



“Key” Corporate and Product Updates



Stephen Kowal

Chief Commercial
Officer



Tim Lewis

VP Sales, Americas



Maureen Ryan

Sr. Manager,
Sales Operations



Suzanne Corbo

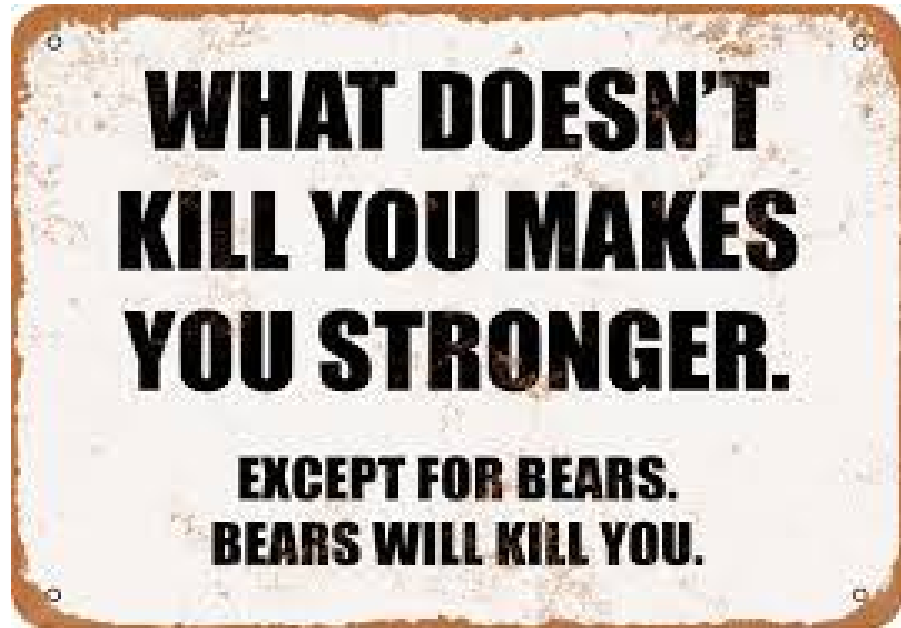
Sr. Director,
Marketing



ELEVATE PARTNER SUMMIT – 2023

WHAT'S NEW @NEXTIVITY?

STRENGTHENING OUR BOND: Evolution Through Change



2023 – Whew!

- Acquisitions
- New Products
- New Faces
- New Systems and New Processes
- and....EoLs



HPUE TECHNOLOGY ACQUISITION: Assured Wireless

- Mid-January acquisition
- Full integration of company, team, products, and technology
- Initial market: FirstNet users – first responders and those who support them
- Why this makes sense for Nextivity
 - Rounds out 360° offering for [Critical Communications portfolio](#)
 - Strengthens relationship with AT&T FirstNet Program
 - Technology good fit with portfolio and opens up possibilities outside U.S. as well as for certain Enterprise customers with critical communication needs



High Power User Equipment (HPUE) is a special class of user equipment (devices) that increase device transmission power by six times (6x). In the U.S., this increased signal can only be transmitted using Band 14. This power increase translates to significant connectivity improvements in terms of range, coverage area, and uplink speeds.



SHIELD MegaFi with FirstNet® MegaRange™

“The highest-powered mobile routers available for critical communications”

Exclusively available to AT&T and FirstNet sellers:

- 6x the power of standard consumer devices
- Stay connected in most challenging environments
- 5-port Ethernet router
- GPS and location-based services
- Wi-Fi hotspot
- Intuitive graphical user interface

Features:

- Solution is packaged as all-in-one solution
- Mobile, Fixed, and Portable options
- Integrated Wi-Fi Router
- Bundled with Antenna(s)



Nextivity SHIELD MegaFi



Fulfilled by: GetWireless 

NEXTIVITY GROWTH: New Products, New Markets

- **CEL-FI Cellular Coverage**
 - QUATRA 4000c/EVO, GO G41/G43
- **SHIELD** for Critical Communications
 - MegaFi (also acquired AW12) – HPUE
 - Industry-Leading Public Safety
- **HARMONY** Private Networking (NaaS)
 - Launched HARMONY in Q1



NEXTIVITY GROWTH: \$\$

- 2022: Grew **41%**
2023: Projected Growth **20% on top of 2022**
- Invested in:
 - Sales
 - Marketing
 - Sales Ops
- New Alliance with Leviton
- Added 11 Rep firms
- Acquisition of Assured Wireless
- ...and we're not done yet!



