

### Newsletter Q1 2024

Solutions for the world we need next.







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NWS provides a comprehensive range of fiber optic testing solutions tailored to meet a diverse set of needs. pg. 3

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The ultimate in cost-effective flexibility. pg. 10

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#### NWS Highlights From NATE UNITE



Thanks again to everyone who stopped by our booth to talk about site materials, kitting & logistics, DAS, test & measurement solutions, and more. pg.7

#### **Hot Products at NWS**

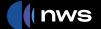


Cutting-edge technology infrastructure and testing solutions from our worldclass vendor partners: Wirewerks, Softing, Wipe-Clip, and RFOCS.





The partnership between NWS and AFL in Canada marks a significant development in the Canadian telecommunications and networking landscape.



#### A Message from Xavier Williams, NWS Chief Executive Officer



The Transformative Impact of Fiber on the Marketplace

With a career spanning over three decades in the telecommunications and technology sectors, I proudly wear the title of a 'seasoned veteran'. Reflecting on my early days, I recall the reverence with which we spoke of copper's dominance—the backbone of wired systems—and the transformative changes it ushered in.

Today, I find myself in a privileged position, witnessing firsthand the revolutionary shift brought about by fiber optics. This technology has not only surpassed traditional copper wires in speed, reliability, and capacity but has also redefined the boundaries of data transmission. The advent of fiber optics has facilitated advancements we now deem indispensable: the surge of high-speed internet, enhanced video streaming quality, and more efficient data transfer for both businesses and consumers.

As fiber optics technology continues to advance, it heralds a new era characterized by terms like 'Digital Infrastructure'. This evolution underscores the role of fiber in enabling cutting-edge technologies such as 5G networks and cloud computing, which, in turn, fuel innovation in the telecommunications domain.

At NWS, we've strategically positioned ourselves as the distributor of choice in the burgeoning realm of Digital Infrastructure. From hybrid cables that power and connect towers with fiber-based solutions to the testing and measurement equipment crucial for optimizing Distributed Antenna Systems (DAS), NWS is at the forefront of crafting the solutions for tomorrow's world.

### NWS Highlighted at the National Urban League's Empowerment Summit Reception

NWS,LLC was a partner sponsor of the 2024 National Urban League's Movement Champion Awards Reception on March 4th in Washington, DC. The reception was held to celebrate several of the League's Affiliate leaders, CEOs, and auxiliary leaders for their outstanding commitment to economic empowerment, educational opportunities, and the guarantee of civil rights for the underserved in communities across America.



NWS CEO, Xavier Williams, was featured as the reception speaker and shared with the audience that NWS "operates on the values of people first, work smart, customer focus, continuous improvement, and results matter, and that's the DNA that allows us to service our clients at a high level." "That's why this convening is important to remind us of the challenges that are before us and why we are obligated to be engaged and provide support to organizations like the Urban League who are leading the pursuit of a more just and inclusive society."

The National Urban League (NUL) convened in Washington, D.C. on March 4-6 for the inaugural Empowerment Summit, which brought together Congress members, state leaders, and community advocates nationwide. The Summit featured an Energy and Jobs session featuring Secretary of Energy, Jennifer Granholm; the State of Black America Report; and a Legislative Summit.

The National Urban League is a historic civil rights and urban advocacy organization with 90 affiliates serving 300 communities, providing direct services that impact and improve the lives of more than two million people nationwide.



### Fiber Optic Testing Solutions at NWS

NWS provides a comprehensive range of fiber optic testing solutions tailored to meet the needs of modern telecommunications and networking industries. With a focus on quality, reliability, and innovation to ensure

the integrity, performance, and efficiency of fiber optic networks.

At the forefront of NWS's fiber optic testing solutions are optical time-domain reflectometers (OTDRs), which play a crucial role in characterizing and troubleshooting fiber optic cables. OTDRs send short pulses of light into the fiber and analyze the reflections to determine key parameters such as attenuation, splice loss, and fiber length. NWS offers a variety of OTDR models from leading manufacturers, featuring advanced functionalities such as high dynamic range, fast data acquisition, and user-friendly interfaces, enabling technicians to perform network maintenance, installation, and troubleshooting tasks efficiently.

