MIX NETWORKS

Energy Sector Sales Playbook

POTS Replacement + Hosted Voice for Power Generation, Independent Power Producers, Renewables (Solar, Wind, Storage), and Energy Asset Operators

Buyer Map | Compliance Triggers | Objection Matrix | Outreach Sequences | Discovery Scripts | Proposal Template

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1. Why the Energy Sector, Why Now

The energy sector runs two kinds of real estate: staffed generation plants with full life-safety estates (fire panels, elevators, gate security, emergency phones) and a fast-growing fleet of unmanned remote assets — solar farms, wind sites, and battery energy storage systems (BESS) — that need monitored communications at sites that often have no broadband and no staff. Both kinds sit on copper the carriers are retiring, and the unmanned fleet is exactly what the 5G-primary 90X1 was built for.

- **The copper deadline meets an aging plant fleet.** AT&T began permanently decommissioning copper wire centers in June 2026, with TDM discontinuance filings effective on or after November 15, 2026 across 18 states and 90-day customer notice under the FCC's streamlined framework. Generation plants built decades ago carry fire panels, alarm dialers, and telemetry on copper pairs and legacy leased circuits priced at $100–$300/month — lines the plant cannot inventory and the carrier will not maintain.
- **The renewables buildout created thousands of unmanned sites.** Solar farms, wind sites, and BESS installations need gate security, O&M building alarms, fire detection transport, and dial-out monitoring at locations selected for sun and wind, not fiber. Cellular-primary transport with 48-hour battery and 24/7 line-state monitoring is the native answer.
- **BESS fire monitoring is the newest, hottest trigger.** Battery storage sites face intense AHJ scrutiny under NFPA 855 (energy storage systems) and local permitting, and their fire detection and suppression systems need monitored communications the AHJ will accept. A UL 864-compliant, fire-marshal-listed transport path is a differentiated answer in a market full of improvised ones — with edition and AHJ specifics confirmed per site at survey.
- **NERC CIP discipline is a moat for the honest vendor.** Operators are rightly suspicious of vendors who hand-wave security boundaries. The rep who scopes CIP-perimeter questions to solution engineering in writing wins the trust that closes fleet-wide deals.
- **Fleet operators standardize.** IPPs and asset managers run dozens of sites under one ops organization; O&M contractors operate portfolios for multiple owners. One standardization decision rolls MIX across a fleet — the highest site-count-per-signature motion in the book.

The MIX advantage in one paragraph

MIX Networks is a Managed Facilities-based Voice Network (MFVN) provider delivering POTS-IN-A-BOX (DataRemote 90X1/90X2) — UL 864 (10th Ed.) compliant, California State Fire Marshal listed (Listing No. 7305-2384:0002), FDNY MFVN-recognized (Record ID 2025-TMFRAL-007143-VRNC), NFPA 72-aligned with dual pathways (WAN + 4G/5G), up to 48-hour battery backup, 24/7 proactive monitoring with notification on line-state changes, geo-redundant data centers, TAA-compliant equipment, and turnkey managed installation with line-by-line test documentation — including the field engineering (MODEM-mode FXS, loop-current compensation, long-run copper tracing) that dialer and telemetry circuits require. For the unmanned fleet, the 5G-primary 90X1 with 48-hour battery and proactive line-state monitoring is the product, not the backup — a deployable answer for sites that have never had anything but a copper pair or a hope.

2. Buyer Map

Energy buying splits between the asset owner (capital, standards) and the operator (plants: plant manager; renewables: O&M contractor or asset-management ops). The person paged when a site alarm goes silent has enormous informal authority — find them. Security/OT review is a standing gate at every operator of consequence.