ELEVATE PARTNER SUMMIT – 2023

UPDATED MARKETING UPDATE



BRANDING: Nextivity is Nextivity!

- Rebrand wrapping up in 2023
- Three Product Families have Product Lines
 - CEL-FI** Cellular Solutions: QUATRA, GO, ROAM, CONNECT
 - SHIELD** Critical Communications: EXTEND, SOLO (ERCES)
TBD (HPUE)
 - HARMONY** Private Networking as a Service (NaaS)
- Starting to see what we hoped for...
 - More flexibility wide and deep
 - Public Safety / Private Networking / HPUE Router
 - Product Lines to Serve Specific Markets
 - Future is open to possibilities



WEBSITE: Reaching End Users

- Shift from partner focus to market focus
- Solution pages reflecting current verticals
- Improved product pages help locate key info (regions, bands, etc.)
- Public Safety, HPUE, and Private Networking all have own presence
- Improved video, graphics, and product imagery

★ Less is More! We are improving our site analytics by removing more than 500 extra pages that have built up over the years



MESSAGING: It's What you Say and How you Say It



LEAD GENERATION: Ultimate Partner Support

- More Nextivity news and press in more places
- Increased industry participation
- Messaging and talking points focused on customer pain points
- Website drives form fills and direct inquiries



Nextivity SHIELD SOLO Low-Power ERX Recognized With 2023 Top Tier Product Award by Mission Critical



Nextivity Affirms Support for FirstNet Supplemental Coverage from Space



FORBES > LEADERSHIP > LEADERSHIP STRATEGY

Embracing Smart Retail With Public LTE Networks



Drenik: How can retailers enable better connectivity throughout the whole building to ensure a seamless user experience?

Kowal: Mobile network operators (MNOs), such as AT&T, T-Mobile, and Verizon have invested billions of dollars in cellular tower infrastructure and density. Rather than relying solely on Wi-Fi, retailers can take advantage of public cellular networks and ensure that signals

A Dozen Reasons Hotel Guests Want Cellular Service



Signal quality is impacted by building materials, other structures, the natural landscape, and distance to towers – but it can be fixed. Nextivity, along with our expert partners, will work with you to resolve issues affecting guest satisfaction and operations. We can improve your network in days – not months or years.

1. Check in and check out – express arrival and departures help avoid lines
2. Arrange for a ride around town
3. Request housekeeping or supplies
4. Book a beauty service, tee time, or make a restaurant reservation
5. Order food – delivery, pick-up, room service
6. Look up hotel policies – parking, check-out procedures, etc.
7. Adjust their stay to add nights
8. Access and control in-room entertainment
9. Access maps, tickets, and find local information – many properties have cut back on concierge services, guests can self-serve if properly connected
10. Check in for upcoming flights
11. Settle charges – guests can review and take care of charges on site, avoiding issues later

Mobile
News & Articles | Magazines | Reports & Whitepapers | Sections

Articles > Connectivity
Private networking: 5 minutes with Nextivity's Stephen Kowal
By Mags Drenik
August 25, 2023 - 9 min

Chief Commercial Officer of Nextivity Stephen Kowal. Credit: LinkedIn

Stephen Kowal talks with Mobile Magazine about Nextivity products, industry predictions and how solutions will remain compliant despite rapid development

Connectivity is a key part of life and business for those in and outside of the telco and TMT industries, and retail is no different. Smart retail is no different, with the likes of omnichannel retail being impacted by social media, AR, and livestream shopping.

Wireless Tech & Policy Summit
Conference - Expo - Networking!
May 24
National Housing Center
Washington, DC
Lead Event Sponsor
FIRSTNET
Sub with AT&T
President, FirstNet and Public Safety
AT&T
Jim Tarpe
Keynote Speakers!
FCC Commissioner
Brendan Carr
saefastlink.org/summit

Safer Buildings Coalition
Wireless Tech Policy Summit
May 24, 2023
Washington, DC

Noise and Interference in PS and Cellular Comms: Are networks at risk?

