MIX NETWORKS

Utilities Sales Playbook

POTS Replacement + Hosted Voice for Water & Wastewater Districts, Municipal Utilities, Electric & Gas Distribution, and Rural Cooperatives

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

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1. Why Utilities, Why Now

Utilities are the most operationally exposed copper users in America. Lift stations alarm through auto-dialers on copper pairs; treatment plants, tank sites, wells, and boosters report through dial-up telemetry; substations and regulator stations carry alarm dialers; meter-reading circuits still ride the classes the 90X1/90X2 platform names as first-class citizens (Utility Meter Reading; Telemetry, Command & Control). When this copper fails, the consequence is not a missed fax — it is sewage in a basement, a dry tank, or a silent substation.

- **The copper deadline lands on the circuits that hurt most.** 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 and edge-of-town copper — precisely where lift stations and tank sites live — is where carrier repair intervals have stretched from days to weeks, and where legacy leased-circuit pricing keeps climbing.
- **A dead dialer becomes a reportable event.** In most states a sanitary sewer overflow is reportable to the environmental agency, with public notification and potential fines. The dialer that would have prevented it costs less per month than the paperwork costs per hour. This is the sharpest single trigger in any MIX vertical.
- **Monitoring is the upgrade copper never offered.** The copper pair never told anyone it was dead. MIX watches line state 24/7 and pages the ops desk the moment a path drops — the wet well never gets a head start.
- **No-broadband sites are native territory.** The 5G-primary 90X1 with 48-hour battery deploys at the booster station that has never had anything but a copper pair; multi-carrier SIM diversity covers the coverage gaps rural systems actually have.
- **The community is dense and it talks.** State rural water associations, co-op statewide associations, and joint-action agencies put every operations manager in one room twice a year. One district's smooth cutover is next year's speaking slot and a dozen warm introductions.

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. Most POTS replacement vendors have never terminated a lift-station dialer; MIX's platform was engineered for exactly these circuit classes, and the monitoring turns a silent liability into a paged alert.

2. Buyer Map

Utility authority is operational: the superintendent or operations manager owns the pain, the GM/board owns the budget, and the finance office owns the scattered bills. Co-ops and districts have small boards that ratify quickly when operations sponsors. OT review exists at electric utilities of any size — the candor rule applies.

Role	What They Own	What They Care About	Lead With	Deal Role
Water/Wastewater Superintendent	Plants, lift stations, tanks, wells, crews	Overflows and reportable events, aging dialers, crew callouts, state inspections	Dialer replacement with 24/7 line monitoring — the page that beats the overflow; cellular-primary for no-broadband sites	Champion / operational buyer
Operations Manager (electric/gas, co-op)	Field operations, substations, outage response	Telemetry uptime, storm readiness, deprioritized copper repair tickets	Monitored dual-path transport at fixed per-line pricing vs. leased-line rates and week-long repairs	Economic buyer / champion
General Manager (district/co-op)	Budget, board relations, rates	Rate impact, reliability metrics, prudent spend, member/ratepayer optics	Fixed-term pricing; reliability improvement on the lines members feel; board-packet one-pager	Economic buyer / ratifier path
Finance / Office Manager	Bills, vendor invoices	Unexplained line items across decades of service	Free audit; orphan-line disconnects fund the transition	Access point / champion
OT / SCADA Engineer (electric)	Telemetry architecture, security perimeters	Latency, protocols, CIP boundaries, vendor security	Candor: dialers and dial-up fit; polled SCADA and CIP-perimeter circuits scoped with engineering in writing	Technical gatekeeper
Board / Council (district/co-op/muni)	Ratification	Stewardship, reliability, no rate surprises	Agenda-ready one-pager: savings + overflow-prevention story	Ratifier — plan the calendar
Plant Operators / Field Crews	Day-to-day operations	Alarms that work; fewer 2am drives	They know every dialer and every	Intel source / influencers

Role	What They Own	What They Care About	Lead With	Deal Role
			dead pair — the audit's best source	

Access strategy

- **Water/wastewater districts:** call the superintendent directly — the dialer conversation is instantly concrete. Small boards ratify fast when operations sponsors and the one-pager writes itself: “this prevents the overflow.”
- **Municipal utilities:** enter through public works/utility superintendent; procurement follows the city's rules — pair this playbook with the Government & Municipal playbook when the city owns the system.
- **Electric co-ops:** the ops manager and GM together; statewide associations and G&T relationships travel fast — one co-op's experience reaches twenty others by the next association meeting.
- **Associations:** state rural water associations are the highest-density channel in this playbook — exhibit, speak, and bring the anonymized overflow-prevention case study.

