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# The Evolving Landscape of Contractors, Wireless Solutions Firms, and Building Owners Working Together

Mark Parr – Bandwidth Logic

Sam Gilson – WESCO

Brendan Delaney – ANS

**TRADE SHOW EDUCATION**

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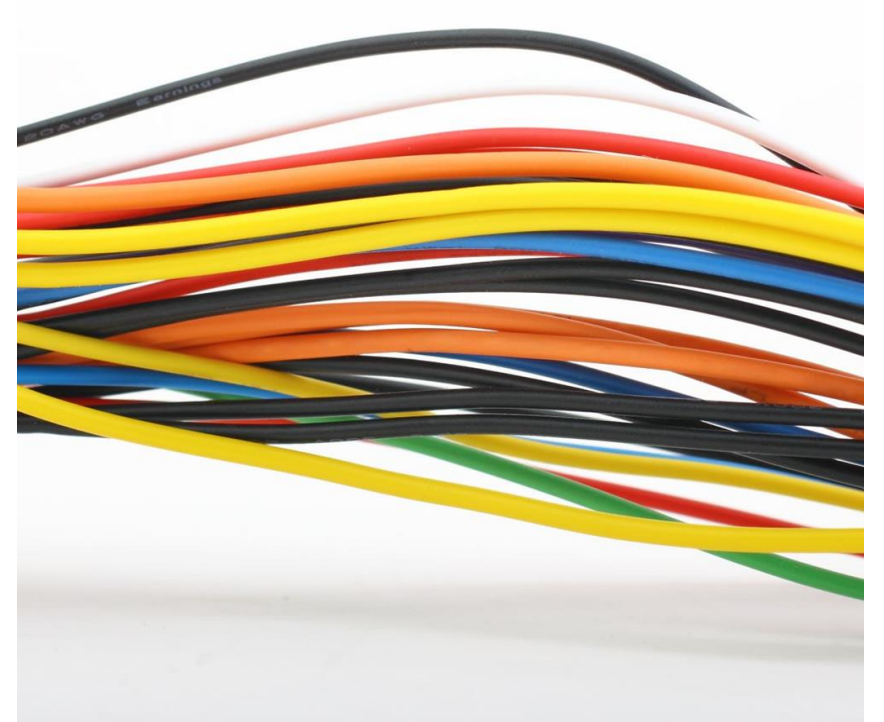
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# Wireless needs a lot of wires!

**New in-building wireless technologies are creating greater opportunities for proactive electrical contractors.**

**When you help bring these new technologies into your buildings you will expand your roles and business!**



# Speaker background: Mark Parr

- President & CEO, Bandwidth Logic
- Engineered over 400 million sq ft of in-building wireless systems inside most every venue type
- 40 years experience in designing and delivering advanced indoor and outdoor wireless solutions
- NYC Subway, Toronto Subway, Seattle Light Rail, HQ's of Goldmans Sachs, Pfizer, PriceWaterHouseCoopers and many more...



# Speaker background: Sam Gilson

- Director, Global 3POs, WESCO
- Consultant and advisor to building owners, system designers, OEMs, and Fortune 500
- 30 years solution development and delivery experience in the IT and wireless industries
- Strategic partner to Bandwidth Logic

