



LinkRunner® AT 1500

Next Generation Copper Ethernet AutoTester

ELEVATOR PITCH

"The IT talent crunch is accelerating—most organizations either can't find the skilled pros they need, or they don't have enough people to keep up with troubleshooting AND their projects. Making matters worse, they often waste hours on what should be 5-minute problems: is it the cable, the port, or the switch?

The LinkRunner AT 1500 gives frontline techs instant answers. One button press validates copper links, identifies switch ports, and pinpoints faults—turning hour-long troubleshooting sessions into sub-5-minute fixes.

Our customers report techs completing installs and repairs up to 60% faster, freeing up capacity to handle more project work with the same headcount. When a junior tech can diagnose issues as confidently as a 10-year veteran, you've just multiplied your team's effectiveness.

How many hours per week is your team losing to basic cable and port problems that an affordable tool could eliminate?"

Qualifying Questions:

How do you fully validate moves, adds, and changes on network links?

How long does it typically take your team to troubleshoot wired network connectivity & performance issues?

Would automating the process of generating reports and enabling collaboration be a benefit to your team?

How do you verify proper PoE delivery to the end device?

Key Customer Challenges: ("Many of our customers find it challenging to...")

...ensure the quality of copper Multi-Gig wired network cables and verify network services during office, IoT, or smart building deployment projects and changes.

...get to the root cause of network connectivity issues quickly and efficiently.

...efficiently document network changes and manage trouble tickets.

...quickly verify availability of full PoE power under load, since most PoE testers only show voltage.

"Is that a challenge for you or your team?"

Solution Overview: ("The NetAlly LinkRunner AT 1500...")

...is a single, multi-function tool with an advanced copper cable test that quickly validates cabling and patch cords for proper termination, tests for length, common mis-wires, and distance to fault, and...

...automatically discovers the nearest switch name and port information, verifies link speed and duplex, validates VLANs, network connectivity and services, and detects link speed up to 10 Gig, all in less than 30 seconds.

... automatically uploads detailed AutoTest results and screenshots to Link-Live, NetAlly's complimentary collaboration, reporting, and analysis platform for easy report generation and sharing with your wider team.

...validates PoE performance up to 90W, plus allows you to fully load links to stress-test your switches and cabling, measure voltage, power in watts and pairs being used.

Would it be beneficial to you and your team to have that capability?

HANDLING CUSTOMER OBJECTIONS

Objection	Response
I use my laptop to test network connectivity.	A laptop's great for confirming connectivity—but when there's no link, it can't tell you why. Is it the cable? Wrong port? PoE issue? You walk back to the closet, check the switch, walk back to test again. The LinkRunner eliminates that back-and-forth—in 30 seconds it pinpoints cable integrity, ID's the switch port, and PoE right at the wall jack.
I don't have time to train the technicians to use this tool.	That's exactly why we created the EZ Wired testing app. Hand it to a new tech their first day—they press one button, and in less than 30 seconds get a clear pass/fail... link good, connected to switch port 12, PoE available, DHCP/DNS verified and gateway reachable. No configuration needed, no interpreting cryptic outputs. Results auto-upload to our free Link-Live platform for documentation. The whole point is to make junior techs effective immediately, not pile on another training requirement.
We have vendors we contract with to do this kind of thing.	Totally fair—but how much time does your team spend coordinating with them or finger pointing? 'Is it our cable or your config?' With the LinkRunner, your people can quickly isolate physical layer issues before escalating: 'We've verified cable and switch port—problem's upstream.' That turns a 2-hour vendor dispatch into a 20-minute fix, and you're paying for less billable time.

COMPETITIVE COMPARISON	LinkRunner AT 1500	Fluke LinkIQ	Trend Navitek NT	Typical Cable Testers
Active Link to Switch Tests	✓	✓	✓	✗
Loaded 90W PoE Test	✓	✓	✗	✗
Connectivity Test Targets	Unlimited	1	10	✗
DHCP Options Validation	✓	✗	✗	✗
VLAN Trunk Port Monitoring	✓	✗	✗	✗
Response Time Warning Thresholds	✓	✗	✗	✗
802.1x Authentication	✓	✗	✗	✗
Detect Link Speed Downshift	✓	✗	✗	✗
Runs 3 rd Party Apps	✓	✗	✗	✗
Basic Wi-Fi Testing (with optional adapter & 3 rd party apps)	✓	✗	✗	✗
Complimentary Cloud Reporting Service	✓	✗	✗	Most do not offer