



# Datapod Case Study

## About Datapod

Datapod is a world-leading provider of energy-efficient, modular data center infrastructure solutions, professional services, and technical support.

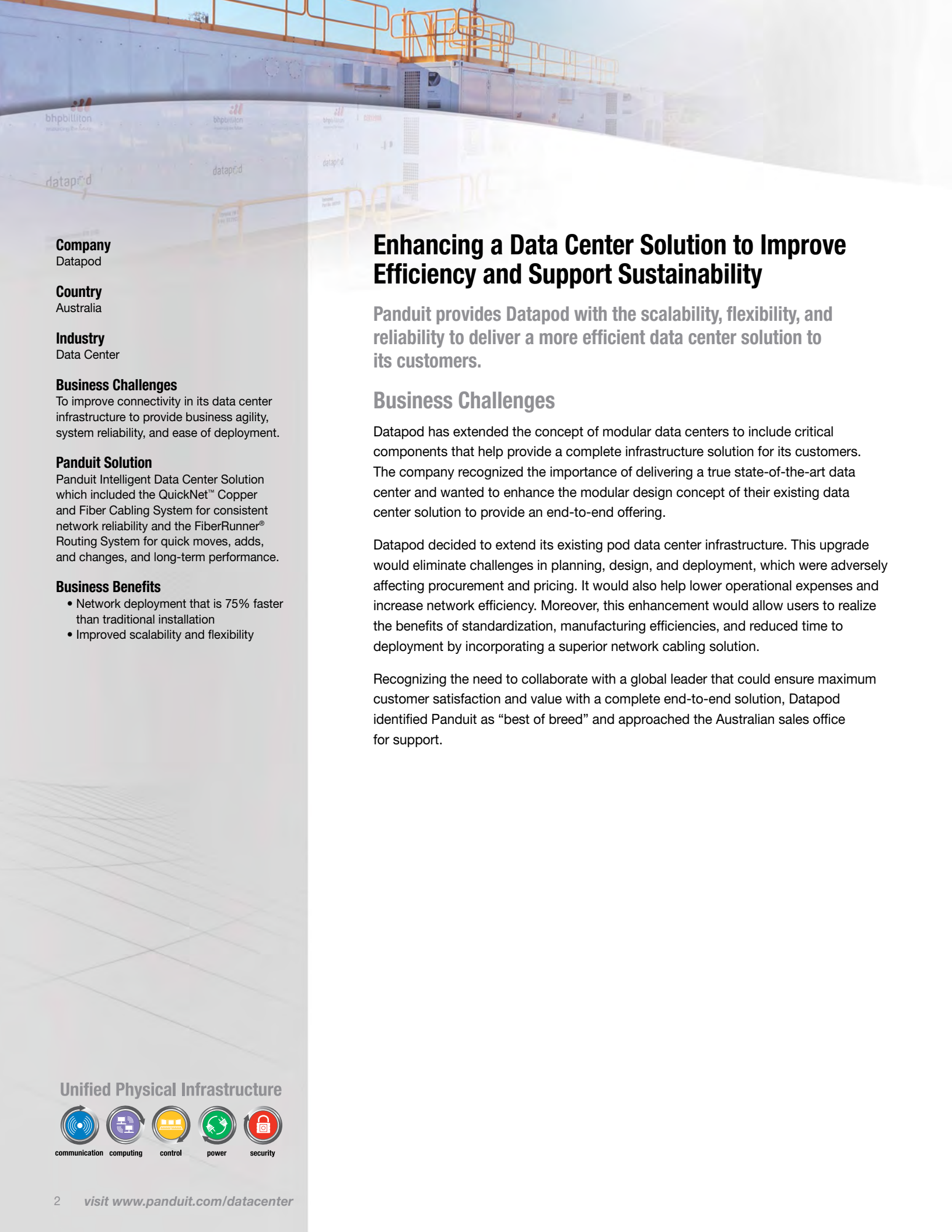
The company was founded in 2007 to address the high costs and risks associated with traditional data center construction. Recognizing the benefits of a fully end-to-end modular 'building-block' approach to data center infrastructure, Datapod began manufacturing scalable, modular data centers for worldwide application.

Datapod's success lies in its team of skilled professionals whose depth of experience is unmatched, technology that sets the standard for the industry, and an unwavering commitment to providing excellent support for its customers.

**PANDUIT**<sup>®</sup>

building a smarter,  
unified business foundation

Connect. Manage. Automate.



**Company**  
Datapod

**Country**  
Australia

**Industry**  
Data Center

**Business Challenges**

To improve connectivity in its data center infrastructure to provide business agility, system reliability, and ease of deployment.

