



Change the Conversation, Improve the Outcome

Accelerate & Increase Revenues

Collapse Cycles – Sales and Deployment

Eliminate Barriers and Competitive Pressures

Understanding Your Business

Defining What is Important to You.

- Understanding Your Business
- You have 5 offices and looking to add 2 more
- You're an Avaya Diamond Partner and Considering Cisco
- Primary offering is Avaya
- Recently added Axis to expand into Physical Security
- NY state coverage with customer concentration in NY city.
- Top verticals include Healthcare, Education, K-12 education and State and local government and Retail
- Typical customer size is 200 to 500 seats with single or multiple locations.
- 70% of customer base is still legacy representing 200 plus customers with majority being in Healthcare and Education
- Some customers - you provide network management as well as voice solutions.
- The top three customers concerns are ROI, Security, Cost and Disruption.

Understanding Your Business

Defining What is Important to You.

- Looking for approximately 75% of revenues to come from existing base and 25% from net new customers
- Agree that the move to IP is a great time to capture net new customers
- Your differentiator is experience and service. .
- When you lose it is most often to Cisco - more aggressive and they own the network relationship.
- Cloud or Recurring Revenue offerings are a priority for you.
- The three biggest challenges you have are: Long Sales Cycles, Competition, Making acceptable margins.
- And the one thing that you think can help you succeed is being different from the competition.

About NVT Phybridge – Enablers of the Modern LAN

Industry Recognition



Supporting IP:



24 years of Transmission Innovations for the Communications and Security Industries

Award-Winning Products

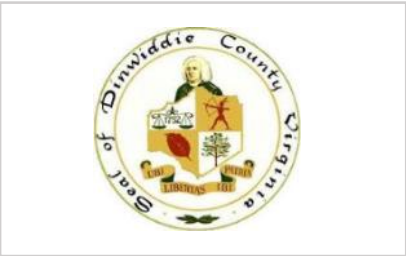
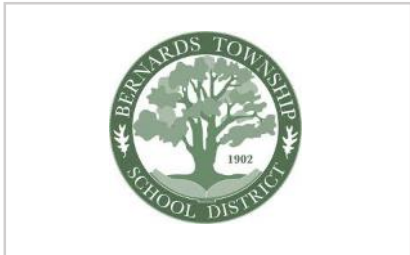
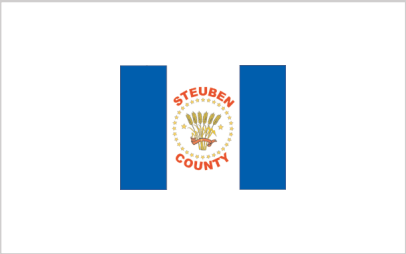


Happy Customers

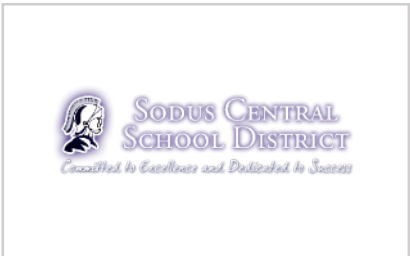
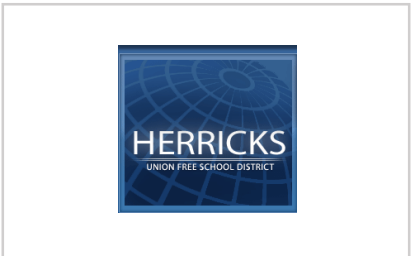
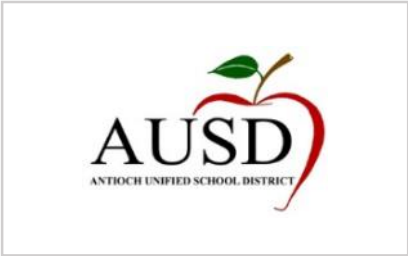


Millions of Endpoints Enabled Globally.

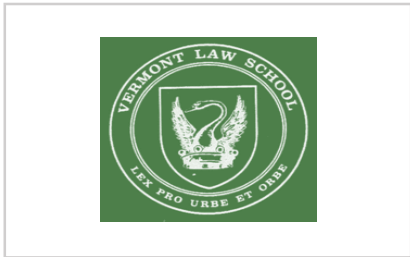
Counties, Cities and School Districts



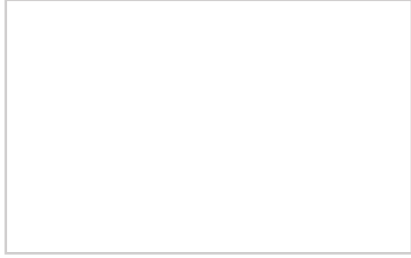
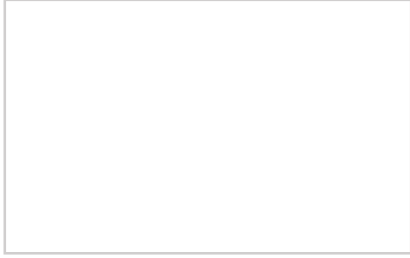
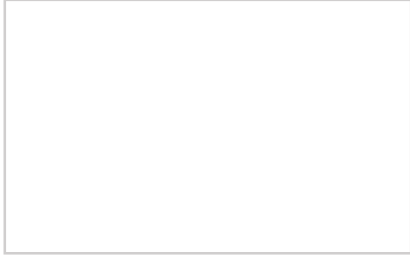
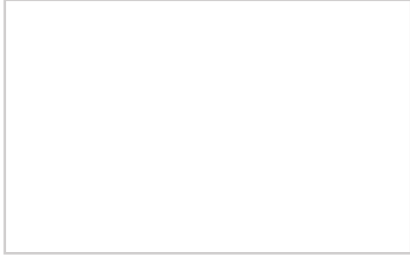
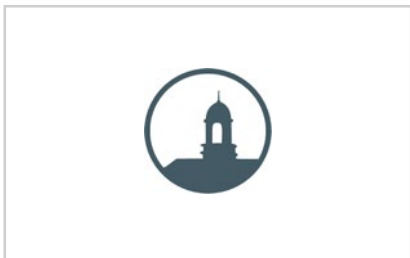
Counties, Cities and School Districts



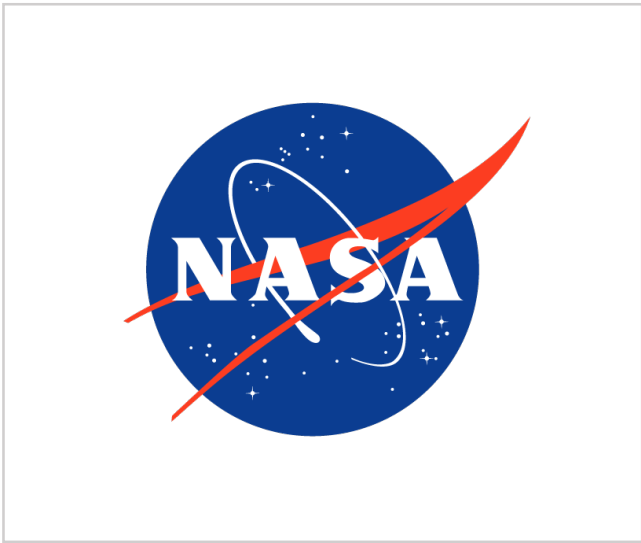
Just to Name a Few...



And a Few More...



And a Few More...



Better Outcomes

- Creating better business outcomes
- Over \$100 million in infrastructure savings
- More and faster revenue for partners
- Accelerated IP modernization
- Better ROI for customers and partners
- Better brand value for partners

STOP THE INSANITY. YOUR TEAM DESERVES IT.



“Doing the same thing over and over and expecting different results.”

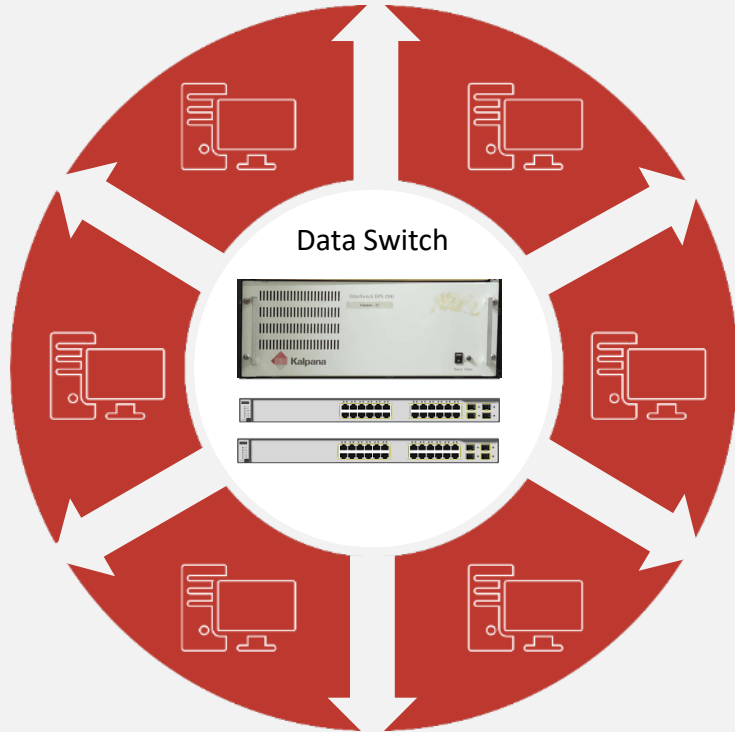
“We cannot solve a problem by using the same kind of thinking we used when we created them”

-Albert Einstein.

