

Segments and Sales Points

Customer Type	Pain Point	MultiFiber Pro Feature	Unique Value/Benefit
Large Data Center Cable Installers	Cannot test MPO trunk fiber as it is too complex	On-board MPO connector	Eliminates the use of fan-out kits and multiple measurement steps
	Cannot test MPO trunk fiber as it takes too much time	Single test to validate all 12 fibers at the same time	Reduces more than 90% time than using single fiber PMLS
	Cannot tell the polarity of the MPO cable	Automatically detects the Polarity of the MPO cable	Saves any guesswork in the installation process
Enterprise Data Center Network Technicians	Cannot identify where an installed MPO cable failed	Troubleshoot cassette and MPO trunk cable separately	Simplifies the whole troubleshooting procedure
	Cannot test MPO channel polarity with patch cords	Automatic end-to-end Polarity Identification	Quick resolution to any patch cord and permanent link misconfiguration
Medium and Small Contractors	Opportunity lost due to inability to test MPO fiber efficiently and document the results	30 seconds per MPO cable testing and easy result upload to LinkWare	Saves time and yet provides the best way to get paid