | | + | + | | |
| | AOCs | | | + | + | | |
| Patch Cables | Fiber Jumpers | + | + | + | + | + | |
| | Copper Jumpers | | + | + | + | | + |
| Network Upgrades | OCM | + | + | | | | |
| | Open Line Systems | + | | | | | |
| | CWDM/DWDM | + | + | | + | + | |
| Accessories | USB Jumpers | | | | + | | + |
| | HDMI Cables | | | | + | | + |

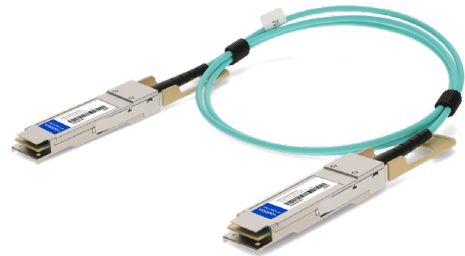
Product Portfolio

Our extensive range of connectivity solutions provide our customers with options to grow and scale their network infrastructures. On our website, you will find an easy-to-use configurator tool to help you select the product you need with confidence.



Optical Network Transceivers

Comprehensive portfolio of transceiver types, including SFP, SFP+, SFP28, SFP56, CFP, XFP, QSFP+, QSFP28, QSFP56, and QSFP-DD.



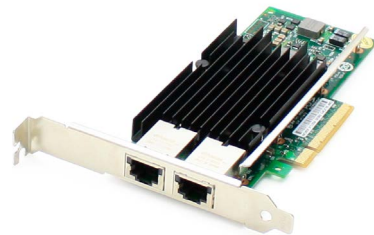
Network Cabling

Fiber and copper patch cables, active optical cables (AOC), direct attach cables (DAC), and dual OEM networking cables.



Media Converters

Complete line of media converters offering the ability to convert copper-to-fiber or fiber-to-fiber.



Network Interface Cards (NIC)

Full line of low cost NICs for high-quality performance in multi-processor systems.

Optical Network Transceivers

| Product | Specification |
|-----------------------|---|
| Form Factors | SFP, SFP+, XFP, SFP28, SFP56, QSFP+, QSFP28, QSFP56, QSFP-DD, CFP, CFP2, CFP4, GBIC, X2, XENPAK |
| Distance | 150m, 300m, 550m, 2km, 10km, 40km, 80km, 120km, 160km |
| Data Rate | 100M, 1G, 2.5G, 5G, 10G, 16G, 25G, 32G, 40G, 50G, 100G, 200G, 400G |
| Protocol | Ethernet, CPRI, Fibre Channel, SONET, XGS-PON, 10G EPON, EPON, GPON |
| Media | Single-mode fiber, Multi-mode fiber, Copper |
| Operating Temperature | 0°C to 70°C, -40°C to 85°C |
| Specialty | CWDM, DWDM, Bi-directional, Universal Transceiver, EOL, Custom Wavelength |
| Compliance | MSA, RoHS, REACH, NEBS, IEC, UL, FDA, FCC, TAA, IEEE |
| Warranty | Lifetime <80km, Limited lifetime >= 80km |

AddOn optical transceivers, DACs, and AOCs are products of the United States and United Kingdom. Every product shipped is 100% tested in our state-of-the-art lab facilities.



High Speed Cabling

| Product | Specification |
|-----------------------|---|
| Form Factors | SFP+, SFP28, SFP56, QSFP+, QSFP28, QSFP56, QSFP-DD |
| Type | Passive/Active Direct Attach Cables |
| Reach | 0.5m to 100m |
| Media | Copper, optical fiber |
| Protocols | Ethernet, InfiniBand, Fibre Channel |
| Speed | 10G, 25G, 40G, 50G, 100G, 200G, 400G |
| Operating Temperature | 0°C to 70°C |
| Configurations | Straight-Through Cables, 4x Breakout Cables (4x10G, 4x25G, 4x100G), 8x Breakout Cables (8x25G, 8x50G); NRZ & PAM4 options |
| Compliance | MSA, RoHS, REACH, TAA, IEEE |
| Warranty | Lifetime |

