

# Account Intelligence Report

**Generated:** January 19, 2026

**Report ID:** CRM-2026-005

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## Account Overview

**Account Name:** ConnectWave Telecommunications

**Industry:** Telecommunications & Network Infrastructure

**Company Size:** 12,400 employees

**Annual Revenue:** \$4.8 billion (FY2025)

**Headquarters:** Denver, Colorado, USA

**Region:** North America (USA, Canada, Mexico)

**Account Status:** Strategic Customer (Tier 1)

**Current Contract Value:** \$2.8M annually

**Contract Renewal Date:** March 2027

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## Recent News & Developments

### 5G Network Expansion and Next-Gen Launch

ConnectWave announced in December 2025 the completion of its 5G Ultra network infrastructure deployment across 48 major metropolitan markets, representing a \$3.2 billion, three-year investment. The company officially launched commercial 5G services under the brand “ConnectWave 5G Ultra” in early January 2026 with aggressive marketing campaigns targeting both consumer and enterprise segments.

CEO Marcus Thompson stated, “ConnectWave 5G Ultra delivers the fastest, most reliable 5G experience in North America. This positions us to capture significant market share in high-growth enterprise IoT, autonomous vehicle connectivity, and next-generation consumer applications.”

Initial market reception has been positive, with network speed tests showing ConnectWave matching or exceeding competitor performance in most markets. The company added 124,000 net new wireless subscribers in December 2025 (preliminary data), the strongest monthly growth in 18 months.

### Enterprise IoT Platform Launch

Building on 5G infrastructure, ConnectWave launched “ConnectWave IoT Enterprise” platform in November 2025, targeting industrial IoT, smart city, and connected infrastructure applications. The platform provides end-to-end IoT connectivity, device management, data analytics, and application development tools. Early customer pilots include partnerships with logistics companies, manufacturing facilities, and municipal smart city initiatives.

Management projects the Enterprise IoT segment could generate \$400-600 million in annual revenue by 2028, representing a significant new growth vertical beyond traditional wireless services.

### Fiber-to-Home Expansion Initiative

ConnectWave announced plans in October 2025 to accelerate fiber-to-home (FTTH) deployments, targeting 2.8 million additional homes passed by end of 2027. The \$1.8 billion infrastructure investment aims to capture market share in broadband as consumers

increasingly demand gigabit speeds for remote work, streaming, and smart home applications.

The company currently passes 4.2 million homes with fiber and has achieved 38% penetration rates in established fiber markets (above industry average of 32%). Management believes fiber positions them competitively against cable broadband and fixed wireless alternatives.

### Strategic Partnership with Cloud Hyperscalers

In December 2025, ConnectWave announced partnerships with Amazon Web Services (AWS) and Microsoft Azure to deliver integrated cloud connectivity and edge computing solutions. The partnerships enable enterprises to seamlessly connect on-premise infrastructure to cloud resources via ConnectWave's private network connections with guaranteed performance SLAs.

CTO Dr. Jennifer Park stated, "Enterprises need seamless connectivity between their operations and cloud infrastructure. Our partnerships with AWS and Azure position ConnectWave as the network backbone for hybrid cloud strategies."

### Competitive Pressure and Market Dynamics

Despite positive developments, ConnectWave faces intense competitive pressure. The company ranks #5 in market share among national carriers (behind Verizon, AT&T, T-Mobile, and Charter). December 2025 Federal Trade Commission (FTC) approved the merger of two smaller regional carriers, creating a sixth competitor with expanded geographic reach, intensifying market competition.

Industry analysts note wireless service pricing remains under pressure, with unlimited data plans commoditized and average revenue per user (ARPU) flat to declining across the sector. ConnectWave must differentiate through service quality, network performance, and value-added services to avoid pure price competition.

