

wfn strategies

Celebrating 25 Years

**INDEPENDENT. ISO CERTIFIED.
GLOBALLY TRUSTED.**



Welcome Message from the Managing Director



As WFN Strategies enters 2026, we build on a record-setting year. In 2025, we managed 16 active projects across every ocean basin, completed more than 700 sea days, and saw 90% of our work come from returning clients. Our 25+ consultants and technical experts bring over 400 cumulative years of subsea experience, supporting telecom, power, and hybrid cable systems.

This depth of capability allows us to execute projects ranging from feasibility studies and permitting to largescale hybrid deployments in complex environments. We operate with an unwavering commitment to quality, security, environmental stewardship, and safety, underscored by four ISO certifications.

In 2026, we will expand our Client Representation team, enhance our PM 2.0 project management platform, and increase our focus on hybrid power/fiber systems in emerging markets. We remain dedicated to delivering secure, reliable connectivity while providing exceptional value to our clients worldwide.

A handwritten signature in black ink, appearing to read 'Wayne Nielsen'.

WAYNE NIELSEN
Managing Director, WFN Strategies

Testimonials & Performance

At WFN Strategies, delivering measurable value and maintaining client trust is the standard. Each year, we conduct a customer satisfaction survey in accordance with **ISO 9001**, tracking performance across key service categories.

From 2010 through 2024, our results have remained consistently high:

Satisfaction: 4.59 / 5

Recommend: 4.70 / 5

Hire Again: 4.61 / 5

Customer Service: 4.75 / 5

In 2025, we earned perfect marks on all project feedback and maintained **over 90% repeat business**. Clients cite our proactive communication, reliable infield presence, and the impact of **PM 2.0** in providing realtime visibility and streamlined reporting.

Combined with our **A+ BBB rating** and ISO-certified systems, these metrics confirm our role as a trusted partner for mission-critical subsea infrastructure.

“From start to finish the team is professional and can assist any client to meet the needs in the submarine cable space.” — APTelecom

“A testament to the quality of the services we have received.” — BW Digital

“WFN was professional and expert in their knowledge—successfully delivering our Humboldt submarine cable project.” — Desarrollo País

“They consistently deliver high-quality work with strong technical expertise and sound commercial judgment.” — Tracey Brunstrom & Hammond Pty Ltd

“WFN brings deep submarine cable industry expertise and technical knowledge to the table, consistently producing high-quality analysis and insights to meet client’s needs.” — TMG

Who We Are & Our Services

WFN Strategies is a global leader in submarine cable consulting, delivering unmatched technical expertise, commercial insight, and operational integrity since 2001.

With more than 180 projects completed for over 90 clients worldwide, we operate across the Atlantic, Pacific, Indian, and Polar regions, as well as EMEA, the Americas, and Asia-Pacific.

Independent of suppliers, we provide objective, client-driven solutions backed by ISO-certified systems for quality, environmental management, information security, and occupational safety. Our 2025 move to Ashburn, Virginia—the world’s data center capital—strengthens access to key global infrastructure.

We deliver full-lifecycle subsea cable services: system planning and design, in-depth desktop studies, precision route engineering, expert permitting and regulatory compliance, vendor-neutral procurement, meticulous implementation and construction management, and proactive long-term maintenance. In 2025, we advanced telecom, power, and hybrid systems in some of the world’s most complex environments, consistently delivering clarity, precision, and reliability that enable clients to achieve mission-critical connectivity goals.

ISO Certifications & Quality



WFN Strategies is the only submarine cable consultancy certified across four critical ISO domains: **ISO 9001** (Quality Management), **ISO 14001** (Environmental Management), **ISO 45001** (Occupational Health & Safety), and **ISO 27001** (Information Security). Our ISO 27001 certification was recertified in 2025, reinforcing our commitment to safeguarding sensitive project data.

These certifications are not symbolic—they guide every aspect of our operations, from document control to field safety. They ensure consistency, transparency, and traceability, providing clients with the assurance that every deliverable meets or exceeds international best practices.