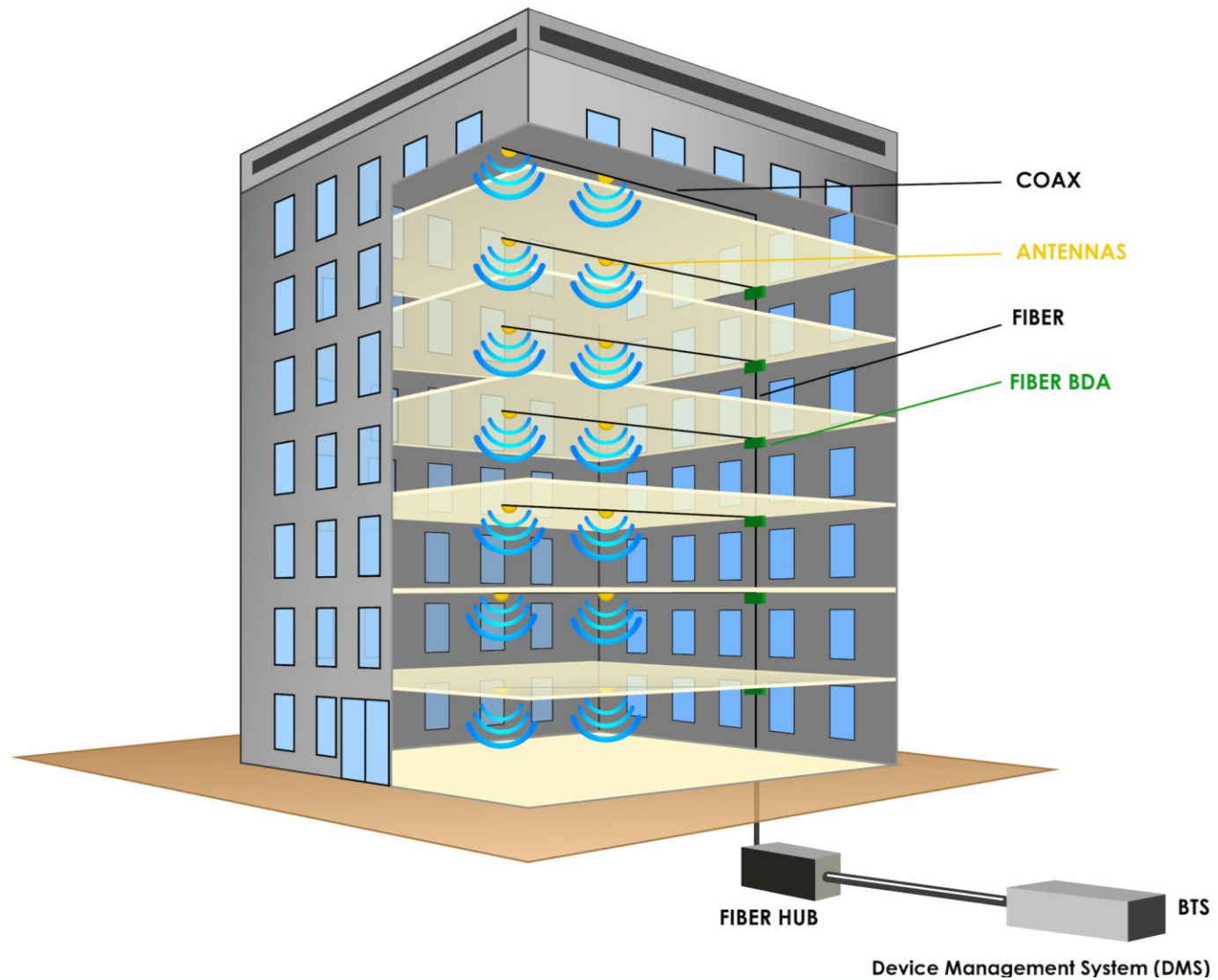




# Speaker background: Brendan Delaney

- Director of in-building wireless for Advanced Network Services (ANS), DAS and small cell
- Developed and leads the ANS Peel-It Platform offering monitoring/maintenance for in-building systems, private LTE, 5G and Public Safety
- 20 years experience in the wireless industry