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## Financial Signals

### Moderate Growth with Mixed Margins

**Q4 2025 Results:** - **Revenue:** \$1.24B (up 6% YoY) - **Service Revenue:** \$1.08B (up 5% YoY) - **Equipment Revenue:** \$160M (up 12% YoY due to 5G device sales) - **EBITDA:** \$487M (39.3% margin) - **Net Income:** \$178M

**Full Year FY2025:** - **Total Revenue:** \$4.8B (up 5.5% from FY2024's \$4.55B) - **Wireless Service Revenue:** \$3.2B (67% of total, up 4%) - **Broadband Revenue:** \$980M (20% of total, up 9%) - **Enterprise Services:** \$480M (10% of total, up 8%) - **Equipment Sales:** \$620M (up 11%)

### Margin Compression Challenges

- **Service Margin:** 44.2% (down from 46.8% prior year) - reflects promotional activity and competitive pricing pressure
- **EBITDA Margin:** 39.1% (down from 41.2% prior year)
- **Free Cash Flow:** \$892M (solid but down 8% YoY after record capex)

Margin compression driven by aggressive 5G marketing spend, promotional pricing to drive subscriber growth, and increased network operating costs as 5G infrastructure scales. Management characterizes margin pressure as "transitional investment in growth" but investors remain concerned about long-term profitability trajectory.

### Capital Intensity and Investment Cycle

- **Capital Expenditures:** \$1.62B (33.8% of revenue - at high end of historical range)

- **5G Infrastructure Investment:** Peak spending phase complete; capex expected to moderate to 28-30% of revenue in FY2026
- **Fiber Expansion Capex:** \$620M in FY2025, projected \$650M annually 2026-2027

Heavy infrastructure investment cycle has strained cash flow and increased leverage, though management maintains investments are essential for competitive positioning and long-term growth.

### Subscriber and Customer Metrics

**Wireless:** - **Total Subscribers:** 8.4 million (up 2.8% YoY) - **Postpaid Subscribers:** 6.1 million (preferred segment, up 3.4%) - **Prepaid Subscribers:** 2.3 million (lower margin, up 1.2%) - **Q4 Net Adds:** 124,000 (accelerated from Q3's 87,000) - **Churn Rate:** 1.28% monthly (improved from 1.42% prior year - positive trend)

**Broadband:** - **Total Subscribers:** 1.84 million (up 7.2% YoY) - **Fiber Subscribers:** 890,000 (up 14.3%) - **DSL/Legacy:** 950,000 (declining 2.1% as customers migrate to fiber)

**Enterprise Customers:** - **Enterprise Accounts:** 12,400 businesses - **Enterprise ARPU:** \$3,240/month (up 5.6%)

### Leverage and Balance Sheet

- **Total Debt:** \$4.2B
- **Net Debt-to-EBITDA:** 2.24x (within covenant limits but elevated vs. 1.89x two years ago)
- **Cash and Equivalents:** \$420M (adequate liquidity)
- **Credit Rating:** BBB- (S&P) with stable outlook

Debt levels elevated due to infrastructure investments but remain manageable. Rating agencies comfortable with leverage trajectory as capex intensity moderates and revenue growth continues.

### Stock Performance

- **Stock Price:** \$32.80 (up 12% over 12 months, recovering from mid-year low of \$28.40)
- **Market Capitalization:** \$6.8B
- **Dividend Yield:** 3.2%
- **P/E Ratio:** 19.2x
- **Analyst Coverage:** 14 firms (7 "Buy," 6 "Hold," 1 "Sell")

Stock recovery in Q4 2025 reflects investor confidence in 5G launch momentum and improved subscriber metrics. Analysts cite valuation as attractive relative to larger peers, with 5G and fiber investments creating "operating leverage inflection point" in 2026-2027.

### Guidance

**FY2026 Guidance (provided January 2026):** - **Revenue:** \$5.0-5.2B (4-8% growth) - **EBITDA Margin:** 40-42% (expansion as capex moderates) - **Capex:** \$1.3-1.4B (28-29% of revenue, declining from 33.8%) - **Free Cash Flow:** \$1.1-1.3B (significant improvement)

Guidance reflects confidence in 5G subscriber momentum, fiber penetration gains, and moderating capital intensity. Margin expansion expected as network operating leverage improves.

