

Client

**Network Wireless Solutions
(NWS)**

Project

**Brand Research and
Strategic Brand Development**

Date

August 2022

Prepared by:

RIVERS



table of contents

01	<i>strategic overview</i>	03
<hr/>		
02	<i>how we got here</i>	05
	Project Summary	06
	Project Framework	07
	Company Learnings	08
	Category Learnings	19
	Customer Learnings	28
<hr/>		
03	<i>brand essence</i>	32
	Overview of where NWS Brand Stands Now	33
	Strategic Directions	38
	Brand Framework	38
	Brand Purpose	39
	Brand Characteristics	41
	Brand Vision	42
	Brand Mission	43
	Brand Values	46
	Brand Culture	47
	Brand Promise	48
<hr/>		
04	<i>what comes next</i>	52
	Marketing Recommendations	55
	Timing	59



01

strategic overview

What brings us here today:

How do you take three companies and bring them together under one brand in an industry with an emerging set of issues and opportunities presented by a dynamic regulatory, technological, and competitive environment? This was the challenge NWS brought to Rivers when they made the strategic choice to acquire Canadian Competitors Gap Wireless and JF Tech.

Partnering with the company's leadership group, our teams collaborated across multiple brand discovery sessions to dig into the brand identity of each of the three companies and their interrelated components. The outputs and insights from these sessions captured in this report are intended to be used as direction and strategic starting points for transforming NWS into a brand that will match the size of its ambitions and capture the attention of future US, Canadian and global customers.

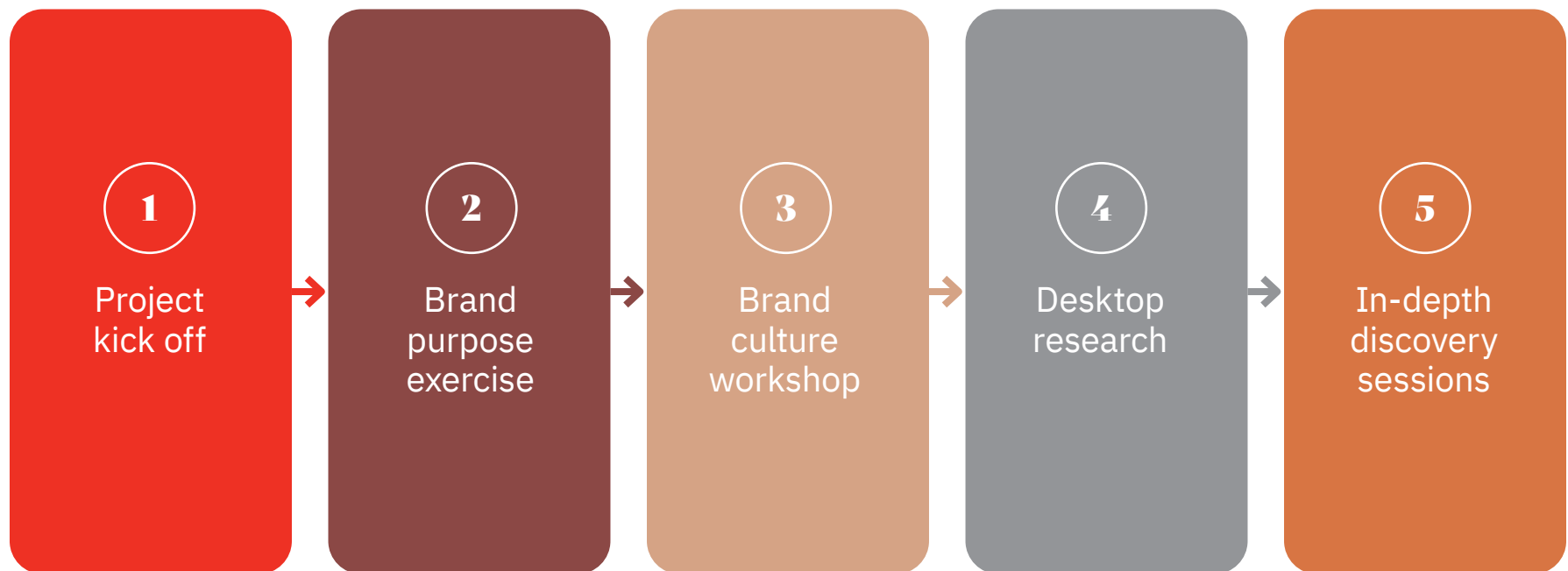


02

how we got here

What came before this report:

Before we dig into our main findings and strategic recommendations, let's recall what we've been up to:



Our framework for discovery:



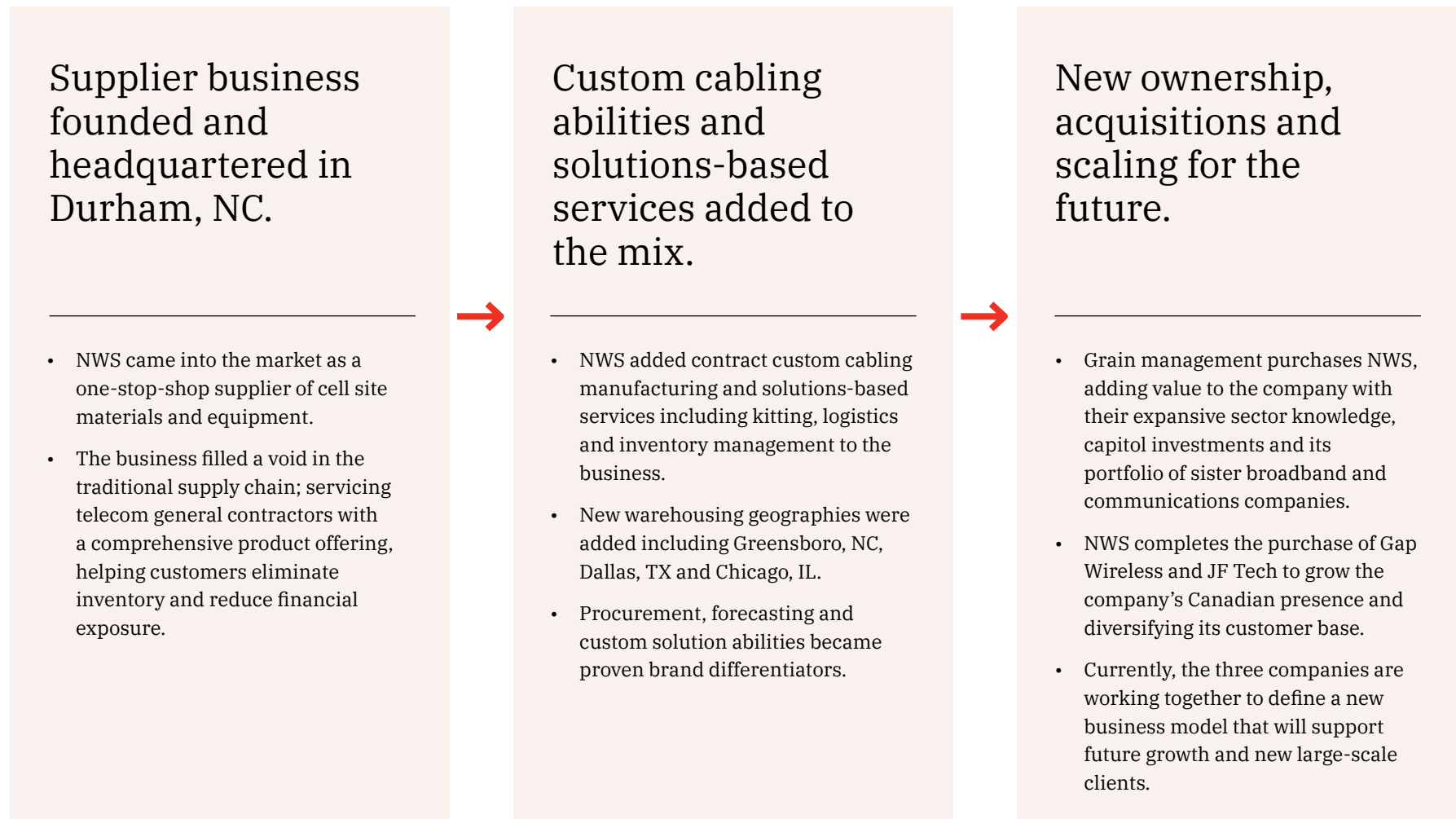


Company Learnings

Critical information about NWS,
its products and its people.