Michiel Lotter
Nextivity CEO



ELEVATE PARTNER SUMMIT – 2023

PARTNER PORTAL 4-1-1



NEXTIVITY PARTNER PORTAL: One-Stop Shop

The screenshot displays the Nextivity Partner Portal interface. At the top left is the Nextivity logo and a search bar. A large hero image of a wave is featured with the text "Welcome to Nextivity's Partner Portal" and a "Click Here" button. To the right is a "Quick Links" section with items like "Important Announcement: Cloud Changes", "Quick Reference for Reps", "Deal Registration", "User Manuals", "Installation/Planning Checklists", "Troubleshooting", "Cel-Fi University", and "Price Lists". Below this is a "My Pins" section with three cards: "Partner Resources" (Deal Registration Guide (SIs)), "Installation and Support" (CEL-FI University Portal Login), and "Price Book" (NAM MSRP Price Book Q3 2023). A navigation menu on the right lists: Dashboard, Training & Certification, Content & Resources, Partner Program Resources, Playbooks, Prospect Pages, MDF, and Pipeline.



↑
(It's Like This)



NEXTIVITY PARTNER PORTAL: Why Join?



Product and Marketing Collateral



Support Resources



Installer Tools



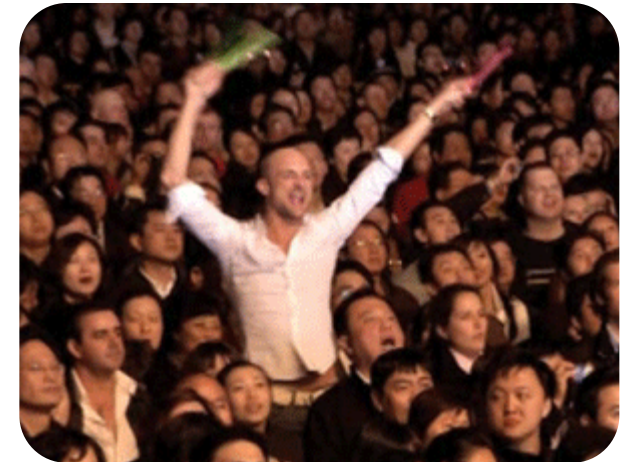
Program Materials



Deal Registration




Easy Access to External Resources + Single Sign-On



Typical Nextivity Portal User

CO-BRANDING: It's Not All Nextivity!



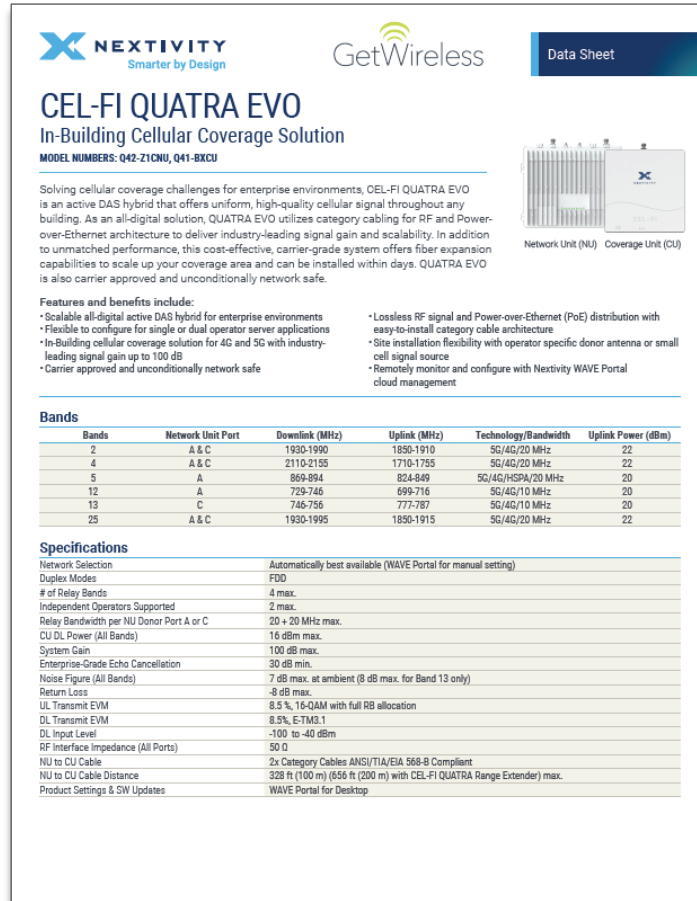
Data Sheet

[View Now](#)