### CRM Activity & Notes

## **Relationship Status: STRONG STRATEGIC PARTNERSHIP**

**Executive Sponsorship:** Excellent - multiple C-level champions

**Strategic Alignment:** Core infrastructure for their network operations and customer care

**Satisfaction Metrics:** Consistently excellent

**Renewal Confidence:** 90%+ (contract extends to March 2027)

## **Active Opportunities**

**Opportunity 1: 5G Network Operations Expansion - Value:** \$1.4M (platform expansion + new modules) - **Stage:** Proposal Submitted - **Close Probability:** 80% - **Primary**

**Contact:** Dr. Jennifer Park, CTO - **Timeline:** Decision by February 15, implementation Q2 2026 - **Notes:** 5G network complexity requires enhanced monitoring, analytics, and automation capabilities. We proposed expanding our platform to cover 5G network operations center (NOC) requirements including AI-powered anomaly detection and predictive maintenance. Strong executive support from CTO and VP of Network Operations. Competing against internal build option (not external vendor). Business case shows 40% reduction in network incident resolution time and \$2.8M annual operational cost savings.

**Opportunity 2: IoT Platform Backend Infrastructure - Value:** \$680K annually (new SaaS module) - **Stage:** Technical Proof of Concept - **Close Probability:** 70% - **Primary**

**Contact:** Alan Martinez, VP IoT Business Development - **Timeline:** Pilot completion end of January, decision by March - **Notes:** ConnectWave IoT Enterprise platform needs robust backend for device management, data ingestion, and analytics. Our IoT data platform module in pilot with 50,000 simulated devices. Early results exceed performance requirements. Strong fit with their go-to-market strategy. Budget approved. Competition from IoT specialists but our existing infrastructure integration gives us advantage.

**Opportunity 3: Customer Experience Analytics Platform - Value:** \$520K annually (analytics module expansion) - **Stage:** Discovery/Requirements - **Close Probability:** 60%

- **Primary Contact:** Rachel Foster, SVP Customer Experience - **Timeline:** Proposal by February, decision by April - **Notes:** ConnectWave wants to leverage customer interaction data (call centers, mobile app, website) to predict churn, personalize offers, and improve satisfaction. Our customer analytics module aligns perfectly. Rachel (new SVP as of November 2025) is building business case. Requires buy-in from marketing and IT. Budget likely available given strategic importance of reducing churn.

**Opportunity 4: Fiber Network Planning Optimization - Value:** \$380K (professional services + software) - **Stage:** Early Discussion - **Close Probability:** 45% - **Primary**

**Contact:** Thomas Wu, VP Network Planning - **Timeline:** Q2 2026 evaluation - **Notes:** \$1.8B fiber expansion requires sophisticated planning tools for route optimization, ROI modeling, and deployment prioritization. We have capabilities but need to develop telecom-specific fiber planning use cases. Competing against specialized network planning vendors. Advantage: our platform already integrated into their systems.

## **Recent Interactions**

**January 15, 2026 - CTO Executive Partnership Review** Met with Dr. Jennifer Park (CTO) and her leadership team for annual strategic partnership review. Exceptionally positive meeting. Jennifer opened with "You're one of our most strategic technology partners - you keep our network running and our customers happy." Discussed 5G operations expansion proposal with unanimous support from operations team. She asked us to accelerate timeline if possible given 5G launch urgency. Authorized immediate start on planning and scoping. Also discussed multi-year roadmap alignment and potential co-innovation opportunities in edge computing and network AI.

**January 8, 2026 - IoT Pilot Review Session** Technical review of IoT platform pilot with engineering team. Pilot results exceeded performance requirements: 99.97% uptime, sub-100ms latency, 2.2M messages/second throughput. Engineering team enthusiastic about production deployment. Alan Martinez (VP IoT) attended and commented: "This is exactly the foundation we need to scale IoT business. Let's move quickly to contract discussions."

**December 18, 2025 - Customer Experience Workshop** Full-day workshop with customer experience team on analytics use cases. Rachel Foster (SVP) brought her entire leadership team including marketing, contact center, and digital channels. Strong engagement and clear vision for using data to drive personalization and churn reduction. Multiple use cases identified. Asked for formal proposal by early February targeting April budget approval.

**November 20, 2025 - 5G Launch Planning Meeting** Participated in ConnectWave's 5G launch planning sessions as strategic partner. Discussed network operations requirements, monitoring capabilities, and incident management processes for 5G complexity. Our team provided valuable input on operational best practices from other 5G deployments. Strengthened perception as trusted advisor, not just vendor.