Network Cabling

| Product | Specification |
|----------------------|--|
| Cable Configurations | Breakout, Straight-through, Cross-Over, Mode Conditioning, Patch, Pigtail, Trunk, and more |
| Media | Cat5E, Cat6, Cat 6A, OM1, OM2, OM3, OM4, OM5, OS2, Duplex, Simplex |
| Length | 1m to 300m+ (additional lengths available upon request) |
| Connector | LC, SC, ST, FC, LC, MPO-12, MPO-16, MPO-24, RJ-45 |
| Jacket Type | Low Smoke-Zero Halogen, Riser, Plenum |
| Core | 1-96 |
| Warranty | Lifetime |

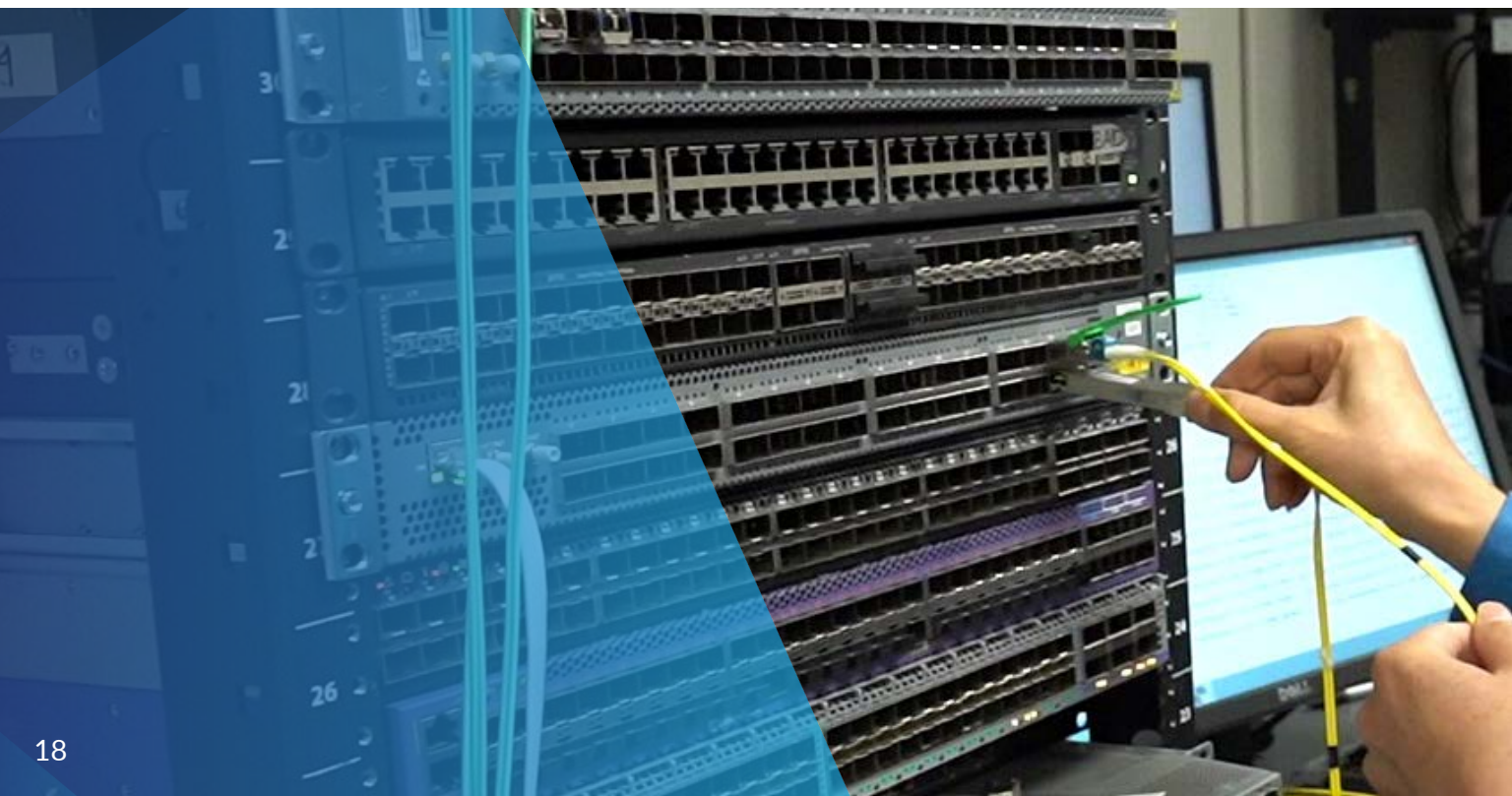
Coding & Testing

At AddOn, we have created the most extensive testing processes in the opto-electronics industry. We program and test every one of our optics and cables.

