

Enabling Solutions for a Connected World

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**nws**  
**EVERYTHING**

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NWS Welcomes three key team members: our Chief People Officer, Chief Financial Officer, and VP of Product and Channel Management

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Cutting-edge Test & Measurement solutions from Bird, Astronics, and NetAlly delivering precision, performance, and confidence.

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### NWS and AFL Powering Fiber Networks



NWS is expanding our partnership with AFL, a recognized world leader in fiber optic cable technologies.

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## A Message from Our CEO: Welcoming New Leaders and Advancing the NWS Everything Vision



**Xavier Williams**  
Chief Executive Officer

At NWS, growth is not just measured in numbers; it is reflected in our people, our partnerships, and the impact we create together. As we continue to expand across North America, I am proud to welcome three exceptional leaders to the NWS team: **Sheila Jolivette as Chief People Officer, Dave Ascani as Chief Financial Officer, and Gary Gadson as Vice President of Product and Channel Management.** Each brings deep expertise, strong leadership, and a shared commitment to advancing our mission.

I'm also excited to announce **NWS Everything**, our full-spectrum framework for digital infrastructure. NWS Everything represents the next evolution of our business, a unifying approach that integrates trusted products, end-to-end services, and industry expertise into one seamless ecosystem. It is how we help customers achieve more, faster, and with greater confidence.

Together, these developments signal a new chapter for NWS, one defined by innovation, collaboration, and purpose. Thank you for being part of our journey as we continue building the connected future together.

## NWS Welcomes our New Chief People Officer, Chief Financial Officer, and VP of Product and Channel Management



**Sheila Jolivette**  
Chief People Officer

Sheila Jolivette serves as Chief People Officer at NWS, bringing a distinguished career in strategy, operations, and human capital leadership. She began at SBC Communications and rose to Assistant VP of Brand Management at AT&T, where she led global initiatives that drove revenue growth and operational efficiency across a billion-dollar portfolio. Sheila later served as COO and CEO of Inspiring Tomorrow's Leaders, and as CAO and CHRO at American Virtual Cloud Technologies, spearheading strategic transformation. A Certified Professional Life Coach with an MBA from Dallas Baptist University, she resides in Lavon, Texas, and continues to champion leadership and performance excellence.



**Dave Ascani**  
Chief Financial Officer

As CFO at NWS, Dave Ascani is responsible for strategic planning, accounting, reporting, credit, financial systems, and other key functions. With more than 30 years of senior financial leadership in distribution, telecom, manufacturing, and logistics, he has also served as CFO/CIO at Merit Distribution Group, a private equity-backed global distributor. A proud U.S. Air Force veteran and retired Lt Colonel, Dave has extensive experience across public, private, PE, and VC-backed companies, specializing in mergers, acquisitions, and systems integration. Dave also holds an MBA in Finance & Investments from George Washington University, and a BS in Accounting from Southern Methodist University.



**Gary Gadson**  
VP of Product and  
Channel Management

Gary Gadson as VP of Product and Channel Management at NWS, brings over 25 years of experience driving operational excellence, customer success, and transformation. His professional experience crosses commercial, federal, civil, state, and local government markets. Additionally, Gary served on the board of Iron Bow Technologies and chairs the Committee for Impactful Relationships for C-Level Executives (CIRCLE) at Georgetown University's McDonough School of Business. He has also held board positions with various nonprofit and corporate organizations, contributing to initiatives that promote business success and community impact. He holds a BS in Mathematics from Bowie State, an MS in Electrical and Computer Engineering from Johns Hopkins, and an MBA from Georgetown University.



# NWS Everything: A Full-Spectrum Framework to Digital Infrastructure

At NWS, we believe that infrastructure isn't just about hardware, it's about outcomes.

That's why we've launched NWS Everything, a new way to define and deliver success across digital ecosystems. It's not a product. It's not a slogan. It's a proven framework for enabling sustainable, scalable, and mission-aligned digital infrastructure across North America, and beyond.



[Watch Video](#)

## The Power of Everything

In a fast-moving landscape shaped by technology shifts, evolving regulations, supply chain volatility, and complex business priorities, our clients need more than boxes on a dock. They need a partner who understands what's at stake, and how to deliver.