3. Compliance Triggers

Utility compliance pressure is environmental and operational more than telecom-regulatory: the state environmental agency, the public utility commission's reliability expectations, drinking-water primacy agencies, and (for electric) NERC CIP boundaries. The transport claim stays precise; the program claims stay with the utility.

3.1 Lift Stations, Plants, and the Reportable-Event Trigger

- **The trigger:** lift stations and treatment processes alarm through auto-dialers on copper; tanks, wells, and boosters report through dial-up telemetry. A dead path is discovered when the wet well overflows or the tank runs dry — and an SSO is a reportable event with the state environmental agency, public notification, and sometimes fines. The compliance driver is the event the silent alarm causes, not telecom rules.
- **The MIX answer:** specialty alarm/data lines on the 90X2 — or 5G-primary 90X1 where no broadband exists — with 24/7 line-state monitoring that pages the ops desk the moment a path drops. Position monitoring as the upgrade: copper never told anyone it was dead.

3.2 SCADA, NERC CIP, and Perimeter Candor (Electric/Gas)

- **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.

3.3 Fire Alarm Communications — NFPA 72 / UL 864 (Facilities)

- **The trigger:** treatment plants, headquarters, warehouses, and operations centers carry fire panels dialing central stations over copper DACT lines; copper retirement severs the monitoring path at facilities the utility's insurer inspects.
- **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 Continuity, Storm Readiness, and the Commission

- Utilities answer to commissions, boards, and members for reliability. Emergency and continuity plans are supposed to document redundant communications for storm response;

dual-path transport with 48-hour battery, delivered as a formatted plan exhibit, is the artifact. Storm season is the natural urgency window — sell the readiness review in spring, install before the season peaks.

3.5 Office Systems, 911, and Records

- Kari's Law/RAY BAUM'S direct-911 and dispatchable location for utility office MLTS; secure fax for member records, medical-necessity documentation (disconnect protections), and regulatory filings; elevator phones at headquarters under ASME A17.1. The office estate rides the same project as the field estate.

Compliance Trigger Quick Card

System	Governing Standard / Enforcer	Forcing Event	MIX Answer
Lift-station / process dialers	State environmental agency (SSO reporting)	Overflow; dead dialer discovered; copper repair delays	Monitored alarm lines w/ dual path + 48-hr battery; 5G-primary at no-broadband sites
Tank/well/booster telemetry	Drinking-water primacy agency; ops reliability	Copper retirement; leased-circuit repricing	Supported telemetry circuit classes on 90X1/90X2; scoped at survey
Substation / regulator alarms (electric/gas)	Reliability expectations; NERC CIP boundaries	Silent site; storm findings	Non-perimeter circuits replaced; perimeter items scoped with OT in writing
Facility fire panels	NFPA 72 / AHJ; insurer	Copper retirement; failed inspection	MFVN path; UL 864 10th Ed.; CSFM + FDNY listings; Ch. 14 retest coordinated
Storm/continuity communications	Commission/board expectations	Plan review; post-storm findings	Dual-path architecture exhibit for the plan file
Office 911 & records fax	Kari's Law/RAY BAUM'S; records policy	PBX replacement; records audit	Hosted Voice w/ direct 911; secure fax w/ audit trail

4. Line Inventory: Where the Copper Hides

Utility line estates were built site by site over fifty years and documented nowhere. Field crews know where the dialers are; the billing system knows what it pays; nobody has ever joined the two lists. The audit joins them — and the orphan circuits it finds routinely fund the transition.

Zone	Likely Analog Lines	Typical Count
Lift stations	Auto-dialer per station (sometimes two)	1–2 x every station owned (10–50+)
Treatment plants	Process alarm dialers, fire panel (2), lab/office fax, gate, generator monitoring	4–8 per plant
Tanks / wells / boosters	Level and pressure telemetry, chlorination alarms, intrusion	1–2 per site
Substations / regulator stations	Alarm dialers, RTU dial paths (scoped), gate/perimeter	1–3 per site
Headquarters / ops center	Fire panel (2), elevator, member-records fax, alarm, dispatch-adjacent lines (excluded), postage	4–8
Yards / warehouses	Fuel telemetry, scale, gate, security dialers, shop fax	2–5 per yard

Rule of thumb: 1–2 circuits per remote site times every site the utility owns, plus 8–15 at plants and headquarters. A 25-lift-station district is a 30–40 circuit deal; an electric co-op with 30 substations plus facilities can exceed 50. These deals are won in the field crew interview — the operators know where every dialer lives.