Regardless of system, application, distance or temperature, we are confident that the products you need will work exactly as intended. We do not batch test or emulate test environments - we duplicate complete customer environments and functional parameters down to the operating system for plug and play adoption.

Following these key principles and developing our products with only the highest quality components, we achieve the industry's lowest failure rate of 0.02% to keep networks up and running. We take pride in our internal programming team and their ability to completely replicate OEM features and functions.

While other third-party vendors claim they test and program their products, they are actually purchasing from brokers or other questionable sources. These vendors label these unqualified parts with their brand names in order to resell them at a premium. We are aware of these practices and strive to educate customers in understanding the benefits and value of working with a trusted, quality-focused optics provider.



DATA TRAVELER™ SYSTEM

Our proprietary software and manufacturing floor control system, Data Traveler System™ (DTS), defines the way we do business and drives our operational structure and quality management. We track all of our products through all stages of production and testing so that our customers have access to their optics' compatibility origins.

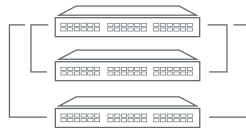
The DTS tracks every order from raw materials to shipping. Built on the principles of Six Sigma & ISO, DTS ensures quality through regular internal audits. Its procedures are dual gate – securely locked down but scalable for the future needs of the business. The records are accessible to customers through AddOn's secure online customer portal.

Learn more

addonnetworks.com/why-addon/data-traveler-system



OEM Spec Testing



Environment Testing



Quality Control

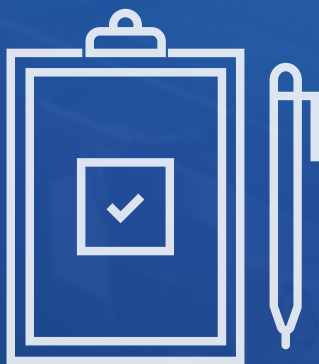


Quality Assured Testing

- ✓ 100% testing on all products shipped – no batch testing.
- ✓ Tested in your environment at speed and actual distance.
- ✓ No emulation or batch testing, no exceptions.
- ✓ Test results are available to you at anytime.

Test Bed

addonnetworks.com/testbed



Guaranteed OEM Compatibility

We guarantee 100% compatibility to your switch vendor.

View more available brands online
addonnetworks.com/brands

JUNIPER
NETWORKS

CISCO



ciena

Extreme

QCT

paloalto
NETWORKS

Hewlett Packard
Enterprise

ARISTA

FUJITSU

NOKIA

Infinera

ADVA

ADTRAN

Mellanox
TECHNOLOGIES

Calix

Coding Solutions & Multi-Vendor Compatibility

We pride ourselves on offering unique options to help our customers solve their networking projects. Through custom coding, multi-coding, and multi-vendor compatibility, we offer real options to grow and scale network environments with smart, efficient solutions.

Learn more
[addonnetworks.com/why-addon/
multicoded-optics](https://addonnetworks.com/why-addon/multicoded-optics)