**October 10, 2025 - Quarterly Business Review** Standard QBR with exceptional results across all metrics. Customer health score 94/100. Network Operations Director specifically highlighted our "white glove support" and "proactive problem prevention." CIO attended final 30 minutes and stated: "You've been exemplary partners. As we scale 5G and IoT, we're going to need you to scale with us. Let's discuss how we expand this partnership strategically."

## Customer Satisfaction Metrics

- **Net Promoter Score (NPS):** 74 (excellent)
- **Customer Health Score:** 94/100 (Excellent - Deep Green status)
- **Support Response Time:** Avg 1.8 hours (significantly exceeds SLA of 4 hours)
- **Critical Issue Resolution:** Avg 4.2 hours for P1 incidents (exceeds SLA of 8 hours)
- **System Uptime:** 99.96% (exceeds SLA of 99.9%)
- **Executive Sponsor Engagement:** Very High - monthly strategic meetings, quarterly executive reviews
- **Product Adoption Rate:** 91% of licensed features actively used
- **User Satisfaction:** 4.8/5.0 average (based on 680 surveyed users)

## Key Stakeholder Sentiment

- **Marcus Thompson (CEO):** Aware - Knows us as strategic partner, positive references in internal communications
- **Dr. Jennifer Park (CTO):** Champion - Strong advocate, driving expansion initiatives, considers us "one of our most strategic partners"
- **Robert Chen (CIO):** Champion - Excellent relationship, highly supportive, values our responsiveness
- **Alan Martinez (VP IoT):** Emerging Champion - Excited about IoT platform capabilities, actively championing deployment
- **Rachel Foster (SVP Customer Experience):** Engaged - New exec building business case, positive initial interactions
- **Network Operations Team:** Power Users & Advocates - Daily users, consistently positive feedback, internal champions

## Strategic Partnership Status

ConnectWave designated us "Strategic Technology Partner" (their highest vendor classification) in September 2025. Benefits include: - Quarterly executive steering committee meetings with C-suite - Early visibility into technology roadmap and strategic initiatives - Preferred vendor status for related solutions (right of first discussion) - Joint go-to-market opportunities for their enterprise customers - Co-innovation and product development collaboration - Dedicated account team and 24/7 priority support

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## Social Media & Market Sentiment

### Positive Momentum from 5G Launch

Social media sentiment significantly improved in Q4 2025 and early January 2026 driven by successful 5G launch:

**Positive Sentiment (68%):** - Consumer enthusiasm about 5G network performance and speed tests - Tech media praising ConnectWave's competitive 5G offerings - Enterprise customers excited about IoT platform potential - Employee pride in 5G launch (strong internal advocacy) - Industry recognition for fiber expansion strategy

**Neutral Sentiment (26%):** - Standard coverage of financial results and guidance - Industry analyst commentary (generally balanced) - Competitive comparison articles

**Negative Sentiment (6%):** - Occasional service complaints (normal for any carrier) - Some price-conscious consumers citing cost concerns - Minimal coverage of earlier challenges (Q2-Q3 2025 network issues largely forgotten)

## Social Media Activity and Engagement

**Twitter/X:** ConnectWave's 5G launch hashtag #ConnectWave5GUltra generated 124,000+ mentions in first two weeks. Sentiment analysis shows 82% positive, with users sharing speed test results and network performance testimonials. CEO Marcus Thompson's personal Twitter engagement increased significantly, with regular updates on network expansion and customer service commitments resonating with followers.

**LinkedIn:** - Company page: 87,000 followers (grew 16% in 2025) - Employee advocacy strong: 840+ employees actively share company content - Recent 5G launch announcement post received 4,200+ engagements - CTO Dr. Jennifer Park active in technology thought leadership community (14,000 followers)

**Reddit and Forums:** - r/ConnectWave community (18,000 members) shows improving sentiment - 5G network performance threads largely positive with speed test validations - Customer service improvement noted by community (vs. historical complaints) - Some concern about pricing, but generally constructive discussions