Company Background

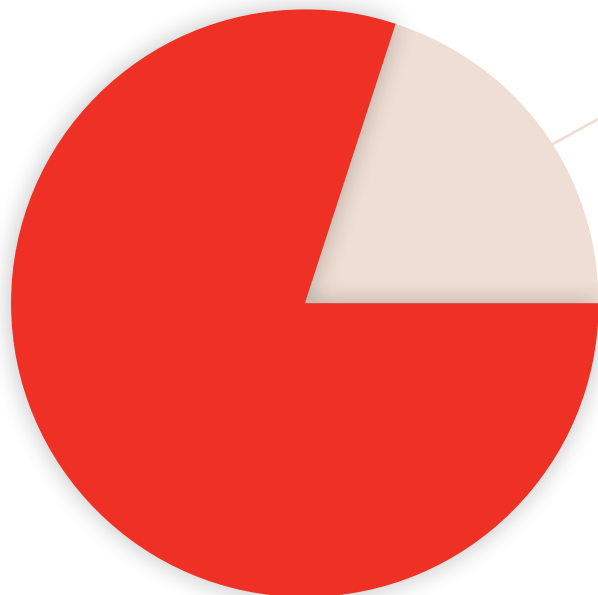
As NWS evolves as a company with new people, products and solutions, so must its brand strategy.



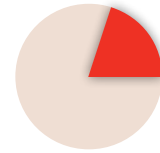
“ We can’t be all things to all people. We need to have a specific scope and know what we are and aren’t willing to do.”

– Dallas Leadership Meeting

Product & Service Portfolio ¹



80%
Custom Cabling ²



20%

Materials Distribution ³

Warehousing

Kitting & Logistics

Engineering Services

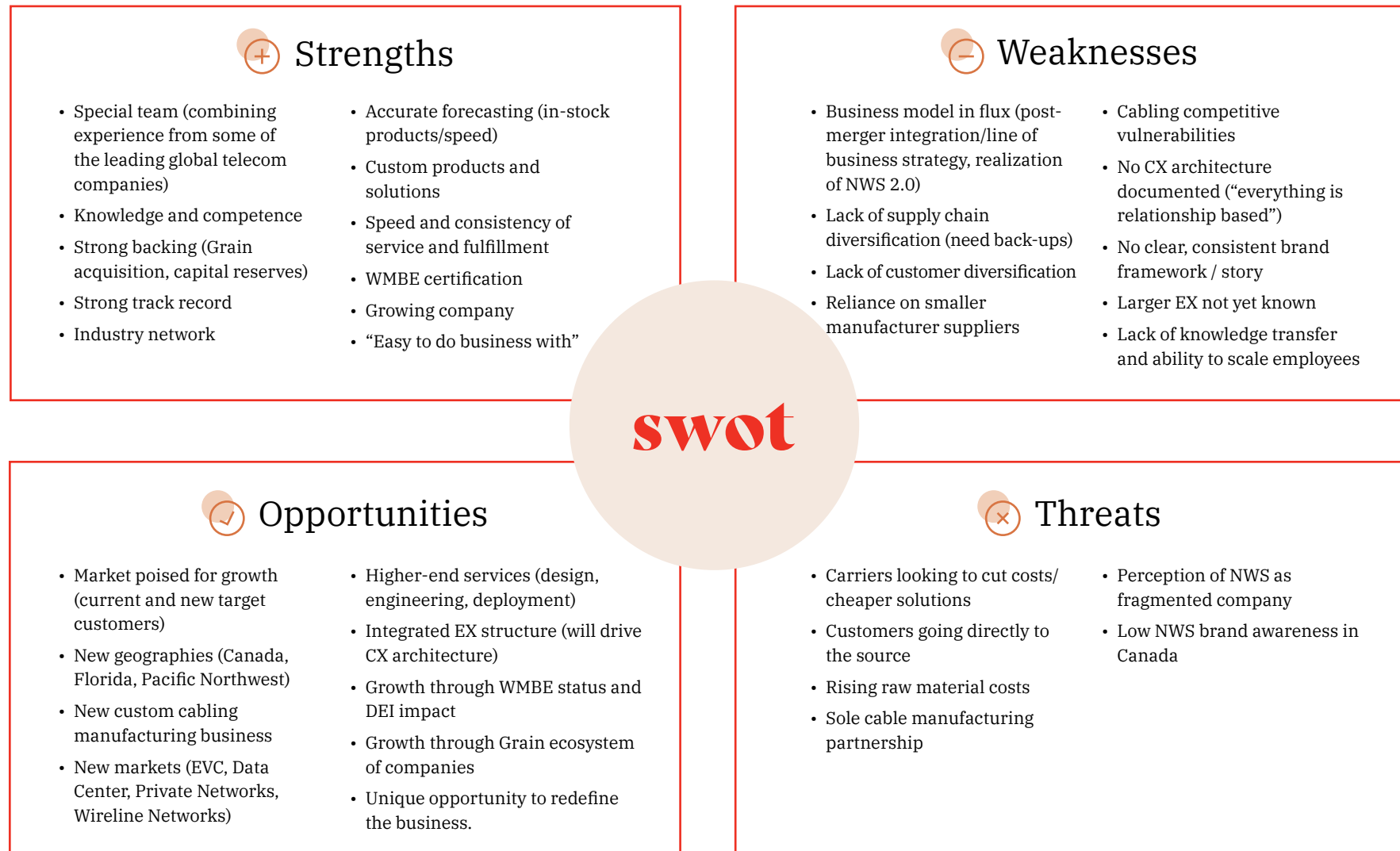
Deployment (Field) Services *future*

¹ Business line consolidation/definition is currently in the works

² NWS is selling a finished transformed product and has historically been brand agnostic. If NWS becomes a manufacturer of custom cabling, it may become a threat to both suppliers and customers.

³ Gap Wireless has a its own brand of private label products, sold under the RFOCS name

This is an analysis of Strengths, Weaknesses, Opportunities and Threats that may impact NWS through the lens of marketing and messaging:



Themes to explore in marketing

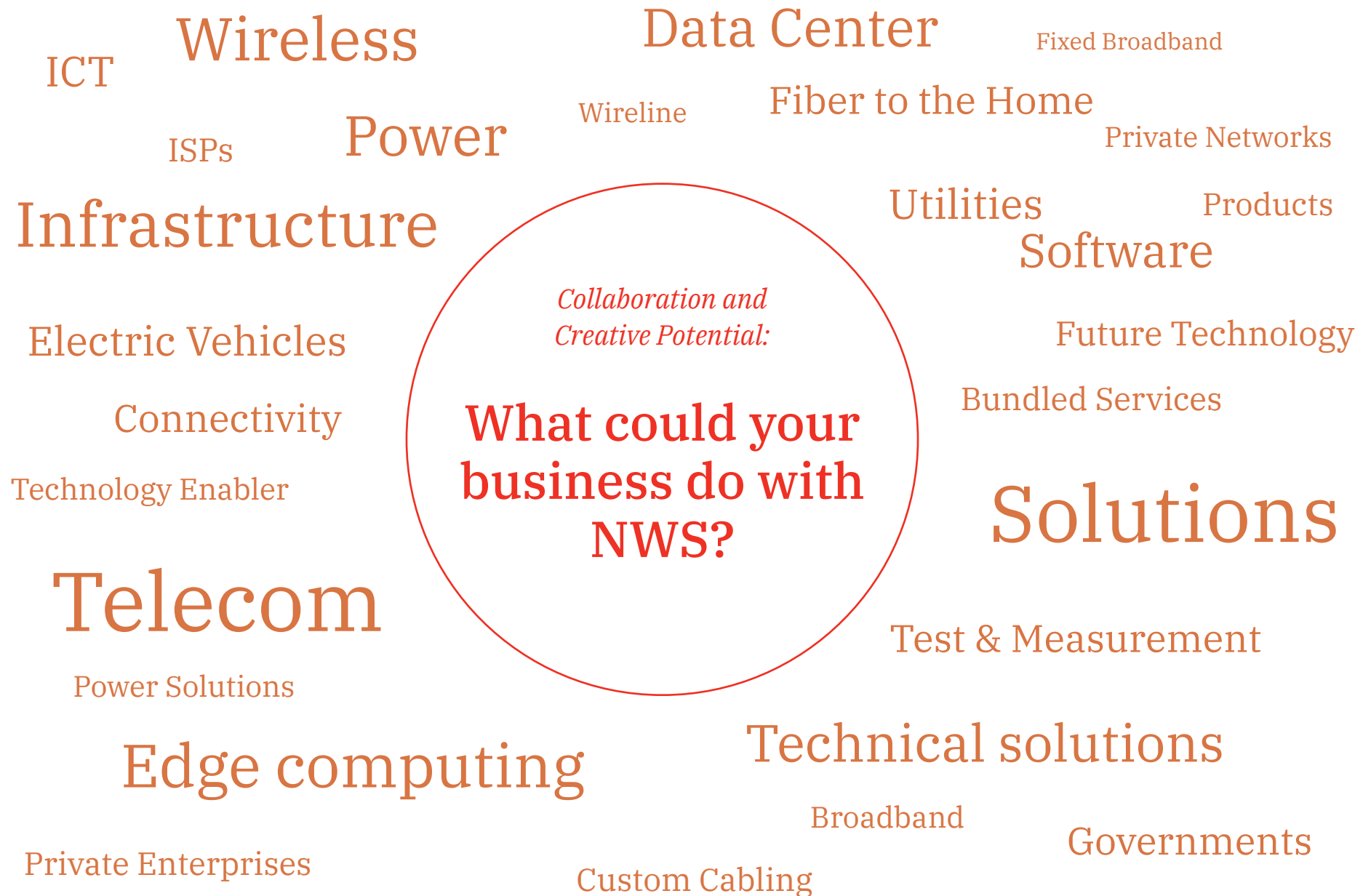
Based on the SWOT analysis, we've identified the following future marketing themes:

- 1** ***Superiority (Value) of the Brand***
Focus on how the quality of NWS' products and services drives value and savings for customers. (Protects the brand from rising material costs and price increases, drives brand preference)

- 2** ***Announce the New Brand***
Externally communicate new geographies, products and services to current and prospective audiences. (Drives new brand narrative, and brand awareness refreshes brand reputation and industry image)

- 3** ***Minority/Women-Owned Business Enterprise (MWBE)***
Make it known that NWS is the company that can help customers meet their DBE and WMBE goals at scale and as an industry leader in diversity. (Drives brand awareness and preference, promotes cultural inclusiveness and future talent acquisition)

- 4** ***Collaboration and the Creative Potential it Brings***
Showcase the flexibility and diversity of NWS' solutions in the context of all of the ways connectivity solutions are changing. Pitch custom, collaborative offerings designed to meet the needs of large, strategic clients who are shaping the future and moving new technologies forward. (Widens the performance gap between NWS and competitors, drives home the competence and knowledge and "easy to do business with" brand strengths)



What it Means to be a MWBE Business

Research Insights

Overview

This section will discuss what the Minority/Women-Owned Business Enterprise (MWBE) program is. It will also discuss the benefits of the certification, both as a whole and specifically to the B2B/telecom/communications/infrastructure provider sector.

MWBE is a government program designed to help businesses owned and controlled by minority persons or socially and economically disadvantaged individuals' level the playing field and compete with other businesses in their industry. One of the primary reasons to become MWBE certified, is to allow for more business opportunities, such as government contracts.

Program titles and eligibility requirements vary by state. Minority persons are defined as someone who is Black, Hispanic, Asian American, American Indian and/or female.

Benefits

Listed below are the benefits to obtaining a MWBE certification. Keep in mind that benefits vary by state.

- Competitive advantage when companies request to work with MWBE certified businesses. This is especially true for B2B businesses.
- Opportunity to reach large networks of customers, contracts and resources.
- Targeted new business development.
- Eligibility for specific grant programs or funding opportunities.
- Consult and bid preparation assistance.
- Assistance in entering the government procurement marketplace.
- Assistance in applying to U.S. corporate supplier diversity programs.
- Resources and educational opportunities. (MWBE training for key employees, workshops and seminars.)
- Increased business visibility. (Typically, once a business is certified it is published to a list of MWBEs. This list provides the business with increased online visibility and, when considering search engine optimization, a reputable back link to it's website.)
- Networking opportunities. (Cities may coordinate expos at which business can network with contractors, users and suppliers.)
- Opportunity to promote the certification through press releases, social media, or the business's website.
- Ability to help diversify the marketplace and promote innovation.

MWBEs in the Marketplace

For a business to experience the true value of a MWBE certification, they must ensure that their potential clients are aware of their status. Therefore, marketing your certification is a must. Below are examples of MWBEs that have highlighted their certification status.

Advertising agency, ZAMBEZI, prominently highlights their status as “ The Largest Female-Owned full service agency in America” on the first page of their website.

Classen Graphics, Infrastructure Development LLC. includes their MWBE certification badge at the footer of their website. They also published an article discussing the benefits of their certification.

Bullock Construction Inc highlights their MWBE certification, among many other certifications on their homepage.

While including a badge and acronym on your website are great steps toward publicizing the business's status, there is another layer to explore.

World Wide Technology is a MWBE certified business, who's founder, David Steward is committed to expanding opportunities for minority groups through sponsorships and sharing his story to inspire others. Chairman and CEO of Lowe's, Marvin Ellison, made it a priority to diversify the company and help pave the way for future Black Fortune 500 CEOs.

→ Emphasizing what it means to be minority or woman-owned is where the story and value really lies.

Conclusion

Overall, becoming MWBE certified provides NWS with a variety of opportunities and resources to increase the revenue of the business. Whether it's through education, networking or assistance in entering the marketplace, the MWBE certification allows the business to rise to the top. It is important to note that promotion of the certification is in the business's best interest as it helps to connect with companies who are in search of those with the certification. It is also important to remember that promotion should go beyond a simple call-out and emphasize why the certification is relevant to the business and important to its culture.

Sources

- About David <https://www.wwt.com/profile/dave-steward/bio>
- Marvin Ellison, Chairman and CEO, Lowe's Companies, Inc.
- <http://savoynetwork.com/marvin-ellison-chairman-and-ceo-lowes-companies-inc-drawing-from-his-pathway-to-success-a-guide-to-help-others-achieve-the-same/>
- How Will Participating in MWBE Programs benefit Your Business?
- <https://raleighnc.gov/doing-business/how-will-participating-mwbe-programs-benefit-your-business>
- Infrastructure bill paves way for more MBE opportunities
- <https://mbnusa.biz/detail/infrastructure-bill-paves-way-for-more-mbe-opportunities>
- MBE Benefits
- <https://nmsdc.org/mbe-benefits/>
- Minority and Women-Owned Business Enterprise | Raleighnc.gov
- <https://raleighnc.gov/doing-business/minority-and-women-owned-business-enterprise-mwbe>
- MWBE Certification: What it Means for Your Organization and Why it Matters
- https://nextcity.org/urbanist-news/mwbe-certification-what-it-means-for-your-organization-and-why-it-matters?gclid=Cj0KCQjwgO2XBhCaARIsANrW2X0zXA1EdohvQlrAWDEEjX68DUye1ttLATjB1s72RoEcdd21e4nB-CMaApRjEALw_wcB
- MWBE Enterprises. INC.
- <https://www.mwbe-enterprises.com/>
- Minority Business Development: State MBE Certification Programs
- <https://www.ncsl.org/research/labor-and-employment/minority-business-development.aspx>
- Questions about MBE, WBE, DBE, 8(a) or SDVOB certification
- <https://www.mwbe-enterprises.com/faq/>
- The MWBE Certificate: An Intro to the What, Why, and How
- <https://www.justworks.com/blog/mwbe-certificate-intro-what-why-how>
- Video: M/WBE Certification Success Stories
- <https://youtu.be/-Zp8fpuqyI>



Category Learnings

The telecommunications industry stands at the brink of an extraordinary era of innovation and growth.

“Telcos and suppliers alike have an enormous role to play in advancing the most exciting technologies of the 21st century—but they’ll only be able to do it if they can collaborate together as true partners in creativity, untrammelled by the inefficiencies of the past...”

- KEARNEY

Long-Term Growth Opportunity

Successive waves of technology development will ensure long-term growth opportunities in the telecommunications category:

5G Rollouts

5G Upgrades

- 5G infrastructure and upgrades.
- Complete 5G infrastructure build out expected 2030-2035.

6G Rollouts

- 6G Research and development happening now.



2022 Telecommunication Trends

The potential for more competitive broadband markets.