5. Solution Packaging and Deal Math

5.1 The Motion

- **Field wedge:** 90X2 at sites with broadband, 5G-primary 90X1 (with coverage survey and multi-carrier SIM options) where there is none; dialer and telemetry circuits terminated with MODEM-mode FXS engineering; 24/7 line-state monitoring paging the ops desk.
- **Facility wedge:** 90X2 per plant/headquarters building; fire panels, elevators, fax, gates unchanged; fixed per-line term pricing on TAA-compliant equipment (public entities).
- **Expansion — Hosted Voice:** office and dispatch-adjacent administrative seats at $14.95/mo (never PSAP/dispatch consoles); direct 911 with dispatchable location; UCFone $6.95/user for crews; managed QoS routers with LTE failover.

5.2 Reference Deal: Water District — 25 Lift Stations + Plant + Office

Assumptions: 25 lift-station dialer lines, 8 plant/office lines (fire panel x2, process alarms, fax, gate); 22 sites on 90X2, 5 no-broadband sites on 5G 90X1; 36-month term. MSRP reference pricing, updated 5/29/26.

Component	Qty	Unit (36 mo)	Monthly
Lift-station dialer lines — Alarm/Data	25	$39.95	$998.75
Plant/office lines — Fax/Modem/Alarm/Data	5	$39.95	$199.75
Plant/office lines — Voice & Elevator	3	$24.95	$74.85
PIAB 90X2 hardware + maintenance	22	$18.00	$396.00
PIAB 90X1 (5G) hardware + maintenance	5	$29.76	$148.80
POTS replacement subtotal			$1,818.15/mo
vs. copper at $100–$200/line x 33 lines			$3,300–$6,600/mo
Indicative monthly savings			$1,482–$4,782 (45–72%)

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. The board framing writes itself: the entire modernization costs less than the district spends on copper today — and it pages the operator before the overflow instead of after.

5.3 Reference Deal: Add Hosted Voice (District Office)

Component	Qty	Unit	Monthly
User seats (features, DID, user)	20	$14.95	$299.00
Auto attendants	2	$14.95	$29.90

Component	Qty	Unit	Monthly
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 $2,481/month against $3,300–$6,600 of current copper spend alone — with office 911 compliance, storm-plan-grade redundancy, and 24/7 field-line monitoring included.

6. Objection Matrix

Objection	What It Really Means	Response
“SCADA can't ride cellular.”	The OT engineer's proper question (electric/gas).	“Right line to draw. Dialers and dial-up circuits are the proven fit — that is what the platform is listed and engineered for. Polled SCADA and CIP-perimeter circuits get scoped with your engineer and our solution engineering at the survey, in writing. Most of a utility's copper estate sits outside that boundary, and that is where we start.”
“Our lift stations have radios / a new SCADA project is coming.”	Partially deployed alternative; the estate is mixed and the project will slip.	“Where radio reaches, keep it. Every system we audit still has the remainder — the stations radio never reached, the dialers the project will not touch for two more budget cycles, the plant fire panels. We take the copper-stranded remainder now; the audit maps exactly where that line falls, and nothing we install blocks the future project.”
“No budget until the next rate case / fiscal year.”	Real; timing objection.	“This is opex replacing opex at 45–72% less — it improves the budget rather than competing with it, and orphan-line disconnects usually show savings in the first month. Meanwhile, run the free audit now so the numbers are in the budget you are building. The carrier's calendar will not wait for the rate case.”
“This has to go to bid.”	Public districts and munis; often true above thresholds.	“The audit never does — it is free and produces the inventory a bid would need anyway. For the rollout we work your process: quote threshold, state contract, cooperative vehicle, or RFP response. Equipment is TAA compliant.”
“Cellular isn't reliable at our remote sites.”	Often true for one carrier; that is why the survey exists.	“Which is why we check coverage per site, per carrier, during the survey — and quote multi-carrier SIM diversity where a site needs it. Where broadband exists we run dual-path. And every unit carries a 48-hour battery, which is 48 hours more than the copper pair has.”
“The incumbent carrier says they'll take care of us.”	The carrier retiring the copper will not save the copper.	“They are the ones filing to discontinue it — their answer is their own IP product on their timeline, without the UL 864 listing, the battery spec, or anyone paging your desk when a dialer line drops. Ask them for their lift-station references. Then compare.”