Role	What They Own	What They Care About	Lead With	Deal Role
Plant Manager (generation)	The plant: safety, uptime, budget, vendors	Outage risk, insurance and AHJ inspections, crew safety, aging infrastructure	Free plant line audit; fire-marshal-listed replacement for panel and alarm lines; monitored 24/7	Economic buyer (plant level)
VP Operations / Fleet Ops (IPP, asset mgr)	Standards and performance across the fleet	Per-site economics, standardization, contractor performance, storm readiness	Fleet audit framework; per-site fixed pricing; add-a-site terms; one dashboard	Economic buyer (fleet)
O&M Contractor Ops Manager (renewables)	Day-to-day operation of owned-by-others sites	Truck rolls, response SLAs, alarm visibility at unmanned sites	Line-state monitoring that pages before the 90-minute drive; cellular-primary at no-broadband sites	Champion / operational buyer
OT / SCADA Engineer	Telemetry architecture, security perimeters	Latency, protocol compatibility, CIP boundaries, vendor security	Candor: dialers and dial-up fit; polled SCADA and CIP-perimeter circuits scoped with solution engineering in writing	Technical gatekeeper — win with candor
EHS / Safety Manager	Safety program, emergency response plans	Communications failure at remote sites as a safety exposure; BESS fire protocol	Monitored emergency phone and fire-detection transport; ERP-exhibit documentation	Influencer / compliance sponsor
Corporate IT/OT Director	Enterprise standards, vendor security review	Security architecture, consolidation, support model	Security documentation up front; managed 24/7 platform; one vendor across plants and fleet	Technical gatekeeper
Asset Manager / Owner's Engineer	Asset value, availability	Availability numbers,	Reliability delta on the lines insurers and lenders ask about;	Ratifier

Role	What They Own	What They Care About	Lead With	Deal Role
	guarantees, capex	insurance terms, O&M cost	opex-neutral modernization	

Access strategy

- **Plants:** the plant manager takes the meeting; the maintenance planner knows the wiring. Schedule around outage seasons — planned-outage windows are also the natural install windows.
- **Renewables fleets:** enter through the O&M contractor's ops manager (they feel the truck-roll pain) and the asset manager in parallel (they pay for it). A 3-site pilot at the most failure-prone sites is the standard opener.
- **BESS developers/operators:** permitting and AHJ acceptance is their bottleneck — the fire-marshal-listed transport story gets meetings during development, before COD, when budgets are open.
- **Channels:** regional energy associations, renewable O&M conferences, and the EPC/integrator community that builds these sites — integrators who spec MIX transport into new builds are the scalable motion.

3. Compliance Triggers

Energy compliance is a lattice of AHJs, insurers, NERC standards, and permitting authorities. The playbook rule is absolute here: claim the transport layer precisely, route perimeter and protection-circuit questions to engineering in writing, and never let enthusiasm outrun a listing.

3.1 Plant Fire Alarm Communications — NFPA 72 / UL 864

- **The trigger:** generation plants, O&M buildings, warehouses, and admin blocks carry fire panels dialing central stations over copper DACT lines. Plant insurance carriers and AHJs both test the monitoring path; copper retirement severs it.
- **The MIX answer:** 90X1/90X2 satisfy 2016 NFPA 72 Ch. 26.6 (MFVN pathway — the separately listed panel operates unchanged) and exceed NFPA 72 (2025) technical requirements: dual pathways (WAN + 4G/5G), UL 864 (10th Ed.), UL 62368-1, UL 2054, standby power monitoring, up to 48-hour battery. CSFM Listing No. 7305-2384:0002 and FDNY MFVN recognition (Record ID 2025-TMFRAL-007143-VRNC) close the credibility question.
- **The trust-building caveat:** final approval rests with the local AHJ, and the alarm system must be retested per NFPA 72 Chapter 14 after cutover — Test Mode coordination, 60-second voltage-drop sequence, training-call validation, confirmed return to Normal Mode, all coordinated by MIX. Volunteer this before they ask.

3.2 BESS Fire Detection Transport — NFPA 855 Environment

- **The trigger:** battery energy storage sites face AHJ scrutiny under NFPA 855 and local permitting conditions; their fire detection and suppression monitoring needs a communications path the AHJ will accept, at sites that are unmanned and frequently broadband-free.
- **The MIX answer:** UL 864 (10th Ed.)-compliant, fire-marshal-listed transport (CSFM + FDNY recognition) with cellular-primary capability, 48-hour battery, and 24/7 monitoring. Position precisely: MIX provides the monitored transport path; NFPA 855 system design and AHJ acceptance belong to the fire protection engineer of record — MIX supplies the documentation package that supports their submittal, with site-specific requirements confirmed at survey.

