



# Selecting the Right Cabling Infrastructure Supplier

How to identify a partner that lets you focus on Digital Transformation.

Reading Time: 14 minutes



# You're Only As Strong As Your Foundation

The way organizations operate around the world is continually evolving. Changing work patterns, buyer behaviors and business processes continue to drive growth in processing requirements and a seemingly unstoppable demand for storage to support rapid deployment, scalability and reliability.

While the adoption of new technologies can boost productivity, collaboration and your competitive edge, it also places ever-increasing demands on your data center environments. At the same time, avoiding risk, reducing cost and improving operations—all while seizing opportunity and staying ahead of what's coming next—are an enormous challenge for any IT leader.

Whether you're a service provider entrusted with multiple clients' IT and delivering on SLAs, or an organization investing in Digital Transformation to accelerate your business, your ability to thrive and grow is only as good as your data center's underlying network infrastructure.

As the fulcrum of your organization's critical operations, your data center's cabling infrastructure is at the very core of meeting internal and external customer expectations for top-level availability and performance. Your teams also need worry-free uptime, reliability and scalability assurance so they can focus not on what it takes to become digital, but on what it takes to be successful.





# It's All About The Right People

While emerging applications can be pivotal to your success, it's more about properly aligning your IT strategy to overall business growth objectives. Your data center cabling infrastructure supplier should understand that technology isn't a destination—it's a vehicle to get you where you need to be.

If you've looked back on an investment only to realize it's left you with tech debt rather than a tech asset, you're not alone. Rather than providing the solutions you need to move forward, too often suppliers are only interested in selling you what they need to move—and then they move on.

Instead, you need to partner with a dedicated supplier who takes the time to listen to and understand your business objectives—throughout the entire sales cycle and beyond. Look for customer-focused people that have the expertise to ensure your data center infrastructure never holds you back.



# Trust is Built on Credibility

Whether you're taking a cloud, colocation, on-prem or a hybrid approach, data centers can be inherently complex.

The continual flow of new technologies into the marketplace, as well as ever-evolving standards requirements and regulations, mean that you need a credible supplier with a thorough understanding of the data center market who can help you and your customers navigate the complex landscape of data center design and deployment options.

While you need reliable solutions that effectively support every size and scale of data center environment(s) you're utilizing, it is also critical that you have a supplier that delivers on their promises. You can only reach your full potential when your supplier relationship is built on honesty, integrity and transparency, which allows you to trust your partner to meet their obligations.







# Agility Can Keep You Moving

In today's digital economy, you can't risk not keeping up. But even the best-laid plans can experience unexpected twists and turns when it comes to implementation. Ensure that your data center infrastructure supplier is prepared for whatever scenario arises and remains nimble enough to still meet your requirements without disrupting your speed to market and go-live targets.

Agility in a supplier is all about anticipating and adapting to changes in the market landscape and supply chain.

But that doesn't just happen through operational and structural factors like having a broad range of solutions, strategic forecasting and short lead times.

It also takes a combination of highly-engaged, responsive technical service and sales representatives and a strong global data center partner ecosystem working together to deliver solutions that meet your project deliverables and budget—from customized options and innovative coordination, to local, on-time material delivery.







# It's About More Than Good Products

The growth of compute-rich data centers, combined with the globalization of resources, open-source protocols and white-box solutions, has given rise to more manufacturers and suppliers in the marketplace.

That makes identifying the right solutions more challenging than ever. It puts you at risk of ending up with substandard, unreliable components from unproven sources that can result in increased downtime, lost revenue and damaged reputation.

With data now the most valuable business asset, and high-speed, low-latency, reliable networks critical to delivering assured availability, you can't leave quality to chance. While there are a variety of good products in the marketplace to choose from, you need a supplier that consistently makes quality its number one priority—from R&D and raw materials, to strict manufacturing controls and industry standards compliance. Without a quality data center cabling infrastructure, you simply can't ensure quality of service.





# There's Value in The Extra Mile

Vetting vendors for your data center takes time and diligence, and the right choice isn't always evident until after you're up and running. As the foundation of your data center, the wrong choice for network infrastructure can be a catastrophic one.

While most suppliers will readily respond with product documentation, bills of material and

everything else you need to make a purchase; they shouldn't expect you to become the product expert.

Asking the right questions to identify the supplier that goes the extra mile could mean the difference between a frustrating, arduous process and an easy, painless experience.

- Can your supplier customize or pre-configure solutions?
- Do they offer complimentary data center design services?
- Do they deliver comprehensive training and educational resources?
- Do they come on-site to grasp the full scope of your environment and provide strategic guidance and assessment?





# How Can We Help You?

At Siemon, innovation is in our DNA. Since 1903, we've continued to push the boundaries and help to drive technology and our customers forward.

Over the years, we've shaped our expertise into our [Advanced Data Center Solutions portfolio](#) of solutions and services that are specifically designed to support data center owners and operators of all types and sizes with cost-effective, quick-to-deploy, high-quality products that allow you to scale at speed and deliver on your customers' digital transformation objectives.

It's all backed-up by Siemon's industry-leading performance, reliability and expert support that combine to help you reduce risk, maximize uptime, and successfully deliver new applications and services.



Ready to discuss your requirements?

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