Faster mobile and fixed wireless connections create more viable alternatives to wired connections and new opportunities for bundled service offerings and business models for service providers. With ever-expanding options for high-quality communication and Internet services from telecom, cable, wireless, and satellite internet providers, consumers will enjoy enhanced flexibility in purchasing and consuming services in the new year. However, these trends may also lead to a more competitive environment in 2022.








A shift to more decentralized government broadband infrastructure funding.








The \$1 trillion Infrastructure Investment and Jobs Act (IIJA) passed in November earmarks \$65 billion for continued broadband adoption and deployment. While government programs dedicated to expanding and improving telecommunication infrastructure and services have traditionally been managed at the federal level, it appears the bulk of the bill's federally allocated broadband dollars will flow through more decentralized state-based models.








Rising interest in multi-access edge computing and private cellular networks.








The enterprise market for private cellular networks and edge computing is gaining momentum. The market is still nascent but promises to be competitive, with many different players vying for their share. Network operators will have to compete against other players, who may prove key partners in delivering their solutions. Ecosystem players will likely begin to stake out and define their role in this emerging but rapidly evolving market in the coming year.

							
Website	nwswireless.com	gapwireless.com	jfttech.ca	commscope.com	tessco.com	alliancecorporation.ca	rfsworld.com
Brand Mission	NWS aspires to be a preferred partner helping to meet our clients mission by providing the solutions they need, exactly when they need them. Through our core values of people first, working smart, focus on customers and always striving to improve, we will enable our clients to accelerate speed to market and supply chain efficiency.	<p>To provide industry-leading products and solutions to the mobile broadband and wireless telecommunications providers, and serve all users of network infrastructure, and RF test and measurement solutions.</p> <p>To link customers and vendors through the Gap Wireless North American sales force, providing value-added support.</p> <p>To continue to grow bringing leading-edge technology throughout North America.</p>	JF TECH manufactures since 2001, high quality fiber optic cable assemblies including: fiber patch cords, pigtails, multifiber assemblies, adapters, fixed attenuators and many fiber accessories. To meet customer's demands of same day shipping on cable assemblies and components, JF TECH has moved to a larger facility its production and warehouse capabilities.	<p>CommScope enables communication through a constant focus on innovation, agility and integrity.</p> <ul style="list-style-type: none"> • We drive innovation in networks and technologies with high-performance, high-quality products. • We help our customers solve business challenges and adapt to change quickly, and • We operate with integrity to deliver strategic growth opportunities for our customers, value to our owners, and a thriving, collaborative culture for our diverse employees. 	Our extensive relationships and capabilities allow us to offer our customers access to a wide range of procurement solutions, ecommerce integrations, and purchasing contracts to make doing business as simple as possible for you	At Alliance we understand that when it comes to solutions one size does not fit all. Our vision is to continually strive to ensure we have the ideal breadth of assortment and order fulfillment flexibility needed to provide a complete solution to our customers.	We devote our passion, expertise and understanding of radio-frequency eco-systems to serve your interests and simplify your network deployments with comprehensive solutions.
Brand Tagline	The solutions you need, exactly when you need them.	Cutting edge solutions for the next generation.	N/A	Now Meets Next	Tessco & You, Building Our Wireless World, Together®.	The Power of Being Connected	Your global RF partner.
Brand Tone	Strong, friendly and considerate	Proud and exclusive	No clear tone	Functional and informative	Positive and inspiring	Functional and informative	Strong and aggressive

							
Key Messages	<p>We combine industry expertise with exceptional customer service.</p> <p>Big or small, we've got a solution when you need it.</p> <p>You have challenges. We have solutions.</p> <p>We have the ability and the experience to quickly deliver equipment and support to carriers, project managers and general contractors exactly when they need it—even the very next day.</p> <p>By combining extensive industry knowledge, exceptional customer service and quality materials, NWS is the proven partner you've been looking for to keep your cell sites running smoothly.</p> <p>Our experience is your advantage.</p>	<p>Committed to service excellence</p> <p>Solutions-driven</p> <p>Passionate contribution</p> <p>Results matter</p>	<p>We are specialized in custom-made electrical and optical fiber assemblies.</p>	<p>We innovate end-to-end solutions between people, places and networks.</p> <p>Our people and solutions are redefining connectivity, solving today's challenges and driving the innovation that will meet the needs of what's next.</p> <p>We push the boundaries of communications technology to create the world's most advanced networks.</p> <p>We design, manufacture, install and support the hardware infrastructure and software intelligence that enable our digital society to interact and thrive.</p> <p>CommScope's expertise and scale create a lasting connection.</p> <p>Accelerate revenue. Reduce costs. Improve performance.</p> <p>Expertise for every project phase.</p> <p>We are evolving today's communications landscape to meet challenges and explore exciting new opportunities.</p> <p>CommScope pushes what's possible, working alongside our customers to transform the connected experience.</p> <p>Everything we do is intended to enable you to play your part in keeping us all connected.</p>	<p>At all times we aspire to do the right thing for the benefit of all of our stakeholders.</p> <p>For the environment, doing the right thing means, efficient processes, use of responsibly sourced materials, a commitment to recycling in all of our facilities, and reducing waste throughout the supply chain.</p> <p>For the people in our world, doing the right thing means a commitment to diversity and inclusion, professional and leadership development, community involvement, participation in and support of charitable causes.</p> <p>Delivering wireless connectivity is complex and Tessco is here to help you navigate that complexity.</p> <p>Our focus is on delivering a seamless, one-stop solutions experience, where customers can find products they need through our expert services, making business simple as possible.</p>	<p>Everything we do, we do it for our customers.</p> <p>Helping to build next generation networks.</p> <p>We believe in long-term evolution by offering the value that you deserve.</p> <p>We believe in you to drive innovation.</p> <p>With Alliance, you're not a number. You're our partner that challenges us to be forward-thinking and we're your source for expert advice.</p> <p>We deliver wireless innovation through seamless experiences.</p> <p>We build deep, long-lasting customer relationships — a reflection of our commitment to shaping the future of networks together.</p> <p>Our proven experience means you can feel confident in working with us.</p> <p>From the planning stage through to project completion, we want to be the provider you can rely on.</p> <p>Innovative and flexible in our approach in providing knowledgeable recommendations, pre-packaged full site solutions, fast and efficient delivery and support.</p>	<p>We design and manufacture end-to-end RF solutions for wireless and broadcast networks.</p> <p>Our solutions are engineered from the ground-up to resolve your toughest RF challenges for 5G and beyond — whether you network is underground, over ground or indoors.</p> <p>We cut site complexity with no compromises.</p> <p>Leverage our high-performance network to deploy yours.</p> <p>With RFS Services 360, you have long-range visibility into every phase of the deployment process and the entire ecosystem of network experts involved in your project from start to finish.</p>

							
Claims	<p>NWS has the expertise and the inventory to fulfill all your wireless network construction needs quickly and accurately.</p>	<p>Value-added technical/ engineering services.</p> <p>Easy ordering and quick delivery of over 60 leading manufacturers from around the world.</p> <p>Gap Wireless can meet your end-to-end infrastructure, maintenance and enhancement needs.</p> <p>We can deliver the latest technology for your operations.</p> <p>Gap Wireless is the leading authorized distributor of Keysight Technologies oscilloscopes and spectrum analyzers in Canada.</p> <p>Gap Wireless is a leading distributor of products and services for the mobile broadband and wireless markets.</p>	<p>Same day shipping on cable assemblies and components.</p>	<p>The world's leading portfolio of networking solutions.</p> <p>Our proven experience means you can feel confident in working with us.</p> <p>You will find our solutions in the largest buildings, venues and outdoor spaces; in data centers and buildings of all shapes, sizes and complexity; at wireless cell sites; in telecom central offices and cable headends; in FTTx deployments; and in airports, trains, and tunnels.</p> <p>Vital networks around the world run on CommScope solutions.</p>	<p>Our vast portfolio of network infrastructure includes some of the world's most robust and innovative wireless and fiber optic solutions.</p> <p>Our talented and experienced global team is driven to help customers increase bandwidth; maximize existing capacity; improve network performance and availability; increase energy efficiency; and simplify technology migration.</p> <p>Delivering wireless connectivity is complex and Tessco is here to help you navigate that complexity.</p>	<p>The world's leading portfolio of networking solutions.</p> <p>"The Alliance Advantage"</p> <p>Our ability to be flexible to your organization's changing needs, our sense of urgency, our technical expertise and our attention to detail has made Alliance Corporation a premiere distribution partner in the wireless world.</p> <p>Alliance serves the continent's largest telecom providers, as well as OEMs, systems integrators, resellers and contractors.</p> <p>We source and fulfill best in class wireless infrastructure products.</p>	<p>RFS is a worldwide leading provider of innovative wireless and broadcast infrastructure products and solutions.</p> <p>120 years experience in the telecom industry.</p> <p>Making Connected Cities a Reality</p> <p>Committed to 1.C Climate Project</p> <p>R&D and sales centers in 20 countries.</p> <p>We've been in business since 1900 and we've successfully supported thousands of network deployments around the world.</p> <p>No one understands the end-to-end deployment cycle better than we do.</p>