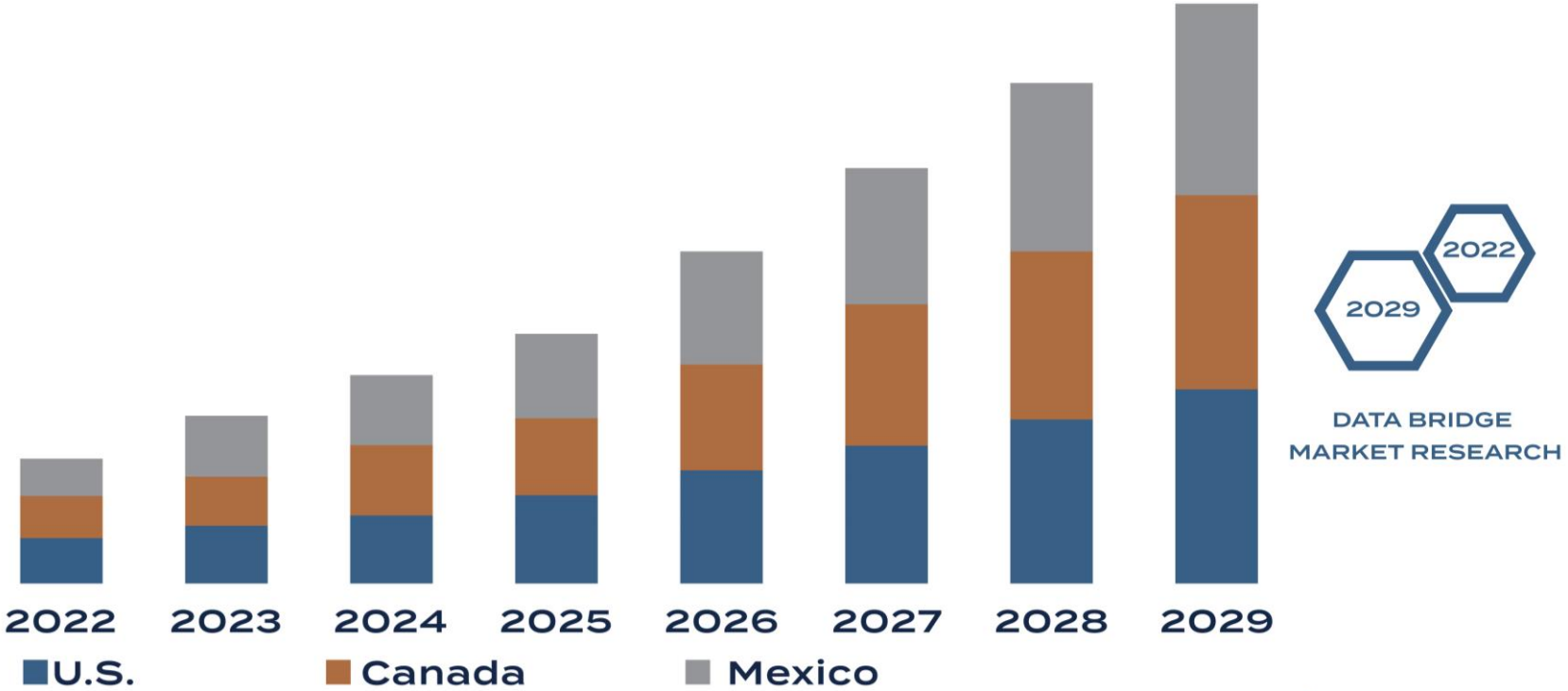


# Market Overview

- Distributed Antenna Systems, Neutral Host, IoT, 5G, Private LTE
- How in-building wireless, landlords and tenants have evolved
- Today, tenants won't rent if there is poor cell coverage, so good wireless means filled buildings means more work for contractors
- And because only some 10% of America's buildings have any enhanced in-building wireless, that market has been growing...



# \$9.5B North America DAS Market by '29



Source: Data Bridge Market Research Market Analysis Study 2022



# DAS Growth Drivers

- Increasing M2M connections and IoT devices requires efficient network infrastructure
- Public safety segment needs
- Rising demand for mobile broadband technology, high-speed data transfers, and data processing
- Commercialization of CBRS band for private and unlicensed networks



# Opportunity for Electrical Contractors

- Problem: Carrier budgets tight and won't cover most buildings
- Solution: Small cells and private wireless Xran can bring coverage without carriers' budget being impacted (and the building gets cellular, IoT connectivity, and other connectivity)
- Some of these technologies are not yet well known to landlords
- If the contractor brings this to landlord's attention, the building wins and contractor will have a new large build + O&M project

# Easily Understandable Value Proposition

- These new systems can be implemented faster and for less cost
- Large role for electrical contractors during build and maintain
- The wireless system designers and electrical contractors who most closely collaborate will best capture this market
- Xran can reduce costs for landlords and generate many new installation scopes of work for contractors

# The Results for Electrical Contractors

- Triple Wins – The more electrical contractors and wireless design firms collaborate, the more often those parties create value for themselves and for the venue owners, tenants, and visitors
- Electrical contractors are the first party in this process to receive greater scopes of work and see their relationships with venue owners and managers strengthened



# Other Trends

- The rise of private utilities – the interconnection of private energy and telecommunications infrastructure
- The current posture of many developers, building owners, and facilities managers
- Many individuals and companies are forgoing landlines for wireless (it is less expensive)



# Recommendations for Contractors

- Appreciate the opportunity for new additional work offered by increasing in-building cellular, IoT, 5G, and Private Networks
- Cultivate relationships with innovative wireless solution providers
- Be able to educate building owner/operator clients about the value of these solutions



# Questions & Answers

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- Sam Gilson, Director, Global 3POs – **WESCO**  
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# Complete the Online Evaluation