Objection	What It Really Means	Response
“Our operators will resist another system.”	Change fatigue in a small crew.	“Nothing about their alarms changes — the dialer dials exactly as before. What changes is that someone finally watches the line itself, so the 2am callout happens because a pump failed, not because a phone line died three weeks ago and nobody knew.”
“Send me something.”	Polite exit.	“Happy to. To make it useful: how many lift stations or remote sites, and do you know how many still alarm over copper? That is all I need to send a system-specific snapshot instead of a brochure.”

7. Sequenced Outreach

Sequence A targets superintendents and operations managers; Sequence B targets GMs/boards and co-op leadership. 8 touches over ~21 days. Personalize with system size (lift-station and tank counts are public in budgets, CIPs, and consumer confidence reports), storm history, and any published SSO events (public record — use respectfully, never as a scare). Storm-season prep and budget cycles set the timing.

7.1 Sequence A — Superintendent / Operations

Day	Channel	Touch
1	Email 1	Dead-dialer trigger (copy below)
3	Call + VM	Reference Email 1; offer the free system survey incl. coverage checks (script below)
5	LinkedIn	Connect with superintendent/ops manager; no pitch
8	Email 2	Economics: copper + leased-circuit math across the system (copy below)
11	Email 2b (to GM/Finance)	Parallel touch: board-packet one-pager offer
14	Email 3	Storm-readiness / monitoring angle (copy below)
17	Call	Direct ask: survey starting at the three most failure-prone stations; two time slots
21	Email 4	Breakup with the audit checklist attached (copy below)

Email 1 — Dead-dialer trigger (Day 1)

Subject: The copper pairs your lift stations 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 a utility, the lines that fail quietly are the ones that matter most: lift-station dialers, tank and well telemetry, plant process alarms.

A dead dialer does not announce itself. It waits for the wet well — and an overflow is a reportable event with the state, not a phone problem.

We replace those pairs with monitored, dual-path equipment — cellular-primary with a 48-hour battery where a site has no broadband — and unlike copper, our platform pages your desk the moment a line drops.

Worth 30 minutes? We will survey the system — every station, tank, and plant, with per-carrier coverage checks at the remote sites — and hand you a circuit inventory at no cost. You keep it either way.

[Signature]

Email 2 — Economics (Day 8)

Subject: What [District/Co-op] pays for 30 circuits nobody has listed

[First name] —

Systems your size typically carry one or two copper circuits per lift station or remote site plus the plant and office estate — at what is now $100–$200 per line per month, billed across invoices nobody reconciles. Field crews know where the dialers are; the billing system knows what it pays; nobody has ever joined the two lists.

Our replacement runs $19.95–$39.95 per line on fixed terms — about $70/site all-in for cellular-primary remote sites — with 24/7 line monitoring included. For most systems that is 45–72% off current spend, and the audit routinely finds orphan circuits you can disconnect the same week.

The survey is free and the inventory is yours either way — your auditor and your board packet will both appreciate it. When could we get 30 minutes?

[Signature]

Email 3 — Storm-readiness angle (Day 14)

Subject: Before storm season: which alarm lines survive a bad week?

[First name] —

Different angle from my earlier notes. When the next big storm takes power and internet for three days, your copper alarm lines have no battery, no second path, and no one watching them. The stations go silent exactly when you most need to hear from them.

Our equipment carries a 48-hour battery, fails over between broadband and cellular automatically, and pages your desk on any line-state change — the architecture your storm and continuity plan is supposed to describe. We deliver the plan exhibit as part of the install.

A readiness review now beats a retrofit in October. Thirty minutes with you and your lead operator?

[Signature]

Email 4 — Breakup (Day 21)

Subject: Closing the file on [District/Co-op] — one thing before I do

[First name] —

I will stop reaching out after this. Attached is the checklist we use to audit utility circuits — lift-station dialers, tank telemetry, plant alarms, fire panels, substation dialers, and the coverage check that decides what runs cellular-primary. Hand it to your lead operator; 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 dialers — 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 pairs utilities have on lift-station dialers, tank telemetry, and plant fire panels before the carriers retire them —

monitored 24/7, so a dead line pages your desk before it becomes an overflow, with cellular-primary units for sites that have no broadband. I am asking for 30 minutes to survey the system and hand you a circuit inventory at no cost. Would Tuesday or Thursday morning work?"