In 2026, we are pursuing **NIST 800171 compliance** to further strengthen our cybersecurity capabilities, enabling us to meet the highest U.S. government information assurance standards. This continuous improvement approach ensures WFN remains a trusted partner for both commercial and governmental clients in the most demanding subsea environments.



Strategic Consulting

Our consulting expertise covers the full project lifecycle—from concept development to operational support. In 2025, WFN delivered technical and commercial due diligence for a proposed trans-Pacific system, feasibility studies for hybrid telecom-power cables, and engineering support for Cable Landing Stations in North America.

We also conducted regulatory mapping for South and Southeast Asia, guiding clients through complex, multijurisdictional approval processes. Our vendor-neutral stance allows us to evaluate options purely on merit, balancing performance, cost, and risk.

In 2026, we will expand our focus on hybrid power/fiber feasibility in Africa and the Caribbean, where such systems can deliver transformative connectivity. We will also strengthen permitting and compliance strategies for AsiaPacific projects, responding to increasingly stringent regulatory demands.

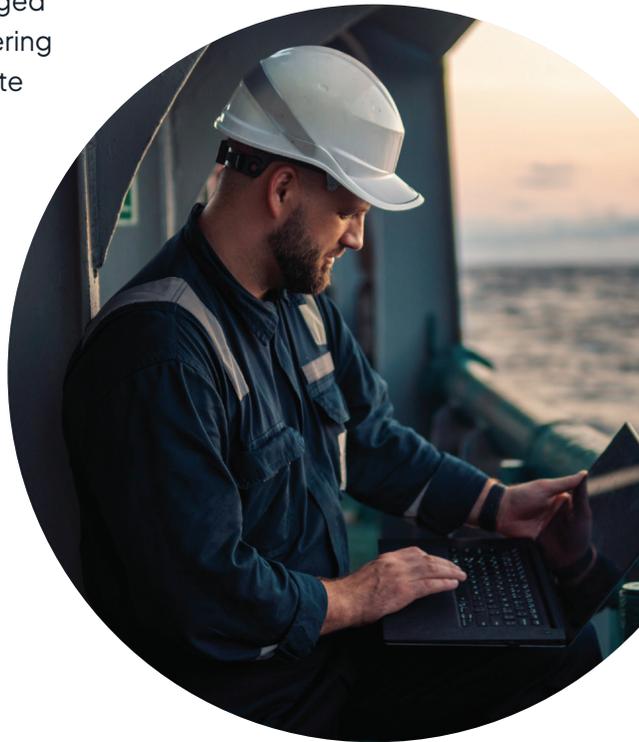
Our role is to deliver the insight, foresight, and independence that empower clients to make informed, confident decisions in an evolving subsea market.

Client Representation & Field Services

Client Representation remains one of WFN Strategies' most in-demand services. In 2025, we deployed **24 Client Representatives** across **18 projects**, supporting Atlantic, Pacific, and Indian Ocean operations. Assignments averaged 40 days and included installation and repair cable ships, shore-end operations, PLIB vessels, and post-lay inspections.

Our representatives provide realtime oversight, ensuring contractual compliance, operational quality, and proactive issue resolution. Their scope covers factory acceptance testing, marine mammal observation, cable burial, route clearance, and splicing oversight.

In 2025, WFN's field teams logged more than 700 sea days, delivering measurable value through onsite decisionmaking, technical expertise, and consistent communication. Our investment in training and coordination ensures reps are fully aligned with client objectives before deployment, enabling them to act as trusted extensions of our clients' teams in the most challenging offshore environments.



From feasibility to fullscale implementation, WFN Strategies delivers trusted, ISO-certified expertise for telecom, power, and hybrid submarine cable systems. Our global reach, deep experience, and independent perspective ensure your project is executed with precision, integrity, and lasting value.

LET'S BUILD WHAT'S NEXT—TOGETHER

wfn strategies

Celebrating 25 Years

20130 Lakeview Center Plaza, Suite 400
Ashburn, Virginia 20147-5904 USA

+1 (703) 861-3647
info@wfnstrategies.com
wfnstrategies.com