MIX NETWORKS

Oil & Gas Sales Playbook

POTS Replacement + Hosted Voice for Upstream Producers, Midstream & Pipeline Operators, Terminals, and Oilfield Services

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

July 2026 | Internal Sales & Channel Enablement | Pricing per MSRP Guide updated 5/29/26

Contents

Contents 2
1. Why Oil & Gas, Why Now 3
2. Buyer Map 4
3. Compliance Triggers 6
3.1 Field Alarm and Telemetry Circuits — the Operational Wedge 6
3.2 PHMSA, TSA Directives, and Control-System Candor 6
3.3 Terminals, Yards, and Facility Fire Alarms — NFPA 72 / UL 864 6
3.4 HSE, Emergency Response, and Remote-Site Phones 6
3.5 Office Systems and 911 7
Compliance Trigger Quick Card 7
4. Line Inventory: Where the Copper Hides 8
5. Solution Packaging and Deal Math 9
5.1 The Motion 9
5.2 Reference Deal: Operator — 30 Field Sites + 2 Facilities 9
5.3 Reference Deal: Add Hosted Voice (District Office + Terminal) 9
6. Objection Matrix 11
7. Sequenced Outreach 13
7.1 Sequence A — Field / Production (Superintendent) 13
7.2 Sequence B — Midstream / HSE / Corporate 15
8. Discovery Scripts 16
8.1 First Meeting Script (30 minutes — Superintendent + I&C Lead) 16
8.2 On-Site Audit Checklist 16
8.3 Qualification Standard (exit criteria for a real opportunity) 17
9. Proposal Template 18
Section 1 — Cover and Executive Summary 18
Section 2 — Current State (from Consolidated Survey) 18
Section 3 — Proposed Solution 18
Section 4 — Implementation Plan 19
Section 5 — Investment 19
Section 6 — Why MIX Networks 19
Section 7 — Acceptance 19
10. Running the Play: First 90 Days 20

1. Why Oil & Gas, Why Now

Oil & gas runs the most remote, most copper-stranded communications estate in the economy: well pads, tank batteries, saltwater disposal sites, compressor stations, pipeline valve sites, cathodic protection rectifiers, terminals, and field offices scattered across counties the carriers stopped investing in years ago. The circuits are small, numerous, operational, and increasingly unrepairable — and the 5G-primary 90X1 with 48-hour battery is a purpose-fit answer for sites that have never had broadband and never will.

- **Copper retirement hits the patch first.** 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. Rural copper repair intervals have stretched from days to weeks because carriers will not invest in plant they are retiring — and many field circuits still bill at legacy leased rates of $100–$300/month for pairs nobody has tested in years.
- **A silent field site is money and risk.** Tank-battery high-level alarms, compressor shutdown notifications, gas detection dial-outs, and cathodic protection monitoring that cannot phone home mean spills discovered by the pumper, downtime discovered by the production report, and HSE exposure discovered the hard way. Line-state monitoring — a page the moment a path drops — is the upgrade copper never offered.
- **HSE programs demand communications that work.** Emergency response plans assume field personnel and remote facilities can communicate; man-camps, lone-worker protocols, and emergency phones at staffed sites all ride transport somebody has to guarantee. Dual-path with battery, documented as an ERP exhibit, is the artifact the safety manager files and the insurer likes.
- **Regulatory candor is the moat.** Pipeline operators live under PHMSA and TSA security directives; leave those programs to the operator and their engineers. MIX claims the transport layer — precisely, in writing — and routes anything control-system-adjacent to solution engineering. In this sector, the vendor who overclaims is remembered forever.
- **Field standardization scales.** Operators run dozens to hundreds of similar sites; midstream runs repeating station patterns. One district's pilot becomes a field-wide standard on one MSA — installs batch by route, lease road by lease road.

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 patch specifically: cellular-primary 90X1 units with multi-carrier SIM options, 48-hour battery, MODEM-mode FXS for dialers and telemetry, and monitoring that pages the field office before the pumper's next round.

2. Buyer Map

Oil & gas authority is operational and regional: the production superintendent or area manager owns the field, the I&C/automation lead owns the instruments, HSE owns the risk file, and corporate supply chain papers what operations already decided. Field-level proof precedes corporate standardization — always.