							
Visual Content	Branded Iconography Handful Of Primary Images Stock Photography Product Detail Photography Branded Graphics	Industry Stock Imagery Manufacturer Stock Imagery People Stock Imagery Product Imagery Product Logos Iconography *No Primary Photography	Location Photography Product Photography Industry Stock	Primary Photography And Video Branded Social/Thought Leadership/Video Graphics Stock Industry Photography Interactive Branded Infographics Product Photography Branded Iconography	Stock Photography Branded Photo Overlays Product Photography Branded Infographics	Stock Photography	Custom Animated Videos Branded Graphics Stock Photography Employee Photos
Content Types	Blog (one post, not active) Video (one)	Product Catalogs Videos Solution Brochures Webinars Articles News Reports Events Newsletter	Product Spec Sheets	Podcasts Case Studies White Papers Brochures Articles Brand Magazine e-Books Software Demos Standards Training Videos Webinars Calculators Blogs News Press Releases Thought Leadership Insights Data Sheets	Product Finders Events Webinars Product/Application Guides News Website Updates Videos	Quotes Seminars Events	Blogs News Videos Solutions PDFs Sustainability & Quality PDFs Technical Articles Technical Instructions Brochures Case Studies
Calls To Action	Contact Us Schedule An Audit Visit NWS Staffing	Subscribe For News Call For Information Shop Online Get A Quote Join Us	Contact Us Shop Now Request A Quote	Get A Quote Create A Product List Become A PartnerPro Contact Us Find A Partner	Become A Customer Become A Supplier Buy Quick Order Shop Register For Content Contact Us Get Support View Video	Contact Us Request A Quote Call Us Follow Us On Social Media Become A Customer Download Catalog	Join Our Team Subscribe Read The Blog Add To My e-Catalog Download Data Sheet View Related Documents See Related Product Compare Products

							
Facebook	Facebook 33 Followers Posts 1x/year Content: events, holiday wishes and industry news shares	Facebook 601 Followers Posts 1-2x/week Content: events, product promotions, thought leadership articles, newsletters and seminars, job listings and customer stories	N/A	Facebook 25,093 Followers Posts 1-2x/day Content: industry awards and events, product features, jobs, customer stories, sustainability, thought leadership, employee recognition	Facebook 4,639 Followers Posts 2x/week Content: community events, industry news and events, education, employee recognition, sustainability, golf	Facebook 342 Followers Posts 2-3x/week Content: webinars, product sales and promotions, product spotlights, industry/partner news, client case studies, industry events	N/A
Instagram	N/A	Instagram 528 Followers Posts 1-2x/week Content: same as Facebook	N/A	Instagram 25,100 Followers Posts 1x/1-2 weeks Content: mix of primary and user generated photography and video. Industry events, sponsorships and holidays.	Instagram 172 Followers Posts 2x/week Content: same as Facebook	Instagram 268 Followers Posts 1-2x/month Content: employee photos, product promotions, #tower series, holiday posts	Instagram 763 Followers Posts 1x/month Content: industry events, jobs, holidays, employee and partner spotlights
LinkedIn	LinkedIn 368 Followers Posts 1x/3 months Content: events, new hires, mergers and acquisitions	LinkedIn 8,356 Followers Posts 1-2x/week Content: same as Facebook	N/A	LinkedIn 160,761 Followers Posts 4x/month Content: same as Facebook with additional employee engagement/service and leadership highlights	LinkedIn 12,635 Followers Posts 2x/week Content: same as Facebook with additional employee engagement/service and leadership highlights	LinkedIn 3,546 Followers Posts 5-10x/month Content: same as Facebook	LinkedIn 24,806 Followers Posts 4x/month Content: blogs, jobs, thought leadership articles, partner spotlights, events
Twitter	N/A	Twitter 850 Followers Posts 1-2x/week Content: same as Facebook	N/A	Twitter 18,600 Followers Posts 1-2x/day Content: same as Facebook	Twitter 3,161 Followers Posts 2x/week Content: same as Facebook and LinkedIn	Twitter 1,933 Followers Posts weekly/mainly retweets Content: very little original content, primarily retweets from partners	Twitter 1170 Followers Posts 1-2x/week Content: same as LinkedIn
YouTube	N/A	YouTube 12 Subscribers 1 Video/3 months Content: corporate videos, product installation, and solutions videos	N/A	YouTube 13,000 Subscribers Posts 3-4x/month Content: playlists, industries and applications, expert interviews, products/solutions/approach, geographic/partners, corporate videos, customer stories, recruitment videos	YouTube <100 views/video Posts 1-3x/3 months Content: corporate overview, service line, website tow-to's, expert interviews, product demos, educational, partner videos	YouTube 868 Subscribers Inactive Content: product, application, best practices, solutions videos	YouTube 867 Subscribers Posts ~every 4 months Content: corporate videos, product installation, and solutions videos



Customer Learnings

Telecommunications companies are NWS' core customers and core brand audience. It's not all of NWS' customers, but it's the group that others are inspired by.

Telecom customers at a glance:

<p>Communication Technology Companies (CARRIERS)</p> <hr/> <p><i>What They Want:</i></p> <ul style="list-style-type: none">• Engineering and development of cabling solutions• Advanced build planning• Supply chain management• Manufacturing• Warehouse, transport and distribution	<p>Telecom Tower Construction Companies (CONTRACTORS)</p> <hr/> <p><i>What They Want:</i></p> <ul style="list-style-type: none">• Qualified suppliers• Robust inventory of cell site materials and equipment (minimize overhead)• Fast and reliable shipping• Secure transport solutions• Logistics collaboration between multiple locations and cell sites	<p>Telecom Test & Measurement Companies (ENABLERS)</p> <hr/> <p><i>What They Want:</i></p> <ul style="list-style-type: none">• Complete solutions• Testing and measurement• Components and tools• The latest technology, methodologies and products	<p>Cell Tower Site Owners (OWNERS)</p> <hr/> <p><i>What They Want:</i></p> <ul style="list-style-type: none">• Site upgrade and maintenance solutions• Cell site materials and equipment• Technical support
---	---	--	---

Key customers at a glance:

Current Customers

 T-Mobile



 MasTec

 dish

 ROGERS

 Bell

Overall current customers are seeking to expand their relationship with NWS. In terms of the competitive landscape, NWS still has relatively low market share, even with major customers.*

Target Customers

 verizon

 AT&T

NWS has yet to expand to several large carriers; these customers' preferences suggest NWS is favorably positioned to gain share going forward.*

Emerging customers at a glance:

Data Center Contractors

“As the world gets smaller, information moves faster and everything becomes more interconnected with advances in communication. This brings with it an increased need for data centers to keep companies’ information safe. Demand for these large-scale buildings accommodating such centers has jumped tremendously.”

– **Forbes**

<https://www.forbes.com/sites/forbesbusinessdevelopmentcouncil/2022/06/17/the-data-driving-construction-of-new-data-centers-and-how-to-become-a-player/?sh=6be59957258b>

Private Network Contractors

“Enterprise interest in 5G edge computing applications and private cellular networks is beginning to emerge. Lured by the potential benefits of new advanced use cases, enterprises and organizations are evaluating the adoption of private cellular networks enabled by the confluence of greater spectrum availability, 5G wireless technologies, distributed edge computing architectures, and AI-driven applications.”

– **Deloitte.**

<https://www2.deloitte.com/us/en/pages/technology-media-and-telecommunications/articles/telecommunications-industry-outlook.html>

03

brand essence

“Trusted relationships
are the essence of
a brand.”

—BERNARD KELVIN CLIDE

Company Structure:



Brand Name

LEGAL NAME

NWS Wireless
Solutions, LLC

ALSO KNOWN AS

Network Wireless
Solutions

ALSO KNOWN AS

NWS

ORIGINS

Founded as Network
Warehouse Solutions

Opportunity



Why would NWS re-brand under a new name in the next six months?