## NWS Everything combines:

- **Trusted Products** – Broadband, Fiber, Wireless, DAS, PWN, FWA, Test & Measurement, and Power solutions from the industry's leading vendors
- **End-to-End Services** – Custom Kitting, Engineering, Consulting, Training, Professional Services, and Assemblies
- **Cross-Sector Expertise** – From Mobility and Data Centers to Government, Education, Utilities, and Manufacturing
- **Integrated Distribution™** – A unique delivery model that synchronizes products, services, and business strategy

This isn't just about breadth, it's about orchestration. NWS Everything brings these elements together seamlessly, allowing you to focus on outcomes rather than logistics. Whether you're deploying a single remote site or a nationwide network, we help simplify execution and scale without compromise.

## Built Around Your Business Goals

Our clients face pressure to perform every second of every day. NWS Everything meets that need—accelerating time-to-impact and simplifying complexity while aligning to financial targets, compliance requirements, and operational realities.

It empowers your teams with the infrastructure and support to move confidently, backed by a partner who understands that success is measured in uptime, reach, and return on investment.

We invite you to explore the NWS Everything approach in our latest video.

You'll hear how we collaborate, integrate, and scale with our partners to deliver outcomes, not just infrastructure.

For more on how NWS Everything can support your next deployment or transformation, contact your local NWS representative.

# NWS's Strategic Solution Services Accelerate Network Success

At NWS, we recognize that building and maintaining modern networks takes more than products. It requires the right expertise, proven processes, and services that adapt to your business goals. That's why we are proud to introduce NWS iS3 – Strategic Solution Services: a comprehensive program that helps you accelerate projects, reduce risk, and deliver lasting results.

Backed by over a century of combined experience in engineering, logistics, and project execution, NWS brings both depth and foresight to every engagement. With iS3, you gain access to a flexible set of services designed to simplify complexity and drive success in today's rapidly evolving market.



## What Can NWS Offer?

### Engineering Services

Our in-house professional engineering team brings specialized expertise across Distributed Antenna Systems (DAS), Fixed Wireless Access (FWA), broadband fiber, microwave, outside plant, and data center design. From space and power planning to full commissioning, we deliver scalable solutions to meet your network and data center needs.

### Technical Support

Whether through ad hoc support or formal service agreements, our subject matter experts provide the technical backing you need to deploy confidently. This agile support model ensures you stay ahead of ever-changing business and technology demands.

### Consulting Services

Fast-track your entry into new projects or verticals with direct access to NWS consulting expertise. By embedding our specialists into your workflow, we help you adapt to industry changes, accelerate timelines, and capture new opportunities.

### Training Services

We offer customized, industry-specific training programs aligned with your business goals. Whether it's system design, engineering, implementation, or testing, our courses empower your teams with the skills to perform and grow.

### Technical Material Kitting & Logistics (MKL)

Our MKL services streamline deployments by consolidating materials into single shipments for just-in-time delivery. With Technical MKL, we take it further by preconfiguring, testing, and aligning equipment before it ships, ensuring everything is ready to perform on day one.

## Why Partner with NWS iS3?

- Tailored services to match your business goals
- Flexible agile resource availability
- Best in class subject matter expertise
- Accelerate entry into emerging markets and new project verticals

[Learn More](#)

## Our Canadian Headquarters in Mississauga Has Moved to a Larger Location in Milton

We are excited to announce that NWS is moving into a brand-new, larger facility to better serve our customers across the country. Thanks to your continued support, our team has outgrown our current space, and this move represents the next step in our journey of growth and service excellence. This transition is more than just a change of address; it's a reflection of the confidence our partners place in us and the rapid pace at which our business continues to grow. With a larger footprint, upgraded infrastructure, and improved logistics, we are positioning ourselves to respond faster, expand our capabilities, and deliver the reliable, high-quality solutions you've come to expect from NWS.

### Why We Moved

Our new facility in Milton, Ontario, gives us the room we need to expand services, increase operational efficiency, and enhance the overall customer experience. With additional space and improved logistics, we will be able to provide faster turnaround times, greater product availability, and the same responsive support you have come to expect from NWS.