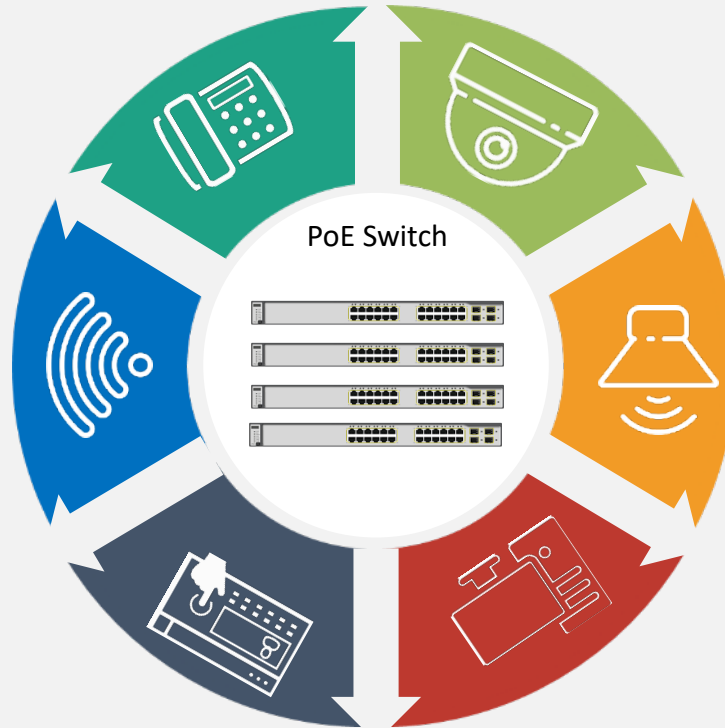
TIME TO CHANGE THE CONVERSATION AND IMPROVE THE OUTCOME

Traditional LAN

First 15 Years



Last 15 Years



Traditional LAN Design for IoT Customer Challenges:

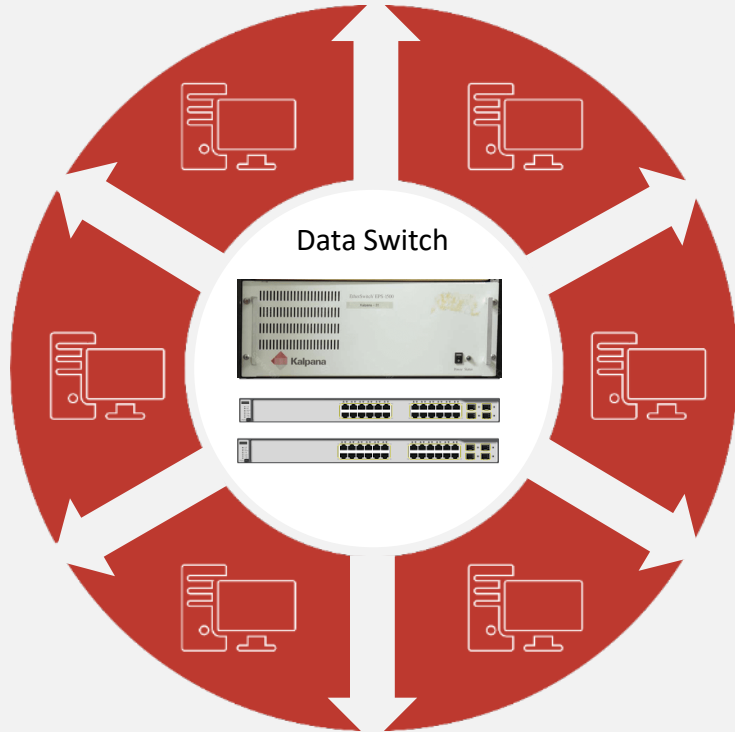
- Higher Network Costs
- More Complex Networks
- Cyber Security Risks
- Quality of Service Concerns
- Longer Deployment Cycles
- Disruption to Business
- Network Reliability
- Demands on Staff & Skill Set
- Higher Day-Two Support Costs
- ROI Being Questioned



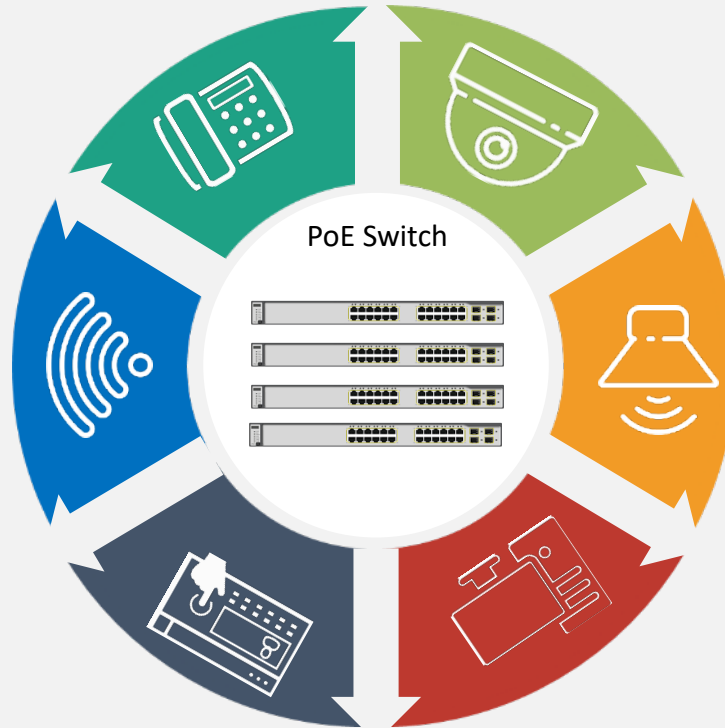
DID YOU KNOW: In 1989 and 1990, Kalpana introduced the first multiport Ethernet switch, In 1994 Cisco Acquired Kalpana

Traditional LAN

First 15 Years



Last 15 Years



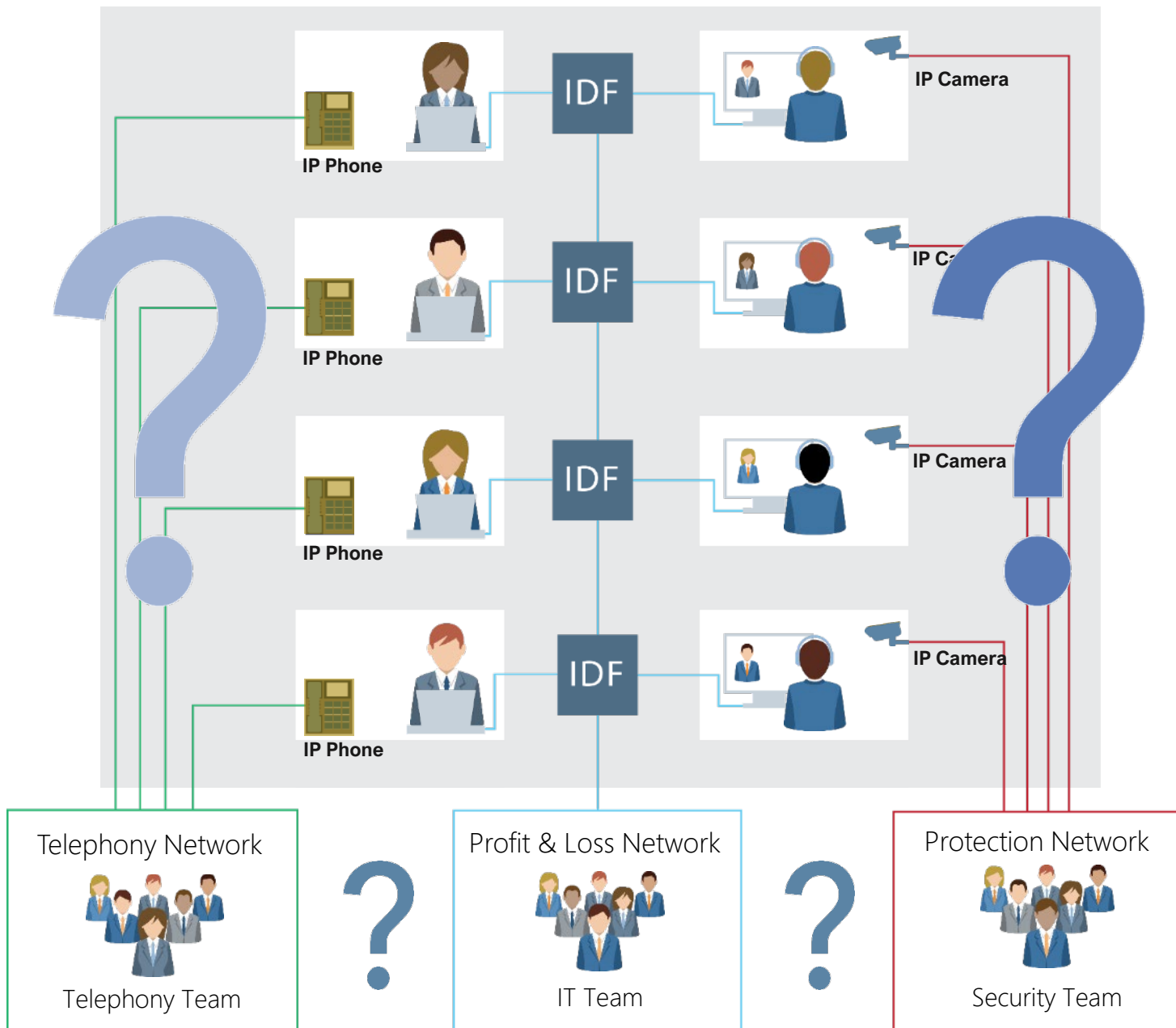
Traditional LAN Design for IoT Partner Challenges:

- Longer Sales Cycles
- More Complex Sales Cycles
- Competition Owns Network
- Finger Pointing
- Longer Deployment Cycles
- Demands on Staff & Skill Set
- Higher Day-Two Support Costs
- Decreasing Margins
- Brand Risk



DID YOU KNOW: In 1989 and 1990, Kalpana introduced the first multiport Ethernet switch, In 1994 Cisco Acquired Kalpana

The Typical IP Upgrade Requirements



Rip and Replace Infrastructure

- Costs
- New Cabling
- IDF Closets
 - Cooling, Power, Backup Power & Rack space
- Disruption
- Scheduling

Staffing Considerations

- Demands on IT, Voice and Security staff

Network Pressures

- Bandwidth hogging video
- Security & Reliability

Improve The Outcome for You and Your Customers

Me Too Doesn't Work – Change the Conversation

ME TOO – RIP & REPLACE

We Can Help – Apply Modern LAN Principles :

A compelling LAN Strategy:

- Save Money
- Eliminate Risk and Disruption
- Simplify PoE Requirements
- Build a Robust Platform.
- Maximize ROI



IP END POINTS

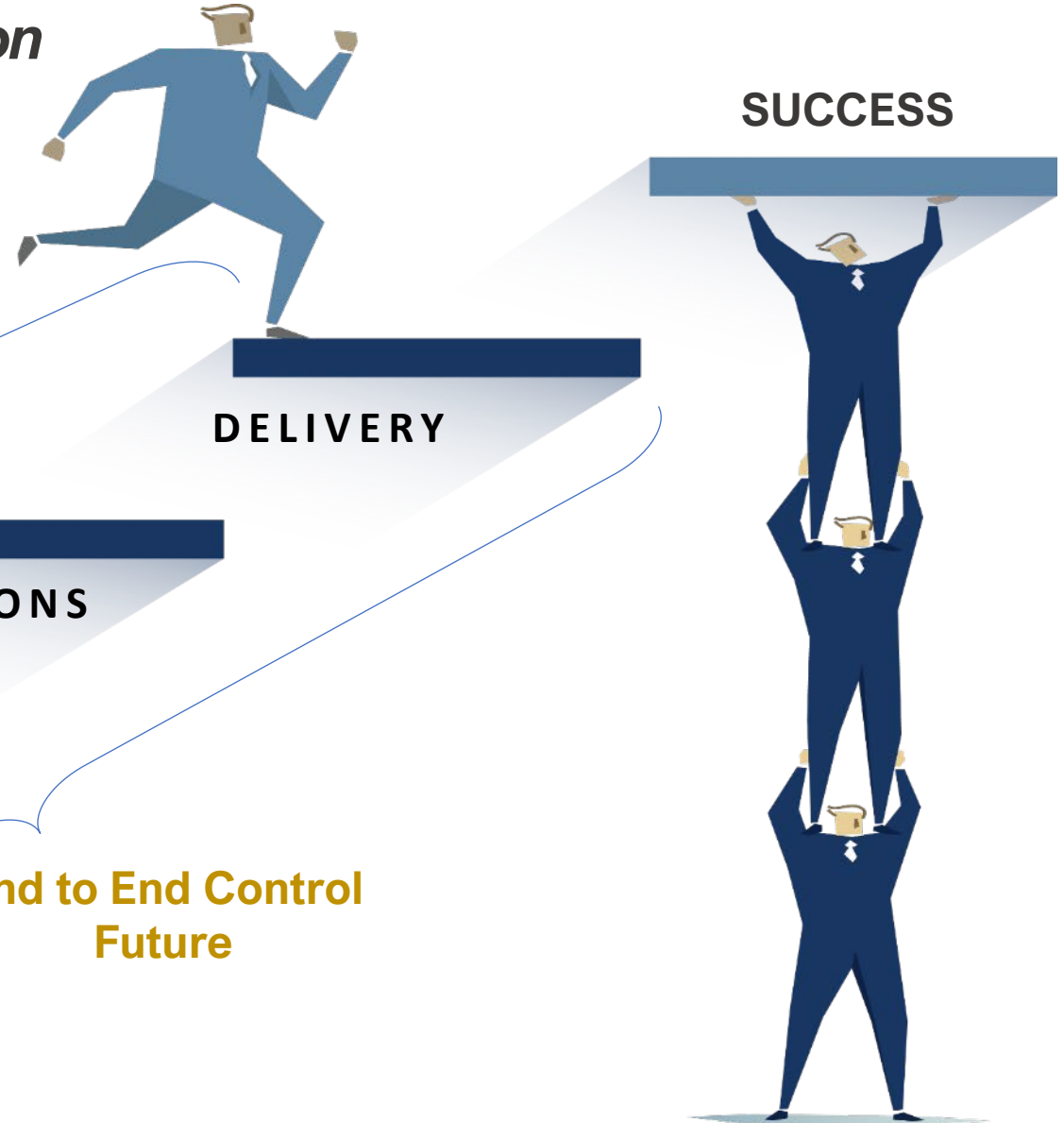
APPLICATIONS

DELIVERY

SUCCESS

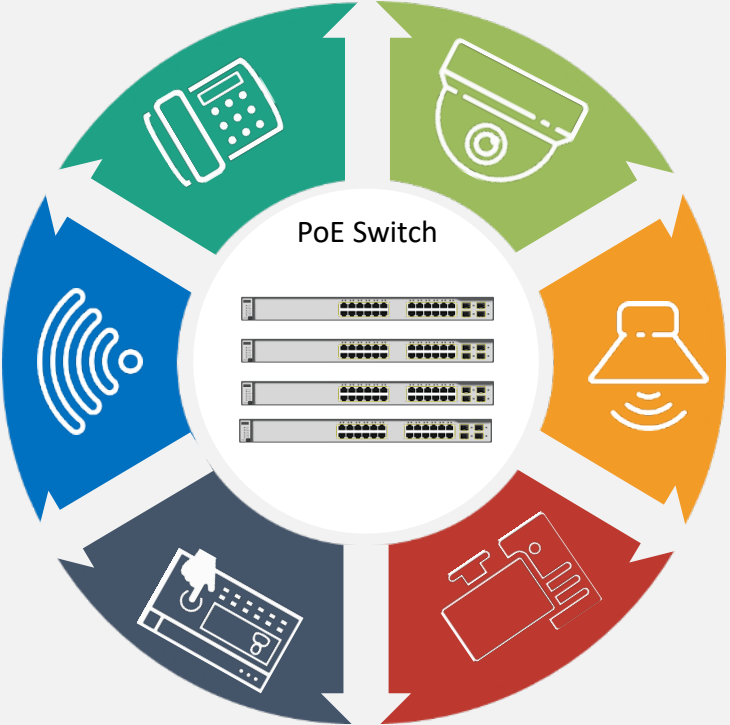
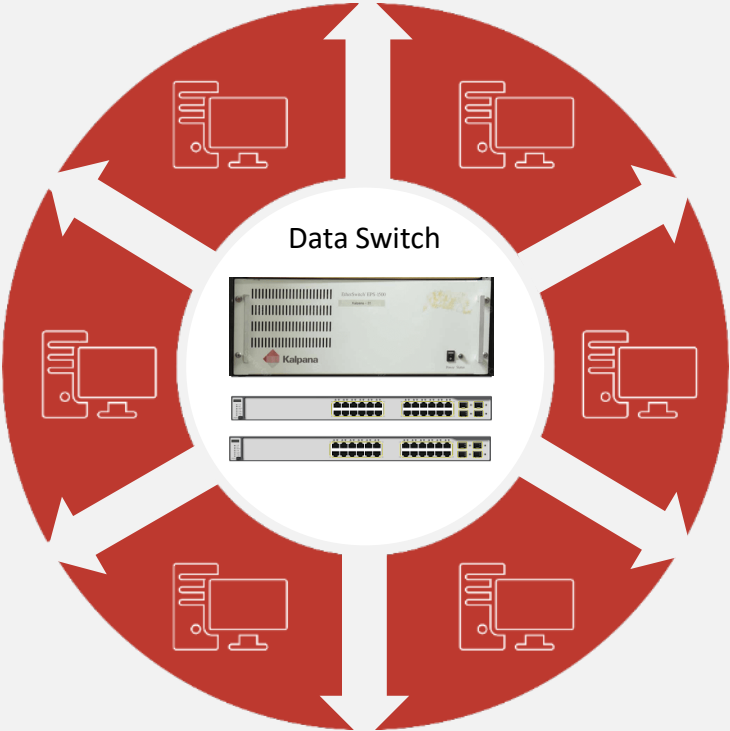
End to End Control
Past