- Name confusion: Google and everyone else thinks NWS stands for National Weather Service
- Acronyms are non-emotional
- Wireless is an outdated industry term; Broadband is the appropriate term. Wireless is just one of NWS' solutions.
- The business is changing. NWS just purchased Gap Wireless and JF Tech, Canadian based competitors, and NWS wants to rapidly expand Canadian sales. Gap Wireless has a recognized brand in Canada, whereas NWS does not.
- This is a unique opportunity in time to have four companies (Grain, NWS, Gap Wireless and JF Tech) come together to uncover and create a new, yet-to-be-seen version of the NWS brand. A name change could be a part of the next-level brand.
- “The goal is to transition Gap Wireless and JF Tech into the NWS brand”

Challenges



Why not?

- Lose brand equity
- Costs can be expensive
- Change is hard
- “Too much other stuff to do”

Brand Logo



Opportunity

Why would NWS change or refresh it's brand logo?

- Necessary if the company makes a name change
- The current logo and color palette are the only two visual assets that exist. Opportunity to refresh now and build out a complete visual identity system with brand standards.
- Reinvigorate and bring clarity to the brand
- Signal change (ownership, mergers, growth)
- “The colors are too similar to the competition”

Challenges

Why not?

- Lose brand equity
- Change is hard
- Cost, can be expensive

Brand Architecture

What do we look like?



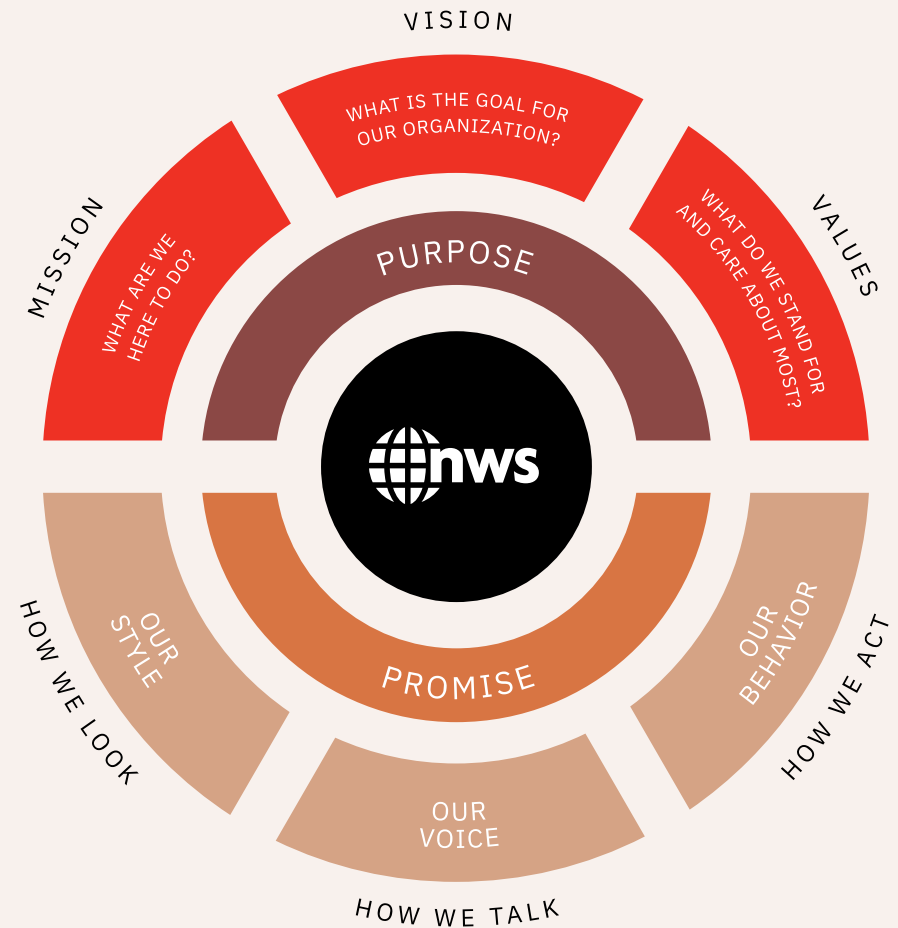
What could we look like?



Brand Framework

A brand DNA is an ethos built on multiple higher-concept elements. It encompasses brand purpose, reflecting the company's true value, and brand promise, the articulation of that purpose throughout the customer experience. Working together, purpose and promise will define, differentiate, and deliver a successful NWS brand.

Defining The Company Value



Defining The Customer Experience

Brand Purpose

In Dallas, we asked you tell us about your brand purpose beyond profit.

Here's what you said:

To support global connectivity • to create high job satisfaction • to be a solutions provider to our customers • to be a problem solver for our customers • to be material agnostic • to enable customer success • to disrupt the status quo • to reduce customer buying complexity • to be a one-stop-shop • to deliver high-quality products and solutions • to make complex supply chains simple • to use experience, logic and data to solve challenging problems • to maintain agility and respond to unique challenges while growing and adding structure • to deliver on-time • to consult customers on how to optimize their network • to make it easy to do business with us • to deliver great products on-time • to listen to customers and have good communication • to continue to create great jobs • to have fun at work • to be the best in the industry • to provide meaningful employment opportunities • to provide career and professional growth opportunities • build relationships with vendors and customers • to enable customers meet their goals • to remove pain points for customers • have fun a work while working hard • explore new technologies to create efficient processes and procedures • to provide cutting-edge solutions for the next generation • be a pleasure to do business with • provide technical expertise • to show up with a proactive attitude • to deliver with a flexible approach • to be fast and fair • to create a rewarding environment for staff • enable communications of people • efficiency of supply chain • enable workers to complete tasks • give employees an environment where they are challenged and can grow • create jobs • help build the best telecom networks • to identify leading-edge technology • to provide a channel for manufacturers • to get their products and services in front of customers • to fulfill and support the customers' requirements through their build process • to listen to the customer • to support customers' needs • to develop solutions that help customers • to keep employees gainfully employed • to compete in today's market to help our customers achieve their goals • to innovate within the space • to solve problems • to create fulfilling work lives for our employees • to help transform telecom's infrastructure into the future • to help deliver connectivity to all • to make our customers' jobs easier • to build solid, positive relationships

Brand Characteristics

“Be a solutions provider to our customers.”

“Reduce customer buying complexity.”

“Help our customers achieve their goals.”

Some of the responses recorded in the purpose session helped us define a few potential customer expectations and ideas for corresponding brand characteristics:

1

Help me solve my problems.

BRAND ATTRIBUTES

Innovative, collaborative, caring

2

Make it easy to do business with you.

BRAND ATTRIBUTES

Agile, fast, friendly, honest

3

Show me how you'll help me succeed.

BRAND ATTRIBUTES

Deep, rigorous, strategic

Brand Characteristics

Direction for brand characteristics:

Innovative

Agile

Deep

Rigorous

Strategic

Collaborative

Friendly

Honest

Caring

Ex. Brand characteristics in action:



BRAND PERSONALITY



CHARACTERISTICS

Our personality is a blend of three characteristics: clever, provocative, and friendly. Depending on the medium, emphasis may shift to one characteristic over the others. For example, advertising headlines generally skew clever and provocative, while email subject lines tend to be friendly. Here are more details on what we mean by each.

Clever As in smart, cheeky, and witty—not pretentious. It's about having fun with words, not sounding cooler than thou.

Provocative As in bold and unconventional, not obscene or offensive. We're provocative in how we challenge the industry and motivate other airlines to keep up.

Friendly This serves as a reminder that guests are always at the center of what we do, and it helps take the edge off our provocative nature.

Brand Vision

JUNE 2022 DRAFT

NWS will be a technology enabler of the connected world of today and tomorrow. We will strive for excellence by positively impacting the communities that we live and work.

Brand Mission

NWS is putting forth a new brand mission as ownership changes and the brand changes by growing and setting new goals. Leadership presented the following draft in Dallas during the brand purpose session:

JUNE 2022 DRAFT

NWS aspires to be a preferred partner helping to meet our clients mission by providing the solutions they need, exactly when they need them. Through our core values of people first, working smart, focus on customers and always striving to improve, we will enable our clients to accelerate speed to market and supply chain efficiency.