### New Location Details

#### Address

8400 Lawson Road – Units 2 to 4  
Milton, Ontario  
L9T 0J8

#### Business Hours

9:00 AM – 5:00 PM

#### Main Line

1-855-826-3781

Our phone number and email are the same.

### What This Means for Our Customers

This move is about more than just a new address. It reflects our commitment to continuous improvement and our goal of being the trusted partner you can rely on for broadband, wireless, and digital infrastructure solutions. The larger facility will enable us to:

- Expand product and service capabilities
- Improve shipping and logistics efficiency
- Support the growing needs of our customers across Canada

### Looking Ahead

We cannot wait to welcome you to our new space, designed with growth, comfort, and better service in mind. Thank you for being such an important part of our journey.





# From Lab to Field, NWS Delivers Full-Spectrum Test Solutions for Every Environment



At NWS, Test & Measurement goes beyond instruments; it's about building confidence in your infrastructure. As a premier distributor, we provide high-performance solutions for telecommunications, utilities, military, government, and OEM sectors, combining best-in-class products with integrated services that accelerate deployment and reduce risk.

## Keysight and Bird at the Core

Our partnership with Keysight Technologies anchors our portfolio, delivering oscilloscopes, spectrum analyzers, VNAs, and radar systems that set the industry standard for accuracy and scalability.

Complementing Keysight, Bird Technologies adds

world-class RF measurement expertise, from power meters to signal analyzers, ensuring customers can address everything from handheld field validation to advanced lab and R&D environments. With NWS, you have access to the right tools at the right scale.

## Full Spectrum Testing Coverage

NWS supports RF, optical, Ethernet, and EMI/EMC testing requirements across handheld, bench, and system instruments. Our portfolio is built to meet the demands of next-generation technologies including 5G, CPRI, radar, and fiber optics—empowering organizations to validate, troubleshoot, and optimize mission-critical networks with confidence.

## Confidence Delivered

Backed by nationwide inventory, logistics expertise, and technical consultation, NWS ensures that proven solutions from Keysight, Bird, and other leading vendors are delivered efficiently and reliably. Our integrated distribution model mitigates risk, accelerates deployment, and keeps your operations competitive in an evolving digital landscape.

## Our Featured Vendor Partners



Elektro-Automatik



[Learn More](#)

## Industries We Serve



Telecom  
& Utilities



Universities  
& Colleges



Military  
& Government



OEMs

## Ensuring Uptime and Scalability with NWS and Vertiv



**NWS is proud to expand our partnership with Vertiv, a global leader in critical digital infrastructure and continuity solutions.** As an authorized distributor, we deliver Vertiv's integrated portfolio of power, cooling, and IT management technologies to data centers, telecom operators, and edge networks across North America. Together, we help organizations achieve unmatched uptime, optimize system performance, and scale seamlessly for future growth. With Vertiv and NWS, customers gain access not only to industry-leading products but also to the expertise and services required to navigate today's fast-evolving digital landscape.

In a digital-first economy, mission-critical applications must run without interruption, deliver consistently high performance, and adapt quickly as demands shift. Vertiv provides the essential ecosystem that makes this possible, combining advanced power protection, high-efficiency thermal management, intelligent IT software, and expert services into one integrated framework. From hyperscale data centers to distributed edge environments, Vertiv technologies empower operators to build resilient, energy-efficient, and future-ready infrastructure. Backed by NWS's nationwide inventory, logistics capabilities, and solution support, customers can move from design to deployment with speed and confidence.

### With NWS and Vertiv Critical Infrastructure, you get:

- Power Management with UPS, switchgear, and PDUs for continuous uptime
- Thermal Systems delivering efficient cooling for data centers and edge sites
- IT Software & Analytics for visibility, automation, and smarter control
- Comprehensive Services from maintenance to consulting for full lifecycle support
- Scalable Solutions built for centralized and distributed IT growth

[Learn More](#)

## ICEcube® Climate Control, Cabinets, and Enclosures Now Available at NWS



**Protect your critical network investments with ICEcube® climate control solutions and enclosures, now available through NWS.** For more than 30 years, ICEcube® has engineered rugged, UL Listed NEMA Type certified climate controls, cabinets, and enclosures designed to extend the life of sensitive equipment in any environment. From critical infrastructure to remote and harsh outdoor edge sites, ICEcube® solutions deliver the protection, reliability, and performance that today's networks demand.