3.3 SCADA, NERC CIP, and Perimeter Candor

- **The rule for reps:** dialer and dial-up circuits are the confirmed fit — the platform lists telemetry, command & control, and utility meter reading as supported circuit types. Polled SCADA over leased/private lines, protection-relay circuits, and anything inside a security perimeter (NERC CIP or equivalent) are assessed case-by-case at the site survey with solution engineering and the customer's OT/compliance staff. Never improvise those answers. The rep who says “that one we scope with your OT engineer, not in a sales meeting” earns the next meeting; the rep who wings it is done in this sector permanently.
- **What can be said safely:** MIX transport is secure by design — TLS, secure SIP, HTTPS device UI with MFA, firewall defaults blocking unauthorized remote access — and security documentation is available up front for the customer's vendor review process.

3.4 Remote-Site Alarm and Telemetry Circuits

- Gate and perimeter security dialers, O&M building alarms, met-station and equipment dial-out, generator monitoring, and legacy meter/telemetry circuits — the supported-circuit classes (telemetry, command & control, meter reading) that copper retirement strands at exactly the sites carriers repair last. Line-state monitoring is the upgrade: MIX pages the ops desk when a path drops, instead of the site going silent until the next truck roll.

3.5 Emergency Response Plans and Insurance

- ERPs and HSE programs are supposed to document communications redundancy at every site; insurers increasingly ask. Dual-path transport with 48-hour battery, delivered as a formatted ERP exhibit, is the artifact the safety manager files and the underwriter likes. MIX supports the plan; the plan belongs to the operator.

Compliance Trigger Quick Card

System	Governing Standard / Enforcer	Forcing Event	MIX Answer
Plant fire panels	NFPA 72 / AHJ; plant insurer	Copper retirement; failed inspection; insurance survey	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
BESS fire detection transport	NFPA 855 environment / AHJ; permit conditions	Permitting; COD deadlines; AHJ walkthrough	Listed transport w/ cellular-primary + 48-hr battery; submittal support docs; site-specific scoping
Remote-site alarms & telemetry	Operational reliability; ERP/HSE	Silent site; truck-roll costs; copper repair delays	5G-primary 90X1; line-state monitoring; supported telemetry circuit classes
CIP-perimeter circuits	NERC CIP / compliance staff	Any vendor equipment decision	Scoped with OT + solution engineering in writing; non-perimeter estate proceeds meanwhile
Office/admin 911 & voice	Kari's Law, RAY BAUM'S Act / FCC	PBX replacement	Hosted Voice w/ direct 911 + dispatchable location
ERP communications	HSE program; insurer expectations	Plan review; post-incident findings	Dual-path architecture exhibit for the ERP file

4. Line Inventory: Where the Copper Hides

Energy estates split between the plant (dense, walkable, documented badly) and the fleet (distributed, unmanned, documented worse). The audit covers both — and at fleet sites it doubles as a carrier-coverage survey that determines the 90X2-vs-90X1 build sheet.

Zone	Likely Analog Lines	Typical Count
Generation plant	Fire panel(s) (2 ea), elevator phones, control-room ring-downs, gate/guard shack, warehouse alarm, fax, generator and aux monitoring	6–12 per plant
Plant perimeter	Gate boxes, security dialers, water intake/discharge monitoring, rail/scale telemetry	2–5
Solar farm	O&M building alarm, gate security, met station dial-out, inverter-yard aux monitoring	1–3 per site
Wind site	O&M building lines, substation-adjacent dialers, gate, SCADA-adjacent aux circuits (scoped)	1–3 per site
BESS site	Fire detection/suppression monitoring transport, gate security, aux alarms	1–3 per site
Fleet offices / control centers	Office lines, fax, alarm, generator monitoring (PSAP-adjacent circuits excluded)	3–6

Rule of thumb: 6–12 lines per staffed plant plus 1–3 circuits per unmanned site across the fleet. A 2-plant IPP with a 12-site renewables portfolio is a 25–40 circuit deal on one MSA — with the coverage survey deciding 90X2 vs. 5G 90X1 site by site.

5. Solution Packaging and Deal Math

5.1 The Motion

- **Plants — 90X2 wedge:** per-building units at demarcs; panels, dialers, gates, and fax unchanged; broadband primary, cellular secondary; fixed per-line term pricing.
- **Fleet — 5G-primary 90X1:** cellular-primary at no-broadband sites with 48-hour battery and line-state monitoring paging the ops desk; multi-carrier SIM diversity quoted per coverage survey; supported telemetry circuit classes terminated with MODEM-mode FXS engineering.
- **Expansion — Hosted Voice:** plant and fleet-office seats at $14.95/mo; direct 911 with dispatchable location; UCFone $6.95/user for field techs and duty managers; managed QoS routers with LTE failover.