End to End Control
Future

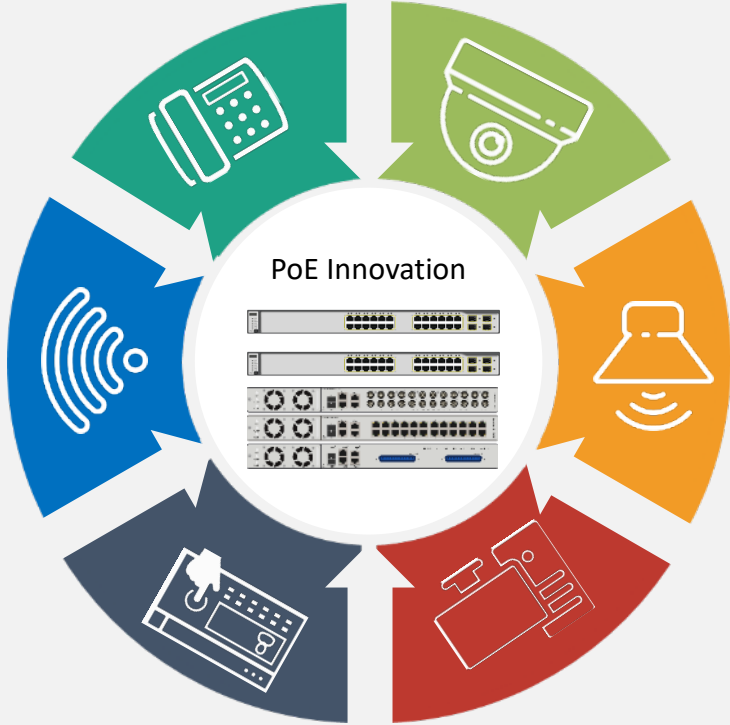


Change The Conversation with Modern LAN By Frost & Sullivan

Traditional LAN



Modern LAN



Introducing Modern LAN Principles

—
*Game-Changing
Approach to IP
Modernization*



Michael DeSalles

Principal Analyst
Frost & Sullivan

WATCH

Modern LAN Principles

Proven to Overcome LAN barriers, Improve ROI and Increase Cyber Security

- Start with End Point Requirements First
- Build Sustainable LAN Strategy
- Ensure a Cyber Secure, Robust LAN
- Be Environmentally Responsible
- Maximize ROI
- Leverage Innovation

Going Beyond Traditional Data Switches

Simplifying IP Modernization

Typical Ethernet Switches



Standard PoE Switch

- **Up to 328ft (100m) reach**
- **CAT5 to CAT6 cable**
 - **All 4-pair required**
- 254W Power Supply
 - No redundancy
 - No power management
 - Limited PoE ports
 - 15.4W per port maximum
- GUI management



Enterprise PoE Switch

- **Up to 328ft (100m) reach**
- **CAT5 to CAT6 cable**
 - **All 4-pair required**
- 435W Power Supply
 - Redundancy-stack power
 - Power management
 - 30W per port maximum
- GUI management
 - Complex to manage

NVT Phybridge CHARIoT Series

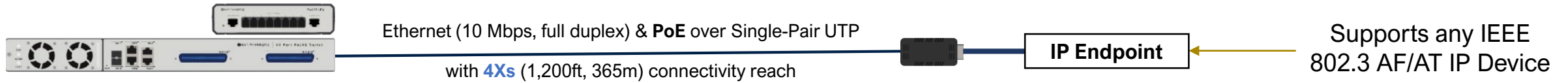


With SmartPathPoE™ Technology

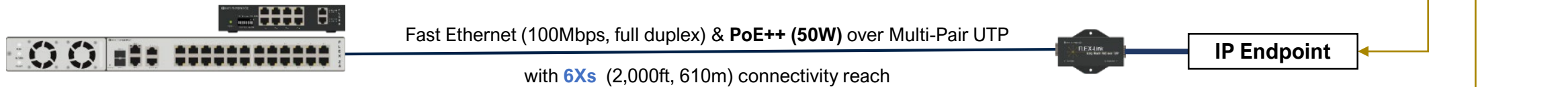
- Over 6,000ft (1,830m) Reach
- Coax or Multi Pair UTP cable
 - 1-, 2-, or 4-pair options
- Single Port, Unmanaged & Managed, Solutions
- 100W/500W to 1000W Power Supply
 - Redundancy-PowerWise™
 - Power management
 - 15W to 50W per port maximum
- GUI management
 - Easiest to manage

NVT Phybridge CHARIoT Solutions: Enabling the Modern LAN

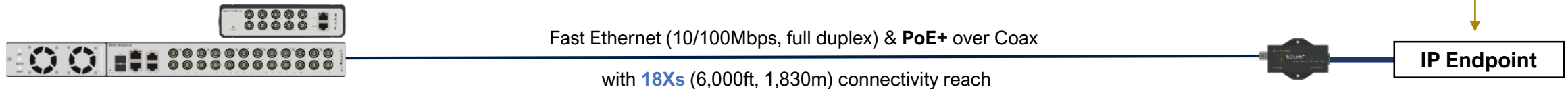
PoLRE 48-, 24-Port & LPC 8-Port Switches



FLEX 24-, 8-Port Switches

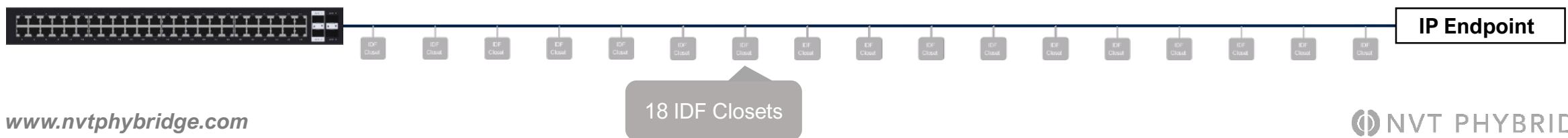


CLEER24-Port & EC10-Port Switches



CHARIoT Solutions Reduce/Remove Need for IDF Closets

Standard PoE Switch– Standard Ethernet reach with too many costly IDF stops along the way



Award-Winning Chariot Series with SmartPathPoE™ Technology

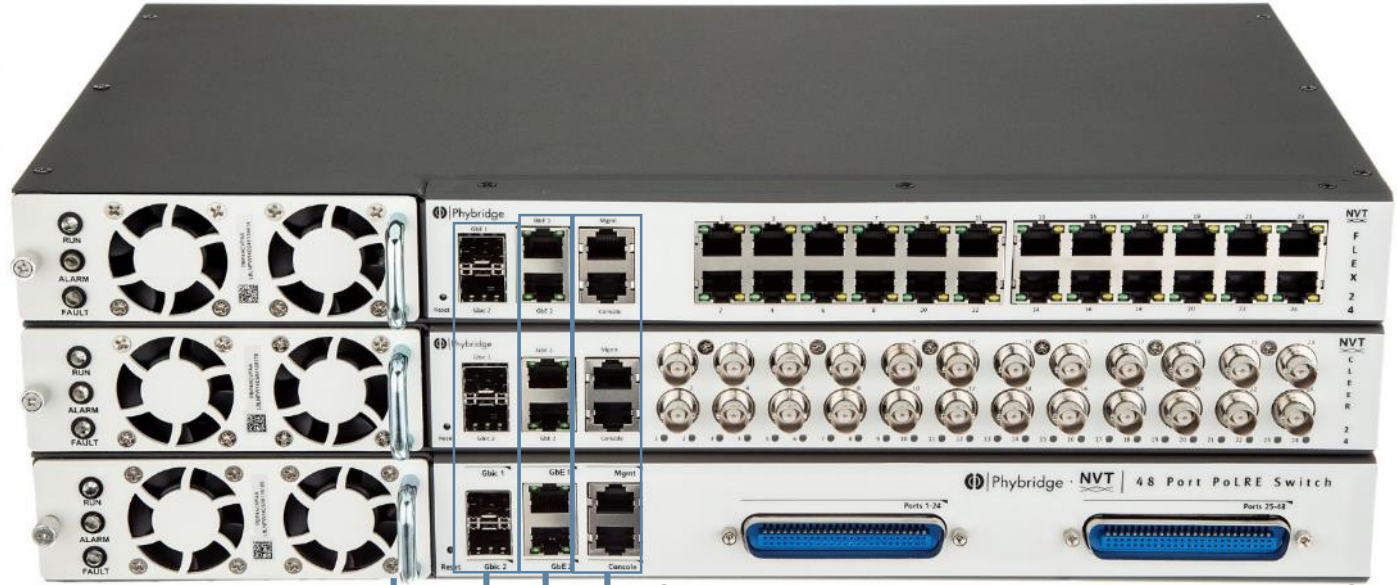
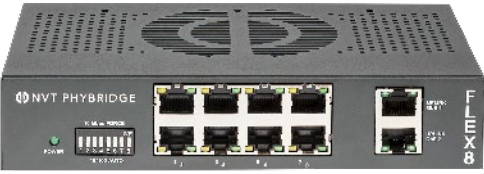
PoLRE 8 Port LPC
Unmanaged Single-Pair UTP