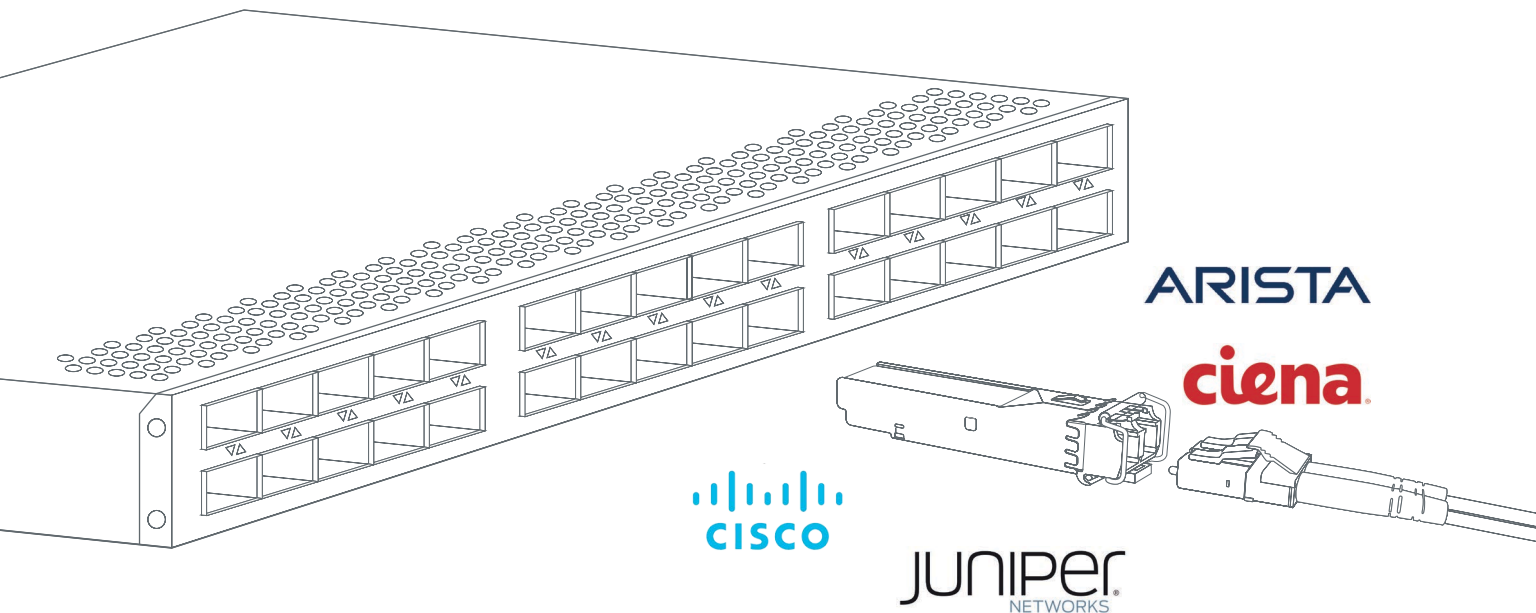
Custom Coding Solutions

With the evolution of technology, network architecture changes inevitably. As our customers adapt for the future, we stay laser focused on offering simple solutions to help them scale. We are proud to offer our universal, multi-vendor optics. These solutions work seamlessly with any network configuration and are hot swappable, reducing the need to hold an excessive inventory of optics.

Get Instant Borderless Connectivity

The use of AddOn's multi-coded solutions allows you to seamlessly connect Arista to Cisco, Juniper to Dell and many other mixes of OEM configurations.

Available in many types of transceivers, DACs and AOCs.



Example OEMs

Multi-Coding

Multi-coding means that multiple OEMs are programmed on one single EEPROM. The benefits of a multi-coded transceiver are as follows:

- ✓ A single device will deliver interoperability between multiple OEMs.
- ✓ A reduction in total cost of ownership, as well as minimizing inventory holding.
- ✓ Simplicity in buying, 85% less SKUs in some cases.
- ✓ Provides the user with a full suite of product features for one price.

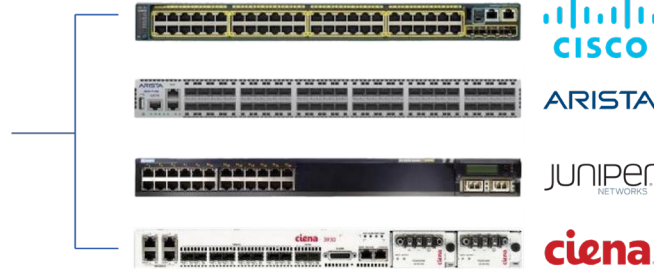
Multi-Vendor Compatibility

AddOn programs OEM compatibility at our own lab facilities. Through rigorous process and revision controls, AddOn offers TAA-compliant optics, ready for use by the United States government.

This compliance demonstrates our commitment to provide only quality compatibility programming in our customized solutions. We believe in providing the full spectrum of networking solutions and options for our customers.



AddOn codes
multiple
OEMs on one
transceiver.



Seamlessly
connect four
switches with
one high-speed
“breakout”
cable.



Example OEMs

Compliance

AddOn Networks is dedicated to obtaining the relevant certifications, continuous improvement of processes, and high quality standards. We are compliant or certified in the following measures.



Trade Agreements Act (TAA) Compliance

We offer TAA-compliant optics and all of AddOn optical solutions are United States and United Kingdom country of origin.