Role	What They Own	What They Care About	Lead With	Deal Role
Production Superintendent / Area Manager (upstream)	Field production, pumpers, well sites, budgets	Downtime, deferred production, silent alarms, truck-roll costs	Per-site all-in pricing; monitoring that pages before the pumper finds the spill; 3-site pilot at the worst sites	Economic buyer / champion
Operations Manager (midstream/terminals)	Compressor stations, valve sites, terminals	Throughput, station uptime, regulatory inspections	Station-pattern standardization; listed fire/alarm transport at terminals; per-site economics	Economic buyer
I&C / Automation Lead	Instruments, RTUs, dialers, measurement	Protocol compatibility, loop behavior, not breaking measurement	MODEM-mode FXS engineering; bench-test offer; scope memo for anything control-adjacent	Technical gatekeeper — win with candor
HSE Manager	Safety program, ERPs, incident prevention	Communications failure at remote sites as recordable risk; man-camp and lone-worker comms	ERP-exhibit documentation; emergency phone transport with battery + cellular; monitored gas-detection dial-outs	Influencer / compliance sponsor
Pipeline Compliance / Integrity (midstream)	PHMSA/TSA program adherence	Program boundaries, vendor discipline	Transport-layer precision in writing; control-system questions routed to engineering; security docs up front	Gatekeeper — respect the lane
Corporate IT/OT / Supply Chain	Standards, MSAs, vendor onboarding	Security review, insurance certs, consolidated vendors	Security documentation package; one MSA with add-a-site	Ratifier / paper path

Role	What They Own	What They Care About	Lead With	Deal Role
			terms; field pilot results as proof	
Field Office Manager / Pumpers	Day-to-day field operations	Alarms that work; fewer wasted drives	They know every dialer and dead pair in the county — the audit's best source	Intel source / influencers

Access strategy

- **Upstream:** enter at the district/field office — the production superintendent and the I&C tech together. Ride-along audits work: a day in the truck maps more circuits than a month of emails.
- **Midstream:** station patterns repeat, so one compressor station survey prices the fleet; compliance and integrity teams must be briefed early with the lane-respect message.
- **Terminals and services yards:** full life-safety estates (fire panels, gates, scales, truck-rack systems) — run the standard facility play with the field play attached.
- **Channels:** regional oil & gas associations, supplier expos, and the measurement/automation integrator community — integrators who spec MIX transport into automation refreshes are the scalable motion.

3. Compliance Triggers

Oil & gas oversight is layered — OSHA and state agencies on safety, PHMSA/TSA on pipelines, EPA and state environmental agencies on releases, insurers on all of it. None of it is telecom law; all of it depends on communications that work. Claim the transport layer, deliver the exhibits, and route everything control-adjacent to engineering in writing.

3.1 Field Alarm and Telemetry Circuits — the Operational Wedge

- **The trigger:** tank-battery high-level alarms, compressor shutdown dial-outs, gas detection notifications, cathodic protection monitoring, and measurement dial-up circuits ride copper pairs the carriers are retiring and already decline to repair promptly. A silent circuit is discovered by the pumper's round, the production report, or the release — in that unhappy order.
- **The MIX answer:** supported telemetry circuit classes (telemetry, command & control, meter circuits) terminated with MODEM-mode FXS engineering on cellular-primary 5G 90X1 units (or dual-path 90X2 where broadband exists), 48-hour battery, and 24/7 line-state monitoring paging the field office. Bench-test with the I&C lead before field rollout — the offer itself builds trust.

3.2 PHMSA, TSA Directives, and Control-System Candor

- **The rule for reps:** pipeline safety and security programs (PHMSA regs, TSA security directives) belong to the operator, their integrity team, and their engineers — MIX supplies transport and documentation, never program claims. Anything touching control systems, ESD loops, or measurement integrity is scoped case-by-case with solution engineering and the customer's I&C/OT staff, in writing. The scope memo is the trust artifact; the rep who wings a control-system answer is done in the basin permanently.
- **What can be said safely:** transport is secure by design — TLS, secure SIP, HTTPS device UI with MFA, firewall defaults — with security documentation available up front for vendor review and insurance files.

3.3 Terminals, Yards, and Facility Fire Alarms — NFPA 72 / UL 864

- **The trigger:** terminals, truck racks, warehouses, district offices, and camps carry fire panels dialing central stations over copper DACT lines; insurers and AHJs both test the path, and 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.