As broadband infrastructure continues to expand closer to the edge, safeguarding sensitive electronics, batteries, and communications equipment against heat, dust, corrosion, and moisture has never been more critical. For decades, ICEcube® has been a trusted manufacturer of robust climate control systems, cabinets, and enclosures, known for combining precision engineering with long-lasting durability. These

solutions are built to maintain optimal temperatures, prevent costly overheating, and ensure maximum uptime, helping operators extend the lifespan of valuable assets in both controlled facilities and harsh outdoor deployments.

### Now available from NWS, the full ICEcube® portfolio includes:

- Ruggedized Cabinets and Enclosures that are UL Listed to NEMA Type 12, 3R, 4, 4X and IP66 for proven protection in demanding environments
- Advanced Climate Control Systems UL Listed to NEMA Type 12, 3R, 4, 4X and IP66 that are engineered for precise thermal management and peak performance
- Integration services and field services for the true one stop shop experience

[Learn More](#)

## Future-Ready Access Networks with CommScope & NWS



**NWS is proud to partner with CommScope, a global leader in broadband network technologies.** As an authorized distributor, we bring CommScope's advanced optical and RF solutions to service providers across North America, helping them expand capacity, improve reliability, and deliver next-generation connectivity with confidence.

In today's fast-growing broadband landscape, networks must evolve to support higher speeds, lower latency, and greater scalability. CommScope delivers the critical building blocks, from optical hubs and nodes to PON and RF solutions, that empower operators to modernize HFC and fiber networks while preparing for the future of broadband. Together, NWS and CommScope provide the expertise, product depth, and logistical support needed to accelerate deployments and reduce risk.

### With NWS and CommScope Broadband & Access Network Systems, you get:

- Optical Hubs and Nodes designed for scalable HFC and fiber-deep architectures
- High-performance Passives including diplexers, combiners, and splitters for robust signal management
- PON solutions supporting fiber-to-the-home (FTTH) and distributed access networks
- RF equipment optimized for DOCSIS® and broadband expansion needs
- Proven reliability and innovation trusted by leading global service providers

[Learn More](#)

## Stronger Together: NWS and AFL Powering Fiber Networks



**NWS is expanding our partnership with AFL, a recognized world leader in fiber optic cable technologies.** As an authorized distributor, we deliver AFL's advanced fiber solutions to service providers, enterprises, and network builders across North America, helping them design networks that are faster, more reliable, and ready for the future. Our deeper collaboration with AFL ensures customers have access to proven technologies supported by trusted expertise and responsive distribution.

In today's broadband-driven world, fiber optic infrastructure forms the backbone of high-speed connectivity. AFL's comprehensive fiber cable portfolio is engineered with performance, durability, and scalability in mind. From long-haul transport networks and mission-critical data centers to FTTH deployments and industrial applications, AFL provides solutions that meet the most demanding network challenges. By combining AFL's innovation with NWS's integrated distribution capabilities, customers gain the confidence to accelerate projects, reduce risks, and scale with success.

### With NWS and AFL you get:

- Outside Plant (OSP) fiber cables designed for long-distance and rugged environments
- Indoor fiber cables for data centers, enterprises, and building networks
- Specialty fiber solutions for industrial, utility, and harsh environments
- End-to-end supply chain support from NWS to keep projects on time and within budget

[Learn More](#)



## Celebrating Our Customers: NWS Hosts Inaugural Customer Appreciation Event at Mirabel, QC Warehouse

We're thrilled to share the success of our very first Customer Appreciation Event, hosted at our brand-new Mirabel, Quebec warehouse on September 24. More than 40 customers joined us for this milestone occasion, making it a true celebration of partnership and community. This event was designed not only to showcase our new space but also to express our deep gratitude to the incredible partners whose trust and collaboration make our growth possible.

