



COMMUNICATOR



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FIS FTTx Solution

FIS Announces 'Zeus'® FTTx Solution Program

For Immediate Release

Oriskany New York, November 2017

Bandwidth demand is increasing at an unprecedented rate and network owners must meet this demand or risk losing customers. As a result, there is an intensive drive to replace copper cabling with higher capacity fiber optic cabling in communities throughout the country.

Leading that charge is Fiber Instrument Sales (FIS) through its unique Zeus FTTx Solution Program. Zeus speeds FTTx deployments by providing network operators with a fast and efficient way to source system components from a multitude of leading manufacturers.

- Optical Splitters
- Fiber Optic Cabling
- Patch Cords and Cable Assemblies
- Fiber Optic Connectors
- Fusion Splicers
- Test Equipment
- Splice Closures
- Hub Enclosures
- LGX Splitter Modules
- Central Office Equipment
- Fiber Distribution Terminals
- CWDM Modules
- Rack Mounts
- Splice Enclosures
- Network Interface Devices (NIDs)
- Drop Cables and Hardware

According to FIS President Frank Giotto, "Within the network community there was a recognized need for a program like Zeus, and many saw FIS as the logical company to develop it. FIS serves customers throughout the U.S. and maintains a giant in-stock inventory of ready-to-ship network components from the world's leading manufacturers. FIS staff have the technical knowledge and outstanding reputation for customer service, which further ensures the success of this program."

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FIS PRODUCT SPECIALISTS



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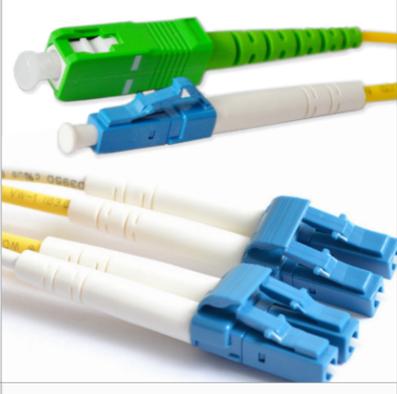
Fiber Instrument Sales, Inc.
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At Your Service FIS Products

FIS Product Specialists are managers whose responsibilities include product development and customer support. These knowledgeable folks work closely with FIS Sales Associates and are eager to assist you!

Product Specialist	Product Specialty	Responsibilities	
 <p>Anthony Russo</p>	<p>Zeus FTTx Solution Program</p>	 <p>Anthony empowers network installers and engineers by providing quick, easy access to the full range of end-to-end FTTx products available through the FIS Zeus Program. He also designs FTTx architectural outlines that best fit customer needs which can involve single family homes, multi-dwelling units (MDUs), business enterprises and more. He consults with technicians in the initial stages of network planning, and is available for jobsite walkthroughs.</p>	<p>Anthony is the manager of the Zeus Program, including product development, customer support, and sales. He is also the representative for the Zeus Program in the field.</p>
 <p>Robert Licari</p>	<p>Test Equipment</p>	 <p>Bob helps FIS customers choose test equipment best suited to their needs and applications. Bob also travels to customer sites to conduct product demos and sales calls. Bob keeps in close contact with equipment vendors, which enables him to stay up-to-date on product changes and new test devices as they become available.</p>	<p>In addition to his technical expertise, Bob is a skilled salesperson. He is responsible for the development and implementation of test equipment solutions for our customers. Bob also provides technical support to our customers.</p>
 <p>Connor Gaffney</p>	<p>Enclosures and Bulk Cable</p>	 <p>As a Product Specialist, I provide dedicated technical support, assistance with large or unique projects and I travel to conduct on-site customer training and product support. I also work internally to improve the quality of FIS product offerings. I relay customer feedback to our product development teams, which help to ensure that FIS provides the best product solutions in the market.</p>	<p>In addition to his technical expertise, Connor is a skilled salesperson. He is responsible for the development and implementation of enclosure and bulk cable solutions for our customers. Connor also provides technical support to our customers.</p>
 <p>Patrick Noonan</p>	<p>Patchcords</p>	 <p>Patrick manages all business activities that relate to FIS custom patchcords. This includes ensuring that customer orders are processed in a timely fashion and that their needs and expectations are met or exceeded. Patrick shares customer feedback with the FIS' manufacturing team as part of the company's overall quality control program.</p>	<p>In addition to his technical expertise, Patrick is a skilled salesperson. He is responsible for the development and implementation of patchcord solutions for our customers. Patrick also provides technical support to our customers.</p>
 <p>Steve Casaletta</p>	<p>Fusion Splicers and SOC Connectors</p>	 <p>Steve is Product Line Manager for Fusion Splicers and SOC's, focusing on FIS' Cheetah and Armordillo Splice-On Connectors. His responsibilities include supplying Fiber Technicians with the best possible tools, products and information regarding Fusing Splicing and Splice-On-Connectors. He keeps current on industry trends and works closely with Production and Quality teams to ensure that FIS has the top quality products that customers require.</p>	<p>Steve has a wealth of experience in the fiber optic industry. He has worked for several years as a product manager for FIS, where he was responsible for the development and implementation of fusion splicing and splice-on connector solutions for our customers. Steve also provides technical support to our customers.</p>
 <p>Ric Lamb</p>	<p>FIS Fiber Fence Opti-Mag Security Systems</p>	 <p>Ric conducts site visits and walkthroughs to determine the best FIS security system for a given customer facility. He explains equipment and configuration options, and provides system quotations based on his site survey and/or a bill of materials provided by the customer.</p>	<p>In addition to his technical expertise, Ric is a skilled salesperson. He is responsible for the development and implementation of fiber fence and opti-mag security system solutions for our customers. Ric also provides technical support to our customers.</p>