3.4 HSE, Emergency Response, and Remote-Site Phones

- ERPs assume working communications at staffed and visited sites: emergency phones at terminals and camps, man-camp lines, lone-worker check-in paths, gate and perimeter security. Dual-path transport with 48-hour battery, delivered as a formatted ERP exhibit, closes a finding before the auditor writes it. Site placement in classified (hazardous) areas is an engineering matter — equipment locates in control buildings and non-classified enclosures, confirmed per site at survey.

3.5 Office Systems and 911

- District offices and terminals run MLTS covered by Kari's Law/RAY BAUM'S — direct 911, on-site notification, dispatchable location. Hosted Voice provisions all three, plus UCFone mobile apps that give field staff office extensions in the truck.

Compliance Trigger Quick Card

System	Governing Standard / Enforcer	Forcing Event	MIX Answer
Tank/compressor/gas-detection dial-outs	HSE program; state environmental agencies	Silent circuit; release discovered late; copper repair delays	Cellular-primary 90X1 w/ 48-hr battery; line-state monitoring paging the field office
Cathodic protection & measurement circuits	Integrity program; measurement standards	Copper retirement; leased repricing	Supported telemetry classes; MODEM-mode FXS; bench-test with I&C
Pipeline/control-adjacent circuits	PHMSA/TSA programs / operator's engineers	Any vendor equipment decision	Scoped with I&C/OT + solution engineering in writing; non-control estate proceeds meanwhile
Terminal/office fire panels	NFPA 72 / AHJ; insurer	Copper retirement; failed inspection; insurance survey	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
ERP / emergency phones / camps	HSE program; insurer expectations	Plan review; audit finding; incident	Dual-path + battery transport; ERP architecture exhibit
District office 911 & voice	Kari's Law, RAY BAUM'S Act / FCC	PBX replacement	Hosted Voice w/ direct 911 + dispatchable location; UCFone for field staff

4. Line Inventory: Where the Copper Hides

Field circuit estates were built lease by lease across decades of acquisitions — every deal brought wells, and every well brought circuits nobody re-papered. The pumpers know where the dialers are; accounts payable knows what it pays; the audit joins the lists, and the orphans it finds are pure savings.

Zone	Likely Analog Lines	Typical Count
Well pads / tank batteries	High-level alarms, pump-off controllers with dial-out, measurement dial-up, intrusion	1–3 per site
SWD / injection sites	Pressure and level alarms, pump monitoring	1–2 per site
Compressor stations	Shutdown dial-outs, gas detection, station alarms, gate	2–4 per station
Pipeline valve / rectifier sites	Cathodic protection monitoring, valve-site alarms (control-adjacent items scoped)	1–2 per site
Terminals / truck racks	Fire panel (2), gate/scale, rack systems, gas detection, office fax/alarm	5–10 per terminal
District offices / yards / camps	Fire panel, office lines, fax, security dialers, fuel telemetry, man-camp lines	3–8 per facility

Rule of thumb: 1–3 circuits per field site times every site on the route list, plus 5–10 at each terminal and district facility. A mid-size operator with 30 field sites and two facilities is a 35–45 circuit deal — installed lease road by lease road, priced per site, standardized field-wide after the pilot.

5. Solution Packaging and Deal Math

5.1 The Motion

- **Field wedge — 5G-primary 90X1:** cellular-primary at no-broadband sites (most of them), multi-carrier SIM options per coverage survey, 48-hour battery, MODEM-mode FXS for dialers and dial-up telemetry, line-state monitoring paging the field office; ~$70/site all-in at 36 months.
- **Facility wedge — 90X2:** terminals, district offices, camps; fire panels, gates, scales, fax unchanged; dual-path with fixed per-line pricing.
- **Expansion — Hosted Voice:** district office and terminal seats at $14.95/mo; direct 911 with dispatchable location; UCFone $6.95/user putting office extensions in field trucks; managed QoS routers with LTE failover.

