



# GetWireless/Nextivity Channel Partner Update

TIM LEWIS





**NEXTIVITY**

Smarter by Design





**A Best-In-Class Partner!!**

**GRACIAS**



# Pop Quiz!

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What do the photos below represent?



# Mutualistic Symbiosis – An Interaction that Benefits All Parties

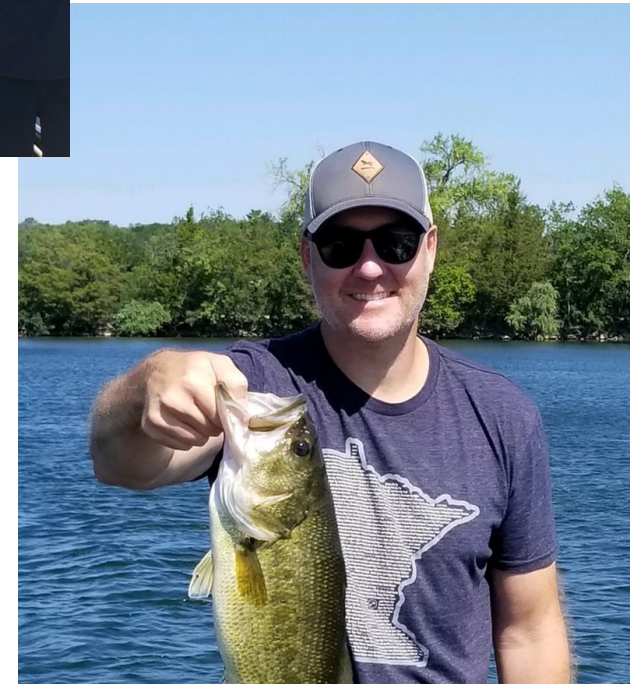


- The remora receives food scraps while the sharks protect them from predators and provide transportation throughout the oceans
- Remoras keep the waters clear of scraps around the shark, preventing the development of unhealthy organisms near the shark.
- The host shark is also kept clean of irritating parasites that could adversely affect its health.



# GetWireless

They Work Hard,  
They Play Hard  
and They Get It Done!



# Smallest Fish Award



**It takes a great fisherman to  
catch a fish this small in a great  
big ocean**





# GetWireless Embodies Mutualistic Symbiosis

## 7-Year Report Card

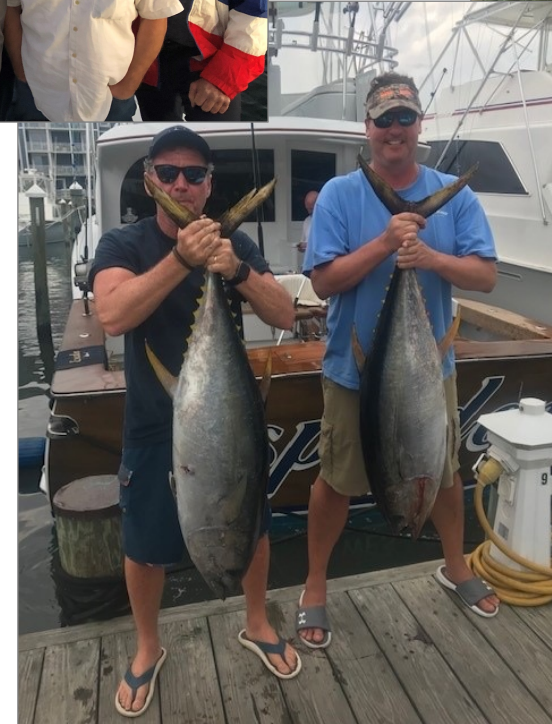
	2016	2017	2018	2019	2020	2021	2022
Revenue Performance	A+	A+	A+	A+	A+	A+	A+
Marketing / Lead Gen	A+	A+	A+	A+	A+	A+	A+
Inventory / Stocking	A+	A+	A+	A+	A+	A+	A+
Product Support	A+	A+	A+	A+	A+	A+	A+
Logistics / Fulfillment	A+	A+	A+	A+	A+	A+	A+
Partnership / Fun ☺	A+	A+	A+	A+	A+	A+	A+++++++ + Cabo!!!!!!!!!!







