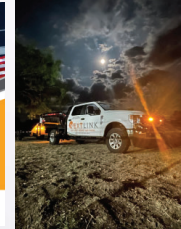


BROADBAND CASE STUDY



WAV is a distributor located in Aurora, IL, specializing in LTE, wireless broadband, networking, fiber, and Wi-Fi equipment. With extensive product knowledge and technical expertise, WAV provides one of the largest and most consistent stocking positions in the broadband industry as well as a wide range of professional value-added services.

Nextlink Internet is a premier provider of high-speed internet and voice services across Texas, Oklahoma, Kansas, Nebraska, Iowa, Illinois, and Louisiana. Utilizing both fixed wireless and fiber-optic technology, Nextlink delivers reliable internet services to residential, business, K-12, libraries, rural healthcare, higher learning, and governmental agencies. Since its inception in 2012, Nextlink has rapidly expanded, becoming the 6th largest fixed wireless provider in the United States.

HOW NEXTLINK BENEFITED...

Supply Chain Management:

WAV's proactive approach to forecasting and dedicated inventory ensured that Nextlink had the necessary equipment available when installation schedules fluxuated, preventing project delays.

Reliable Communication:

WAV's transparency and quick response times increased Nextlink's confidence in their supply chain.

Strategic Partnership:

With WAV's ongoing collaboration and support, Nextlink was able to provide critical feedback on hardware, services and support, reinforcing the sense of a true strategic partnership.

CHALLENGES

Nextlink Internet faced significant challenges in managing supply chain logistics, particularly during the COVID-19 pandemic. The critical need was to secure a reliable supply of equipment to meet growing demand and project timelines.

SOLUTIONS PROVIDED BY WAV

WAV stepped in to provide supply chain support, working with Nextlink to develop a forecast and maintain allocated stock to support Nextlink's growth. WAV's commitment to transparent communication and proactive inventory management played a crucial role in overcoming supply chain hurdles.

CONCLUSION

The relationship between Nextlink Internet and WAV highlights the importance of transparent communication, support and collaboration as both organizations work towards bridging the digital divide. WAV's dedication to supporting its customers beyond merely supplying equipment fosters a true partnership that drives mutual growth.



"Working with WAV has been beneficial for Nextlink, particularly in enhancing our supply chain management and ensuring reliable product availability for our projects. Their support, collaboration and transparent communication have been instrumental in our expansion efforts and efficiencies." – Cameron Kilton, Chief Technology Officer