5.2 Reference Deal: Operator — 30 Field Sites + 2 Facilities

Assumptions: 30 field sites (well pads, batteries, SWD, compressor) at one alarm/telemetry circuit each on 5G 90X1s; two facilities (district office + terminal) carrying 8 lines on two 90X2s; 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Field circuits — Alarm/Data (per site)	30	$39.95	$1,198.50
PIAB 90X1 hardware, 5G (amortized 36 mo)	30	$20.76	$622.80
90X1 maintenance	30	$9.00	$270.00
Facility lines — Fax/Modem/Alarm/Data	6	$39.95	$239.70
Facility lines — Voice & Elevator	2	$24.95	$49.90
PIAB 90X2 hardware + maintenance (facilities)	2	$18.00	$36.00
Total POTS replacement			$2,416.90/mo
vs. copper/leased at $100–$300/circuit x 38			$3,800–$11,400/mo
Indicative monthly savings			$1,383–$8,983 (36–79%)

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. Field installs batch by lease road — a two-tech crew turns up multiple sites per day. Even at the conservative end, the deal wins on what copper cannot do: the field office knows a circuit is down before the pumper's next round.

5.3 Reference Deal: Add Hosted Voice (District Office + Terminal)

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 $3,079/month against $3,800–$11,400 of current circuit spend alone — with ERP-grade redundancy, office 911 compliance, and field-wide line monitoring included.

6. Objection Matrix

Objection	What It Really Means	Response
“Our SCADA/automation refresh will handle this.”	The project is real and it will slip; the estate is mixed.	“Good — nothing we install blocks it, and most refreshes take two more budget cycles to reach every site. We take the copper-stranded remainder now: the dialers the project will not touch, the fire panels, the emergency phones. The audit maps exactly where that line falls, and the I&C bench-test proves compatibility before anything ships.”
“Nothing touches our control systems — PHMSA/TSA.”	Lane-respect test; pass it completely.	“Correct, and we do not ask to. Control systems, ESD loops, and measurement integrity are your engineers' domain — anything adjacent gets scoped with them and our solution engineering in writing, and the immediate estate is everything else: tank alarms, gas detection dial-outs, fire panels, gates, offices. Security documentation comes before the meeting.”
“Our sites have no cell coverage, let alone internet.”	Sometimes true per carrier; that is what the survey answers.	“Which is why we check coverage per site, per carrier, during the ride-along — and quote multi-carrier SIM diversity where a site needs it. Sites with genuinely nothing get flagged honestly in the report. Every unit carries a 48-hour battery either way.”
“The pumper checks the sites daily anyway.”	Human round as the alarm system.	“And the circuit exists for the 22 hours between rounds. The question is whether the high-level alarm can phone home at 2am — and whether anyone knows the line died three weeks ago. Our monitoring pages your office the moment a path drops; the pumper's round becomes verification, not discovery.”
“Commodity prices — budgets are frozen.”	Real cyclicality; this is opex reduction.	“This replaces circuit spend you already carry, typically at 36–79% less on fixed terms — it improves lease operating expense rather than competing with drilling capital. And the audit routinely finds circuits from two acquisitions ago you can disconnect immediately.”
“We tried cellular dialers — they were junk.”	Bare consumer-grade dialers, probably single-carrier.	“Agreed — bare cellular dialers are junk. This is carrier-grade transport: engineered antenna placement, multi-carrier SIM options, 48-hour battery, monitored 24/7, and listed equipment (UL 864 10th Edition, CSFM, FDNY) on the fire side. The survey and bench-test exist so you never take that on faith.”

Objection	What It Really Means	Response
“Corporate has to approve vendors.”	Paper path; field proof comes first.	“Standard — and corporate approves faster with field results attached. The play: free ride-along audit, 3-site pilot at your worst sites, results memo to supply chain with our security and insurance documentation. We standardize field-wide on one MSA with add-a-site terms.”
“Send me something.”	Polite exit.	“Happy to. To make it useful: roughly how many field sites, which basin/county, and do you know how many circuits still ride copper or legacy leased lines? That is all I need to send a field-specific snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets production superintendents and field/area managers; Sequence B targets midstream ops, HSE leadership, and corporate. 8 touches over ~21 days. Personalize with basin, county, well counts (public in state commission records), and recent acquisition activity (acquired fields = orphaned circuits). Respect the field calendar — early mornings reach field offices; nobody answers during morning dispatch.