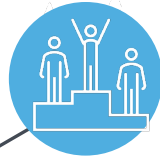
Alliance is All In to help you Win!!!



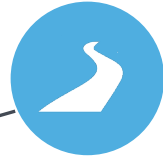
# Nextivity is Committed to Being a Best-In-Class Partner

**Nextivity  
HAS NEVER  
sold direct to end customers**

★ ★ ★



Nextivity is NOT just committed to being a good partner, or even a great partner. Nextivity is committed to being the BEST partner you'll ever work with



Nextivity is committed to delivering on an aggressive roadmap so our partners will always be equipped with innovative solutions to address all current and future market opportunities



Nextivity always puts our partners first and has gone above and beyond to address the rising cost of materials, production, and shipping by absorbing well over 60% of the current price increases



Nextivity continues to focus efforts to improve current supply chain by sourcing materials well in advance of forecasted sales, while signing additional suppliers and working on potential design changes in order to shorten product lead times



Nextivity continues to evolve and enhance our channel partner program in order to reward loyal partners that perform and are committed to Nextivity and Cel-Fi products



Nextivity continues to invest in our channel by hiring the best people across all departments in order to deliver outstanding support to our partners and customers





# New 2022 Channel Partner Program

	Partner Level			
	Value	Professional	Elite	MVP
<b>Annual Revenue to Qualify for Tier</b>	<\$25,000	\$25,000 - \$99,999	\$100,000 - \$499,999	\$500,000+
<b>Agreed Revenue Target</b>	No	No	Yes	Yes
<b>QUATRA Sales Approval</b>	With Certification	With Certification	With Certification	With Certification
<b>Discount of MSRP – All GO</b>	20%	25%	30%	35%
<b>Discount of MSRP – All QUATRA</b>	20%	25%	33%	38%
<b>Deal Registration</b>	No	No	Yes	Yes
<b>Dedicated Regional Sales Manager</b>	No	On Approval	Yes	Yes
<b>Dedicated Sales Support</b>	No	On Approval	Yes	Yes
<b>Direct Technical Support</b>	No	No	On Approval	Yes
<b>Use of QUATRA BOM Estimator</b>	Yes	Yes	Yes	Yes
<b>Loyalty Rewards Program</b>	No	No	No	Yes
<b>Marketing Engagement</b>	No	No	Yes	Yes
<b>Lead Sharing</b>	No	No	Yes	Yes
<b>Training/Continuing Education</b>	Virtual	Virtual	Virtual or On-Site	Virtual or On-Site