Restriction of Hazardous Substances Directive (RoHS) Compliance

Restriction of Hazardous Substances Directive (RoHS) limits the use of hazardous substances in electronic equipment in European Union markets. The directive bans equipment containing more than the agreed levels of lead, cadmium, mercury, hexavalent, chromium, and polybrominated biphenyl (PBB) and polybrominated diphenyl ether (PBDE) based flame retardants.



CE Certificate of Conformity

The CE marking is a mandatory European marking for certain product groups to indicate conformity with the essential health and safety requirements set out in European Directives. AddOn products are produced under the requirements of CE.



Waste Electrical and Electronic Equipment (WEEE)

The European Waste Electrical and Electronic Equipment Directive (WEEE) applies to a wide range of electronic and electrical products. WEEE encourages the collection, treatment, recycling and recovery of waste electrical and electronic equipment radio wave and magnetic fields more reasonably.



ISO Certifications

Certified with ISO 9001:2015, AddOn demonstrates global operational efficiency with consistent processes that promote product quality and customer satisfaction. The Data Traveler System™ ensures our top-notch operational performance. We are also certified with ISO 14001:2015 which adheres to environmentally sound practices across the organization. All employees are encouraged to play a key role in upkeeping high standards in environmental protection.



Lean Six Sigma Continuous Improvement

AddOn engineering and operations staff are Six Sigma certified and devoted to continuous improvement. The disciplined data-driven Six Sigma methodology means a mitigation of defects in the AddOn manufacturing process. In addition to those benefits, AddOn uses Six Sigma to continually drive process improvement to make certain to fulfill customers needs as efficiently as possible.



Multi-Source Agreement (MSA)

We follow general MSA standard coding practices. We modify appropriate fields based on form factor, technology type, capabilities, distance, wavelength, vendor name, part number, serial number, data, OUI, etc. and write data to EEPROM on each device.



