

## case study

## *Fortune 500 Company Selects PANDUIT to Design World-Class Data Center*

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**CHEP**

[www.chep.com](http://www.chep.com)

**Location:**  
Orlando, FL, USA

**Vertical Market:**  
Enterprise

**Application:**  
Data Center &  
Telecommunications  
Room



CHEP Headquarters in Orlando, Florida

CHEP, a global leader in pallet and container pooling services helps companies move their products through supply chains to reduce costs and build profitability. CHEP partners with suppliers of raw materials and ingredients, manufacturers, growers, transporters, distributors and retailers to serve customers in a wide range of retail, consumer goods and industrial supply chain applications.

Utilizing a unique combination of customer-driven solutions, sophisticated control systems, global service center infrastructure and advanced logistic capabilities, CHEP ensures that the highest quality pallets and containers are constantly maintained, controlled and reused to benefit the entire supply chain.

# CHEP

## PANDUIT Preferred Products

*PATCHRUNNER*™ Vertical  
Cable Management System

*MINI-COM*® Angled Modular  
Patch Panels

*PANZONE*™ Zone Cabling  
Solution

*MINI-COM*® Modules with  
*GIGA-TX*™ Technology

*MINI-COM*® SC Fiber Optic  
Adapter Modules

*OPTICOM*® Fiber Optic  
Enclosures



## The Challenge

CHEP manages daily movements of over 200 million pallets and containers from a global network of over 400 service centers in 42 countries. Controlling this vast amount of information from the service centers is no simple task. CHEP operates on global information systems like SAP and Siebel that are hosted in CHEP's Data Center. Herman Lisman, CHEP Director of Information Systems explains, "Because of the continuous growth of CHEP and consequently our growing need for servers and storage space, the existing Data Center was becoming too small." CHEP decided to build a new Data Center in their Global Headquarters to facilitate current and future requirements.

## Criteria for Selection

In order to realize the plans for their new Data Center, CHEP needed a vendor partner who could provide a complete solution. Lisman continues, "CHEP wants to have the flexibility to move server racks inside the Data Center at any moment." Therefore, CHEP needed a solution that would provide modularity to support fiber and copper connections while cost-effectively and conveniently enabling server relocation, as well as other moves, adds and changes.

The main distribution area houses the computer room core routers, core LAN switches, and is the hub of the cabling infrastructure of the Data Center. CHEP desired a modular high-density patch panel solution that provided flexibility and manageability in minimal space.

The last network requirement was that the copper cabling had to support Gigabit Ethernet. CHEP decided to use Category 5e to meet this goal. Higher bandwidth requirements such as 10 Gigabit Ethernet will utilize fiber optic connections.

When evaluating possible solutions for the Data Center, CHEP had to take a number of factors into consideration. Lisman adds, "What made the project unique was the short amount of time we had to complete the

installation of the new products." Not only did they need a partner that could deliver to their tight schedule, they needed a progressive partner that could design a system to accommodate their aggressive growth.



## **Why PANDUIT?**

### **Interoperability**

The CHEP infrastructure required interoperability with Cisco products. *PANDUIT* products meet this requirement and carry the Cisco Compatible Mark™. Cisco is a strategic partner with *PANDUIT* and key member of the *PACT*™ (*PANDUIT* Architecture for Converged Technologies) Program. CHEP selected the *PANDUIT* solution because they were able to deploy a unified solution that ensures interoperability and high performance to support increasing bandwidth demands.

### **High Density**

Addressing the need for flexibility and high density, CHEP selected the *PANDUIT*® *PATCHRUNNER*™ Vertical Cable Management System. The *PATCHRUNNER*™ Vertical Cable Manager is designed to manage high density network equipment and cabling while minimizing floor space requirements.

*MINI-COM*® Angled Modular Patch Panels facilitate proper bend radius of each cable as it is routed directly into a vertical cable manager, eliminating the need for horizontal cable managers. *MINI-COM*® Modules incorporate *GIGA-TX*™ Technology, which provides a termination that requires use of no punch down tools and maintains critical twist in UTP cable. This results in a quick termination and performance beyond the standard for Gigabit Ethernet. In combination with the *PATCHRUNNER*™ System, these products provide the ultimate high density solution.

### **Flexibility and Growth**

CHEP needed the flexibility to move server racks and handle future growth. The *PANDUIT*® *PANZONE*® Zone Cabling Solution turned out to be the perfect match for this requirement by providing a simple cost-effective solution for rapid server relocation. *PANZONE*® Zone Cabling Products provide maximum flexibility to meet frequently changing organizational requirements while facilitating easy moves, adds and changes. Lisman adds, "We decided to use a zone cabling floor box for the Data Center solution. This was something we did not consider in the early stages of the design. After discussing the needs of our Data Center with *PANDUIT*, the option of using Under-Floor Consolidation Point Boxes loaded with *MINI-COM*® SC Fiber Optic Adapter Modules made much more sense for accommodating future requirements. *OPTICOM*® Fiber Optic Enclosures were also installed in the racks." These robust fiber system components provide a flexible, modular solution.



***“The PANDUIT sales organization, the distributor, and the PANDUIT Certified Installer (PCI) worked extremely hard in getting all the equipment delivered and installed on time. The installer made absolutely sure that the installation was done properly and dressed out meticulously.”***

***Herman Lisman,  
CHEP Director of Information Systems***



## The PANDUIT Solution

CHEP was able to cost-effectively rebuild their data center in up to half the space compared to conventional cable management solutions with increased flexibility for future needs.

Lisman concludes, "The cabling installation is solely used for data center servers and backbone cabling. At this moment approximately 250 servers have been successfully connected using PANDUIT solutions; a significant expansion from our previous number of 150. As a global market leader, choosing a well-established global partner to design our new data center made the most sense. The design innovations and low total cost of ownership that PANDUIT offered were critical to our decision to go forward, and key to our mission of helping our clients reduce their costs and build profitability."

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## Framework for Convergence



The PANDUIT Architecture for Converged Technologies (PACT™) program brings together a community of best-in-class technology leaders, including Cisco Systems and APC to address the infrastructure considerations surrounding IP telephony and other critical voice, video and data applications. The proven compatibility of these complementary solutions assures that the network will effectively support the technologies being deployed.

*CHEP is a Brambles company and employs more than 7,500 employees. CHEP serves global giants such as Wal-Mart, Procter & Gamble, SYSCO, Carrefour, Kellogg, Woolworth, Kraft, Nestle, Lion Nathan, The Home Depot, Tesco, Unilever, Hewlett Packard, Ford and GM.*

World Leading Technology  
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