5.2 Reference Deal: IPP — 2 Plants + 12 Renewable Sites

Assumptions: plants carry 12 specialty lines total (fire panels, elevators, gates, fax, alarms) on four 90X2s; 12 unmanned sites take one 5G 90X1 and one alarm/telemetry line each; 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Plant lines — Fax/Modem/Alarm/Data	8	$39.95	$319.60
Plant lines — Voice & Elevator	4	$24.95	$99.80
PIAB 90X2 hardware + maintenance (plants)	4	$18.00	$72.00
Fleet lines — Alarm/Data (per site)	12	$39.95	$479.40
PIAB 90X1 hardware, 5G (amortized 36 mo)	12	$20.76	$249.12
90X1 maintenance	12	$9.00	$108.00
Total POTS replacement			$1,327.92/mo
vs. copper/leased at $100–$300/circuit x 24			$2,400–$6,000/mo
Indicative monthly savings			$1,072–$4,672 (45–78%)

One-time: provisioning/staging/kitting $45 per device; site survey and installation at $165/hour (2-hour minimum) per site, quoted per Statement of Work — field sites batch efficiently by route. At 60-month terms, line rates drop to $29.95/$19.95. Fleet installs batch by route; plant installs align to planned-outage windows. Even at the conservative end, the fleet wins on what copper cannot do: the ops desk knows a site path is down the moment it drops.

5.3 Reference Deal: Add Hosted Voice (Plant + Fleet Office)

Component	Qty	Unit	Monthly
User seats (features, DID, user)	20	$14.95	$299.00

Component	Qty	Unit	Monthly
Auto attendants	2	$14.95	$29.90
UCFone mobile/desktop (field staff, managers)	10	$6.95	$69.50
QoS router monitoring & management	2	$15.00	$30.00
4G LTE failover (basic)	2	$30.00	$60.00
Peplink B One Plus license (InControl)	2	$9.00	$18.00
Yealink T54W phones (36-mo amortized)	20	$7.80	$156.00
Hosted Voice subtotal			$662.40/mo

Combined: roughly $1,990/month against $2,400–$6,000 of current circuit spend alone — with ERP-grade redundancy, 911 compliance at staffed facilities, and fleet-wide line monitoring included.

6. Objection Matrix

Objection	What It Really Means	Response
“SCADA can't ride cellular — latency and security.”	The OT engineer testing whether you know your limits.	“You are right to draw that line, and we draw it too. Dialer and dial-up circuits are the proven fit — that is what the platform is engineered and listed for. Polled SCADA and anything inside a CIP perimeter gets assessed with your OT team and our solution engineering at the survey, and if a circuit is not a fit we say so in writing. Security documentation comes to you before the meeting.”
“NERC CIP won't allow a third-party device.”	Compliance boundary question; respect it completely.	“Possibly, for circuits inside the perimeter — that determination belongs to your compliance staff, not a vendor. The immediate opportunity is everything outside it: fire panels, gates, O&M buildings, non-perimeter telemetry. We scope the boundary with your team and touch nothing until it is answered.”
“Our remote sites have no internet.”	They think that disqualifies them; it is the strongest fit.	“That is the exact site the 5G unit was built for — cellular-primary, 48-hour battery, 24/7 monitoring. We check carrier coverage per site during the survey and quote multi-carrier SIM diversity where needed. No broadband required, ever.”
“The AHJ hasn't accepted anything like this for our BESS site.”	Legitimate — BESS permitting is unsettled ground.	“Which is why we lead with listings: UL 864 10th Edition, California State Fire Marshal listed, FDNY recognized — the documentation your fire protection engineer of record needs for the submittal. We support their package; we do not replace their judgment. Site specifics get confirmed at survey, in writing.”
“Our O&M contractor handles site communications.”	Split ownership; both parties benefit.	“Perfect — they feel the truck-roll pain and you pay for it. We work with O&M contractors constantly: monitoring pages their desk, the asset owner gets the reliability delta, and the pilot proves it at your three worst sites. Who is the ops manager there?”
“We're standardizing on private LTE / radio.”	Partially deployed alternative; the estate is mixed.	“Where it is built, keep it. Every fleet we audit still has the remainder: fire panels, gate dialers, the sites the network does not reach, the circuits that need a listed path. We take the copper-stranded remainder, and the audit maps exactly where that line falls.”
“Cellular isn't reliable enough for a fire alarm.”	The right question.	“A bare cellular dialer is not. This is a managed MFVN: dual-path where broadband exists, engineered cellular with 48-hour battery where it

