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Datapod Case Study

The primary objective of this project was to combine Panduit expertise with Datapod’s data center solution to create technologies and provide an enhanced overall solution for Datapod’s customers. The combined Datapod and Panduit solution would increase business agility, reliability, and time to market to keep pace with the evolving needs of its customers.

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Technology Leadership

Panduit develops innovative physical infrastructure solutions that meet the rapidly changing needs of its clients, from hardware and software to service delivery. This commitment is supported by investment in advanced research, solutions-focused product development, world-class manufacturing, and collaboration with customers at the forefront of technology.

Partner Ecosystem

Our two-class partner ecosystem offers a comprehensive portfolio of services that range the project lifecycle, from planning and design to delivery, deployment, management, and operation. Panduit business partners — distributors, and contact architects, consultants, engineers, designers, system integrators, and contractors — are qualified to help you achieve your objectives and realize predictable and measurable results.

Global Business Commitment

Panduit is committed to delivering a consistently high level of quality and service the world over. With a presence in more than 100 countries, local Panduit sales representatives and technical specialists offer guidance and support that bring value to your business. Our global supply chain, which includes manufacturing, customer service, logistics, and distribution partners, provides prompt responses to your inquiries and streamlined delivery to any worldwide destination.

Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, respect, and restore the world in which we live. This commitment is demonstrated by Panduit’s LEED Gold certified World Headquarters, leveraging the Unified Physical Infrastructure approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.

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Enhancing a Data Center Solution to Improve Efficiency and Support Sustainability

Panduit provides Datapod with scalability, flexibility, and reliability to deliver a more efficient data center solution to its customers.

Business Challenges

Datapod was looking for a long-term relationship with an infrastructure provider whose added value would be a key asset. The company chose Panduit because of the mutual emphasis on value, quality, and reliability, and to help differentiate the Datapod solution from competitors.

Panduit Solution

Datapod selected Panduit for its high-density QuickNet™ Copper Cabling and Fiber Optic Cabling Systems deliver maximum bandwidth, unmatched reliability, and design flexibility to support Datapod’s modular design concept. These pre-terminated systems provide network reliability to deliver a more efficient data center solution to its customers.

Business Benefits

Datapod fosters a strong partner ecosystem to enable its customers to successfully address their challenges, grow their business and compete in a demanding market. Selected partners for this project were Rodcon Consultants for documentation and client services, Ecoserve Services for contracting services, and Pacific Datacom Fyshwick ACT as the distributor. Specifically, Datapod chose Panduit’s data center infrastructure for consistent network performance, business agility, reduced installation time, and zero onsite rework.

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Panduit Unified Physical Infrastructure™ Approach

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Business Benefits

Datapod is now able to deliver an end-to-end solution that can be immediately put to work by our customers, rather than a partly finished data center system that still requires further investment and buildout by the customer.

Feedback has been very positive with many C-level customers buying repeat systems and standardizing the Datapod system as their default data center platform, due to its flexibility and scalability, which allows budgets to be better aligned with IT requirements.

As a result, Datapod has won a large number of government and enterprise customers across Australia and internationally in Europe, Asia-Pacific and the United States.
Datapod Case Study

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Datapod and Panduit have worked closely to overcome challenges and implement new-world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help you build a smarter, unified business foundation.

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Enhancing a Data Center Solution to Improve Efficiency and Support Sustainability

Panduit provides Datapod with scalability, flexibility, and reliability to deliver a more efficient data center solution to its customers.

Business Challenges

Datapod has adopted the concept of modular data centers to include critical components that help provide a complete infrastructure solution for its customers. The company recognized the importance of delivering a true-state-of-the-art data center and wanted to enhance the modular design concept of their existing data center solution to provide an end-to-end offering.

Datapod decided to extend its existing data center infrastructure. This upgrade would eliminate challenges in planning, design, and deployment, which were adversely affecting procurement and pricing. It would also help lower operational expenses and increase network efficiencies. Moreover, this enhancement would allow the site to realize the benefits of standardization, manufacturing efficiencies, and reduced time to deployment by incorporating a superior network cabling solution.

Recognizing the need to collaborate with a global leader that could ensure maximum customer satisfaction and deliver a complete end-to-end solution, Datapod identified Panduit as “best of breed” and approached the Australian sales office for support.

Panduit Unified Physical Infrastructure™ Approach

The Panduit Unified Physical Infrastructure™ (UPI) approach integrates critical systems – communication, computing, power, control, and security – into a single, easy-to-manage solution that maximizes operational and energy efficiencies, increases cost effectiveness, and ensures optimum performance for its customers.

Panduit Solution

Datapod was looking for a long-term relationship with an infrastructure provider whose added technologies would provide it with a key asset. The company chose Panduit because of the mutual emphasis on value, quality, and reliability, and to help differentiate the Datapod solution from competitors.

Datapod features a strong partner ecosystem to help its customers address their challenges, grow their business, and compete in a demanding market. Selected partners for this project were Rusden Consultants for documentation and client drawings, Ecowise for implementation of Panduit’s network pathway, and field deployments, “said Tracey Reid, Deployment Manager, Datapod.

Business Benefits

Specifically, Datapod chose Panduit’s data center infrastructure for consistent network performance, business agility, reduced installation time, and no onsite rework. This high-density QuickNet® Copper Cabling and Fiber Optic Cabling Systems deliver maximum bandwidth, unexcelled reliability, and design flexibility to support Datapod’s need for consistent network performance. These pre-terminated systems provide network deployment that is 75% faster than traditional installations, because they eliminate the need for on-site bundling, terminating, and testing. This is a key requirement for Datapod. The copper solution included Category 6A copper cabling for backbone connectivity. OM3 fiber was installed to deliver consistent performance and scalability of mission-critical systems within the Datapod data centers.

To improve cable management while ensuring system performance and reliability within the Datapod data center solutions, NetworkExpress™ High Capacity Horizontal Cable Managers and QuickHire® Cassette Rack Cable Managers were employed. FiberRunner® Routing Systems were used to segregate, route, and protect fiber optic and high-performance copper cabling.

According to Adam Smith, Director, Datapod: “We know that Panduit will continue to provide a quality solution, along with guidance and technological expertise to help our integrated team functionally to meet our customers’ changing needs. We have confidence in Panduit products and its people.”
Enabling a Data Center Solution to Improve Efficiency and Support Sustainability

Panduit provides Datapod with scalability, flexibility, and reliability to deliver a more efficient data center solution to its customers.

**Business Challenges**

Datapod decided to extend its existing modular data center infrastructure. This upgrade would eliminate challenges in planning, design, and deployment, which were adversely affecting procurement and pricing. It would also save time and reduce project costs.

**Business Benefits**

- Increased standardization
- Improved scalability and flexibility
- Significant savings in project deployment time
- Reduced time to market

**Panduit Solution**

Datapod has chosen Panduit as “best of breed” and approached the Australian sales office to continue providing Datapod customers with a complete end-to-end solution, Datapod has been looking for a long-term relationship with an infrastructure provider whose added technology would allow it to scale up to a key area. The company chose Panduit because of its reputation for consistent performance and reliability, and to help differentiate the Datapod solution from competitors.

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**Business Benefits**

- Improved scalability and flexibility
- Significant savings in project deployment time
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Strategic Objectives

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