**Panduit Solution**

Panduit Intelligent Data Center Solution which included the QuickNet™ Copper and Fiber Cabling System for consistent network reliability and the FiberRunner® Routing System for quick moves, adds, and changes, and long-term performance.

**Business Benefits**

- Network deployment that is 75% faster than traditional installation
- Improved scalability and flexibility

## Enhancing a Data Center Solution to Improve Efficiency and Support Sustainability

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

### Business Challenges

Datapod has extended 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 pod 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 efficiency. Moreover, this enhancement would allow users 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 value with a complete end-to-end solution, Datapod identified Panduit as “best of breed” and approached the Australian sales office for support.

### Unified Physical Infrastructure





## Strategic Objectives

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

Datapod also wanted to be known as a world-class solutions provider and needed to supply a secure, scalable, modular, data center deployment to its customers. "Datapod has developed a highly specialized expertise that bridges the knowledge gap between today's IT infrastructure requirements and best-practice data center infrastructure solutions. With the world-class Panduit offering being a part of the Datapod data center solution, we are confident that we can deliver an enhanced data center infrastructure with an accelerated speed of deployment and faster time to market," said Scott Carr, Founder and Chief Architect, Datapod.



**PANDUIT**<sup>®</sup>



## Panduit Unified Physical Infrastructure<sup>SM</sup> Approach

The Panduit Unified Physical Infrastructure<sup>SM</sup> (UPI) approach integrates critical systems – communication, computing, power, control and security – in a single, easy-to-manage network infrastructure. This approach allows organizations such as Datapod to increase productivity and streamline management. Datapod chose the Panduit Intelligent Data Center Solution, built on UPI principles, to support its key initiatives such as scalable growth, reliability, and business agility.

The Panduit Intelligent Data Center Solution facilitates faster implementation, streamlining the process of designing, specifying, installing, and managing the increasingly complex physical infrastructure necessary to optimize Datapod's data center products. This solution allows Datapod customers to quickly scale up to accommodate additional users and technologies and align with Datapod's overall vision to enhance its data center solution, maximize operational and energy efficiencies, increase cost effectiveness, and ensure optimum performance for its customers.

### Panduit Solution

Datapod was looking for a long-term relationship with an infrastructure provider whose added technologies would prove to 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 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 Rusden Consultants for documentation and client drawings, Ecowise 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 no onsite rework.

The high-density QuickNet<sup>™</sup> Copper Cabling and Fiber Optic Cabling Systems deliver maximum bandwidth, unmatched 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 installation, 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 reliability of mission-critical systems within the Datapod data centers.

To improve cable management while ensuring system performance and reliability within the Datapod data center solution, NetManager<sup>™</sup> High Capacity Horizontal Cable Managers and QuickNet<sup>™</sup> Cassette Rear Cable Managers were deployed.

FiberRunner<sup>®</sup> 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 us integrate new functionality to meet our customer's changing needs. We have confidence in Panduit products and its people."

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Adam Smith  
Director,  
Datapod

Unified Physical Infrastructure





## Business Benefits

The Panduit Intelligent Data Center Solution enabled Datapod to upgrade its design which in turn, enables the system to be rapidly built, deployed and delivered to market, to quickly meet the growing demand for high performance data center infrastructure worldwide.

“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. By factory-deploying the Panduit cabling and cable management pathways, significant savings in project duration and cost are enabled, while also eliminating the risks commonly associated with field deployments,” said Tracey Reid, Deployment Manager, Datapod.

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.



## Real-World Solutions

With a proven reputation for excellence and innovation, Panduit and our partners work with you to overcome challenges and implement real-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**.



### Technology Leadership

Panduit develops innovative physical infrastructure solutions that meet the rapidly changing needs of our clients, from hardware and software to advisory services. 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 best-in-class partner ecosystem offers a comprehensive portfolio of services that span the project lifecycle, from planning and design to delivery, deployment, maintenance, and operation. Panduit business partners – distributors, and certified architects, consultants, engineers, designers, system integrators, and contractors – are qualified to help you achieve your objectives and realize predictable and measurable results.



### Strategic Alliances

Panduit cultivates long-term strategic alliances with industry leaders, including Cisco Systems, EMC, IBM, and Rockwell Automation, to develop, optimize, and validate solutions for our customers. This investment in people and resources helps solve our customers' greatest business challenges.



### 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 response to your inquiries and streamlines delivery to any worldwide destination.



### Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, replenish, 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<sup>SM</sup> approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.

*Transform Your  
Physical Infrastructure*

*Call or visit us online,  
we can show you how.*

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