## Media Coverage

**Telecommunications Trade Publications:** - **FierceWireless** (Jan 2026): "ConnectWave's 5G Launch Shows Promise in Competitive Market" - positive - **Light Reading** (Dec 2025): "ConnectWave's Enterprise IoT Strategy Takes Shape" - neutral/positive analysis - **Telecom Insights** (Jan 2026): "Can ConnectWave Compete with Big Three? 5G Launch Suggests Yes" - measured optimism

**Business Media:** - **Bloomberg** (Jan 2026): "ConnectWave Stock Rises on Strong Subscriber Adds" - positive financial coverage - **Denver Post** (Dec 2025): "Colorado's ConnectWave Bets Big on 5G and Fiber" - local pride story - **CNBC** (Jan 2026): Marcus Thompson CEO interview on 5G strategy and competitive positioning - well-received

**Industry Analyst Reports:** - Moffett Nathanson: Upgraded to "Buy" citing 5G momentum and attractive valuation (January 2026) - New Street Research: Maintained "Neutral" but raised price target to \$38 based on subscriber trends - Raymond James: "ConnectWave executing well in challenging market; valuation attractive"

Consensus: Positive operating momentum, competitive positioning improving, valuation compelling relative to larger peers.

## Customer Reviews and Sentiment

**Consumer Review Sites:** - **Trustpilot:** 3.8/5.0 (up from 3.4 six months ago - improving trend) - **Google Reviews:** 4.1/5.0 average across retail locations - **App Store** (**ConnectWave Mobile App:**) 4.5/5.0 with 89,000+ reviews (up from 4.1 previously)

Sentiment improvement driven by network performance enhancements, customer service investments, and improved mobile app experience.

**Enterprise Customer Feedback:** Enterprise customers report high satisfaction with

dedicated account management, network reliability, and responsiveness. ConnectWave's enterprise NPS score is 68 (above industry average of 52).

### Employee Sentiment (Glassdoor)

- **Overall Rating:** 4.1/5.0 (up from 3.8 in mid-2025)
- **CEO Approval:** 84% (Marcus Thompson - strong leadership rating)
- **Recommend to Friend:** 79%
- **6-Month Trend:** Improving steadily

Recent review themes: "Exciting time with 5G launch," "Company momentum building," "Great technology and innovation culture," "Leadership communicating well," "Proud of our network"

Negative themes minimal: Some mention of typical corporate bureaucracy, work-life balance in network operations roles

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## Risk Assessment

### MINIMAL RISKS

**Renewal Risk - VERY LOW** Contract extends to March 2027 (14 months), relationship is excellent, strategic partnership designation provides stability, and we're core infrastructure for their operations. Renewal risk is negligible.

**Financial Risk - LOW** While ConnectWave carries elevated debt due to infrastructure investments, balance sheet is sound, cash flow is solid, and credit ratings stable. No concerns about payment or financial stability.

**Competitive Displacement - VERY LOW** Strategic partner status, deep integration, excellent satisfaction scores, and multiple executive champions make competitive displacement extremely unlikely. We would see warning signs well in advance.

**Service/Satisfaction Issues - VERY LOW** Consistently exceptional satisfaction metrics, no recent service problems, strong support delivery. Operational relationship is rock-solid.

### OPPORTUNITIES DISGUISED AS "RISKS"

**Rapid Growth Scaling Requirements** ConnectWave's aggressive 5G and IoT growth may strain their (and our) operational capacity. This is actually an opportunity for us to expand services and demonstrate scalability, but we must ensure we deliver flawlessly during high-growth phases.

**Technology Complexity Increase** 5G networks and IoT platforms are significantly more complex than legacy 4G infrastructure. While this creates operational challenges for ConnectWave, it increases their dependence on sophisticated management platforms (ours) and creates expansion opportunities.

**Market Competition Intensity** ConnectWave faces intense competitive pressure, which could theoretically squeeze their vendor budgets. However, in competitive markets, operational efficiency and customer experience become even more critical - areas where our solutions deliver clear value. Competition strengthens our value proposition.