In addition to OTDRs, NWS provides a wide range of complementary fiber optic testing instruments to meet various testing requirements, including



optical power meters, which measure the power level of optical signals to ensure proper signal strength and transmission quality. NWS offers a selection of high-precision power meters that are ideal for verifying the performance of optical transmitters and receivers and ensuring compliance with industry standards.

NWS also offers optical light sources and optical loss test sets for assessing the insertion loss of fiber optic connections and components. These instruments generate stable and precise light signals at various wavelengths, allowing technicians to accurately measure the attenuation of optical links and identify potential issues such as faulty connectors or splices. NWS partners with leading manufacturers to offer a wide range of light sources and loss test sets that meet the diverse needs of customers in telecommunications, enterprise networks, data centers, and utilities.

Moreover, NWS provides fiber optic inspection and cleaning tools, which are essential for maintaining the cleanliness and integrity of optical connectors and interfaces. Dust, dirt, and contaminants can significantly degrade signal quality and reliability, leading to network performance issues and downtime. By offering high-quality inspection probes, cleaning kits, and accessories, NWS enables technicians to ensure optimal optical performance and minimize the risk of signal degradation due to contamination.

Overall, NWS's fiber optic testing solutions represent a comprehensive and reliable solution for telecom operators, network service providers, and enterprise customers seeking to optimize the performance, reliability, and integrity of their fiber optic networks.

NWS is proud to offer fiber optic testing solutions from Softing IT Networks and NetAlly across North America and Fluke Networks, AFL, and VeEX within Canada.

With a commitment to innovation, quality, and customer satisfaction, NWS continues to be a trusted partner for organizations in the United States and Canada for fiber optic testing and measurement.



### Softing IT Networks Products at NWS

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## **Softing IT Networks**

Changing the way the world tests cables and networks



NWS is pleased to announce that we now offer Softing IT Networks products across North America.

Softing IT Networks is a world-class provider of fiber optic testing products, offering a comprehensive range of solutions tailored to the needs of modern telecommunications and data networking industries. Leveraging cutting-edge technology and industry expertise, Softing IT Networks delivers reliable, high-performance testing equipment that ensures the integrity and efficiency of fiber optic networks.

One of Softing IT Networks' flagship products is its line of optical time-domain reflectometers (OTDRs). OTDRs are essential tools for characterizing and troubleshooting fiber optic cables. They send short pulses of light into the fiber and analyze the reflections to determine key parameters such as attenuation, splice loss, and fiber length. Softing IT Networks' OTDRs are renowned for their accuracy, speed, and user-friendly interface, making them indispensable for network maintenance, installation, and troubleshooting tasks.

In addition to OTDRs, Softing IT Networks provides a diverse range of fiber optic testing instruments designed to meet various testing requirements. This includes optical power meters, which measure the power level of optical signals to ensure proper signal strength and transmission quality. These power meters are crucial for verifying the performance of optical transmitters and receivers and ensuring compliance with industry standards.

Softing offers optical light sources and optical loss test sets for assessing the insertion loss of fiber optic connections and components. These instruments generate stable and precise light signals at various wavelengths, allowing technicians to accurately measure the attenuation of optical links and identify potential issues such as faulty connectors or splices.

Fiber optic inspection and cleaning tools are also available at Softing, which are essential for maintaining the cleanliness and integrity of optical connectors and interfaces. Dust, dirt, and contaminants can significantly degrade signal quality and reliability, leading to network performance issues and downtime.

Last but not least, Softing IT Networks offers advanced fiber optic testing software solutions that streamline data analysis, documentation, and reporting processes.

Overall, Softing IT Networks' fiber optic testing products represent a comprehensive and reliable solution for telecom operators, network service providers, and enterprise customers seeking to optimize the performance, reliability, and integrity of their fiber optic networks. With a commitment to innovation, quality, and customer satisfaction, Softing IT Networks continues to be a trusted partner for organizations worldwide in the field of fiber optic testing and measurement.

Please contact us today if you are interested in learning more about Softing products.



### **AFL Fiber Optic Solutions at NWS in Canada**

The partnership between NWS and AFL in Canada marks a significant development in the Canadian telecommunications and networking landscape. NWS, a reputable provider of network infrastructure solutions, has expanded its offerings by becoming a distributor of AFL products in Canada. AFL, renowned for its



comprehensive range of fiber optic solutions, brings a wealth of expertise and innovative products to NWS's portfolio, enhancing its capabilities and providing customers with access to high-quality, reliable, and cost-effective fiber optic solutions.

