



The Value of a Brokerage Firm

When evaluating a resource such as a brokerage firm, clients often ask us what value we add. They want to know why they should trust NEF versus going directly to the carrier. There are a host of benefits to working with NEF, namely that we work for you, the client. While the carriers are savvy and helpful – they will only present their own products for your consideration. NEF will provide you with all your options and will offer recommendations on the optimal solutions for your business and your specific requirements. As your partner in network and colocation infrastructure projects, NEF provides the following key benefits throughout the process:

Knowledge

- Proactive planning is a key to success, and our knowledgeable consulting and research team gives us an enormous advantage in delivering smart solutions.
- We know where the networks and colocation facilities are located and have innovated an industry-leading tool, FiberLocator, which keeps us continually up-to-date on network locations and data center facilities.
- NEF has technical knowledge of requirements from identifying splice points, entrance facilities, fiber type, hardware required, physical route information, fiber termination types, and more.

Experience

- Over thousands of installations, we have designed, built, implemented and even upgraded complex networks and colocation facilities for myriad clients, from big, household names to smaller boutique firms.
- In the ever-changing fiber and data center space, having a partner that knows the industry, the players, and the evolving landscape can be hugely beneficial before, during and after any deal.

Reach

- NEF maintains relationships with over 250 fiber providers nationwide and 300 data center companies spanning over 1600 facilities
- Our executive level contacts at many of the providers we work with enable us to get preferred pricing and terms as well as get things done if/when issues arise.



Options

- Because we have agreements with virtually all of the fiber and colocation providers in the country (and many international providers as well), we are able to provide you ALL of the options that are available to you.
- For dark fiber specifically, many providers either do not sell it or don't advertise that they do. In fact, in an effort to direct clients to "lit" services, direct reps may do everything they can to steer clients away from it. At NEF, we help clients decide if dark fiber is right for their business and IT needs and then assist them in getting the dark fiber implemented from the optimal source.
- When it comes to lit fiber services and colocation, no one has the breadth of providers available to quickly give clients their options better than NEF. We can often provide options in a fraction of the time clients would spend sourcing quotes from multiple vendors.

Pricing

- Our brokerage services are compensated by the providers – not the client.
- There is no typical "middle-man" mark-up in our brokerage services. In fact, we tend to get the same or better pricing than the direct carrier reps can offer themselves.
- A client recently saved 40% on a redundant, fully diverse fiber optic network, and that's just one of hundreds of examples of substantial cost savings we provide.

Advocacy

- As a neutral third party, NEF advocates on clients' behalf and seeks the solutions that are in their best interests. From selection to negotiation to implementation, NEF is there every step of the way to optimal pricing and reliable service.