Voicemail (under 25 seconds): "Hi [name], [rep], MIX Networks. The copper pairs most utilities still have on lift-station dialers and tank telemetry are being retired by the carriers. We replace them with monitored equipment that pages your desk when a line drops. Email is in your inbox — [callback number]. Thank you."

7.2 Sequence B — GM / Board / Co-op Leadership

Day	Channel	Touch
1	Email 1	System framing: consolidated circuit audit; fixed pricing vs. copper escalation; the overflow-prevention story in board language
3	LinkedIn	Connect; engage with system news (CIP projects, rate cases, storm response) substantively
5	Call + VM	Reference audit; cite comparable finding ("a district we audited had 23 dialers on copper — 4 were already dead and nobody knew")
9	Email 2	Risk framing: silent alarm paths as reportable-event exposure; storm-plan exhibit; insurer and commission optics
12	Email 3	Economics: per-site all-in pricing; orphan-circuit recovery; TAA compliance and procurement-vehicle options for public entities
16	Call	Direct ask: 30 minutes with GM + superintendent; propose survey starting at the most failure-prone stations
19	Email 4	Pilot proposal in writing: free survey, findings to operations and the board packet, no obligation
23	Email 5	Breakup + reference offer: a superintendent reference willing to take a call

Cadence discipline: stop on engagement; log everything. Rural water and co-op communities are the tightest-networked buyers in the book — one district's experience is statewide news by the next association meeting.

8. Discovery Scripts

8.1 First Meeting Script (30 minutes — Superintendent + GM or Lead Operator)

Open (2 min):

"Thanks for the time. My goal: understand what alarms and reports over your analog circuits — stations, tanks, plants, and the office — what it costs, and where the silent-failure risk sits. If something is not a fit, I will say so in writing. Fair?"

Situation — field circuits (8 min):

1. How many lift stations / tanks / wells / boosters / substations, and how does each alarm today — dialer, radio, cellular, mix? Which still ride copper?
2. When a dialer line dies, how do you find out? Any silent failures or overflows traced to a dead line in recent years?
3. How long did your last rural copper repair take? What did it cost in crew time or reportable events?
4. Which sites have broadband, which have nothing but the pair? Any radio or SCADA modernization project underway — and what will it not cover?
5. (Electric/gas) Where does the CIP or security perimeter sit, and who scopes vendor equipment? (Set up the engineering session.)

Situation — facilities (5 min):

1. Plant and headquarters fire panels — what do they dial out on? Last inspection findings? Elevators at HQ?
2. Gates, yards, fuel telemetry, security dialers?
3. Any carrier letters about copper retirement or leased-circuit repricing? Who opens them?

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

1. Can we pull 2–3 months of telecom bills? Total spend? Circuits nobody can identify?
2. Board/council calendar and thresholds; preferred procurement path for public entities; rate-case or budget timing?
3. Office phone system age and 911 posture? What does the storm/continuity plan list as backup communications?

Quantify and close (5 min):

"Based on what you have described — [N] remote sites, [K] with no broadband, [M] facility lines, and [gap] — here is the proposal: a free system survey. Field sites get circuit identification plus per-carrier coverage checks; facilities get the line-by-line walk. You get one consolidated replacement plan with firm pricing — a document your board packet, your storm plan, and your auditor all benefit from regardless. Can we start with your three most troublesome stations next week?"

8.2 On-Site Audit Checklist

- Per station/site: dialer make and model, circuit type, what it reports and to whom, power, enclosure condition and space.
- Coverage check per remote site: signal strength by carrier at the enclosure — drives 90X2 vs. 5G 90X1 and SIM strategy.

- Plants/HQ: demarc photos, pair counts, fire panel make/model/monitoring/lines/last test, elevator lines, gates, generator monitoring.
- Radio/SCADA map: where alternatives run, where they do not reach, what the modernization project will not cover.
- (Electric/gas) Security boundary: note — do not assess — circuits flagged as CIP/perimeter; route to solution engineering with a named contact.
- Bills: reconcile every billed circuit to a device; flag orphans — fifty years of site-by-site installs guarantees them.
- Storm/continuity plan: read the communications section; note the gap the exhibit will fill.

8.3 Qualification Standard (exit criteria for a real opportunity)

- **Trigger confirmed:** retirement/repricing notice, silent-failure or overflow event, storm-season timing, failed inspection, or budget/rate-case window.
- **Site count validated:** 15+ circuits system-wide makes economics decisive; 25+ makes them board-packet obvious.
- **Power mapped:** superintendent championing, GM sponsoring, board calendar known, OT briefed where applicable, procurement path identified for public entities.
- **Scope boundaries respected:** CIP/SCADA questions routed to engineering in writing.
- **Next step dated:** survey scheduled starting at named stations with the lead operator.