The day was filled with energy and excitement. Guests enjoyed carnival-style games and challenges with cash prizes, live product demonstrations featuring some of our most in-demand solutions, and guided tours of the warehouse that highlighted how we're investing in infrastructure to better serve their needs. A catered lunch brought everyone together, creating the perfect opportunity for meaningful conversations and stronger connections between our team and our valued customers.

The Mirabel celebration is just the beginning of our expanded customer appreciation initiative. Similar events are already in the works for our other warehouse locations, ensuring that partners across North America will have the chance to join in. These gatherings go beyond simply saying "thank you"—they reflect our ongoing commitment to putting customers at the center of everything we do, strengthening relationships, and fostering a community built on trust and shared success.

Looking ahead, our goal is to bring this experience to every NWS warehouse across North America, establishing it as a yearly tradition that grows bigger and better each time. Each year will feature a new theme, fresh activities, and more opportunities to connect with our customers in meaningful ways. Stay tuned for details on the next Customer Appreciation Event coming to a location near you—we can't wait to celebrate with you.





# HOT PRODUCTS

## Reliability, Speed, and Strength: Meet the Rugged cnWave 60GHz



Meet the **Cambium Rugged cnWave 60 GHz solution—the industrial-grade wireless fiber link engineered for mission-critical connectivity where it matters most.** Designed to thrive in the harshest environments, from manufacturing floors to outdoor industrial sites, this platform delivers multi-gigabit, low-latency performance without the cost and delay of buried fiber cables.

In an age of Industrial IoT and automation, your operations depend on a network backbone that is as robust as your machinery. The Rugged cnWave radio is built for this purpose, offering carrier-class reliability to support real-time data acquisition, automated guided vehicles (AGVs), and HD surveillance with unwavering stability. It's not just a wireless link;

it's the foundation for your smart, connected industrial ecosystem.

### Key Capabilities of the Rugged cnWave 60 GHz Radio:

- **Ruggedized Design:** Engineered for reliable operation in extreme industrial conditions.
- **Wireless Fiber Replacement:** Provides cost-effective, multi-gigabit capacity for PTP and PMP links.
- **Mission-Critical Uptime:** Features interference mitigation and hitless redundancy for unwavering connectivity.
- **Streamlined Operations:** Enables easy, large-scale management through the cloud-based cnMaestro

[Learn More](#)

## Accelerate Troubleshooting and Validation with NetAlly's LinkRunner AT 4000



**NWS is proud to partner with NetAlly, a global leader in network performance management and visibility solutions.** As an authorized distributor, we bring NetAlly's industry-leading diagnostic tools, like the LinkRunner AT 4000, to network engineers across North America, helping them streamline deployments, accelerate troubleshooting, and maintain optimal network performance.

In today's complex IT environments, networks must support a diverse mix of Multigigabit Ethernet, fiber, and high-wattage PoE devices. The LinkRunner AT 4000 delivers the critical capabilities—from automated validation and topology mapping to advanced cable analysis—that empower technicians to ensure network reliability and efficiency from the core to the edge.

### With the NWS and NetAlly LinkRunner AT 4000, you get:

- Automated 8-step AutoTest for instant connectivity and health checks
- Topology mapping with Link-Live cloud for complete visibility
- Multigigabit and PoE testing up to 10 Gbps and 90W (802.3bt)
- Cable diagnostics for wiring errors, length, and signal integrity

[Learn More](#)

## Elevate Mission-Critical Communications with the ATS-9000M



NWS is proud to partner with Astronics, a leading provider of advanced test and measurement technologies for mission-critical industries. As an authorized distributor, we bring Astronics' cutting-edge communication system analyzers to public safety, utility, transportation, and defense sectors across North America, helping them ensure seamless communication, optimize system performance, and guarantee operational readiness.

In mission-critical fields, reliable Land Mobile Radio (LMR) systems are the lifeline of effective operations. Astronics delivers the essential tools—from the next-generation ATS-9000M to the legacy R8200, that empower technicians and engineers to maintain, troubleshoot, and future-proof vital communication infrastructure with precision and confidence.