EC10
Unmanaged Coax PoE



FLEX8
Unmanaged Multi-Pair UTP

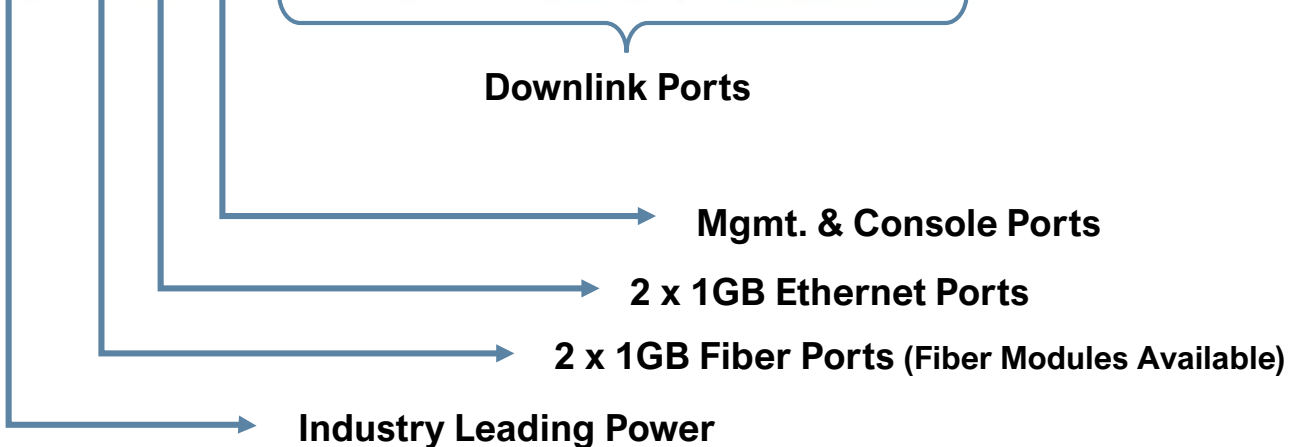


FLEX
Multi-Pair UTP

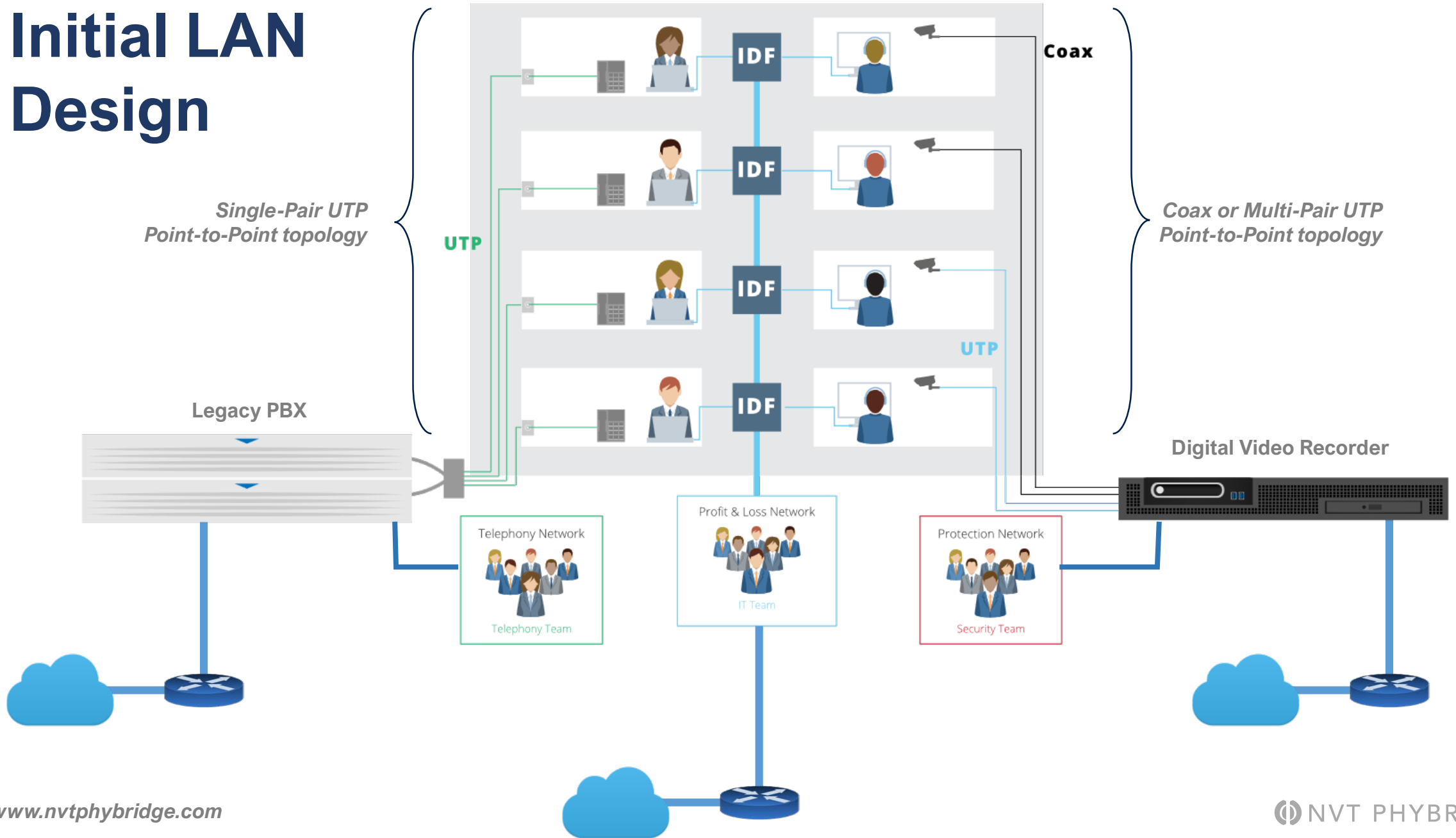
CLEER
Coax

PoLRE
Single-Pair UTP

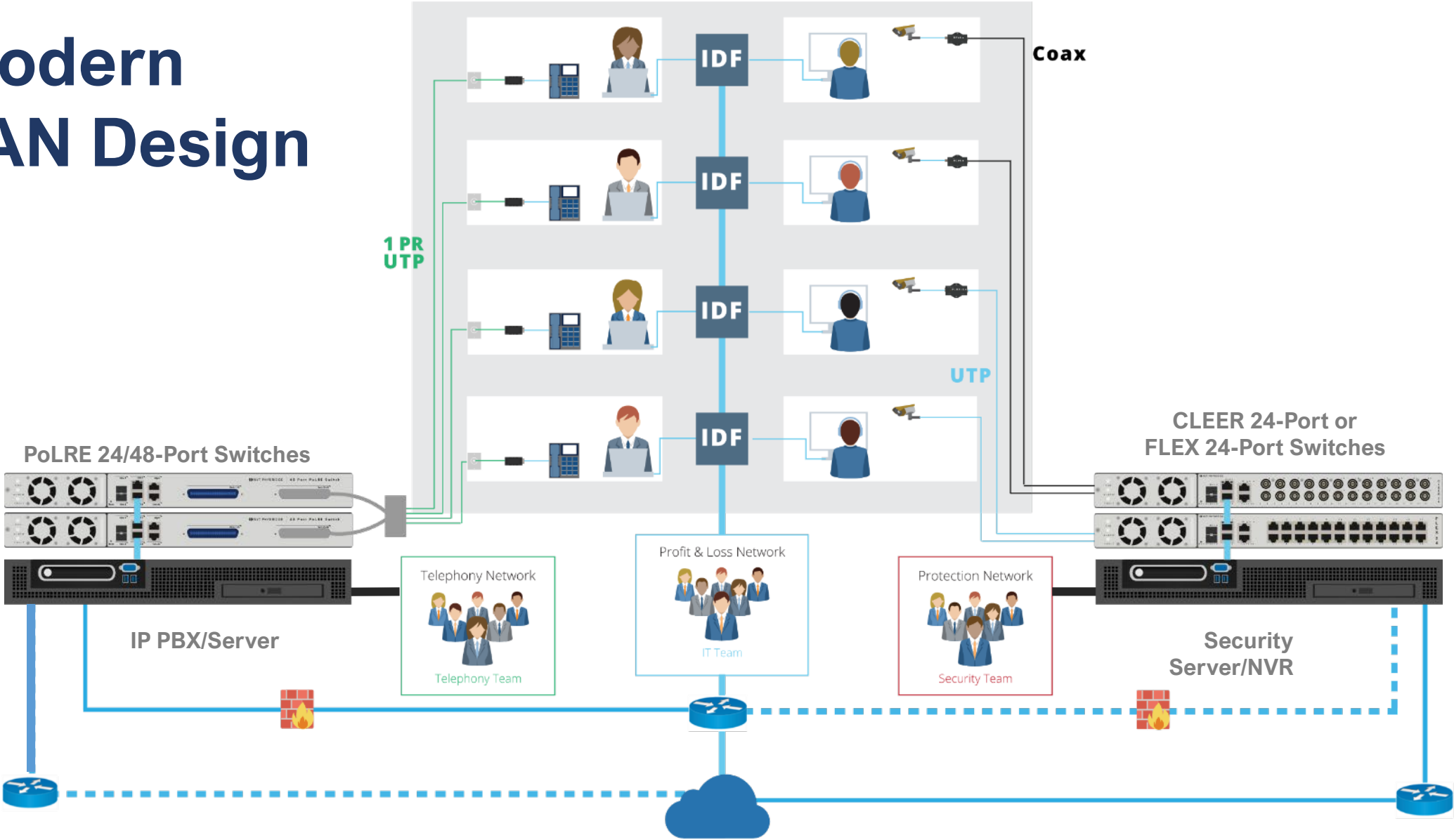
- PowerWISE®**
- 500/1,000W power supply
- Hot swappable
- AC/DC Power Source
- Power Sharing
- Power Management



