



Unlocking the MDU Market: Strategic Solutions for Growth



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MDU Wi-Fi Table Stakes

- MDU deployed as an enterprise
- Each resident unit is a Personal Area Network, dedicated VLAN
- Per room or per unit pre-shared key using Multi PSK, works in common areas as well. WPA2-personalised by default
- One AP per unit typical, usually with ethernet port(s)
- APS in common areas
- Some issues with 6ghz and WPA3
- MDU management, leasing agent, resident portals
- Accommodates move in/out, self-guided tours, billing plans

MDU Wi-Fi Table Stakes

Wi-fi and Wi-Fi IOT device management

- Resident devices (Speakers, TVs, Printers etc.. etc..)
- In-room local service IoT using same passphrase PSK via VLAN
- Property Management owned (locks, thermostats, leak detection etc.)
 - Dedicated SSID with static VLAN
 - Facility managed IoT (access control, lighting, HVAC, EV chargers)
 - Issue: more non-Wi-Fi radios being used via hubs and Matter protocol.

MDU Property Owner Checklist

- Any plans to upgrade and why?
- Who is the current provider if any?
- What are any contractual obligations with that provider?
- What is connectivity to the building and who provides?
- What is the cabling in the building?
- What is connectivity method in the apartment? Elsewhere?
- Any regulatory requirements?
- Preferred business model?

A few things to consider...

- Should we partner with an MSP experienced in this channel?
- Does my team have the necessary low voltage skills?
- Do we have the network planning and construction skills?
- What are the local permitting and code issues?
- Can we provide proper after-the-sale support to tenants and ownership?
- How will we provide to-the-building connectivity and adequate bandwidth?
- Do we use a proprietary end-to-end single vendor (lock-in)
- Who is my competition?

Unlocking the MDU Market: Strategic Solutions for Growth

Panel Agenda

Session Assumptions:

- Brownfield (MDUs) Targeted & Selected for Deployment
- Landlord is Agreeable to either:
 - Pay-as-you-grow Competitive Solution
 - Bulk deal Winner-Take-All Solution



Panel to Address Questions Related to:

- Technologies available to provide high speed reliable bandwidth to all MDU subscribers
- Service Delivery Options, Measurement Criteria, Advantages and Disadvantages
 - FWA
 - Fiber Rewire
 - CAT6 Rewire
 - Use existing Coax
 - Use existing Copper Twisted Pair



The image features a vibrant city skyline at sunset, with buildings like the Empire State Building illuminated against a sky of orange and red. A large white speech bubble with a black outline is positioned in the foreground, containing the text 'THANK YOU' in a bold, black, sans-serif font. The background is framed by curved, overlapping bands of purple, white, and orange. At the bottom, a dark grey horizontal bar contains a row of ten stylized house icons, each with a red roof and a yellow-to-orange gradient base.

THANK YOU