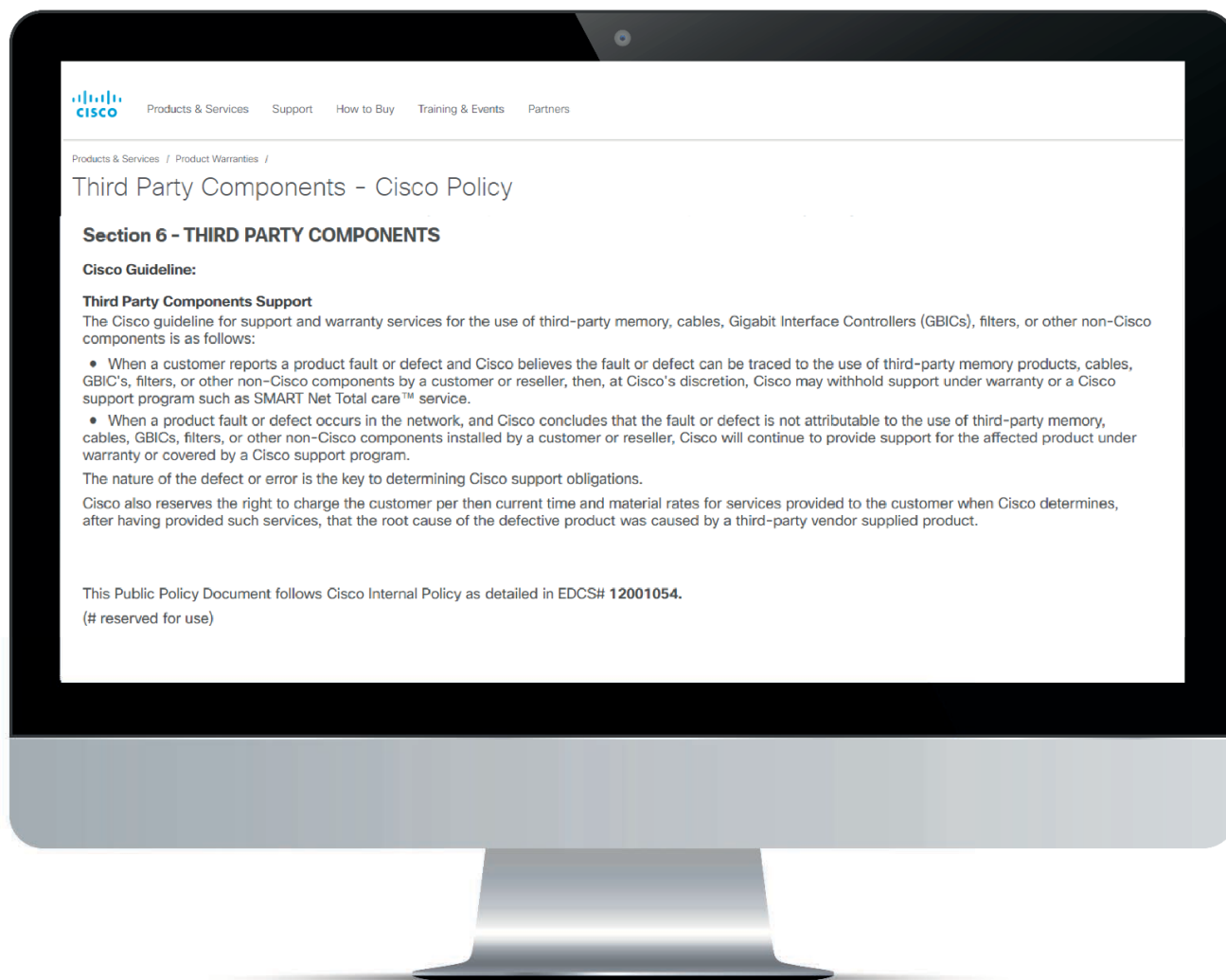
NEBS Level 3

We have successfully completed and passed the Network Equipment Bundling System (NEBS) compliance test through Intertek, a global industry leader in total quality assurance testing for products, processes and systems. AddOn Networks SFO, XFP, and QSFP transceivers have undergone NEBS testing criteria for standards GR-63-CORE and GR1089-CORE. The North American telecom industry requires component solution providers to be NEBS compliant in order to ensure network integrity, compatibility, and safety.

Dispelling the Myth of Voiding OEM Warranty

The Sherman Antitrust Act protects you and your customers if you choose to use third party hardware outside of the OEM. This federal law says a company cannot “tie-in” exclusively their own upgrades or invalidate a warranty or other support should an entity buy an upgrade from another company. This act was put in place to encourage competition for the benefit of the consumer.

AddOn provides a quality, standards-tested, lifetime warranted product that doesn't violate existing warranties or service plans -- all at a fraction of the cost. It's that simple.



Lifetime Warranty

AddOn Networks provides lifetime warranty for hardware purchased through authorized dealers.

Learn more
addonnetworks.com/support/warranty



FAQ

Will using AddOn compatible optics invalidate my warranty with the Original Equipment Manufacturer (OEM)?

No. Using AddOn compatible optics will not void any OEM warranties or service contracts. The Sherman Antitrust Act is a federal law that states a company cannot “tie-in” exclusively their own upgrades or invalidate a warranty should an entity buy an upgrade from another company. We provide a quality, standards-tested product with a lifetime warranty that cannot invalidate existing warranties – all at a fraction of the cost.

Are the products I buy from you certified in OEM systems?

Yes. We certify all the products we sell in OEM devices.

Will using an AddOn compatible transceiver negatively impact my network performance?

No. Our transceivers are built to the same high standards as major OEMs and will not adversely impact the host systems’ performance. MSA standards ensure that all transceivers adhere to pre-defined specifications.

What warranty does AddOn offer?

All products we sell are covered by a limited lifetime warranty.



Are your optics TAA-Compliant?