### With Astronics 9000M, you get:

- Advanced Communications Analyzers like the ATS-9000M, designed for precision testing of modern LMR systems
- Proven Legacy Technology including the R8200, retaining trusted features for a wide range of applications
- Durable and Ruggedized Equipment built to perform in the demanding environments of field operations
- Future-Proof Testing Capabilities that support evolving standards and technologies
- Unmatched Reliability and Innovation trusted by leading organizations in aerospace, defense, and public safety

[Learn More](#)

## Bird GH-60: Portable Power for Real-World RF Testing



The Bird GH-60 is a fully portable RF vector signal generator designed to deliver exceptional versatility for both field and laboratory applications. Operating across 100 MHz to 6 GHz (or optionally 300 kHz to 6.5 GHz), it provides continuous wave (CW) output for straightforward antenna and RF system testing, while also enabling advanced modulation to replicate key communication standards including 5G NR, LTE, NB-IoT, and LoRa. Beyond standard protocols, the GH-60 supports custom modulation formats such as QAM, PSK, and ASK, giving engineers, technicians, service providers, educators, and contractors the ability to create real-world signals instantly, without the need for a laptop or additional

equipment. Compact, durable, and intuitive, the GH-60 is built to keep complex testing simple and accessible wherever it is needed.

### Bird GH-60 Handheld Vector Signal Generator Key Features:

- Portable RF generation from -130 dBm to +15 dBm, no laptop required
- Supports custom modulations, cellular standards, and chirps
- Additive noise and pulse options for immunity and detection testing
- I/Q data support with full arbitrary signal generation
- Intuitive UI and bright, full-color display for lab and field use
- Up to 5 hours of battery life for true field mobility

[Learn More](#)



# Meet Nex the Network Bee™



At NWS, we take pride in being more than a distributor, we're a mission-driven partner, helping accelerate deployments, reduce risk, and deliver scalable, future-ready infrastructure. That same spirit now has a face – and a pair of wings.

Say hello to Nex the Network Bee™, the official mascot of NWS and the newest member of our team.

## Nex's Origin Story

Nex isn't your average bee. He was born in the heart of a high-tech hive, one built not of wax, but of fiber, radios, and cables. Raised by a colony of engineers, field technicians, and logistics specialists, Nex was created to do exactly what NWS does best:

Deliver responsive, scalable, and reliable infrastructure solutions that connect communities and accelerate outcomes.

From the beginning, Nex was drawn to complexity. While others chased flowers, Nex was mapping signal strength across valleys, tracing fiber paths through dense cities, and delivering payloads of connectivity to places no one thought reachable.

With buzzing wings and antennae tuned to the needs of the field, Nex became a symbol of the NWS approach:

- **Responsive** – Adapts quickly to new challenges
- **Scalable** – Supports growth from a single site to national rollouts
- **Risk-Reducing** – Navigates complexity to keep timelines on track

## A Mascot That Mirrors Our Mission

Nex doesn't just look the part, he represents the values that drive our work every day:

- **People First** – We put relationships at the heart of everything we do – from customers and vendor partners to employees and communities.
- **Customer Focus** – Our success is measured by the success of our customers and partners.
- **Intellectual Curiosity** – We dig deeper to find better solutions
- **Continuous Improvement** – We evolve with you and the industry
- **Results Matter** – We focus on outcomes that move your mission forward

Internally, Nex inspires our team to stay hard-working, collaborative, and mission-ready. Externally, he reminds our customers and partners that every successful deployment is built on trust, expertise, and aligned goals, and that NWS is in the field with you every step of the way.

Nex is more than a mascot. He's a living emblem of the commitment, consistency, and care that define our partnerships. And Nex is here to make sure we do it with energy, agility, and a whole lot of buzz.



**US Headquarters**  
2601 Greengate Dr.  
Building A  
Greensboro, NC, 27406

**Canada Headquarters**  
8400 Lawson Road, Units 2-4  
Milton, Ontario  
L9T 0J8

**Distribution Centers**  
Greensboro, NC  
Carrollton, TX  
Westmont, IL  
Butler, GA  
Apopka, FL  
Charlotte, NC  
Milton, ON  
Edmonton, AB  
Mirabel, QC