Objection	What It Really Means	Response
		does not, monitored 24/7, UL 864 10th Edition, CSFM listed and FDNY recognized. The AHJ package arrives before we touch anything.”
“Budget is committed to the next project.”	Capex mindset; this is opex reduction.	“This replaces circuit spend you already carry, usually at 45–78% less, on fixed terms — it improves the O&M budget rather than competing with development capital. And the audit routinely finds circuits you can disconnect immediately.”
“Send me something.”	Polite exit.	“Happy to. To make it useful: how many staffed facilities, how many unmanned sites, and roughly how many still have copper or leased circuits? That is all I need to send a fleet-specific snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets plant managers and O&M ops managers; Sequence B targets fleet/corporate ops and asset managers. 8 touches over ~21 days. Personalize with fleet size and mix (public in regulatory filings and press), COD announcements, storm exposure, and outage calendars. BESS developers: engage during permitting, before COD.

7.1 Sequence A — Plant / O&M (Operational)

Day	Channel	Touch
1	Email 1	Remote-site / silent-alarm trigger (copy below)
3	Call + VM	Reference Email 1; offer the free site survey incl. coverage checks (script below)
5	LinkedIn	Connect with plant/O&M manager; no pitch
8	Email 2	Economics: circuit math + truck-roll math (copy below)
11	Email 2b (to EHS Manager)	Parallel touch: ERP communications exhibit offer
14	Email 3	BESS/plant fire transport angle (copy below)
17	Call	Direct ask: 3-site pilot survey at the most failure-prone sites; two time slots
21	Email 4	Breakup with the audit checklist attached (copy below)

Email 1 — Silent-site trigger (Day 1)

Subject: The copper pairs your unmanned sites alarm through

[First name] —

AT&T began permanently retiring copper infrastructure in June, with legacy service ending across 18 states this November — and rural copper repair is already the slowest ticket in their queue. For energy operators, the lines that fail quietly are the ones at sites nobody staffs: gate dialers, O&M building alarms, met stations, and the fire panel lines at the plant.

A dead alarm line does not announce itself. It waits for the next truck roll — or the next incident.

We replace those circuits with monitored, dual-path equipment — fire-marshal-listed on the life-safety side, cellular-primary with 48-hour battery for sites with no broadband — and unlike copper, our platform pages your ops desk the moment a path drops.

Worth 30 minutes? We will survey your sites — including per-carrier coverage checks at the remote ones — and hand you a circuit-by-circuit inventory at no cost. You keep it either way.

[Signature]

Email 2 — Economics (Day 8)

Subject: What [Company] pays for circuits nobody can inventory

[First name] —

Fleets your size typically carry one to three copper or leased circuits per site — gate, alarms, telemetry — at $100–$300 each per month, plus the plant estate: fire panels, elevators, gates, fax. Nobody has the consolidated list, and the carriers repricing legacy circuits are counting on that.

Our replacement runs a predictable ~$70/site all-in for cellular-primary remote sites and $19.95–$39.95/line at staffed facilities, on fixed terms — with line-state monitoring that saves the 90-minute drive to discover a dead dialer.

The survey is free and produces the circuit inventory plus coverage findings per site. Worst case, you get a document your ops and EHS files both need. When could we get 30 minutes?

[Signature]

Email 3 — Fire transport angle (Day 14)

Subject: The monitoring path behind your fire panels — plant and BESS

[First name] —

Different angle from my earlier notes. Fire detection at your plant dials out over two copper lines that are being retired; if you operate battery storage, your AHJ is asking harder questions than that under NFPA 855 and local permitting.

Our transport is UL 864 (10th Edition) compliant, California State Fire Marshal listed, and FDNY recognized — with cellular-primary capability and 48-hour battery for unmanned sites. We support your fire protection engineer's submittal package; we do not replace their judgment, and site specifics get confirmed at survey in writing.