[+ Playbook](#) [Co-Brand](#)

[Share](#)

Type: Data Sheets, Install and Support Resources
 Product: CEL-FI QUATRA EVO
 Focus Area: Cellular
 Co-Branding: Co-Brand



NEXTIVITY Smarter by Design | GetWireless | Data Sheet

CEL-FI QUATRA EVO

In-Building Cellular Coverage Solution

MODEL NUMBERS: Q42-Z1CNU, Q41-BXCU

Solving cellular coverage challenges for enterprise environments, CEL-FI QUATRA EVO is an active DAS hybrid that offers uniform, high-quality cellular signal throughout any building. As an all-digital solution, QUATRA EVO utilizes category cabling for RF and Power-over-Ethernet architecture to deliver industry-leading signal gain and scalability. In addition to unmatched performance, this cost-effective, carrier-grade system offers fiber expansion capabilities to scale up your coverage area and can be installed within days. QUATRA EVO is also carrier approved and unconditionally network safe.

Features and benefits include:

- Scalable all-digital active DAS hybrid for enterprise environments
- Flexible to configure for single or dual operator server applications
- In-Building cellular coverage solution for 4G and 5G with industry-leading signal gain up to 100 dB
- Carrier approved and unconditionally network safe
- Lossless RF signal and Power-over-Ethernet (PoE) distribution with easy-to-install category cable architecture
- Site installation flexibility with operator specific donor antenna or small cell signal source
- Remotely monitor and configure with Nextivity WAVE Portal cloud management

Bands

Bands	Network Unit Port	Downlink (MHz)	Uplink (MHz)	Technology/Bandwidth	Uplink Power (dBm)
2	A & C	1930-1990	1850-1910	5G/4G/20 MHz	22
4	A & C	2110-2155	1710-1755	5G/4G/20 MHz	22
5	A	869-894	824-849	5G/4G/HSPA/20 MHz	20
12	A	729-746	699-716	5G/4G/10 MHz	20
13	C	746-756	777-787	5G/4G/10 MHz	20
25	A & C	1930-1995	1850-1915	5G/4G/20 MHz	22

Specifications

Network Selection	Automatically best available (WAVE Portal for manual setting)
Duplex Modes	FDD
# of Relay Bands	4 max.
Independent Operators Supported	2 max.
Relay Bandwidth per NU Donor Port A or C	20 + 20 MHz max.
CU DL Power (All Bands)	16 dBm max.
System Gain	100 dB max.
Enterprise-Grade Echo Cancellation	30 dB min.
Noise Figure (All Bands)	7 dB max. at ambient (8 dB max. for Band 13 only)
Return Loss	-8 dB max.
UL Transmit EVM	8.5 %, 16-QAM with full RB allocation
DL Transmit EVM	8.5 %, E-TM3.1
DL Input Level	-100 to -40 dBm
RF Interface Impedance (All Ports)	50 Ω
NU to CU Cable	2x Category Cables ANSI/TIA/EIA 568-B Compliant
NU to CU Cable Distance	328 ft (100 m) (656 ft (200 m) with CEL-FI QUATRA Range Extender) max.
Product Settings & SW Updates	WAVE Portal for Desktop

Update your Company Profile
ONCE
 For Drag-n-Drop Co-Branding

DEAL REGISTRATION: So Many Good Reasons!



Distributors can plan ahead and have product on their shelf when you need it



The partner truly driving our product into end users is protected



As our program evolves, the number of deals an SI drives will be a key indicator that could result in additional benefits (more discounts, rebates, invitations to events, etc.)



It's Just a Quick Form!