9. Proposal Template

Under 10 pages plus the circuit inventory and coverage appendix. Write for three readers: the superintendent (operational reliability), the GM/finance (fixed economics), and the board packet (the overflow-prevention one-pager up front). Public entities: state the procurement structure explicitly.

Section 1 — Cover and Executive Summary

Title: Alarm, Telemetry, and Life-Safety Circuit Replacement with 24/7 Line Monitoring for [District / Utility / Cooperative]

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

Executive summary (5 sentences max): [Utility] operates [N] analog circuits across [S] remote sites and [F] facilities — lift-station dialers, tank and well telemetry, process alarms, and fire panel lines — on carrier copper scheduled for retirement. This proposal replaces those circuits with MIX Networks' managed, fire-marshal-listed platform: dual-path at connected sites, cellular-primary with 48-hour battery at [K] sites without broadband, all monitored 24/7 with line-state paging to [ops desk] — notification the copper never provided. Monthly circuit spend moves from approximately $[current] to $[proposed], a [%] reduction on fixed [term]-month pricing[, through [procurement vehicle]]. Equipment is TAA compliant; installation batches by route, is verified end to end with receiving monitoring desks, and is documented circuit by circuit.

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 where applicable).
- Coverage findings per remote site driving 90X2 vs. 90X1 selection and SIM strategy.
- Orphan circuits for disconnection: [N], $[amount]/yr immediate savings.
- Exposures, stated factually: [dialers with no failure notification; panels without secondary path; storm-plan communications gap].

Section 3 — Proposed Solution

- **Field sites:** [N] x 90X2 / [M] x 5G 90X1 cellular-primary; dialer/telemetry termination with MODEM-mode FXS engineering; line-state monitoring paging [ops desk]; multi-carrier SIMs at [sites] per coverage findings.
- **Facilities:** [N] x 90X2 at plants and headquarters; fire panels, elevators, fax, gates 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; storm/continuity plan architecture exhibit; transport security documentation for OT review (electric/gas); OT scope memo where applicable.
- **Hosted Voice (if in scope):** [N] office seats; direct 911 with dispatchable location (administrative systems only — dispatch untouched); UCFone for crews; managed QoS routers with LTE failover.

- **Secure Fax (if in scope):** member records and regulatory filing flows on encrypted, auditable fax.

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/monitoring companies 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.
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 and savings stated annually for the board packet. Public entities: state the procurement structure. 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.
- Lift-station and telemetry field engineering — MODEM-mode FXS, loop-current compensation — plus the monitoring that pages before the overflow.
- TAA-compliant equipment and cooperative-vehicle-friendly contracting for public districts and municipal utilities.
- 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), procurement vehicle reference where applicable, and: “Upon acceptance, MIX will schedule Install Prep batched by route and assign a named project coordinator experienced with utility field operations.”

10. Running the Play: First 90 Days

Weeks	Activity	Target
1–2	Territory build: state rural water association member lists, co-op statewide rosters, municipal utility directories, published budgets/CIPs (station counts are public); flag systems with 15+ remote sites and wire centers with retirement notices	50 systems listed, 12 flagged priority
2–6	Run Sequence A on 12 superintendents/ops managers; Sequence B on 4 GMs; exhibit or attend one rural water association event — the room is the territory	8 survey meetings booked
4–10	Deliver system surveys with coverage checks and crew interviews; produce circuit-by-circuit reports; proposals within 7 business days with the board one-pager	5 proposals out
8–13	Drive to board calendars and storm-season deadlines; harvest immediately — neighboring-system referrals, association speaking slot with the anonymized overflow-prevention story	2 approved systems; 1 association relationship

KPIs: surveys delivered (sites and coverage checks counted), dead-circuits-found-per-audit (the wake-up stat), survey-to-proposal rate (target 60%+), proposal-to-approval rate, circuits per closed system, per-site MRR, and association referrals.

Final discipline note: utility people are the most loyal customers in telecom once earned and the hardest to win back once burned. Interview the field crew like they are the experts (they are), check coverage before promising cellular, route SCADA questions to engineering in writing, and treat a lift-station dialer with the seriousness of a fire panel — because to the superintendent, it is one. The overflow that never happened is the best case study in this book; sell the page that beats the wet well.