That combination — listed transport plus no-broadband capability — is rare in this market. Thirty minutes with you and your EHS manager?

[Signature]

Email 4 — Breakup (Day 21)

Subject: Closing the file on [Company] — one thing before I do

[First name] —

I will stop reaching out after this. Attached is the checklist we use to audit energy-sector circuits — plant fire panels, gate dialers, O&M alarms, met stations, telemetry, and the coverage check that decides what runs cellular-primary. Hand it to your maintenance planner; if every circuit is accounted for on transport that is not being retired, you genuinely do not need me.

If anything is uncertain — especially the unmanned sites — my number is below. The audit is free whenever you want it.

[Signature]

Cold call / voicemail script (Day 3)

Live: “Hi [name], [rep] with MIX Networks — I will be brief. We replace the copper circuits energy operators have on fire panels, gate dialers, and remote-site alarms before the carriers retire them

— fire-marshal-listed equipment, cellular-primary for sites with no broadband, monitored 24/7 so your desk knows a line is down before the truck roll. I am asking for 30 minutes to survey your sites and hand you a circuit inventory at no cost. Would Tuesday or Thursday work?"

Voicemail (under 25 seconds): "Hi [name], [rep], MIX Networks. The copper pairs most energy operators still have on fire panels and remote-site alarms are being retired by the carriers. We replace them with listed, monitored equipment — cellular-primary where there is no broadband. Email is in your inbox — [callback number]. Thank you."

7.2 Sequence B — Fleet / Corporate (VP Ops, Asset Management)

Day	Channel	Touch
1	Email 1	Fleet framing: standardized per-site package across plants and renewables; per-site economics; one MSA, add-a-site terms
3	LinkedIn	Connect; engage with COD announcements and fleet news substantively
5	Call + VM	Reference survey; cite comparable finding ("a 14-site portfolio we surveyed had 9 sites where the alarm path was already dead or dying — nobody knew")
9	Email 2	Candor positioning to OT: what fits (dialers, dial-up, meter circuits), what gets scoped case-by-case (polled SCADA, CIP perimeter); security docs up front
12	Email 3	Risk + insurance framing: ERP exhibits per site; reliability delta on the circuits underwriters ask about; BESS submittal support
16	Call	Direct ask: 30 minutes with fleet ops + OT; propose 3-site pilot at the most failure-prone sites
19	Email 4	Pilot proposal in writing: free survey of 3 sites incl. coverage checks, findings to ops and engineering, no obligation
23	Email 5	Breakup + reference offer: an operations manager reference willing to take a call

Cadence discipline: stop on engagement; log everything. The candor you show one OT engineer becomes your reputation across the operator community — and so does the opposite.

8. Discovery Scripts

8.1 First Meeting Script (30 minutes — Plant/Fleet Ops + OT/EHS)

Open (2 min):

"Thanks for the time. My goal: understand what rides on your analog and legacy circuits — plants and fleet both — what it costs, and where the silent-failure risk sits. Anything that is not a fit, we will say so in writing. Fair?"

Situation — fleet and remote sites (8 min):

1. How many sites — staffed plants, solar, wind, storage? How does each alarm today: dialer, radio, cellular, private network, mix?
2. When an alarm path dies at an unmanned site, how do you find out? Any silent failures discovered on a truck roll in the last two years?
3. Which sites have broadband, and which have only a copper pair or nothing? What did your last rural copper repair take?
4. BESS sites: what did the AHJ require for fire detection monitoring, and who is your fire protection engineer of record?
5. Where do your CIP/security perimeters sit, and who scopes vendor equipment against them? (Set up the engineering session — never answer it yourself.)

Situation — plants and life-safety (6 min):

1. Plant fire panels — what do they dial out on? Last AHJ or insurance inspection findings? Elevators and cert dates?
2. Gates, guard shacks, warehouse alarms, generator monitoring — what rides copper?
3. Any carrier letters about copper retirement or leased-circuit repricing? Who opens them?

Situation — money, structure, calendar (6 min):

1. Can we pull 2–3 months of telecom and circuit bills across entities? Total spend? Circuits nobody can identify?
2. Owner vs. O&M split: who pays for site communications, and who signs a fleet MSA?
3. Outage calendar and COD deadlines — the natural install windows and the immovable dates?