The Canadian distribution partnership between NWS and AFL brings together two industry leaders with complementary strengths and resources. NWS's established presence in the Canadian market, combined with its extensive network of partners and customers, provides AFL with a strategic platform to expand its reach and penetration in Canada. By leveraging NWS's distribution channels, logistical infrastructure, and market knowledge, AFL can effectively promote and distribute its products to a broader audience of customers across various sectors, including telecommunications, enterprise networks, data centers, and utilities.

For NWS, the partnership with AFL represents an opportunity to enhance its product portfolio and offer customers a more comprehensive range

of fiber optic solutions. AFL products, which include fiber optic cables, connectors, fusion splicers, test and inspection equipment, and passive optical components, complement NWS's existing offerings, enabling the company to provide end-to-end solutions that meet the diverse needs and requirements of its customers.

Moreover, the collaboration between NWS and AFL enables both companies to capitalize on synergies and create value-added services for customers. By aligning their resources, expertise, and market insights, NWS and AFL can explore joint initiatives, such as training programs, technical support services, and customized solutions, that address the specific challenges and demands of the Canadian market. This collaborative approach fosters innovation, drives customer satisfaction, and strengthens the competitive position of both companies in the rapidly evolving telecommunications and networking industry.

The distribution partnership between NWS and AFL represents a strategic alliance that enhances the capabilities of both companies and provides customers with access to a broader range of high-quality fiber optic solutions. By leveraging their respective strengths and resources, NWS and AFL are well-positioned to capitalize on market opportunities, drive growth, and deliver superior value to customers in Canada's telecommunications and networking industry.

Please get in touch with us today if you are interested in learning more about AFL products and how they can improve your fiber optic networks.

**Learn More** 



### Materials, Kitting, & Logistics, A Valued-Added Service



Materials, Kitting, and Logistics Services (MKL) at NWS

Our MKL service helps our customers ensure that the properly approved products are supplied to their job sites in a quality-driven and efficient manner; this is a key differentiator when utilizing NWS as a turn-key distributor. This process or program starts with a collaborative session with our customers to understand their needs, expectations, and pain points to help determine the services that NWS can offer the customer. NWS currently has many of these programs in flight, and no two programs are the same, which speaks to NWS' ability to provide nimble and flexible programs based on actual needs and problem-solving.

#### Program and Customer ERP Management

NWS also provides programs and customer ERP management, such as Oracle. Our team can manage milestones in customer Project Management tools, enabling visibility from in-process projects to GC pickups with limited emails and status calls, reverse logistics or the retrieval of decommissioned assets from the carrier locations along with the management of the disposition process of the retrieved assets in accordance with carrier policies, procedures, and government regulations, where required.

Another example is our DTV (Direct to Vendor) program direct with AT&T for one of the largest turf vendors on their wireless network. The core of this program being AT&T-provided equipment, consisting of high-dollar electronics at a job



site level, and it has been Best in Class with the highest number of orders with 0 defects out of 37 total DTV locations since the program's inception. This equipment is received in bulk fashion by sites, inventoried, logged into our ERP and then scanned to our location in an asset tracking tool called VAST. When this equipment is needed, it is pulled, adjusted out of inventory, and then scanned to the GC code that picked it up, thereby establishing a chain of custody for the asset. In addition, and in a similar fashion, the NWS team performs asset scanning and tracking for all major carriers in the US.

#### **Materials Distribution**

The customer-provided material is staged with NWS-provided materials, quality-checked, and then staged for either pickup, shipping, or delivery to the site in certain geographies through third-party logistics partners.

#### Why Choose NWS?

Our value-added services are customized to our customers' particular pain points.



**Download Our Brochure** 



### NWS at NATE UNITE 2024 in Memphis, TN

NWS had a stellar NATE UNITE 2024 with a bustling booth that almost took home NATE's best 20'x10' booth but lost in a tiebreaker - maybe next year!

We also co-hosted our annual NATE UNITE Afterparty on Tuesday night with GME Supply. It was a huge success, with close to 1000 people attending. The event included an open bar, tasty bites, live music, and casino games.

Thanks again to everyone who stopped by our booth to talk about site materials, kitting & logistics, DAS, Fiber splicing,

custom cabling, and test & measurement solutions.