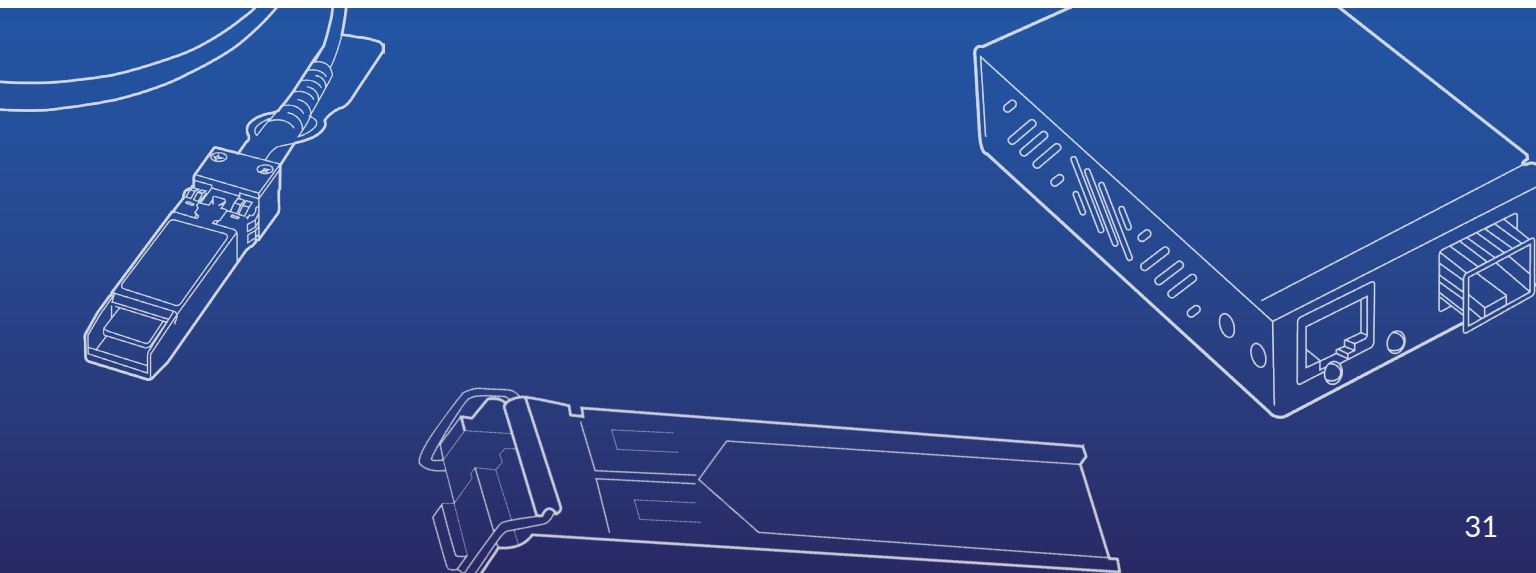
We offer TAA-compliant transceivers, DACs, and AOCs.

Why should I choose an AddOn compatible transceiver over an OEM?

AddOn products meet or exceed the level of functionality of comparable major switch OEMs with significant cost savings. We offer market first technologies that are not yet available elsewhere and legacy optics the OEMs no longer carry. By deploying AddOn optics, you will not violate any OEM warranties or service contracts. To ensure your complete success, our products even include a lifetime warranty.

What are the most frequently reported quality issues from other third-party suppliers?

Quality issues most frequently reported are related to reliability, compatibility, and interoperability. Coding is the biggest issue, resulting in optics that read as the wrong part or have “unsupported data” errors. These issues cause network delays, degradations, and reboots. Because we understand the importance of quality, our optics are expertly coded and physically tested in their intended environment. Our rigid processes ensures full feature compatibility identical to an OEM.



What happens if an optic is not coded correctly?

Miscoding a transceiver can have a number of unintended and costly side effects. Sometimes the effects are minor, such as a nice to have feature not being supported. Other times, the OEM switch won't recognize the part as even compatible, thus rendering the port unusable until the transceiver is swapped out or recoded.