7.1 Sequence A — Field / Production (Superintendent)

Day	Channel	Touch
1	Email 1	Silent-circuit trigger (copy below)
3	Call + VM	Reference Email 1; offer the free ride-along audit (script below)
5	LinkedIn	Connect with superintendent; no pitch
8	Email 2	LOE economics: circuit math + orphans from acquisitions (copy below)
11	Email 2b (to HSE Manager)	Parallel touch: ERP communications exhibit offer
14	Email 3	Monitoring angle: the page that beats the pumper's round (copy below)
17	Call	Direct ask: 3-site pilot at the worst sites; bench-test with the I&C lead; two time slots
21	Email 4	Breakup with the audit checklist attached (copy below)

Email 1 — Silent-circuit trigger (Day 1)

Subject: The copper pairs your tank alarms dial out on

[First name] —

AT&T began permanently retiring copper infrastructure in June, with legacy service ending across 18 states this November — and rural copper repair in the patch is already a weeks-long ticket when it happens at all. The circuits that fail quietly are the ones that matter: tank-battery high-level alarms, compressor shutdown dial-outs, gas detection, cathodic protection monitoring.

A silent circuit is discovered by the pumper's round or by the release — in that unhappy order.

We replace those pairs with cellular-primary equipment built for sites with no broadband — multi-carrier SIM options, 48-hour battery — and unlike copper, our platform pages your field office the moment a line drops.

Worth a morning? We will ride the route with your pumper or I&C tech, inventory every circuit, and check carrier coverage per site — at no cost, and you keep the report either way.

[Signature]

Email 2 — LOE economics (Day 8)

Subject: What [Company] pays for circuits from two acquisitions ago

[First name] —

Operators your size typically carry one to three circuits per site — alarms, dial-up measurement, cathodic monitoring — at $100–$300 each on copper or legacy leased rates, plus the terminal and office estate. Every acquisition brought wells, every well brought circuits, and nobody re-papered any of it.

Our replacement runs about $70/site all-in for cellular-primary field units and $19.95–$39.95/line at facilities, on fixed terms — straight LOE reduction, with 24/7 line monitoring included. The audit routinely finds orphan circuits you can disconnect the same week.

The ride-along is free and the inventory is yours either way. Which morning works?

[Signature]

Email 3 — Monitoring angle (Day 14)

Subject: The 22 hours between pumper rounds

[First name] —

Different angle from my earlier notes. Your high-level alarms exist for the hours nobody is on location — but the copper pair they dial out on has no battery, no second path, and no one watching it. A line that died three weeks ago protects nothing, and nobody knows.

Our platform watches line state 24/7 and pages your field office the moment a path drops. The pumper's round becomes verification instead of discovery, and the 2am alarm actually gets through.

Three-site pilot at your most troublesome locations, with a bench-test for your I&C lead first? One morning proves it.

[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 field circuits — tank alarms, compressor dial-outs, gas detection, cathodic monitoring, terminal fire panels, and the per-site coverage check. Hand it to your I&C tech; 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 alarm dial-outs — my number is below. The ride-along is free whenever you want it.

[Signature]

Cold call / voicemail script (Day 3)

Live: “Hi [name], [rep] with MIX Networks — I will be brief because I know dispatch owns your morning. We replace the copper circuits operators have on tank alarms, compressor dial-outs, and cathodic monitoring before the carriers retire them — cellular-primary units built for sites with no broadband, 48-hour battery, monitored 24/7 so your office gets paged before the pumper finds

the problem. I am asking for one morning: ride the route, inventory the circuits, check coverage per site, no cost. Which day works?"

Voicemail (under 25 seconds): "Hi [name], [rep], MIX Networks. The copper pairs most operators still have on tank alarms and field dial-outs are being retired by the carriers — and repair tickets in the patch already take weeks. We replace them with cellular-primary, monitored equipment. Email is in your inbox — [callback number]. Thank you."