DEAL REGISTRATION: Managing the Pipeline

NUMBER OF DEALS
14

AVERAGE DEAL SIZE
10,042

TOTAL VALUE
140,592

CSV

Date Created	Deal Id	Deal Name	Customer
08/03/2023	6438	Test Project	TestCo
07/11/2023	5562	Test Project 123-123	TestoCo

REGISTER A DEAL

** indicates required fields

REP REGISTERING DEAL *
Test User

STATUS *
New

DISTRIBUTOR
GetWireless

End User Company and Contact Details

Please use this section to provide information about the end user company and your contact there. The details you provide about the end user will help us identify the project and avoid duplicate registrations.

PROJECT NAME *
Provide a brief descriptive name for the project, e.g. "Los Angeles Warehouse" or "10 Store Rollout"
Key West Hotel
14 of 50 max characters

END USER COMPANY NAME *
TestCo
6 of 50 max characters

END USER CONTACT FIRST NAME *
Joe
3 of 50 max characters



No Tim, not this pipeline

DEAL REGISTRATION: The Mechanics – Here’s How

Protecting your deal and securing your pricing is easy!

- 1 Navigate to your pipeline in the Partner Portal
- 2 Click “New Deal”
- 3 Fill in customer information
- 4 Tell us about the project
- 5 Submit!
- 6 Your Nextivity Salesperson will review promptly, and you’ll be good to go!
- 7 Provide your approved deal ID to Distributor when requesting a quote or placing an order to get your program tier pricing.

The image shows a screenshot of a web form titled "REGISTER A DEAL". The form contains several sections: "REP REGISTERING DEAL" (with a dropdown menu showing "Suzanne Corbo"), "STATUS" (with a dropdown menu showing "New"), "DISTRIBUTOR" (with a text input field "Type a distributor"), "End User Company a" (with a text input field), "PROJECT NAME" (with a text input field and "0 of 50 max characters" below it), "END USER COMPANY NAME" (with a text input field and "0 of 50 max characters" below it), "END USER CONTACT LAST NAME" (with a text input field and "0 of 50 max characters" below it), "END USER PHONE NUMBER" (with a text input field), "PROJECT STREET" (with a text input field), "CITY" (with a text input field), and "STATE" (with a text input field). There is also a "DEAL DESCRIPTION" section with a text area and "0 of 1000 max characters" below it. A "Deal Information" section includes "CLOSE DATE" (with a text input field "yyyy-mm-dd" and "Provide the estimated date you believe the deal will close - i.e. you will be ready to purchase hardware." below it), "INSTALLATION DATE" (with a text input field "yyyy-mm-dd" and "Provide the date the customer will be ready for installation to begin on site." below it), and "ESTIMATED VALUE (MSRP)" (with a text input field and "Provide the estimated total value of Nextivity deal reg eligible hardware for this project. (This will recalculate when you specify the actual products and quantities to be used)" below it). A blue "Submit" button is at the bottom right. A meme overlay featuring a man with a mustache and the text "EASY LIKE TUESDAY MORNING" is placed over the right side of the form.




PARTNER PORTAL: Come Join Us!



We aren't lemmings and we aren't going over a cliff. Just sign up.



CO-BRANDING: It's Not All Nextivity!