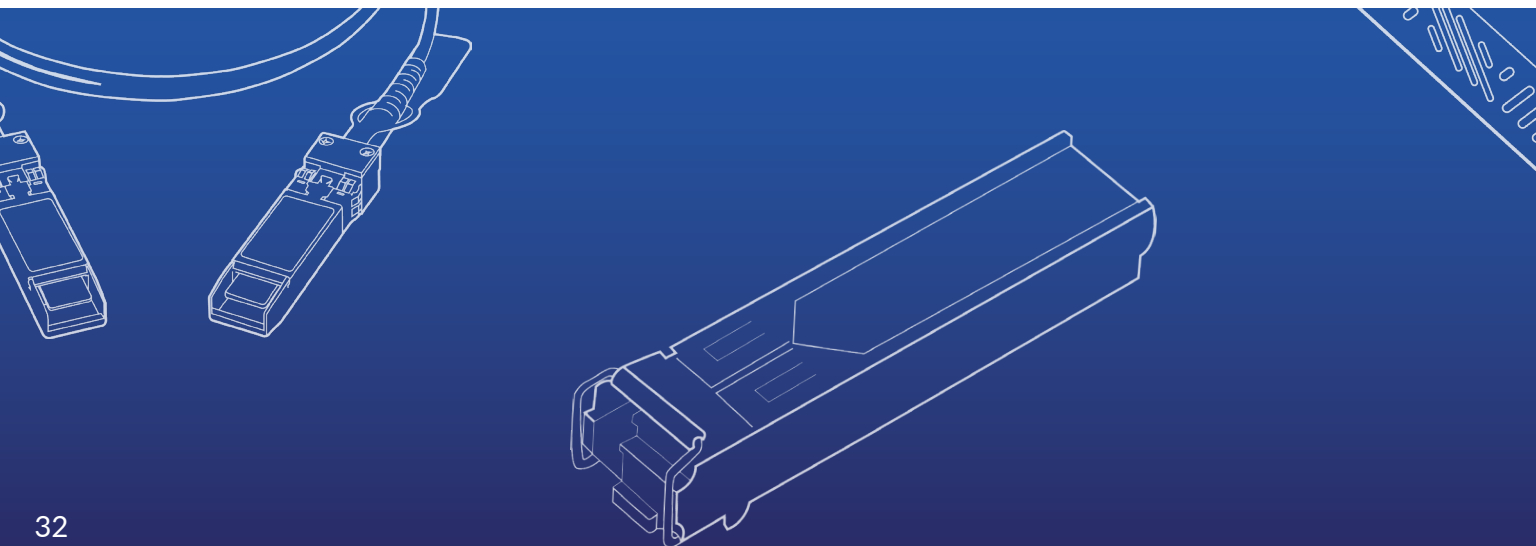
A rare but potentially devastating case is that the EEPROM can be missing password protection, leading to data-corruption if an OEM switch accidentally overwrites part of the pre-installed coding. In turn, this breaks the transceiver, requiring replacement before that port is usable again. Any power surges or failures requires your infrastructure's hardware to reboot, meaning poorly coded transceivers all run the risk of bringing down mission critical networks in this way or worse.

All of these headaches are avoided by understanding end user needs and coding a product that avoids these pitfalls, which is exactly the value that our vast end user experience allows us to add to our transceivers that sets us a cut above other competitors.

What happens to the optic when there are revisions or updates to the OEM software?

Other suppliers' optics may work out-of-the box, but revisions and changes to software can cause the parts to ultimately fail. We are constantly researching firmware upgrades and implementing them to maintain an up to date database. Our in-house coding facility programs all our parts to standard OEM specs as well as creating unique, one-of-a-kind coding for customized networking solutions. Additionally, our proprietary Data Traveler System™ tracks and serializes every part to make sure it has gone through the proper coding and testing required.

From keeping our lab systems up to date with the latest software, to a pre-code hardware inspection, we create a solution that is guaranteed for long lasting compatibility and performance.



What happens when an optic fails?

When a part fails or when you experience incompatibility issues - time, money, and resources are spent to find a resolution. With many other suppliers, this means losing several days waiting for a reply, each time a reply is needed. Even if the problem is identified, if the part is the issue (mis-shipped, defective, miscoded, or incompatible), you now add transit delays too. Each step of the way, you're the one losing time, incurring financial costs, and missing opportunities.

We stand by our 99.98% reliability rating, but in the rare instance of a failure, we will ship a replacement part to you same day as to minimize any operational delays.

What do you do differently to resolve optic failures?

Because we are globally based with headquarters in the U.S. and UK, we can respond far faster and more thoroughly to customers who are located worldwide. Whether it's a coding solution, a part correction, or something else, our expert team dives into the issue headfirst with you, resolving it to your satisfaction.

Our world-class customer support and technical teams are available 24 hours a day, 7 days a week, and 365 days a year. With your mission-critical projects at stake, our global field engineers can be deployed on-site to help you resolve any issues - we are real people committed to quality and exceptional customer service.



Support Information

Sales & Customer Service

sales@addonnetworks.com

Toll Free: +1 877 292 1701

Phone: +1 949 546 8200

Fax: +1 949 266 9273

Technical Services

engineering@addonnetworks.com

techsupport@addonnetworks.com

Expert support 24/7/365.

Where to buy

addonnetworks.com/where-to-buy





Corporate Locations

North America HQ

15775 Gateway Circle
Tustin, CA 92780
Phone: +1 877 292 1701

Minnesota Office

7667 Cahill Rd
Minneapolis, MN 55439

EMEA Office

Eagle House, Lakeside Business Park
South Cerney
Gloucestershire
GL7 5XL, UK
Phone: +44 1285 842 070