Initial LAN Design



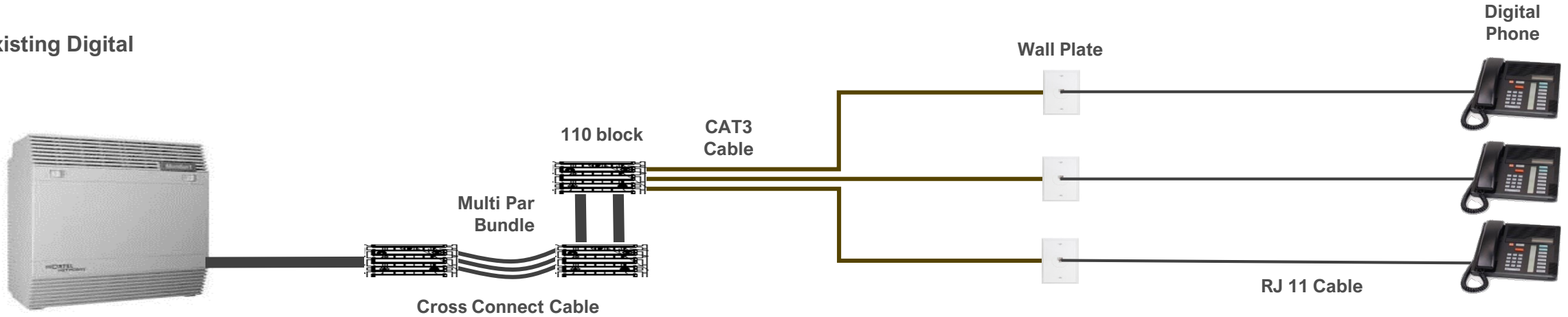
Modern LAN Design



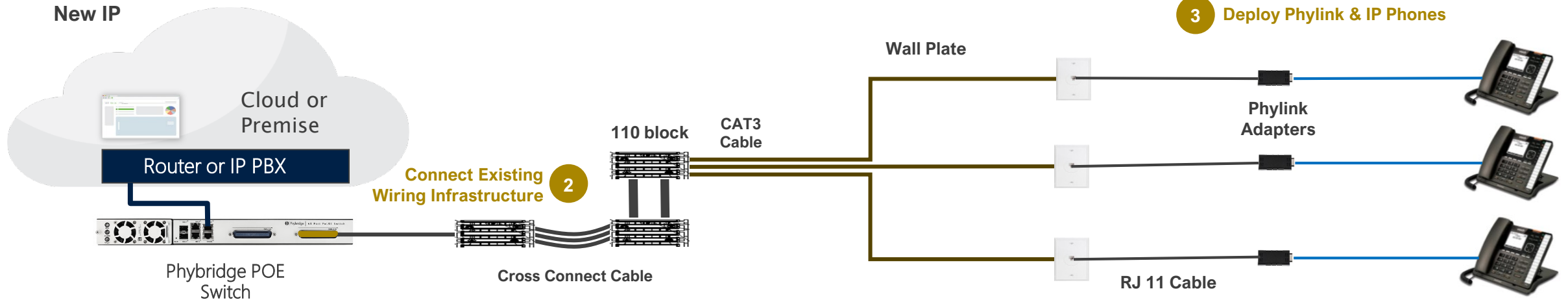
Old Digital Today, New IP Tomorrow

Cost Effective, Simple, Robust

Existing Digital



New IP



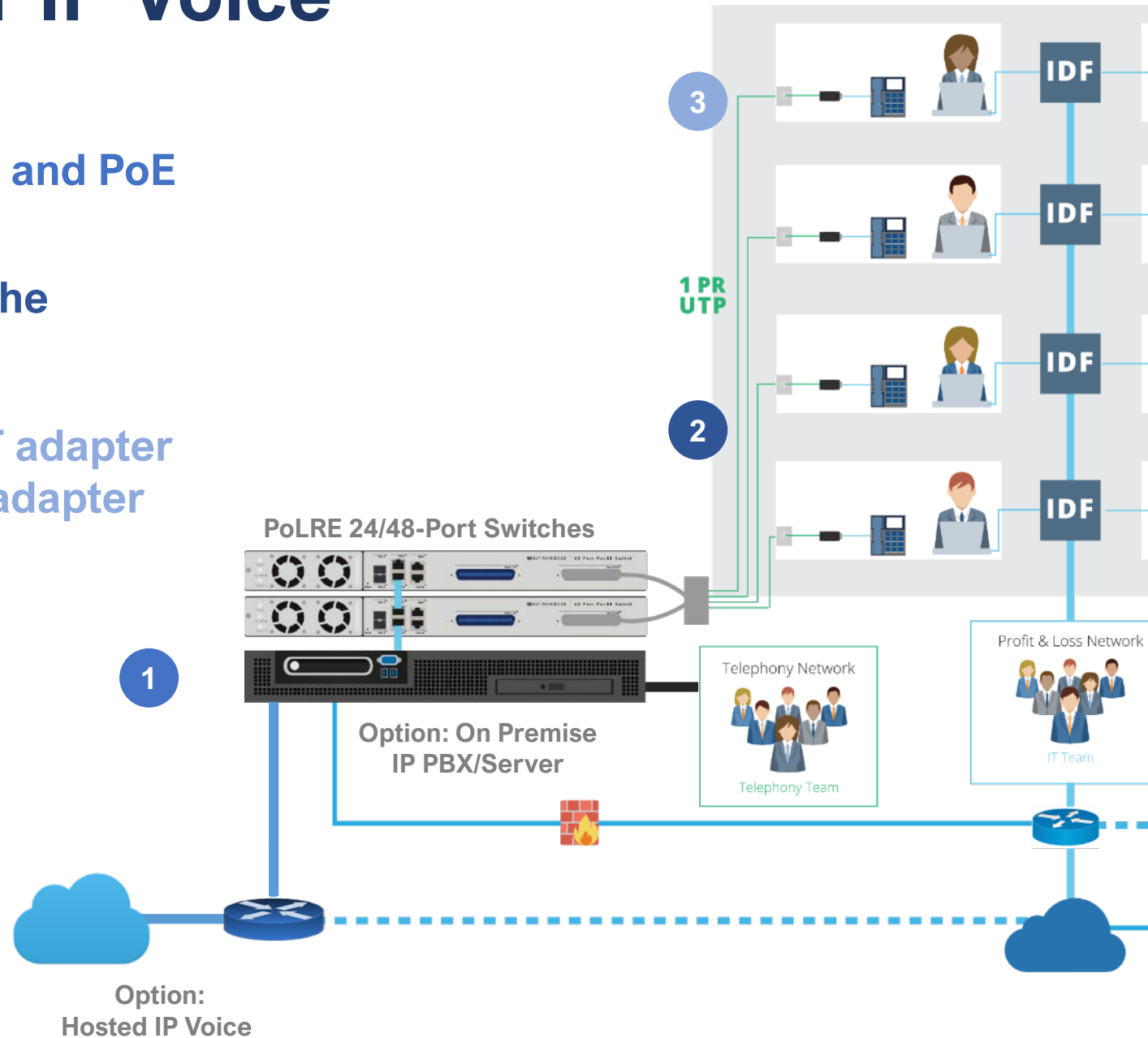
1 Rack, Stack & Configure Switches

3 Deploy Phylink & IP Phones

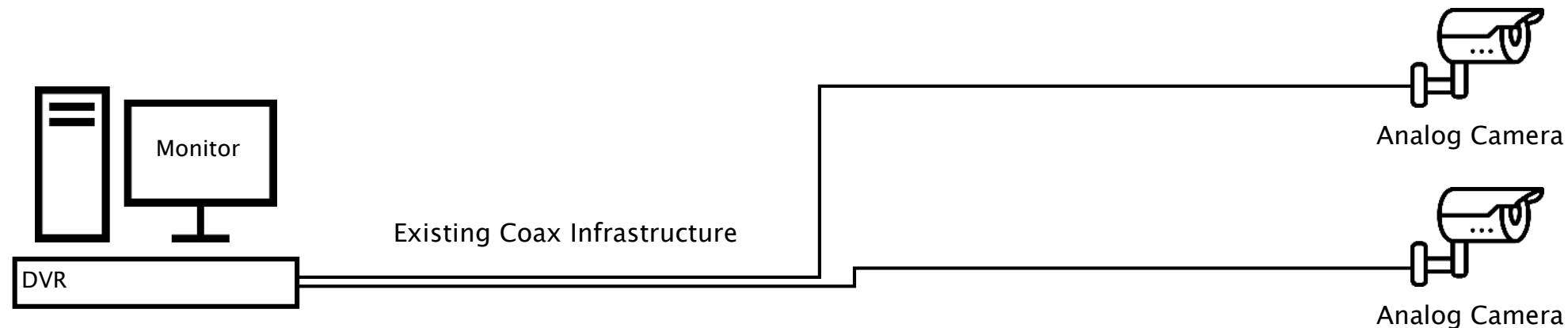
Modern LAN Design For IP Voice

1. Rack, stack and configure switches and PoE server
2. Connect existing infrastructure to the CHARIoT PoE switches
3. At endpoint – connect the CHARIoT adapter to the wiring and the endpoint to the adapter

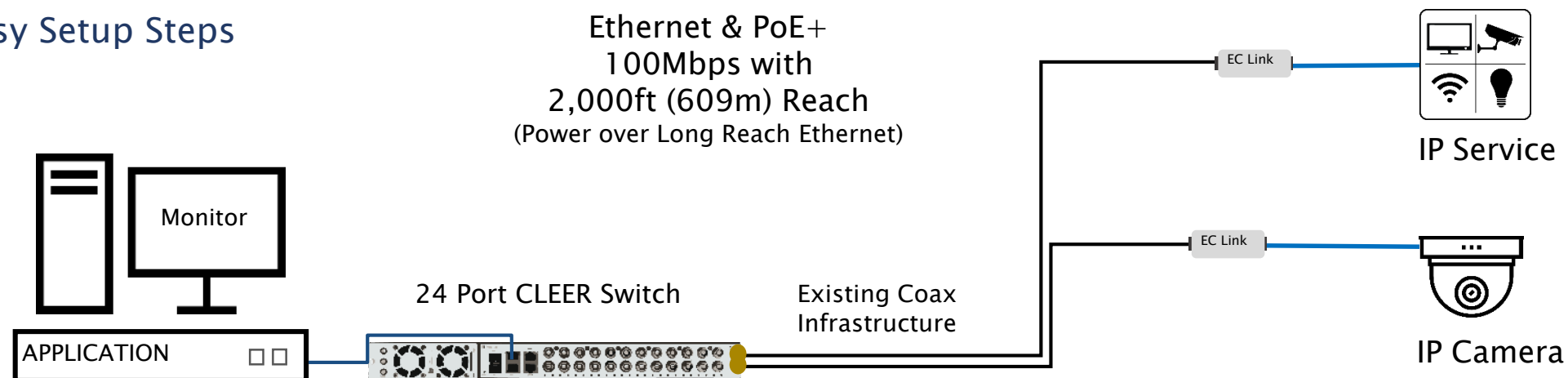
*Enabling Cloud or Premise Based IP.
Simple, Fast & Effective.*