We are excited about NATE UNITE 2025 on Feb 17-21 at the Raleigh Convention Center.



### NWS at STAC 2024 in Vancouver, BC

Every year, NWS makes a splash at The Structure, Tower & Antenna Council (STAC) Conference & Exhibition – and this year was no different.

STAC is Canada's only annual conference dedicated to workers in the telecommunications tower and infrastructure industry and learn about the latest developments and safety best practices for tower workers and telecom technicians.

Thank you to everyone who stopped by our booth to learn about next-generation solutions from our vendor partners: AFL, Wirewerks, Voltserver, RFOCS, Keysight, Bird, RFS Technologies and more.

We look forward to next year in Halifax for STAC 2025.





### Wirewerks FiberRUN Rapid Deployment System

Designed to accelerate fiber deployments in MDU and Commercial Properties.



Wirewerks' FiberRUN ™ Rapid Deployment System is a complete fiber cabling solution designed specifically to provide Broadband Service Providers (BSPs) with fast, reliable fiber cabling deployment to their customers' premises in Multi-Tenant Unit (MTU) commercial properties and Multi-Dwelling Unit (MDU) residential properties.

The FiberRUN System breaks down into four major elements: the FiberRUN Gateway, a secure enclosure for receiving and transitioning OSP fiber to in-building fiber distribution; the FiberRUN FLEX Hub, an intermediate enclosure that connects the FR Gateway to subscriber premises; the optional FiberRUN Expansion Hub for large subscriber concentrations; and the FiberRUN Subscriber Station in the subscriber's premise. These elements provide the network design flexibility necessary to adapt to any residential or commercial property, and the System's modular design configures easily to support fiber splitting and C/D-WDM in the fiber distribution network.

**Learn More** 

### RFOCS Spring Promotion - Contractors Save up to 24%



20% discount for orders over \$2,000.00

24% discount for orders over \$2,400.00

Valid from March 19th until the first day of Summer, June 20th.

Deliveries before July 12th, 2024.

RFOCS (Radio Frequency and Optical Components and Systems) is a leading provider of high-quality, economic, wireless site components (Hardware), test-grade RF and microwave components, including adapters, attenuators, cable assemblies, terminations, couplers, and much more.

RFOCS Wireless Site Components (Hardware) includes cable attachments, cable entry, grounding kits, grounding and lugs to support next-generation wireless deployments, maintenance, and enhancement.

RFOCS also provides combiners, reactive splitters, and signal tappers and carries a vast array of Low PIM components that are widely used on cellular towers and inbuilding DAS systems as well as in wireless research and development labs.

All RFOCS products are proudly distributed by NWS and are fully warranted to the highest Industry Standards.

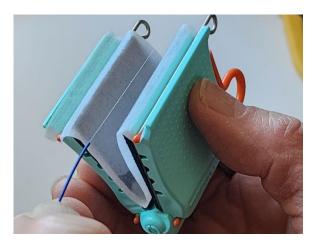
**Buy Now** 



#### 10% off Wipe-Clip Products until June 30, 2024

With over 80% of failures in fiber optic systems attributed to dirt and contamination, cleaning is critical, but so is safety. Skin contact with cleaning fluids and danger from sharp fiber ends is the #1 health risk a fusion splicer faces over time and is a great challenge as it's not practical to wear gloves for many splicers.

The Wowa Wipe-Clip system secures high-quality fiber cleaning wipes and distributes cleaning fluid evenly while eliminating skin contact. It's been designed to optimize everything important to fusion splicers:



- Ergonomic shape eliminates skin contact with cleaning fluids and reduces repetitive stress.
- The bottle-mounted distribution head, spreads cleaning fluid quickly.
- · Non-slip grips and hinge prevents fluid contact with skin.
- Wipe pads are engineered to apply maximum cleaning area to the bare fiber or ribbon fiber.
- Control the wipe position precisely to use 60% less wipes as you work.
- Precise distribution of cleaning fluids to clean rigorously while using up to 80% less fluid.

Finally, a cleaning system that provides safety, increased speed, and using less consumables. A win-win-win.

Enter Code: WipeClip2024 for 10% discount at checkout.