Product Specialists

Customer support in key product lines.

For Product and Network Solutions call
1-800-5000-FIS(347)

Background & Experience	Product Insights	Customer Service Philosophy
<p>Bob receives product training from many of the manufacturers whose products FIS represents, including Channell, Tyco, PLP, and FIS. He also conducts FTTx training for FIS customers. His training begins with a Head End overview and then continues with an explanation of FTTx options to connect the Head End to the End User.</p> <p>Bob was previously an Inside Sales Representative and Outside Strategic Accounts Manager for FIS.</p>	<p>"New consumer applications, such as 4k Ultra TV, are fueling demand for Fiber To The Home. Almost every day, there are new FTTx products on the market that network contractors must choose among. Our Zeus program helps customers make the right choice."</p>	<p>"As I talk to customers about their projects, I like to mix in conversation that will bring us closer, not just as business partners, but ultimately as friends. That way I can more thoroughly understand and anticipate my customers' needs, enabling me to respond to those needs in the fastest way possible."</p>
<p>In addition to his product specialty, Bob is a Technical Support/Sales Engineer at FIS. Prior to that, he was a Fiber Characterization Technician, where he fully characterized singlemode fiber networks before transmission equipment is installed. His comprehensive testing routines included bi-directional OTDR testing, ORL and Return Loss measurements, and testing for Dispersion Mode Dispersion and Chromatic Dispersion.</p> <p>Bob also conducts FIS University trainings, and provides customer technical support.</p>	<p>"With the current growth in FTTx applications, test equipment is more important than ever. Contractors, who may be new to FTTx, need FIS guidance in selecting the right PON-specific test equipment."</p>	<p>"Carefully listen to customers to learn about their needs, and always follow up on a technical question if you can't provide the answer on the spot. Always be respectful, honest, patient and understanding. Above all, help them meet their deadlines!"</p>
<p>In addition to his product specialty, Connor is a Strategic Accounts Manager at FIS. His responsibilities included providing technical and equipment support for FIS' CPRI Interface Panel product line.</p> <p>Connor provides product training for customers as well as for the FIS sales team.</p>	<p>"The need for fiber optic interconnect equipment continues to grow and 'densify'. Many applications have seen a push to dramatically increase port density within interconnects in an effort to save costly rack space. This is particularly evident in data centers, CATV central offices, and telecom hubs."</p>	<p>"The need for fiber optic interconnect equipment continues to grow and 'densify'. Many applications have seen a push to dramatically increase port density within interconnects in an effort to save costly rack space. This is particularly evident in data centers, CATV central offices, and telecom hubs."</p>
<p>In addition to his product specialty, Patrick is FIS Director of Sales. His previous positions at FIS included Web Sales, Purchasing, Sales Associate, and Outside Sales. Patrick is also part of the FIS University training team and has conducted trainings in fiber optics and OTDR technology.</p>	<p>"The environment for data center cabling and infrastructure is evolving rapidly. It is important for manufacturers, suppliers and installers to keep pace with these changing technologies."</p>	<p>"Be better today than you were yesterday."</p>
<p>Steve has worked with many markets, applications and projects over the years, which has given him the experience and knowledge to support this broad product line. Before assuming his current responsibilities, Steve was an Account Executive and, most recently, an FIS Territory Sales Representative.</p>	<p>"Today, Fusion Splicers and Splice-On Connectors are helping to address many issues. The low-loss characteristics of these tools enable high speed networks to operate at peak efficiency, and they also improve the performance of legacy networks. The speed and ease of use of these tools have special appeal to the new generation of optical technicians who are tasked with the challenge of meeting the ever-growing demand for bandwidth."</p>	<p>"I don't really like to use the word 'Customer' at all. In my opinion 'Customer' is focused around sales, profits, and just plain business. I like to work with our 'partners.' I want to make sure they feel confident in coming to FIS, that they feel supported by FIS, and that they know the job will get done with FIS."</p>
<p>Mark worked with security companies for 20 years, including perimeter security applications for schools and ATM locations for companies such as Honeywell, Mosler, Chubb, LeFebure, and Brown & Caldwell.</p> <p>In addition to his product specialty, Ric is Division Manager, FIS Services. Prior to that, he was Manufacturing Operations Manager at FIS.</p>	<p>"There are increasing levels of security needed for agricultural, industrial, and commercial facilities for protection against destruction, terrorism, theft and financial loss. FIS patented security systems are designed to protect a wide range of facilities. Although our systems are proprietary, they have universal interfaces and other features that make them compatible for use with other security systems."</p>	<p>"To instill confidence, I address customer needs immediately. I also let the customer know that I will personally oversee their order to ensure fast processing and accurate order fulfillment."</p>