Old Analog Today, New IP Tomorrow



Three Easy Setup Steps

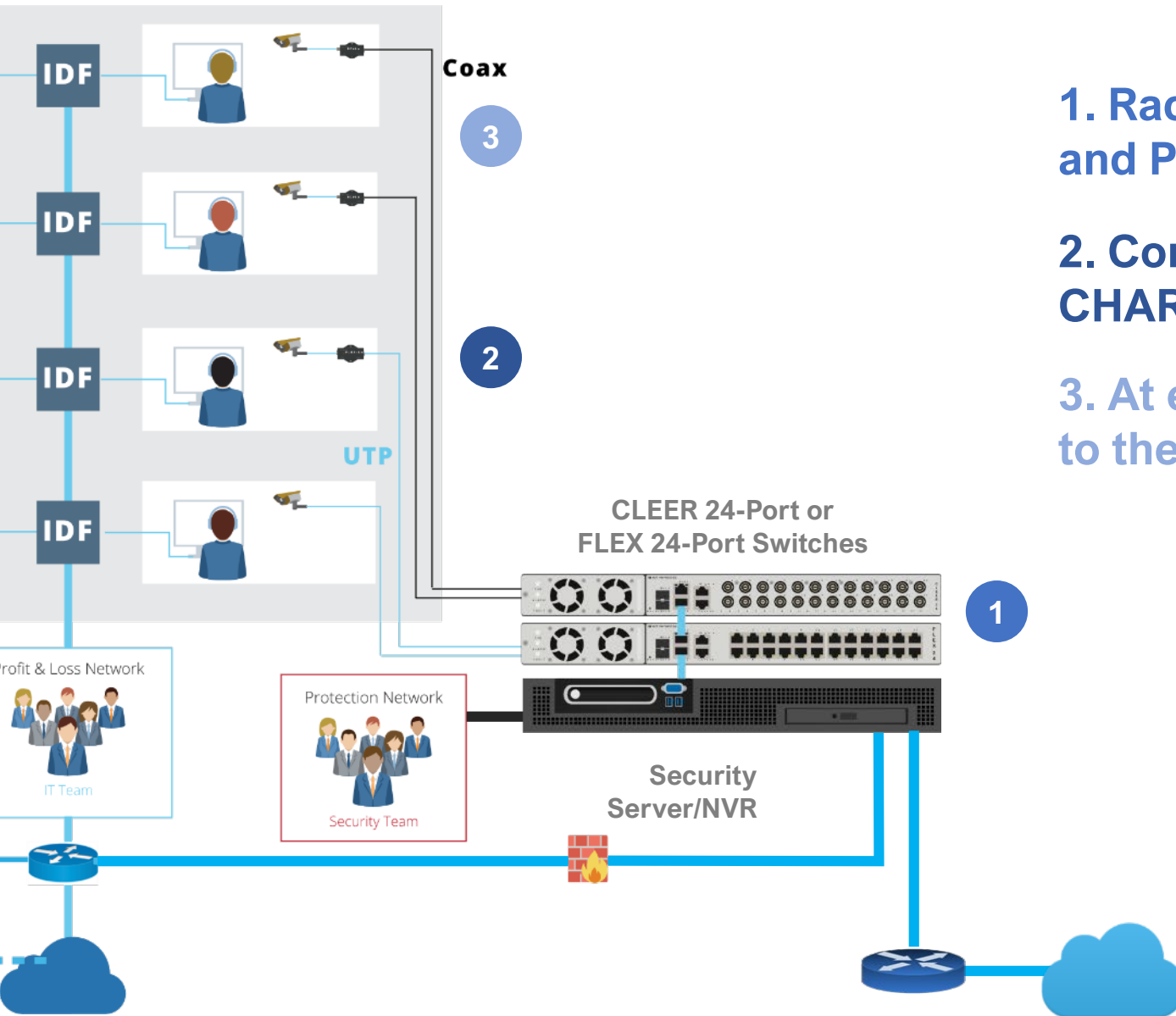


1 Rack, Configure, Connect CLEER Switch to APP and Test Locally

2 Connect Existing Coax to CLEER Switch

3 EC Link To Coax and IP End Point

Modern LAN Design For Physical Security



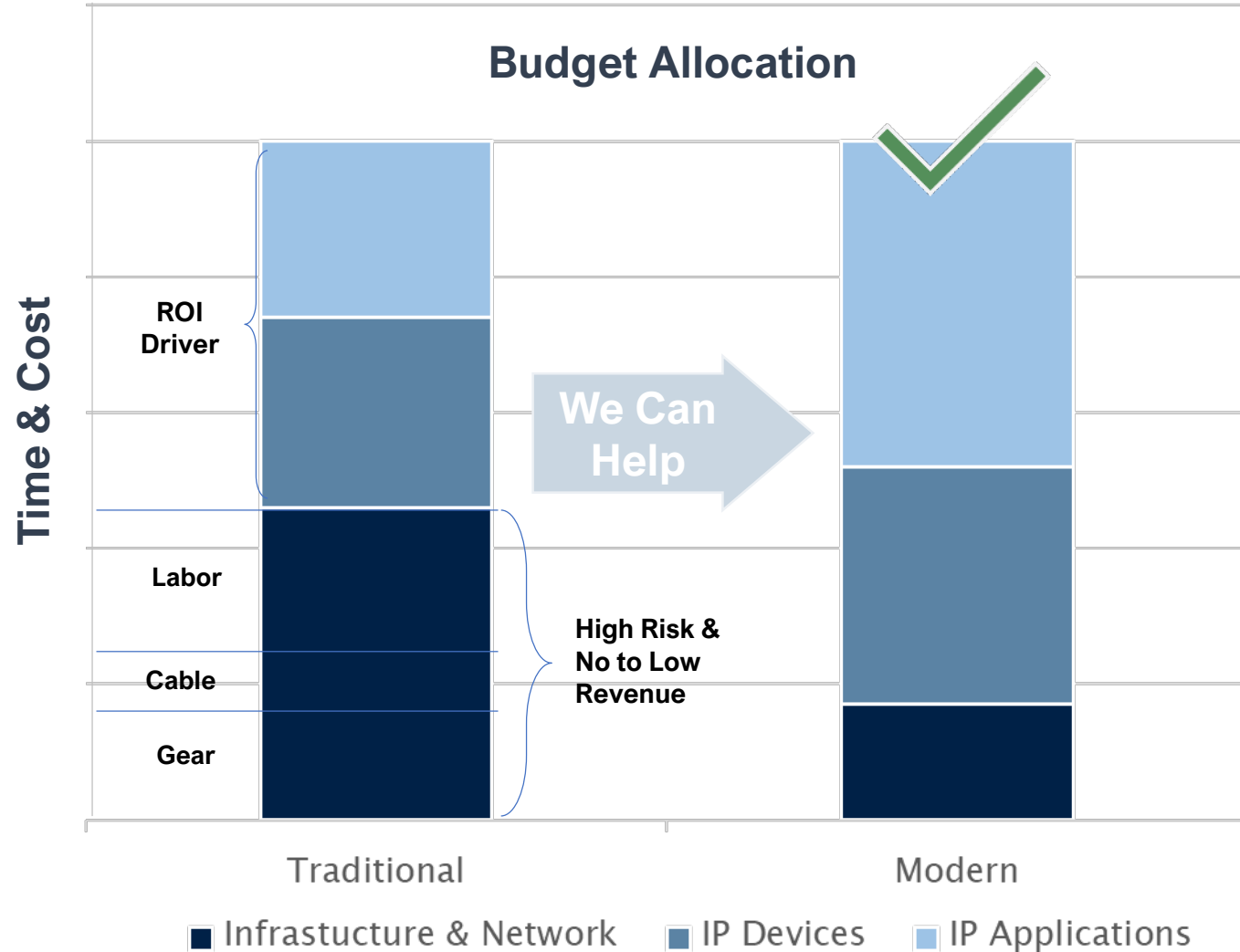
1. Rack, stack and configure switches and PoE server

2. Connect existing infrastructure to the CHARIoT PoE switches

3. At endpoint – connect the CHARIoT adapter to the wiring and the endpoint to the adapter

*Enabling Cloud or Premise Based IP.
Simple, Fast & Effective.*

Improve The Outcome for You and Your Customers



- **Robust infrastructure**
- **More budget on applications & better devices**
- **Eliminate competition**
- **Eliminate complexity**
- **Elevate your brand**
 - Better ROI
 - IP Modernization Accelerated
 - Application Adoption
- **Faster and more revenues**
- **Better margins for you and your customers**

Change the slides below to two to three relevant success stories.

Success Story

Large Healthcare System

Overview

- Large healthcare system with multiple locations including medical centers, critical access hospitals and medical clinics needed to modernize phone system
- Existing TDM-based communication system was inefficient for staff, patients and suppliers

Challenge

- Patient care disruption, health risks – rip-and-replace.
- Costs and complexity
- Every location was unique
- Time required for network requirements
- Network complexity

Solution

- Changed the conversation; applied Modern LAN principles
 - Leveraged Innovation: PoLRE Solution



Result

- Reduced infrastructure costs by \$1 million
- Over 900 Avaya IP phones deployed across 10 location in record time
- Reduce risk with repeatable, predictable and scalable approach for every location
- Avoided tons of e-waste by repurposing CAT3 and eliminating IDF closet requirements
- A better ROI

A photograph of two men in dark suits and white shirts high-fiving. The man on the right is in the foreground, looking towards the left. The man on the left is slightly behind and to the left. The background is a blurred office or hallway setting. The overall tone is professional and celebratory.