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## Opportunity Identification

### IMMEDIATE HIGH-VALUE OPPORTUNITIES (0-3 Months)

**1. 5G Network Operations Expansion - LARGE DEAL (CLOSE IMMINENT)** Value: \$1.4M (one-time + recurring)

**Probability:** 80%

**Urgency:** Decision by February 15

**Strategy:** This is highest priority. CTO has authorized immediate start on planning. We need to finalize proposal, address any technical questions, and accelerate contract process. The urgency is real given 5G operational complexity and launch timing.

**Action Plan:** - Final proposal delivery by January 24 - Technical architecture review with engineering team January 27-29 - Executive approval meeting February 5-8 - Contract execution target February 15 - Implementation kickoff March 1 for Q2 go-live

**Business Case:** \$2.8M annual operational savings from incident reduction, 40% faster problem resolution, improved network reliability directly impacting customer satisfaction. ROI < 8 months.

## 2. IoT Platform Backend - PILOT TO PRODUCTION Value: \$680K annually

**Probability:** 70%

**Urgency:** Decision by March

**Strategy:** Pilot completing end of January with excellent results. Convert momentum into rapid contract execution. Alan Martinez (VP IoT) is strong champion; need to ensure CIO and CFO approval process moves quickly.

**Action Plan:** - Pilot results presentation and business case February 1-5 - Commercial proposal February 8-12 - Executive approval process February-March - Contract execution target March 15 - Production deployment Q2 2026

**Business Case:** Enables ConnectWave's IoT revenue growth strategy (projected \$400-600M by 2028). Platform scales to millions of devices, delivers superior performance vs. alternatives, integrates seamlessly with existing infrastructure.

## SHORT-TERM OPPORTUNITIES (3-6 Months)

### 3. Customer Experience Analytics Platform Value: \$520K annually

**Probability:** 60%

**Urgency:** Decision by April

**Strategy:** Rachel Foster (SVP Customer Experience) is new and building her strategic initiatives. Position our analytics platform as foundation for her customer-centric transformation. Churn reduction business case is compelling given competitive market dynamics.

**Action Plan:** - Detailed requirements workshops throughout February - Comprehensive proposal and ROI analysis by early March - Executive demonstration for CEO, CMO, and CXO mid-March - Business case presentation and approval process April - Contract and deployment Q2-Q3 2026

**Business Case:** 1.5 percentage point churn reduction = \$72M annual revenue retention. Improved customer lifetime value through personalization. Competitive intelligence and market insights. ROI compelling even with conservative assumptions.

### 4. Multi-Year Strategic Partnership Expansion Value: Contract extension + expanded scope (details TBD)

**Probability:** 65%

**Timeline:** Discussions Q2 2026 for potential early renewal

**Strategy:** Given strong relationship and CTO's comments about "scaling partnership strategically," explore multi-year expansion that extends contract beyond March 2027, increases scope across multiple initiatives, and establishes co-innovation framework.

**Action Plan:** - Prepare strategic partnership expansion framework Q1 2026 - Executive alignment meetings with CTO and CIO Q2 2026 - Multi-year roadmap and investment plan development - Target: Expanded agreement signed by Q3 2026 (9 months early)

**Benefits:** Revenue security, deeper partnership integration, preferred vendor status expansion, potential joint go-to-market opportunities with their enterprise customers.

## MEDIUM-TERM OPPORTUNITIES (6-12 Months)

**5. Edge Computing and MEC (Multi-Access Edge Computing) Value:** \$800K+ annually (estimated)  
**Probability:** 40% (exploratory)

**Strategy:** 5G networks enable edge computing applications (low-latency processing closer to end users). ConnectWave will likely develop edge computing capabilities for enterprise customers. Position our platform for edge infrastructure management and orchestration.

**Action Plan:** - Monitor ConnectWave's edge computing strategy development - Engage with CTO and enterprise teams on edge use cases - Develop edge computing management capabilities Q2-Q3 2026 - Position for inclusion in their edge computing go-to-market

**6. Fiber Network Planning Optimization Value:** \$380K  
**Probability:** 45%

**Strategy:** ConnectWave's \$1.8B fiber expansion needs sophisticated planning tools. Develop telecom-specific fiber planning use cases and demonstrate ROI through optimized deployment plans.