After listening in discovery and diving into the specific aspects of brand purpose that resonated most with the leadership group, we suggest the following revision:

AUGUST 2022 NEW

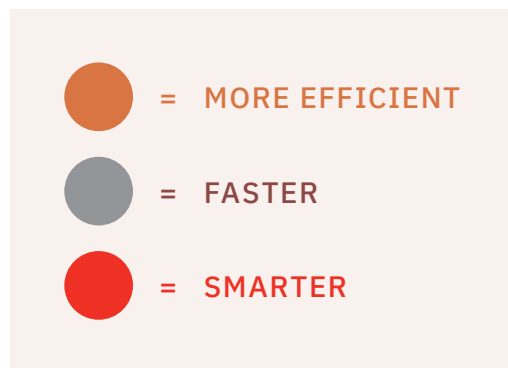
We enable technology partners worldwide to reach their full potential faster by simplifying supply chains, improving speed to market and pioneering innovative solutions that drive critical outcomes for our customers.

*PRE-GRAIN ACQUISITION VERSION:

NWS aspires to be the recognized leader in the delivery of outstanding products and services in an ever-changing wireless industry. We partner with the most reputable manufacturers and suppliers to deliver nothing less than the best products available. We foster a work environment that attracts talented employees who improve our deliverables. And we never stop trying to improve the bottom line of our customers.

Revised Mission Diagram

We enable technology partners worldwide to reach their full potential faster by simplifying supply chains, improving speed to market and pioneering innovative solutions that drive critical outcomes for our customers.



Brand Narrative

JUNE 2022 DRAFT

NWS is an Infrastructure Solution Provider supporting the needs of our clients with a focus on Materials Distribution, Kitting & Logistics (MDKL) and Design, Engineering & Delivery of Custom Fiber & Cable Connectivity Solutions.

With a geographic presence in the US and Canada, we have hub facilities in the MW, SE and SW regions of the US and Canada covering over 300,000 square feet of warehouse and production space.

We combine extensive industry knowledge, exceptional customer service to enable full service supply, distribution, warehousing and logistics services for deployment projects across North America. We have over 150 employees to provide your business the solution you need, exactly when you need them.




Strategic Questions

Are we demonstrating:

 = MORE EFFICIENT

 = FASTER

 = SMARTER

Should this mention communications?

Can this better reflect brand values?

How can we work a history and proven track record in a bit?

JUNE 2022 DRAFT

Brand Values

Values

NEW

Potential Brand Behaviors

People First



We put the team first. We share in the successes and failures of others.

Work Smart



We aim for impact in everything we do. We focus relentlessly on turning ideas into reality.

Customer Focus



We feel for our customers. We put our customers first and build incredible relationships founded on empathy, understanding and mutual success.

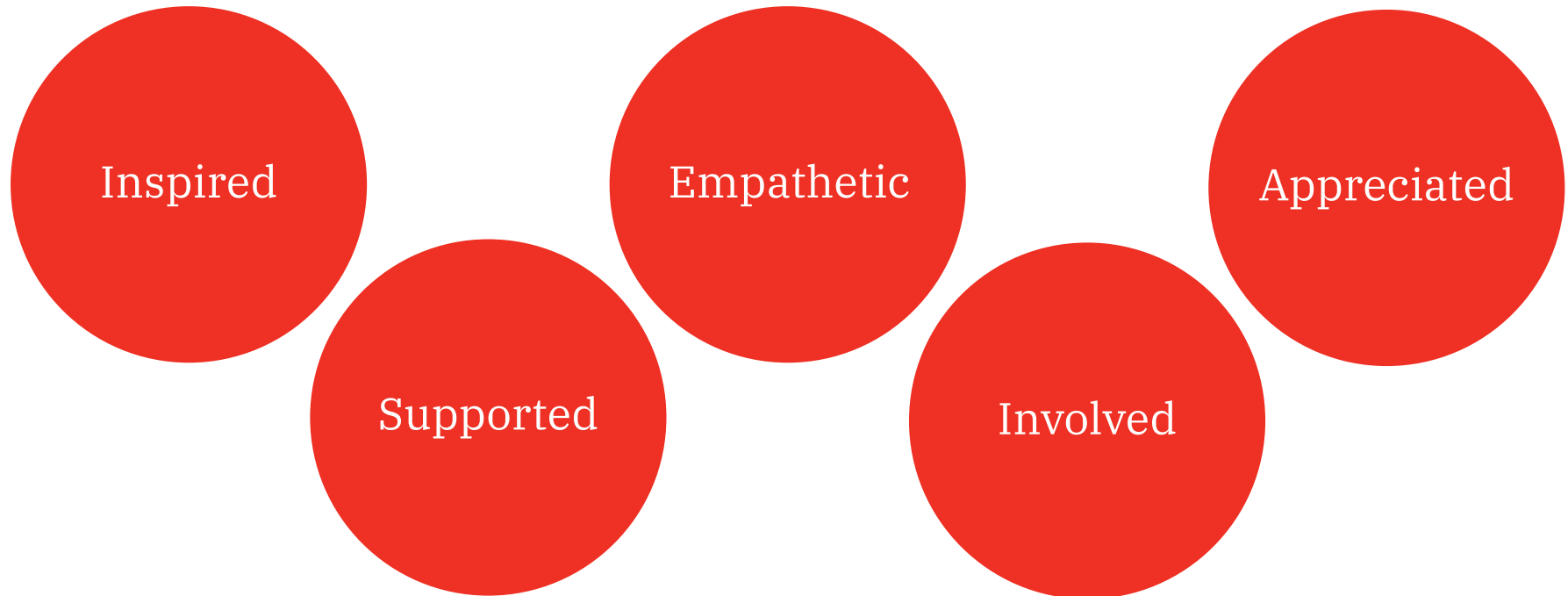
Continuous Improvement



We are all invested. We take ownership and empower others. We deliver our best work because we care.

What's our emotional culture?

What do we want our people to feel?



The NWS Leadership Team participated in a version of The Emotional Culture Deck workshop in Dallas. This facilitated conversations around NWS' brand culture and feelings about the employee experience. Together we defined five emotions that are important for all NWS team members to feel.



The next step

Develop an employee experience that elicits these feelings in our team.

Being great at what you
do has gotten you this
far, but it won't take you
into the future.

Brand Promise

Delivering on speed is no longer enough to break through the clutter.

Ex. Competitor's messaging:

Operational expertise to deliver the products you need, when and where you need them

- Flexibility, Reliability, Speed
- Deliver on time and only once the product fully meets our client's expectations.
- Fixed wireless solutions for rapid deployment
- Fast and efficient delivery and support
- High-quality solutions, on time, and within budget
- Industry-leading quality, value, and on-time delivery
- We utilize best-in-class logistics to make our products available to you as soon as possible
- Anticipate the customers' requirements and come up with the appropriate solution, right on time
- Able to react quickly to all your needs
- Our priority is to deliver quality products on time

NWS brand promise:

**The solutions you need,
exactly when you need them.**



While the statement is true and a valued experience that customers can count on, it doesn't strategically set NWS apart.

Brand Promise

What is it? A brand promise is a value or experience a company's customers can expect to receive every single time they interact with that company. The more a company can deliver on that promise, the stronger the brand value in the mind of customers and employees.

Ex. Brand promise in action:



Brand Promise:

Nike helps the athlete in all of us reach its full potential.

Underlying Truth:

When people are competing or working out, there's a lot of self doubt and scrutiny. To break through and perform at a high level, we need to cast aside our inhibitions and excuses and charge forward.

Creative Expression:

Just do it.

Brand Promise Territories to Explore

To drive growth with current customers and win over new ones, we suggest revisiting NWS' brand strengths. To get the conversation going, we're offering three brand promise territories that encapsulate different strategic directions:

1

CUSTOMER EXPECTATION

Help me innovate.

UNDERLYING TRUTH

The need for innovation is a business imperative.

BRAND PROMISE

NWS brings together the brain, technical and transport power needed to innovate.

CREATIVE EXPRESSION

Networked for innovation.

2

CUSTOMER EXPECTATION

Help me solve problems.

UNDERLYING TRUTH

It takes imagination and collaboration to advance the world's most important technologies.

BRAND PROMISE

We push beyond the expected, bringing our clients' vision to life.

CREATIVE EXPRESSION

Making the impossible possible.

3

CUSTOMER EXPECTATION

Show me how you'll help me succeed.

UNDERLYING TRUTH

You need specialists to deliver the specialized.