Innovative Proven Technology A Better Partner

ACE Branch Partner Program

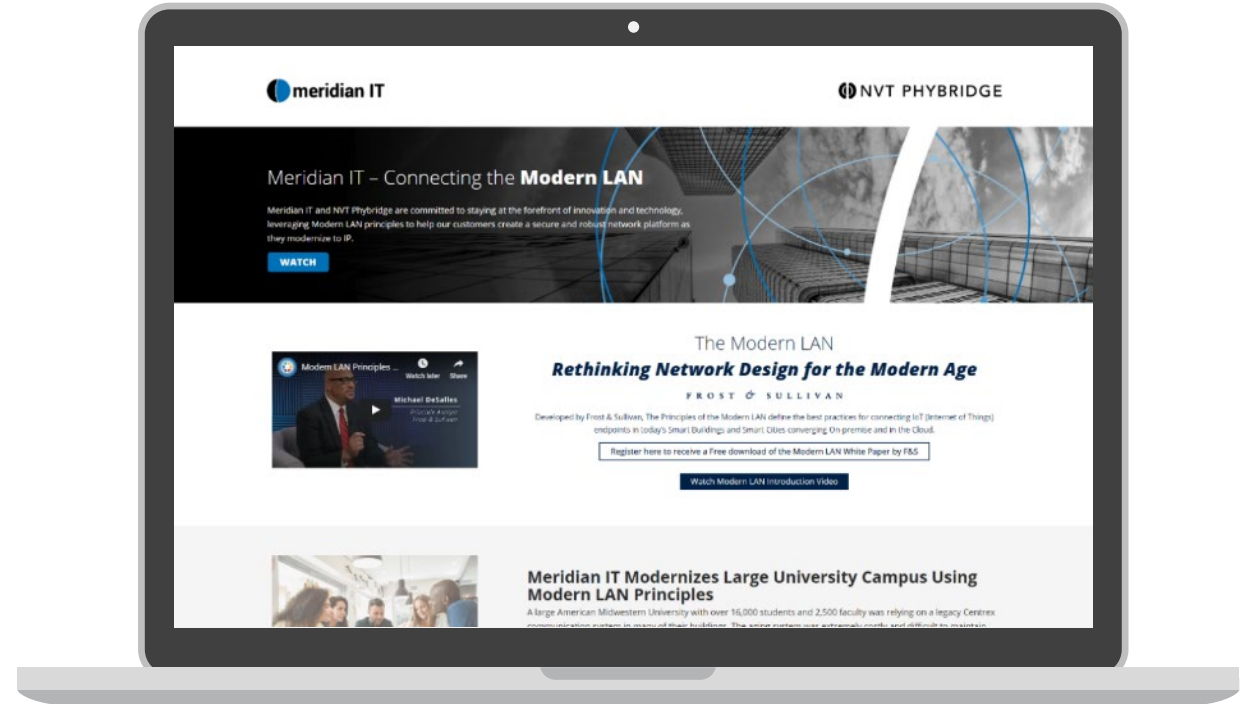
- Accelerate and Increase Revenues
- Collapse Cycles - Sales and Deployment
- Eliminate Barriers & Competition

ACE Partner Benefits

- Registration Discounts - up to a 20% Price Advantage over Competition
- Quick Start to Success Program
- Training & Formal Onboarding.
- Warranty Coverage Promotion
- Marketing Support To Help Uncover Opportunities
- Lead Distribution for Certified Partners

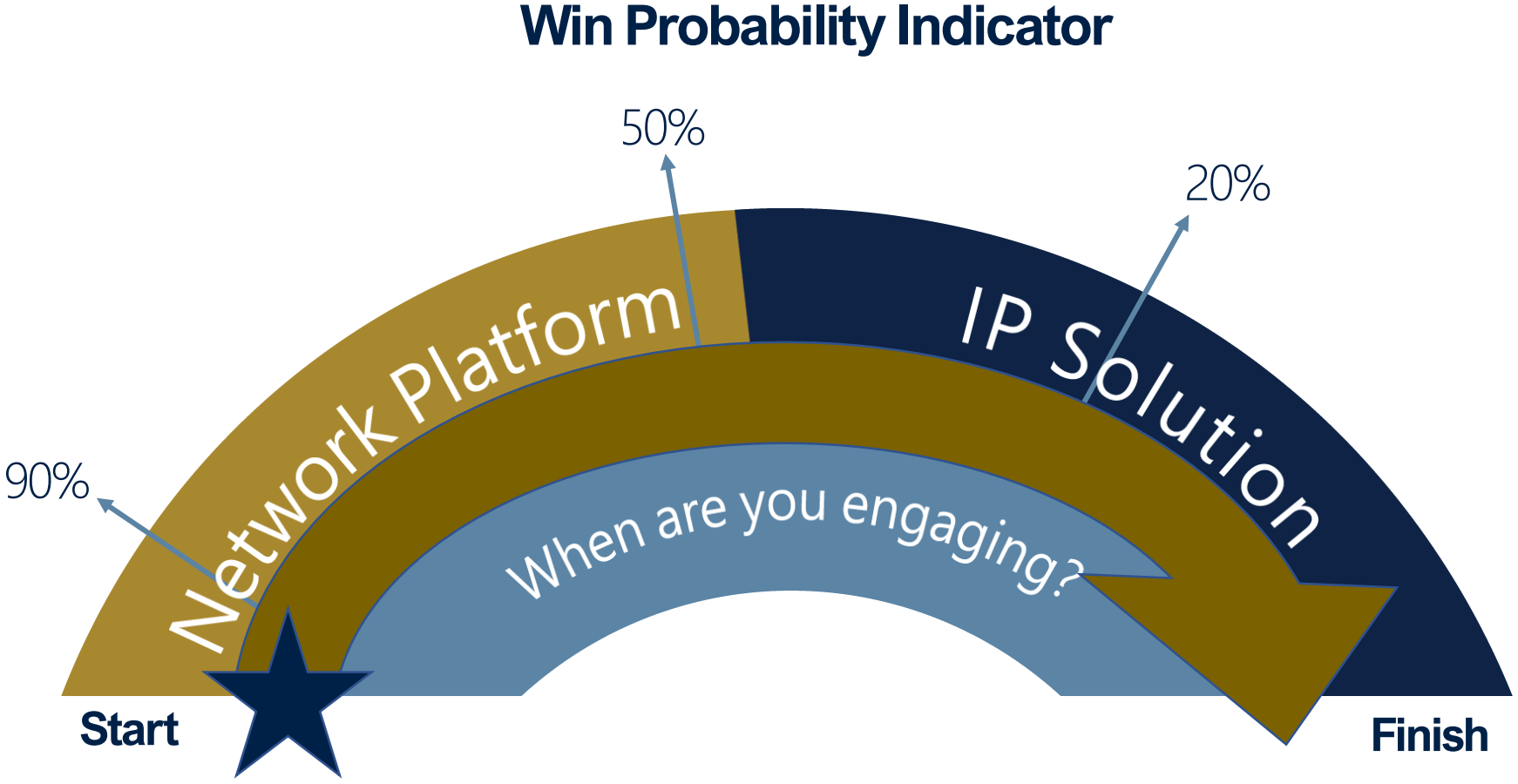
The Opportunity & Desired Results

- Our Solutions are Attractive to the Verticals You Are Strong In and Focusing on.
- We are Aligned with Your Key Manufacturers
- We Are Making Investments in Your Companies Success
- We Can Empower Your Team with Tools to Differentiate and Win.
- We are Committed to Helping Your Team Win




Engage When The End User Starts Planning for IP

Is Your Start, Their Start?



End User - IP Modernization Always Starts with Network Requirements. When Are You Engaging?

A photograph of two men in business attire high-fiving each other. The man on the left is wearing a light blue shirt and a dark tie, while the man on the right is wearing a dark suit, a white shirt, and a striped tie. They are both smiling broadly. The background is a blurred office setting with windows. The image is overlaid with a blue gradient on the left side where the text is located.

It's Time to Change the Conversation and improve the outcome for you, your company and your customers

1. Agree to ACE Branch Program
2. Start the Onboarding and Training
3. Engage with Opportunities
4. Be a thought leader - Change the conversation & improve the outcome



NVT PHYBRIDGE

Enabling the Modern LAN

Visit www.nvtphybridge.com to learn how we can help you
modernize to IP using Modern LAN principles!

Discovery – Phase Two

Question	Why and Relevance
Phase Two of the Discovery when they say yes to engagement	
<ul style="list-style-type: none"> • (IF they are buying from distributor) Which distributor do you prefer buy from and why? • Do you have a key person that your branch works with? • If so can you make the introduction so I make sure what we are doing together and that he treats you fairly with pricing of our solutions? 	<p>Get a sense of size of organization. Be prepared to ask for Top level contacts to get corporate engagement to support top down efforts. The larger the organization the more levels of approvals</p>
<ul style="list-style-type: none"> • Based on understanding our offering where do you see the quickest opportunities? Stalled deals, new deals, take share opportunities? 	
<ul style="list-style-type: none"> • Review Branch contacts and structure • This is a list of contact I have for branch? Are they correct and current? • What is the branch structure? • Who is responsible for Network design and putting together technical proposals? Do they have proposal templates for PoE networks? • Which of your sales team do you believe will benefit most from our solution and why? • Is there anyone person that I should focus on that influences the behavior of the whole team? 	
<ul style="list-style-type: none"> • Do you have any government programs or contracts? 	
<ul style="list-style-type: none"> • Are you members of any associations? 	
<ul style="list-style-type: none"> • When it comes to branch marketing initiatives who takes care of that for you? • What is the best way to deal with local marketing activities that we do in the future? 	
NEED to review ACE deliver deck	

Foundation Homework