**Learn More** 

### A Performance Tester up to 10Gb/s for Copper and Fiber Optics



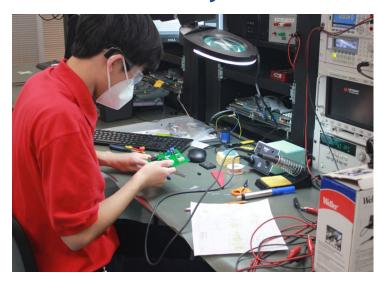
- Complete performance qualification for copper and fiber optic cabling at the touch of a button
- Comprehensive troubleshooting for fiber optic cabling using video microscope and LiveLight™ attenuation trend analysis
- Set of 2 main units for fiber measurements and one remote for copper measurements
- Main units with graphical user interface and 7 inch display

Qualification, commissioning and troubleshooting of copper and fiber routes: Intuitive, flexible, and fast.

High data transmission rates on copper and fiber optic cabling of up to 10Gb/s Ethernet and new Power-over-Ethernet applications up to 90W lead to completely new challenges in the field of structured cabling. NetXpert XG2-PLUS offers comprehensive active and passive network testing up to 10Gb/s for qualification, commissioning and troubleshooting on copper and fiber cabling. With the largest touch display in its class, NetXpert XG2-PLUS guarantees easy operation and clear presentation of results. At the same time, NetXpert XG2-PLUS offers highest reliability of results due to the unique combination of up to four different test methods for the evaluation of copper links. For fiber optic cabling, the NetXpert XG2-PLUS offers an attenuation test in addition to the BERT test and, through LiveLight™, an attenuation trend display. For the inspection of fiber optic connectors there is the possibility to connect a video microscope.



# Instrumentation Technology and Partnerships at Seneca Polytechnic



Caption: Brian Lew, SEMET student and three-time medalist at Skills Ontario and Skills Canada competitions, uses Seneca lab equipment to troubleshoot competition tasks.

"NWS is a proactive partner that allows us to get in touch with the latest technology in instrumentation and assists us with creating meaningful partnerships with manufacturers."

NWS and the School of Electronics and Mechanical Engineering Technology (SEMET) have worked together over the years to develop and advance an equipment-friendly environment on the Seneca Polytechnic campus.

SEMET currently hosts 13 specialized labs in computer engineering, electromechanical, and electronics engineering technology programs. In the electronics labs, where much of the Keysight equipment purchased from NWS may be found, up to 24 students per lab are tinkering and practicing there from their first semester until their last. Over the years, Seneca students have built a solid foundation

of knowledge largely owing to their frequent use of the equipment in these labs, which has directly influenced their success in finding jobs in their respective industries upon graduation.

Success in the SEMET programs has been greatly influenced by ensuring the students learn equipment fundamentals early in their academic careers. A recent new endeavour with Keysight has integrated a specialized certificate directly into the second-semester electronics programs: students who meet the equipment handling and lab testing requirements will earn a "Keysight Basic Instrument User Accreditation" certificate of completion. Industrial certification has become a growing demand, and accreditation allows students to highlight their ongoing evidence of competency levels within their programs before graduation. Hopefully, these kinds of mid-academic accreditations will continue to grow and develop as the industry offers increased partnership opportunities and starts to request additional micro-credentials and relevant professional certifications.

Several electronics labs are used to prepare SEMET students for participation in an annual provincial competition, Skills Ontario. Many students from different programs have represented Seneca across numerous categories in the engineering technology skilled trades. Extensive equipment knowledge and practice in the labs directly contributed to the students' successes in winning honours over recent years, including gold, silver, and bronze medals in key categories such as Electronics and Mechatronics. Some students went on to represent Ontario at the Skills Canada competition, also winning honours for Seneca in Electronics.

The electronics labs are instrumental when it comes to the three capstone project courses at Seneca. In December and April each year, SEMET has started hosting its own "Technical Project Showcase," where graduating students present their final semester's capstone projects at an event for industry and alumni on campus. As a nice way to wrap up what is usually quite a challenging final semester, the Showcase truly highlights the skills, work ethic, and unique interests the students have grown and cultivated throughout their academic careers at Seneca Polytechnic.

Interested in NWS's Test and Measurement Solutions for Educational Institutions?



### **NWS Community Outreach 2023 Q4 Events**

NWS closed out 2023 with various teams across Canada and the US volunteering with local food banks. We are grateful for the opportunity to provide time and support for our communities.