BRAND PROMISE

Our unique team of experts delivers a winning outcome.

CREATIVE EXPRESSION

Enabling smarter connections.

03

what comes next

Together we've established a clear picture of where the NWS brand stands now.



The next step

Define a clear, compelling brand strategy and figure out what to do as an organization from a communications and experience standpoint to bring that strategy to life out in the world.

Work Streams

For next steps, the majority of our recommendations focus on work streams related to brand marketing and long-term efforts to drive awareness of and preference for NWS and its products and services.

These fundamental marketing jobs form the foundation for and support any current and future demand marketing activities.



Brand Marketing Jobs to Be Done

Brand Strategy	Naming <small>OPTIONAL</small>	Customer Research
<ul style="list-style-type: none">• Discuss and assess the brand essence territories put forth in this document• Refine and revise into a new strategic brand platform designed to focus and transform NWS' business into the future	<ul style="list-style-type: none">• Update the NWS brand name to reflect the current marketplace and give customers exactly the right signals about the brand's products and services	<ul style="list-style-type: none">• Conduct customer interviews to document key pains and frustrations that explain why customers decide to do business with NWS. Discover the most important criteria customers use to select partners and vendors including NWS and others. Define the strongest value points customers receive from doing business with NWS.• Develop reliable and realistic representations of key audience segments. (define personas)• Develop reliable and realistic representations of key audience segments.
<p>Why?</p> <ul style="list-style-type: none">• Define the future of the brand• Set NWS apart from the competition• Help the business grow• Build employee satisfaction	<p>Why?</p> <ul style="list-style-type: none">• Reflect business and industry changes• Avoid brand confusion• Accelerate success	<p>Why?</p> <ul style="list-style-type: none">• Enables greater targeting abilities• Helps drive success of new business acquisition

Brand Marketing Jobs to Be Done

Visual Design System

- Rework and simplify the NWS logo in a way that modernizes and diversifies the brand
- Create a full graphic identity system and original visual language that speaks directly to NWS audiences and moves fluidly between physical, digital, motion and environmental
- Create comprehensive brand guidelines to record the new visual design system

Why?

- Attract customers and employees
- Improve customer experience
- Look current/stay consistent
- Create emotional connections

Brand Voice

- Develop a brand tone and voice that brings the strengths from all three companies together and echoes the DNA of the new strategic brand platform
- Create messaging guidelines to record the brand voice with examples of what to say and how

Why?

- Help audiences identify the brand across all platforms
- Make meaningful relationships with customers
- Demonstrate core values and brand strategy

Brand Marketing Jobs to Be Done

Employee Experience

- Develop and document NWS' principles, values and point-of-views for a value-driven company culture rooted in the NWS brand strategy
- Design and develop the tangibles of an employee experience platform built around NWS' key touch points for employee engagement

Why?

- Integrate workforces after M&A
- Excite and engage employees about a new initiatives and the brand
- Translate external value proposition into an internal rallying cry
- Encourage new corporate behaviors, values, and beliefs

Digital Channels

- Refresh the brand identity across all digital channels
- Refresh NWS website to modernize brand perception and match brand identity visual and messaging updates
- Update website to reflect new corporate structure, products and services post Grain purchase and Canadian acquisitions
- Update visual branding and messaging across all social platforms

Why?

- Increase brand reputation and awareness
- Improve the customer experience
- Build brand relationships
- Educate on products and services
- Position NWS as an industry leader
- Win over new customers

Brand Content

- Repackage Gap Wireless original content for use across the NWS brand ecosystem
- Create new strategic content like thought-leadership, blogs, case studies and videos that demonstrates and delivers on the new brand strategy

Why?

- Increase brand reputation and awareness
- Build brand relationships
- Foster brand loyalty
- Educate customers
- Educate employees
- Build a strong SEO presence

Demand Marketing Jobs to Be Done

Targeted Awareness Ad Campaign

- Generate awareness for NWS, the company's key differentiators and the brand relaunch
- Build NWS' credibility as the leader and an innovator in the category
- Leverage digital paid and social media, email, industry events, re-marketing, campaign landing pages,

Why?

- Provides the foundation for customer acquisition
- Top-of-funnel marketing to increase the span of audience reach
- Enable potential buyers to hear NWS message
- Encourage word-of-mouth

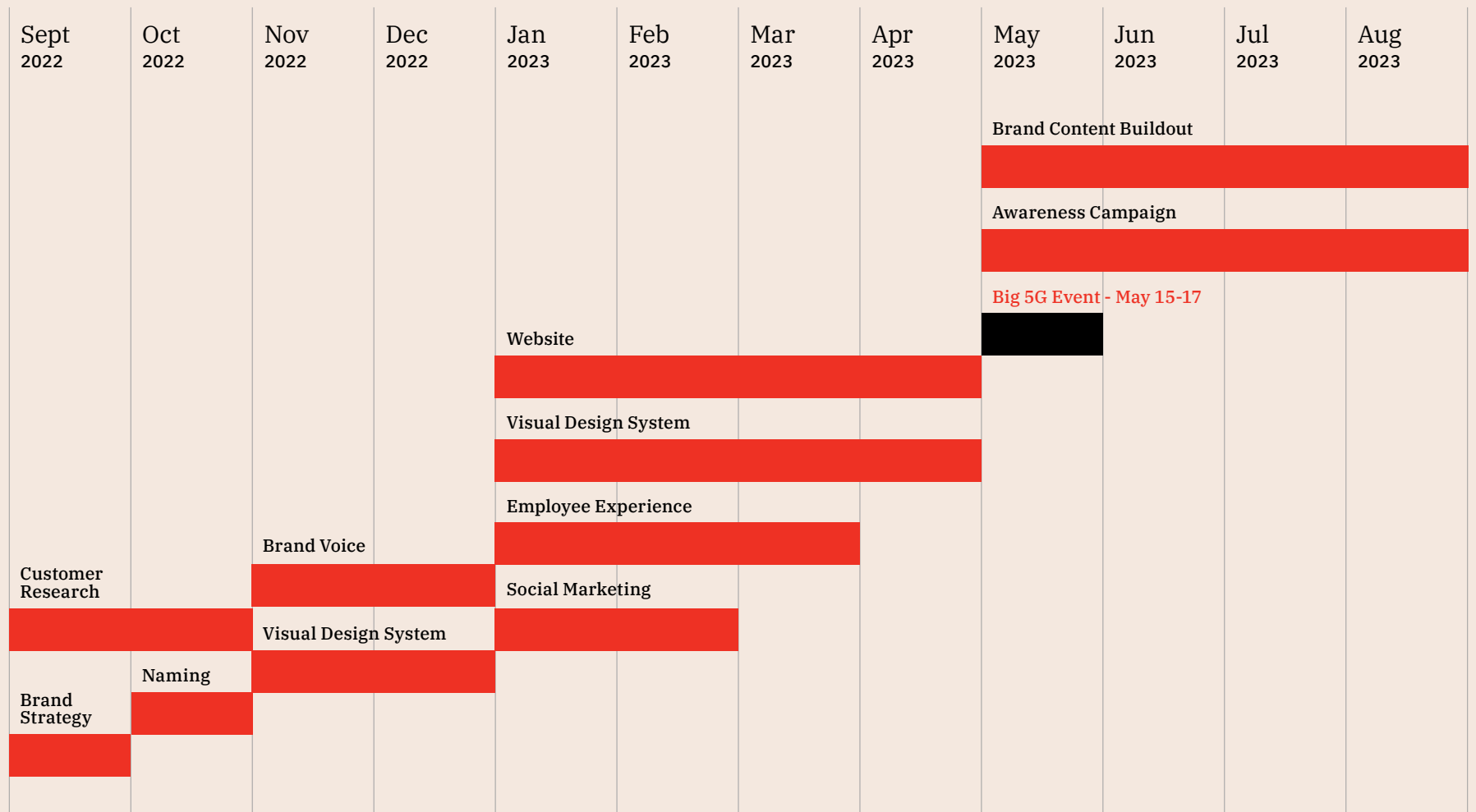
Social Media Marketing

- Create a plan and strategies for maintaining an active presence on social media
- Promote brand awareness
- Promote owned content and build thought leadership
- Earn trust and loyalty

Why?

- Get the brand in front of large, established audiences
- Interacting directly with customers and prospects
- Deliver better customer service and educate customers
- Engage and champion employees

Work Stream Timeline



Project Begins

Project Complete

Thank you.

Prepared by:

RIVERS