Quantify and close (5 min):

"Based on what you have described — [N] staffed facilities, [M] unmanned sites, [K] with no broadband, and [gap] — here is the proposal: a free survey covering both, with per-carrier coverage checks at the remote sites and a written scope memo for anything OT flags. You get a circuit-by-circuit replacement plan with firm pricing — a document your ops, EHS, and insurance files all benefit from regardless. Can we start with your three most failure-prone sites next week?"

8.2 On-Site Audit Checklist

- Plants: demarc photos, pair counts, fire panel make/model/monitoring/lines/last test, elevator lines, gates, generator monitoring.
- Remote sites: dialer/RTU make and model, circuit type, what it reports and to whom, power availability, enclosure condition and space.

- Coverage check per remote site: signal strength by carrier at the enclosure — drives 90X2 vs. 5G 90X1 and SIM strategy.
- BESS sites: fire detection/suppression monitoring path, permit conditions referencing communications, engineer-of-record contact.
- Security boundary: note (do not assess) circuits the customer flags as CIP/perimeter — route to solution engineering with a named contact.
- Bills: reconcile every billed circuit across entities to a device; flag orphans and legacy leased circuits priced from another decade.
- ERP: read the communications section; note the gap the architecture exhibit will fill.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement/repricing notice, silent-failure incident, BESS permitting timeline, insurance finding, or outage-window opportunity.
- **Site count validated:** 15+ circuits/sites makes economics decisive; a 3-site pilot path is agreed.
- **Power mapped:** operational champion engaged; OT briefed early with the scope memo promised; owner/O&M split understood; signer identified.
- **Scope boundaries respected:** CIP/SCADA-perimeter questions routed to solution engineering in writing.
- **Next step dated:** pilot survey scheduled at named sites with the maintenance planner or O&M lead.

9. Proposal Template

Under 10 pages plus the circuit inventory and coverage appendix. Write for three readers: ops (reliability), OT/engineering (the scope memo — the trust artifact in this sector), and asset management (per-site economics). BESS proposals attach the submittal-support documentation for the engineer of record.

Section 1 — Cover and Executive Summary

Title: Analog Circuit Replacement, Fire-Detection Transport, and Remote-Site Monitoring for [Company / Fleet]

Prepared for: [Name, Title] | Prepared by: [Rep, MIX Networks] | Date: [Date] | Valid: 30 days

Executive summary (5 sentences max): [Company] operates [N] analog and legacy circuits across [P] staffed facilities and [S] unmanned sites, including [X] life-safety circuits and [Y] alarm/telemetry circuits on transport scheduled for retirement or legacy repricing. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed platform — cellular-primary with 48-hour battery at sites without broadband — with 24/7 line-state monitoring paging [ops desk]. Monthly circuit spend moves from approximately $[current] to $[proposed], a [%] reduction on fixed [term]-month pricing. Circuits flagged by OT as perimeter-adjacent are addressed in the attached scope memo. Installation batches by route and aligns to outage windows; every circuit is tested and documented.

Section 2 — Current State (from Consolidated Survey)

- Circuit inventory appendix: site, circuit, type, purpose, carrier, monthly cost, disposition (replace / port / disconnect / excluded per scope memo).
- Coverage findings per remote site driving 90X2 vs. 90X1 selection and SIM strategy.
- Orphan and legacy leased circuits for disconnection: [N], $[amount]/yr immediate savings.
- Exposures, stated factually: [panels without secondary path; sites with no failure notification; ERP communications gap].

Section 3 — Proposed Solution

- **Staffed facilities:** [N] x 90X2; circuit-by-circuit FXS mapping; broadband primary, 4G/5G secondary; 48-hour battery; 24/7 monitoring.
- **Unmanned fleet:** [M] x 5G 90X1 cellular-primary; dialer/telemetry termination with MODEM-mode engineering; line-state monitoring to [ops desk]; multi-carrier SIMs at [sites] per coverage findings.
- **Compliance package:** UL 864 (10th Ed.), UL 62368-1, UL 2054; NFPA 72 Ch. 26.6 MFVN architecture; CSFM Listing 7305-2384:0002; FDNY MFVN recognition (2025-TMFRAL-007143-VRNC); FCC Part 68/15; TAA compliance; AHJ documentation per facility; NFPA 72 Ch. 14 retest coordinated; BESS submittal-support documentation for the engineer of record; ERP architecture exhibit; transport security documentation for OT review.
- **OT scope memo:** circuits assessed with [OT contact] and MIX solution engineering on [date]; included / excluded-pending-assessment, with reasons stated per circuit.