7.2 Sequence B — Midstream / HSE / Corporate

Day	Channel	Touch
1	Email 1	Station-pattern framing (midstream): one compressor-station survey prices the fleet; listed fire transport at terminals; per-site economics
3	LinkedIn	Connect; engage with expansion/acquisition news substantively
5	Call + VM	Reference audit; cite comparable finding ("a 40-site field we rode had 31 circuits on copper — 6 were already dead, including two tank alarms")
9	Email 2	Lane-respect positioning to compliance/integrity: transport layer only, control-adjacent items scoped with engineering in writing, security docs up front
12	Email 3	HSE/ERP framing: communications exhibits per site; emergency phone and camp transport; insurer optics
16	Call	Direct ask: 30 minutes with ops + I&C + HSE; propose 3-site pilot + bench-test
19	Email 4	Pilot proposal in writing: free ride-along audit + bench-test, findings memo to ops and supply chain, no obligation
23	Email 5	Breakup + reference offer: a superintendent reference willing to take a call

Cadence discipline: stop on engagement; log everything. Basins are small towns — the lane-respect you show one integrity engineer is your reputation at the next three operators, and so is the opposite.

8. Discovery Scripts

8.1 First Meeting Script (30 minutes — Superintendent + I&C Lead)

Open (2 min):

"Thanks for the time. My goal: understand what dials out from your sites — alarms, measurement, cathodic — what it costs, and where the silent-failure risk sits. Anything control-adjacent gets scoped with your engineers in writing, not answered in this room. Fair?"

Situation — field circuits (8 min):

1. How many active sites — pads, batteries, SWD, compressor stations? What dials out from each: high-level, shutdowns, gas detection, cathodic, measurement?
2. How many circuits still ride copper or legacy leased lines? What do the acquisitions from the last five years look like circuit-wise?
3. When a dial-out circuit dies, how do you find out? Any releases or downtime traced to a silent alarm in recent years?
4. What is cell coverage like across the field, by carrier? Any sites with genuinely nothing?
5. Who owns instruments and measurement — and can we schedule a bench-test with them before anything ships?

Situation — facilities and HSE (5 min):

1. Terminals, district offices, yards, camps — fire panels, gates, scales, emergency phones? What do the panels dial out on? Last insurance or AHJ inspection findings?
2. What does the ERP assume about site communications, and when was that section last validated?
3. Any carrier letters about retirement or leased-circuit repricing? Who opens them?

Situation — money, structure, calendar (5 min):

1. Can we pull 2–3 months of circuit bills across entities? Total spend? Circuits nobody can identify?
2. Who signs — district, region, corporate supply chain? What does vendor onboarding require (insurance certs, security review, MSA)?
3. Seasonal windows — when can a two-tech crew ride the routes without fighting weather or workovers?

Quantify and close (5 min):

"Based on what you have described — [N] field sites, [K] with questionable coverage, [M] facility lines, and [gap] — here is the proposal: a free ride-along audit. We ride the route with your pumper or I&C tech, inventory every circuit, check coverage per carrier per site, and bench-test with your instruments lead. You get a circuit-by-circuit replacement plan with per-site pricing — a document your LOE review, your ERP file, and your insurer all benefit from regardless. Which morning next week?"

8.2 On-Site Audit Checklist

- Per field site: what dials out (high-level, shutdown, gas detection, cathodic, measurement), device make/model, circuit type, enclosure space and power.

- Coverage check per site: signal strength by carrier at the enclosure — drives SIM strategy; flag genuinely-dark sites honestly.
- Classified-area note: equipment locates in control buildings/non-classified enclosures — flag placement questions for engineering per site.
- Facilities: demarc photos, fire panel make/model/monitoring/lines/last test, gates, scales, rack systems, emergency phones, camp lines.
- Control-adjacency: note — do not assess — anything the customer flags as ESD/control/measurement-integrity; route to solution engineering with a named I&C contact.
- Bills: reconcile every billed circuit across entities and acquisitions to a device; flag orphans — acquisitions guarantee them.
- ERP: read the communications assumptions; note the gap the exhibit will fill.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement/repricing notice, silent-alarm incident, acquisition integration, insurance finding, or ERP review.
- **Site count validated:** 20+ circuits makes economics decisive; a 3-site pilot with bench-test is agreed.
- **Power mapped:** superintendent championing; I&C engaged with the bench-test scheduled; HSE briefed; corporate paper path understood.
- **Lane respected:** control-adjacent questions routed to engineering in writing with a named contact.
- **Next step dated:** ride-along scheduled with the pumper or I&C tech.