The community outreach programming introduced in 2023 has been a great success and a meaningful piece of demonstrating our organization's Core Values. NWS is looking forward to continuing these efforts in 2024.

#### **Metrocrest Services**

Team members from our Carrolton warehouse location spent an afternoon with Metrocrest Services working in their food distribution site

#### **CALEB**

In Blainville, our team spent the day with CALEB. Carrefour alimentation l'Espoir de Blainville (CALEB) is a non-profit organization whose mission is to fight poverty, hunger and social exclusion.

#### People's Resource Center

Right up the street from our Westmont location is People's Resource Center. Our team enjoyed conversing with visitors of the facility and the opportunity to give back in NWS' own neighborhood.

#### **Eden Food for Change**

The Mississauga team worked in Eden Food for Change, a foodbank and learning kitchen located in Mississauga. Eden provides the community with food and basics but also food preparation training in their learning kitchen to aid individuals in entry to the foodservice industry.



### **Meet Our New Sales Team Members**



#### Stephanie Gilbert, Vice President of Carrier Sales

NWS is pleased to welcome Stephanie Gilbert as Vice President of Carrier Sales. A retiree of AT&T, Stephanie brings more than 30 years of experience in selling within the telecom industry, with 18 years of her 28 years at AT&T having been spent in the AT&T Wholesale unit, leading sales and solution architecture teams across the globe. Based in the Philadelphia area, Stephanie leads with a passion for teaming and solution-based selling. She encourages experimenting with strategies to create velocity whilst also honoring the art of tried-and-true relationship-based execution. Stephanie's experience includes leading AT&T's Most of World (International) wholesale sales organization, launching their Cable and Content organization, and developing self-supply models for their downmarket clients. When not immersed in the world of telecommunications, Stephanie is a genetic genealogist who leverages DNA mapping to solve mysteries for people curious about their pasts.



#### Lee Santoro, Regional Sales Executive - Broadband

NWS is pleased to welcome Lee Santoro to the US Sales Team. Lee brings 30 years of experience in fiber optics, transport, outside plant and carrier sales. His experience and understanding of diverse network architecture and inside/outside plant systems will be valuable as he looks to penetrate operators further utilizing government funding (RDOF, BEAD) to expand their fiber connectivity to underserved areas of the country. Lee's past experience with manufacturing, distribution and operations will allow him to help position NWS as a solution for operators who are placing an increasing value on supply, warehousing and logistics. Lee lives in Ocala, Florida and will be focused primarily on East Coast opportunities.



## MCC Series<sup>™</sup> Modular Carrier Combiner: The Ultimate in Cost-Effective Flexibility



The MCC Series Modular Carrier Combiner from Microlab, a division of RF Industries, is a passive point of interface that gives service providers a cost-effective, high performance and futureproof way to combine radio access network (RAN) remote heads or head-end services for RF distribution. It is ideal for neutral host, enterprise and single-carrier distributed RAN (D-RAN) architectures as well as in-building and outdoor distributed antenna systems (DAS).

Because the MCC Series Combiner is a modular and cohesive system, it increases flexibility while reducing complexity and costs. Compared to using multiple discrete combining components, the MCC Series Combiner:

- Guarantees overall system performance so you don't have to struggle with the variable performance of individual components
- Simplifies and accelerates deployments and upgrades to reduce the costs of installation and of scaling to meet new demands

#### 617-5925 MHz coverage protects your investment.

The MCC Series' modular design means you can start with the filter cards and combiners needed to meet immediate needs, then easily add modules to support different frequency bands and carriers as requirements evolve.

Choose from filter cards that integrate up to five bands, including 5G New Radio (NR) n77, that consists of licensed C-Band, 3.45 GHz and CBRS as well as future n77 applications. A modular pass-through card makes it easy to inject new licensed and unlicensed bands into the network. Hybrid combiners that support the full frequency range connect up to four carriers in the operating band to multiple antenna feeds or distribution cables.

#### Configuration agility increases application support, simplifies installation.

The MCC Series Combiner supports four- and eight-slot subracks in a variety of configurations. That means you can cost effectively support multi-carrier and multi-band neutral host MIMO and SISO applications today and easily change or scale the configuration to support different applications tomorrow. You only ever pay for what you need, when you need it.

Want to learn more about the MCC Series Modular Carrier Combiner?

**Learn More** 