- **Hosted Voice (if in scope):** [N] seats at plants and fleet offices; direct 911 with dispatchable location; UCFone for field techs; managed QoS routers with LTE failover.

Section 4 — Implementation Plan

1. Install Prep: provisioning, staging, SIM activation, SIP registration before shipment; cutover calendar agreed around operations; field schedule batched by route.
2. Install / Test-and-Turn-Up: DMARC/enclosure cross-connect, functional test on every line, photographed and documented.
3. Life-safety and alarm verification: fire panel Test Mode coordination, 60-second voltage-drop sequence, training-call validation, return to Normal Mode, NFPA 72 Ch. 14 retest at staffed facilities; end-to-end test-signal verification with receiving desks at every remote site; BESS transport verification with the engineer of record.
4. Porting and disconnects: MIX manages LNP; copper released only after verified service on every circuit; orphan lines disconnected immediately for in-year savings.
5. Handoff: monitoring notification tree configured to named contacts; training delivered; documentation packet to finance, facilities, and the continuity/ERP file; 24/7 U.S.-based support; quarterly reviews.

Section 5 — Investment

Reproduce Section 5 deal-math tables with surveyed quantities across 36/48/60-month columns, side-by-side against documented current spend, with per-site all-in pricing for the fleet and outage-window scheduling assumptions stated. Itemize one-time charges separately from MRR. Close with:

“Pricing is firm for 30 days and based on the Consolidated Survey dated [date]. Circuit counts verified at installation; additions priced at the same per-line rate for the term.”

Section 6 — Why MIX Networks

- MFVN provider with California State Fire Marshal listing and FDNY recognition for the life-safety replacement path — ask competing bidders for their fire marshal listings.
- Telemetry-class platform: meter reading, telemetry, and command & control are named supported circuit types, with the FXS engineering (MODEM mode, loop-current compensation) field circuits require.
- Cellular-primary engineering for no-broadband sites — multi-carrier SIM diversity, 48-hour battery, and monitoring that pages before the truck rolls.
- Fire-transport documentation built for AHJ and engineer-of-record submittals, including BESS environments.
- 20+ years of telecom operating history; geo-redundant carrier-grade core (Dallas, Secaucus, Lakeland, Ashburn, Las Vegas), 99.999% uptime target; managed installation documented site by site with 24/7 proactive monitoring.

Section 7 — Acceptance

Signature block, term selection (36/48/60), entity/billing structure (owner vs. O&M), and: “Upon acceptance, MIX will schedule Install Prep aligned to [outage/COD] windows and assign a named project coordinator experienced with energy field operations.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: state generation and interconnection registries, renewable project databases (COD dates are public), O&M contractor portfolios, BESS permit filings; flag fleets of 8+ sites and wire centers with retirement notices	50 targets listed, 12 flagged priority
2–6	Run Sequence A on 12 plants/O&M orgs; Sequence B on 5 fleet operators/asset managers; brief 2 EPC/integrators as channel allies; attend one regional energy or renewable O&M event	8 survey meetings booked
4–10	Deliver surveys with coverage checks; produce circuit-by-circuit reports with OT scope memos; proposals within 7 business days	5 proposals out
8–13	Close and install first fleets by route and outage window; harvest immediately: fleet expansion from the pilot, integrator spec-in for new builds, operator-community references	2 closed operators; 1 integrator relationship

KPIs: surveys delivered (sites and coverage checks counted), scope memos issued (the candor stat), survey-to-proposal rate (target 60%+), proposal-to-close (target 40%+), circuits per closed fleet, per-site MRR, and integrator-referred projects.

Final discipline note: energy operators forgive a lot, but never a vendor who guessed about a security boundary or a fire listing. Route the hard questions to engineering in writing, lead with the coverage survey and the listings, respect the outage calendar, and the fleet standardization decision follows. Overselling to an OT engineer is the one unrecoverable mistake. Precision is the pitch — in writing, every time.