9. Proposal Template

Under 10 pages plus the circuit inventory and coverage appendix. Write for three readers: the superintendent (uptime and LOE), I&C/integrity (the scope memo and bench-test results — the trust artifacts), and corporate supply chain (security docs, insurance certs, MSA terms). Never let a program claim leak into the compliance section.

Section 1 — Cover and Executive Summary

Title: Field Circuit Replacement, Facility Life-Safety Transport, and 24/7 Line Monitoring for [Company / Field / District]

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 [S] field sites and [F] facilities — tank and compressor alarm dial-outs, gas detection, cathodic protection monitoring, measurement circuits, and facility fire panel lines — on transport scheduled for retirement or legacy repricing. This proposal replaces those circuits with MIX Networks' managed platform: cellular-primary 5G units with 48-hour battery at field sites, fire-marshal-listed dual-path units at facilities, all monitored 24/7 with line-state paging to [field office]. Monthly circuit spend moves from approximately $[current] to $[proposed], a [%] reduction in lease operating expense on fixed [term]-month pricing. Circuits flagged as control-adjacent are addressed in the attached I&C scope memo, with bench-test results dated [date]. Installation batches by lease road; every circuit is verified end to end.

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 site driving SIM strategy; genuinely-dark sites flagged with alternatives noted.
- Orphan circuits (acquisition legacies) for disconnection: [N], $[amount]/yr immediate savings.
- Exposures, stated factually: [alarm circuits with no failure notification; panels without secondary path; ERP communications gap].

Section 3 — Proposed Solution

- **Field sites:** [N] x 5G 90X1 cellular-primary; alarm/telemetry termination with MODEM-mode FXS engineering per bench-test results; line-state monitoring paging [field office]; multi-carrier SIMs at [sites] per coverage findings.
- **Facilities:** [N] x 90X2 at terminals, offices, and camps; fire panels, gates, scales, fax unchanged; 48-hour battery; 24/7 monitoring.
- **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; ERP architecture exhibit; transport security documentation for vendor review; I&C scope memo with bench-test results.

- **Hosted Voice (if in scope):** [N] seats at district offices and terminals; direct 911 with dispatchable location; UCFone giving field staff office extensions in the truck; 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. Alarm and life-safety verification: end-to-end test-signal verification with receiving desks at every field site; fire panel Test Mode coordination, 60-second voltage-drop sequence, training-call validation, return to Normal Mode, NFPA 72 Ch. 14 retest at facilities; I&C sign-off per bench-test protocol.
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 field circuits framed as LOE reduction and route-batched installation 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 field engineering: multi-carrier SIM diversity, 48-hour battery, MODEM-mode FXS, and monitoring that pages before the pumper's round.
- Lane-discipline by design: transport-layer claims only, I&C scope memos and bench-tests standard, security and insurance documentation up front.
- 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 per district or asset, MSA with add-a-site terms, and: “Upon acceptance, MIX will schedule Install Prep batched by route and season and assign a named project coordinator experienced with oilfield operations.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: state oil & gas commission operator registries (well counts public), midstream station maps, terminal lists, recent acquisition announcements (orphaned circuits); flag operators with 20+ sites in wire centers with retirement notices	50 operators listed, 12 flagged priority
2–6	Run Sequence A on 12 superintendents; Sequence B on 4 midstream/corporate targets; brief 2 automation integrators as channel allies; attend one regional oil & gas association event	8 ride-along audits booked
4–10	Deliver ride-alongs with coverage checks and I&C bench-tests; produce circuit-by-circuit reports with scope memos; proposals within 7 business days	5 proposals out
8–13	Close and install first fields by route; harvest immediately: district-to-district expansion inside the operator, integrator spec-in on automation refreshes, basin references	2 closed operators; 1 corporate MSA in motion

KPIs: ride-alongs delivered, coverage checks and bench-tests completed (the trust stats), dead-circuits-found-per-audit, audit-to-proposal rate (target 60%+), proposal-to-close (target 40%+), circuits per closed operator, per-site MRR, and integrator-referred projects.

Final discipline note: the patch remembers. Ride the route, respect the I&C tech, bench-test before you ship, flag the dark sites honestly, and never let a compliance claim cross the control-system line — and the basin's small-town network sells the next three fields for you. The pumper who stops worrying about the 2am alarm is the best reference in this playbook. Precision is the pitch, in writing, every time.