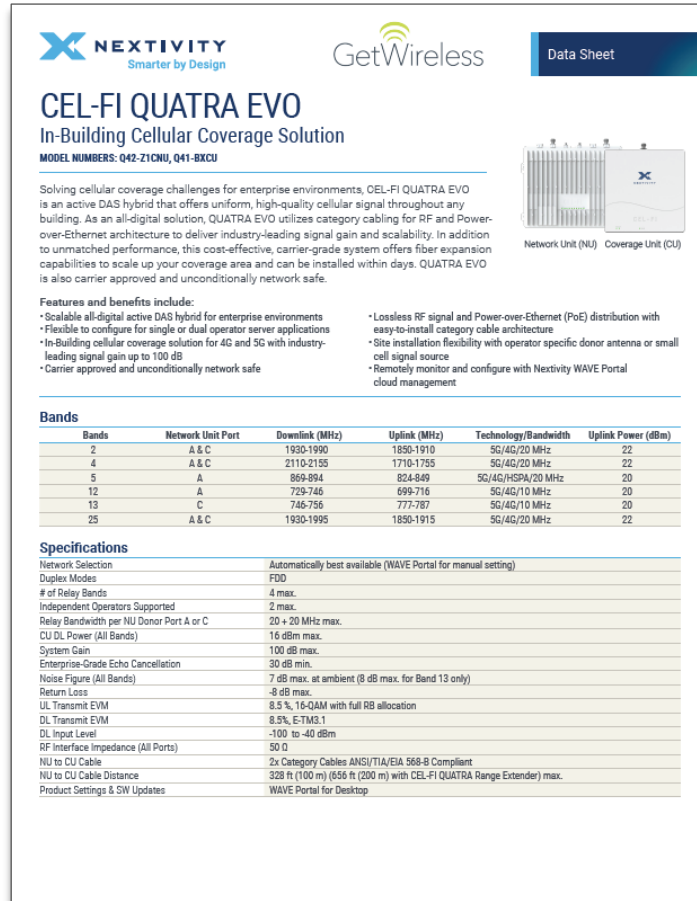
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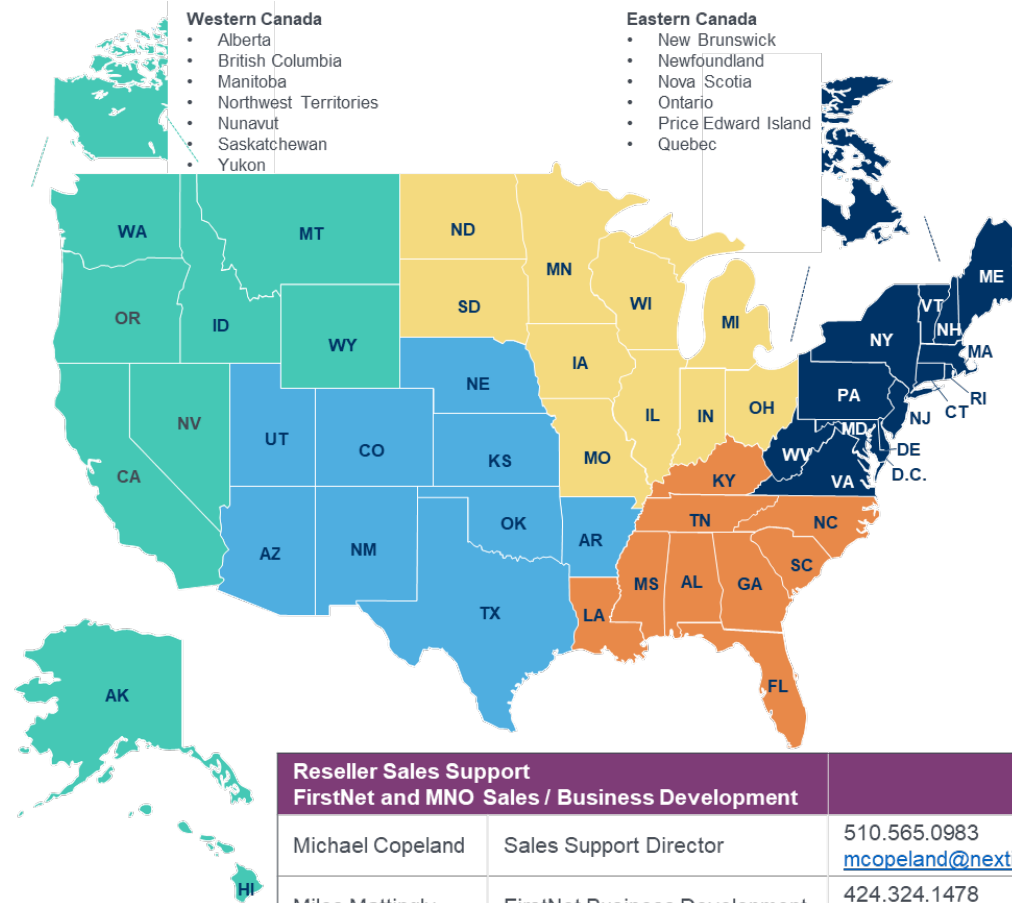
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WE ARE BIGGER AND BETTER