# Nextivity 2022 Americas Sales Organization

**Tim Lewis**

VP Sales – Americas  
San Diego, CA USA

**Frank Schmidt**

Sales Director –NE/GL  
Chicago, IL

**Joe Wood**

Sales Director - Central  
Ogden, Utah

**Michael Copeland**

Director – Sales Support  
Portland, OR

**Orlando Calderon**

Solution Architect  
Panama City, Panama

**Sean Sartain**

Sales Engineer  
Phoenix, AZ

**Jim Lottig**

Sales Director – Southeast  
Raleigh, NC

**Paul Rigatti**

Sr. Sales Director –  
Canada, AT&T  
San Diego, CA

**TBD – Manager  
Distributor Sales Support**

**Hock Oon**

Solution Architect  
San Diego, CA

**Steve Van Skike**

Solution Architect  
San Diego, CA

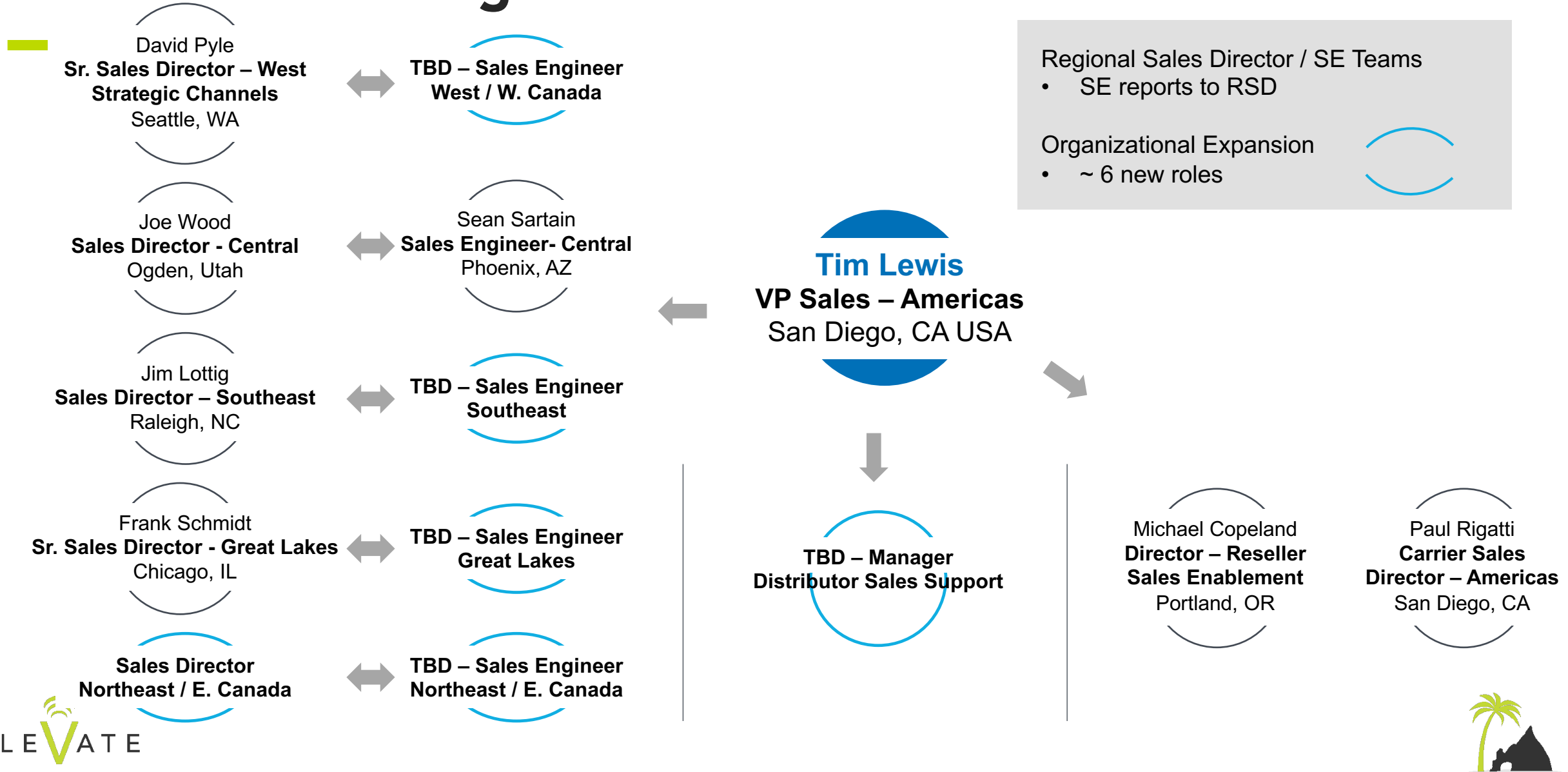
**David Pyle**

Sr. Sales Director – West  
Strategic Channels  
Seattle, WA





# Americas Sales Organization Vision for the Future





# Major Moves to Benefit our Partners

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## Carrier Sales Team:

- Will be led by Paul Rigatti
- Will help to better position Nextivity products within U.S. carriers' enterprise sales teams
- Will help to develop Nextivity sales champions within each carrier
- Will generate enterprise leads which are the strongest leads – customers with pain points and urgent need

## Key Account Team:

- Colin Aubrey, Regional VP Sales – UK will head a global key account team that will evangelize Nextivity to global and national enterprise corporations with multiple sites
- Zach Brogdon will be the Key Account Director for Americas
- Increased Nextivity brand awareness to make Nextivity the de facto standard in the middle-prise
- Generate end-customer leads which Nextivity will handoff to MVP and top Elite partners

## Realigning Sales Regions and Adding Sales Engineers:

- Reorganizing sales regions will increase sales support levels per region
- A Regional Sales Director/Regional Sales Engineer team approach will improve quality of partner support for each region by having a commercial/technical team supporting partners in each region







# Thank You All for Your Partnership

**Teamwork Makes the Dream Work!**





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# Thank You

TIM LEWIS

