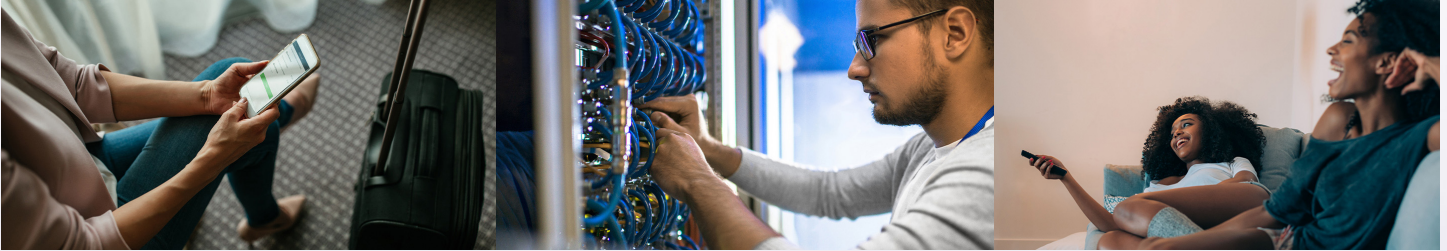


WIRELESS CASE STUDY



WAV is a full-service 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 its partners with a competitive edge through high product availability and a wide range of professional value-added services.

SONIFI is a leading technology solutions provider focused on delivering entertainment, managed Wi-Fi, and voice services in the hospitality industry and enhancing patient engagement in healthcare. Their interactive and managed services, particularly Wi-Fi, have become a major growth driver, supported by a proprietary platform called AMP. With a legacy in hospitality internet connectivity since 1998, SONIFI works closely with high-profile clients like Hyatt, Marriott, and other high-profile independent properties.



PARTNERSHIP RESULTS

Reliable Project Fulfillment:

SONIFI maintained its project timelines, even during the pandemic, ensuring no missed deadlines for new hotel openings.

Enhanced Operational

Flexibility: With WAV's flexibility in allocating inventory and accommodating unique requests, SONIFI could navigate supply chain fluctuations seamlessly. This adaptability allowed them to keep their commitments without adjusting contracts or losing business.

Strengthened Business

Partnership: The relationship-focused approach from WAV provided SONIFI with consistent, direct support and quick resolutions for any issues, schedules, making WAV a preferred supplier for SONIFI across all supported regions, including Canada.

CHALLENGES

SONIFI faced challenges in ensuring reliable equipment delivery for new hotel openings, especially during the pandemic's supply chain disruptions. They needed a partner who could prioritize critical orders and adapt quickly to evolving needs.

SOLUTIONS PROVIDED BY WAV

WAV provided SONIFI with prioritized order fulfillment to meet urgent project timelines during supply chain challenges. They offered flexible solutions, including support with credit and customized terms to accommodate unique business needs. WAV's responsive, relationship-driven approach ensured SONIFI could meet all project deadlines without compromising customer satisfaction.

CONCLUSION

The partnership between SONIFI and WAV has proven to be a strong foundation for operational success and growth. Through WAV's responsiveness and customized support, SONIFI has been able to uphold its high service standards and meet critical deadlines, even amid supply chain challenges. This relationship exemplifies the value of trusted, collaborative partnerships in achieving long-term business goals and maintaining exceptional client satisfaction.



"Working with WAV has been invaluable because they treat us as true partners rather than just another account. Their responsiveness, flexibility, transparency, and commitment to our success—especially during critical times—make WAV a trusted extension of our team and our go-to provider for all key projects." – Paul Johnson, GM Internet Services/SVP Strategic Accounts