(Zeus Continued from front page)

Mr. Giotto said the Zeus program assists network operators and installers in the following key areas.

1. Needs Assessment and Project Estimating

Zeus Project Specialists will help determine your component requirements and provide a structured bill of materials that addresses your network needs today as well as tomorrow.

2. Speed-to-Market Efficiency

You will be given access to key "property-records" within your market territory, which include:

- GPS Network Data Collection and Verification - Includes mapping locations and attributes of poles, pedestals, manholes, gas lines, water lines, sewer lines, and related assets.
- Critical information relating to upstream transmission and distribution infrastructure.
- Record costs associated with such property-record units so as to ensure accurate accounting for infrastructure retirements.
- Record the date of installation and removal of plant retired in order to provide data for use in connection with depreciation studies.
- Details relating to the costs of the properties, depreciation, improvements, retirements, and property net book values.

3. System Architecture and Engineering Referrals

Over our 32+ years of experience, FIS has built relationships with the industry's top FTTx system architects and engineers. We are happy to share our contact portfolio of seasoned professionals.

For more information, contact one of our Zeus FTTx Project Specialists at 315-736-2206.



FIS University was founded in 1985 by Fiber Instrument Sales, the nation's leading supplier and manufacturer of fiber optic components. FIS University's instructors have trained more than 20,000+ professionals world-wide in both basic and advanced techniques related to connectorization, test and fiber optic splicing.



Fiber Optics I and II – Two Days

In two consecutive days, students gain hands-on experience with the essential tools used by network installers and technicians. Classes cover fiber optic splicing, termination methods, network testing and more. Fiber Optics I and II is great for beginners as well as seasoned professionals who want to sharpen their skills.

Fiber To The x (FTTx) – One Day

This one-day course helps students better understand the differences between various fiber-fed access networks and the advantages in deploying each.

Custom and Corporate

Are you looking for fiber optic training uniquely geared for your organization?

FIS University has taught thousands of customized courses at companies and organizations around the world.

View the full curriculum and register online at www.fisuniversity.com



To receive your free Alumni card, visit www.fisuniversity.com and click on **Alumni Advantage**



Complete fiber optic solutions, right out of the box.

FIS Custom Manufactured Equipment

FIS' extensive resources facilitate a fast concept-to-product development cycle. FIS will design, manufacture and customize products to meet the needs of your large or special projects.

Any enclosure, either stock or custom built, can be loaded with fiber, connectors, and cable management solutions. CWDM modules, high count fiber couplers, and MTP assemblies are all configurable and can easily be pre-installed within the enclosure.

Feature your unique brand on FIS enclosures by taking advantage of customized silk screened logos, vivid laser etched designs, and a variety of powder coat colors.



FIS is proud to offer fiber optic interconnects that are both developed and "Made in the USA".

For further information call: 1-877-770-8882 or 1-315-736-7560



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