SALES TEAM EXPANSION: Teaming Up for Success

Americas Sales (NAM, CALA)		
Tim Lewis	VP Sales, Americas	619.361.5566 tlewis@nextivityinc.com
Western Region (Incl. Western Canada)		
Theresa Agoo	Regional Sales Director	206.920.4315 tagoo@nextivityinc.com
Victor Mejia	Sales Engineer	408.591.9767 vmejia@nextivityinc.com
Central Region		
Joe Wood	Regional Sales Director	801.698.6411 jwood@nextivityinc.com
Sean Sartain	Sales Engineer	615.207.3512 ssartain@nextivityinc.com
Great Lakes Region		
Frank Schmidt	Regional Sales Director	708.917.9450 fschmidt@nextivityinc.com
Paul Tracy	Sales Engineer	314.574.4334 ptracy@nextivityinc.com
Southeast Region (Incl. Puerto Rico, USVI)		
Jim Lottig	Regional Sales Director	858.663.2069 jlottig@nextivityinc.com
Hugo Sulbaran	Sales Engineer	786.270.7779 hsulbaran@nextivityinc.com
Northeast Region (Incl. Eastern Canada)		
Dallas Defibaugh	Regional Sales Director	610.427.3255 ddefibaugh@nextivityinc.com
Hock Oon	Sales Engineer	858.485.9442 hoon@nextivityinc.com



Reseller Sales Support FirstNet and MNO Sales / Business Development		
Michael Copeland	Sales Support Director	510.565.0983 mcopeland@nextivityinc.com
Miles Mattingly	FirstNet Business Development	424.324.1478 mmattingly@nextivityinc.com
Derrick Smith	Director, MNO Relations	404.314.2822 dsmith@nextivityinc.com



Sales Approach

- Closer to the partner and customer
- End user value and influence
- Strategic Accounts
- Working with our SIs earlier in the deal process
- Working with distribution on better project supply
- Lead distribution
- Expanding our influence