**Action Plan:** - Engage Network Planning VP Thomas Wu Q1-Q2 2026 - Develop fiber planning solution brief with telecom use cases - Pilot with actual fiber expansion planning scenarios Q2-Q3 - Target decision Q3 2026 for FY2027 budget inclusion

**7. Network AI and Automation Platform Value:** \$950K annually (estimated)  
**Probability:** 35% (long-term strategic)

**Strategy:** CTO Dr. Jennifer Park has vision for AI-powered "self-healing" networks with automated optimization and incident resolution. This requires sophisticated AI platform we can provide.

**Action Plan:** - Collaborate with CTO on network AI vision and roadmap - Develop proof-of-concept in specific network domain (e.g., radio access network optimization) - Build business case based on operational efficiency and customer experience improvements - Target: FY2027 strategic initiative

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## Recommended Sales Strategy & Talking Points

### Strategic Positioning: The Growth Enabler

**Core Message:** "Connect Wave is in an exciting growth phase - 5G launch, IoT platform, fiber expansion, enterprise services. We're not just a technology vendor; we're the infrastructure platform enabling ConnectWave's network excellence and customer experience that differentiates you in this competitive market."

### Key Themes

**1. Proven Strategic Partnership** "*Dr. Park, you said it perfectly in our recent meeting: 'You keep our network running and our customers happy.' Our 94/100 customer health score and 99.96% uptime aren't just metrics - they represent reliability you can count on as you scale rapidly. As you grow, we grow with you seamlessly.*"

**2. 5G Operational Excellence** "*5G network complexity is orders of magnitude greater than 4G. Our 5G operations expansion gives you AI-powered monitoring, predictive maintenance, and automated incident resolution that other carriers are struggling to achieve. This translates directly to network performance advantages your customers will experience.*"

**3. Competitive Advantage Enabler** "*You compete against carriers 3-10x your size. Our platform delivers enterprise-grade capabilities that level the playing field operationally*"

*while your team focuses on market differentiation. We help you ‘punch above your weight class’ from a technology capability perspective.”*

**4. Innovation Partnership** *“You’re not buying software from us; you’re gaining a strategic technology partner invested in your success. Our product roadmap aligns with your strategic initiatives - 5G, IoT, edge computing, customer experience. We innovate together, not in isolation.”*

### Opportunity-Specific Talking Points

**For 5G Operations Expansion:** *“Your 5G launch is exceeding expectations with strong subscriber adds. Now you need operational infrastructure that scales with subscriber growth without proportionally increasing operations headcount. Our expansion delivers exactly that - operational leverage through AI and automation. The \$2.8M annual savings business case is conservative.”*

**For IoT Platform:** *“Alan, your IoT pilot results are exceptional: 99.97% uptime, sub-100ms latency, 2.2M messages/second. Those aren’t just good numbers - they’re production-ready capabilities that enable you to credibly sell enterprise IoT services. Speed to market matters in IoT. We’re ready to deploy now while competitors are still building.”*

**For Customer Analytics:** *“Rachel, you’re in one of the most competitive markets in telecom. Every percentage point of churn matters enormously. Our analytics platform doesn’t just report on churn - it predicts it with enough advance warning to intervene. That’s the difference between reactive damage control and proactive retention.”*

### Executive Engagement Approach

**CEO (Marcus Thompson):** - Focus on competitive positioning and market differentiation - Emphasize how technology enables growth strategy - Highlight customer satisfaction and retention impact - Minimal technical detail, maximum business value

**CTO (Dr. Jennifer Park):** - Deep technical collaboration and innovation partnership - Roadmap alignment and co-innovation opportunities - AI/automation vision for network operations - Strategic technology partnership expansion discussions

**CIO (Robert Chen):** - Integration, efficiency, and operational excellence - Platform consolidation and architecture optimization - Support delivery and partnership satisfaction - Multi-year planning and investment optimization

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### Next Steps & Action Items

**IMMEDIATE (This Week):** 1.  Finalize 5G operations expansion proposal - Target: January 24 2.  Schedule technical architecture review with engineering team - Target: January 27-29 3.  Prepare IoT pilot results presentation and business case - Target: January 25 4.  Coordinate customer experience analytics requirements workshops - Target: Schedule for February

**HIGH PRIORITY (Next 2-4 Weeks):** 5. Deliver 5G operations expansion final proposal (January 24) 6. Technical architecture review and Q&A (January 27-29) 7. IoT pilot results executive presentation (February 1-5) 8. IoT commercial proposal development (February 8-12) 9. 5G operations executive approval meeting (February 5-8) 10. Customer analytics requirements workshops (throughout February) 11. 5G operations contract execution (February 15 target)

**MEDIUM PRIORITY (30-60 Days):** 12. IoT platform contract execution (March 15 target) 13. Customer analytics proposal delivery (early March) 14. Strategic partnership expansion framework development 15. Executive alignment meetings on multi-year partnership 16. 5G operations implementation kickoff and deployment 17. Customer analytics business case and executive presentations

**STRATEGIC/ONGOING:** 18. Quarterly executive steering committee participation 19.

Monthly strategic touchpoints with CTO and CIO 20. Monitor edge computing strategy development 21. Explore co-innovation opportunities in network AI 22. Track competitive landscape and market developments 23. Maintain exceptional support delivery and satisfaction

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## Account Team

**Strategic Account Executive:** Jennifer Brooks (jennifer.brooks@company.com) - PRIMARY OWNER  
**Strategic Customer Success Director:** Mark Stevens (mark.stevens@company.com)  
**Principal Solutions Architect:** Dr. Alan Foster (alan.foster@company.com)  
**IoT Solutions Specialist:** Maria Gonzalez (maria.gonzalez@company.com)  
**Network Operations Specialist:** Kevin Park (kevin.park@company.com)  
**Executive Sponsor:** Linda Martinez, SVP Sales (linda.martinez@company.com)

**Extended Team:** - Telecom Industry Lead: Robert Johnson - 5G Solutions Expert:  
Dr. Sarah Chen  
- Customer Analytics Lead: Patricia Williams - Dedicated Support Manager: Thomas Anderson - Implementation Services: Enterprise Team Alpha

**Last Updated:** January 19, 2026

**Next Review Date:** February 15, 2026

**Account Status:** Strategic Growth Partnership - Excellent Health

**Opportunity Pipeline (12 Months):** \$3.8M+ identified opportunities

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## Conclusion

ConnectWave Telecommunications represents an exceptional strategic account with outstanding health, strong growth trajectory, and significant expansion opportunities. The combination of successful 5G launch, IoT platform development, fiber expansion, and enterprise services growth creates ideal conditions for deepening our partnership.

**Key Success Factors:** 1. **Exceptional relationship health** - 94/100 customer health score, Strategic Partner designation 2. **Strong executive champions** - CTO and CIO both highly supportive, active advocates 3. **Strategic alignment** - Our capabilities perfectly positioned for their growth initiatives 4. **Proven delivery excellence** - 99.96% uptime, exceptional support, consistent performance 5. **Multiple high-probability opportunities** - \$3.8M+ pipeline with 60%+ win rates

**Critical Priorities:** 1. Close 5G operations expansion (\$1.4M) by February 15 - highest priority, strong momentum 2. Convert IoT pilot to production (\$680K) by March 15 - excellent technical results, champion support 3. Win customer analytics opportunity (\$520K) by April - compelling churn reduction business case 4. Explore multi-year strategic partnership expansion - solidify long-term relationship

**Risk Mitigation:** - Minimal risks identified - relationship is rock-solid - Maintain service excellence during their high-growth phase - Scale our support and delivery capacity to match their growth - Stay proactive with innovation and strategic recommendations

**Long-Term Strategic Value:** ConnectWave's growth trajectory (5G, IoT, fiber, enterprise) creates multi-year expansion potential far exceeding current contract value. Strategic partnership positioning and strong executive relationships provide foundation for sustained growth. Potential to double account value (\$2.8M to \$5-6M) within 24 months if we execute on identified opportunities.

This account deserves continued "strategic" treatment with dedicated resources, executive engagement, and proactive investment in the relationship. The ROI on account investment is exceptional.

**CONFIDENCE LEVEL: VERY HIGH - EXCEPTIONAL STRATEGIC PARTNERSHIP WITH STRONG GROWTH MOMENTUM**

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*This account intelligence report is confidential and intended for internal sales and customer success teams only.*