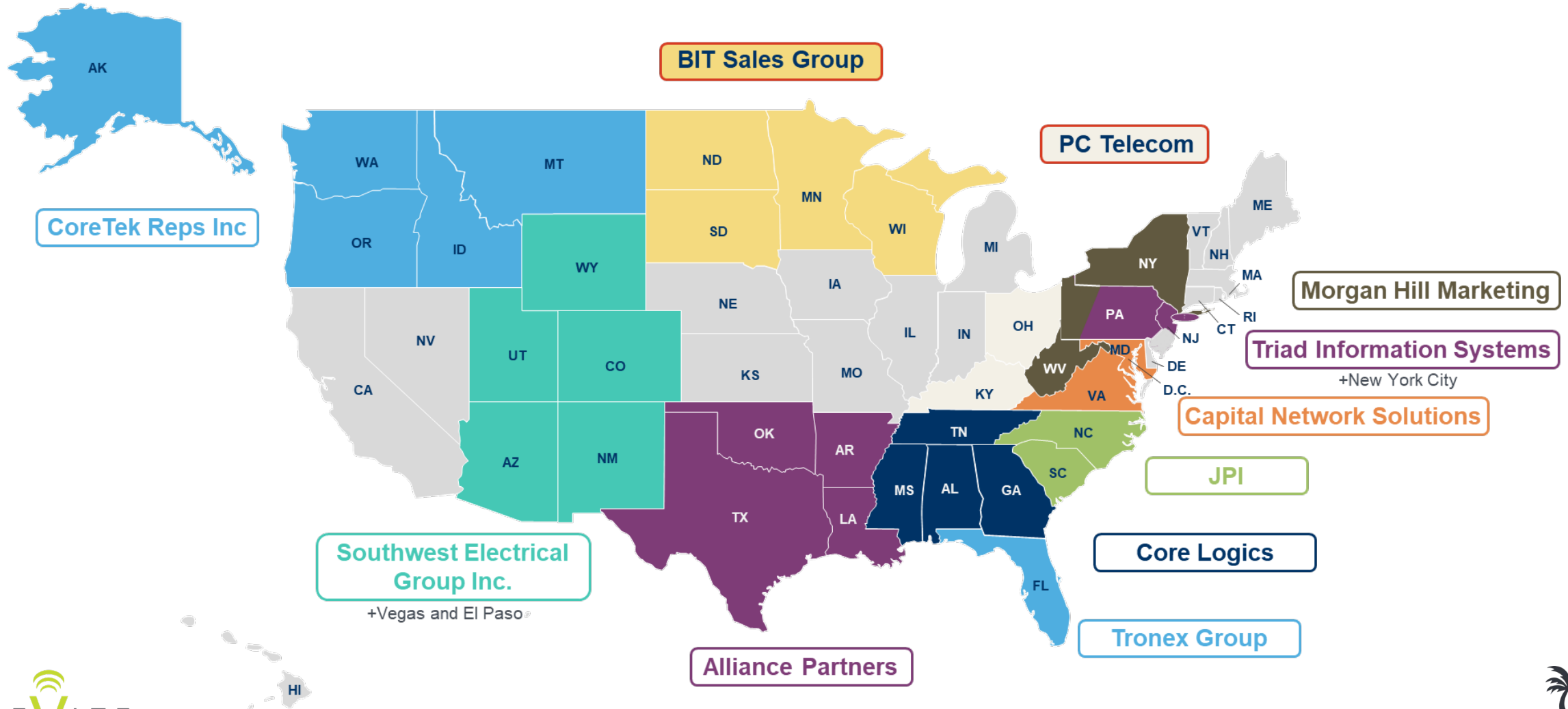
NEXTIVITY GROWTH: Partnerships

- Growing our reach, but with the right partners
- Added 11 low voltage rep firms via Leviton
 - Consultants and others earlier in sales cycle to spec products in, reach new audiences
- RSDs leverage existing SI partners add design expertise and speed installations
- Joint thought leadership webinars.



Our Partners Stand Out!

SALES TEAM EXPANSION: Teaming Up for Success



ELEVATE PARTNER SUMMIT – 2023

MORE WINNING TOGETHER



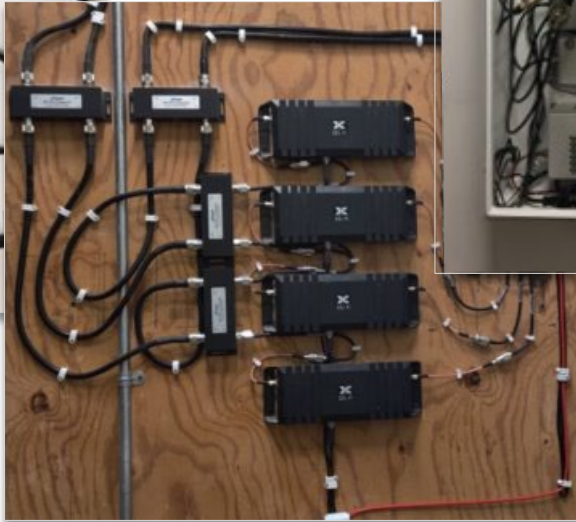
NEW REVENUE STREAM: Extended Warranty Sales

- Enterprise sales focus = more opportunity
- Additional revenue stream
- Increased customer protection
- Standardization across product lines
- Now included in the MSRP price list



PRODUCT ROADMAP: Listening to Our Partners

- Your creativity knows no bounds... SIs getting crafty!



PRODUCT SNEAK PEEK: CEL-FI GO G43

- You just need ONE! For all the carriers!
- Two Bands for up to Three Operators (6 Bands Total)
- Two Server Antenna Ports
- Manage from Nextivity WAVE Portal



Convenience Stores • Quick-Serve Restaurants • Branch Outlets
• Banks • Satellite Offices • Fueling / Charging Stations • Gift /
Souvenir Shops • Clubhouses • Liquor Stores • “Small Box” Stores



CEL-FI GO G43

Three-Carrier Solution for
Retail and Branch Locations

MARKETING OPPORTUNITIES: Winning Together

- Co-branded materials beyond collateral... for big shows, campaigns, or new content we try to help with artwork, ideas, messaging, content... we'll share what we have.
- Lead gen with integrators
 - Email and paid ad campaign support
 - Event support
 - What's your idea?
- Knowledge is power – and supports sales
 - Upgrading training materials – public and private
 - On-site customer experience center (hands-on)
 - Allow you to lead with expertise



San Diego's own Ron Burgundy



THANK YOU

Stephen Kowal
Chief Commercial Officer

