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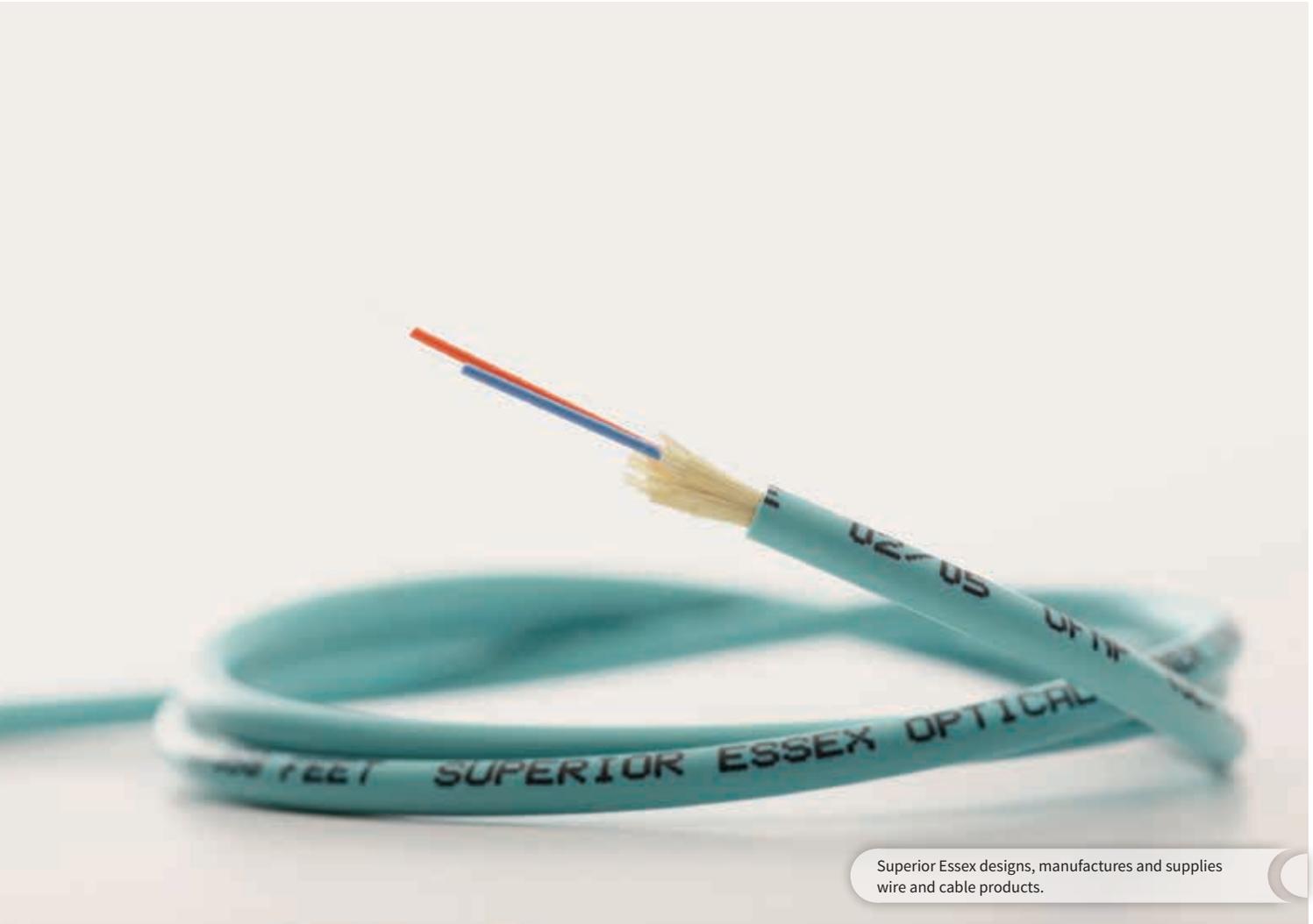
WIRELESS & DIGITAL SOLUTIONS FOR SMART BUILDINGS

DELIVERING PROMISES

Day Wireless solves enterprise IBW challenges day or night. 26

Client Driven • Alter stays true to its founder's values. 48

Innovative Spaces • Core Spaces leads in luxury student housing. 54



Superior Essex designs, manufactures and supplies wire and cable products.

SUPERIOR PRODUCTS

Superior Essex is the leader of the copper cable market, with partners that include Cisco. **By Alan Dorich**

You do not become the leader of the optical fiber and copper cable market by simply sitting by and watching industry changes go by. Superior Essex Inc. has achieved that status by continuously evolving with its markets to meet its customers' ever-changing needs.

"We invested in and adapted to

those new markets," Vice President of Marketing Will Bryan says. "We're also very close to our

Superior Essex Inc. - Communications

www.spsx.com

Headquarters: Atlanta

Specialty: Wire and cable

Brian Ensign, director of global

accounts: "Many of the major data center providers in America are our customers."

customers and respond extremely well to [their] requests."

Based in Atlanta, Superior Essex designs, manufactures and supplies wire and cable products. The company started operations with the formation of the Essex Wire Corp. in 1930, which eventually merged with Superior TeleCom in 1998.

Today, Superior Essex has its

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- Versatile cable design can be terminated on the external premises wall or pass directly into the premise without need for a transitional splice or connector
- Universal deployment: duct, direct bury or aerial
- Water blocked and weather resistant
- W7 Fiber Drop meets GR-20 for OSP while premises tight buffer cable meets GR-409 for OFNR cable in the premises
- 1 or 2 fibers available for business, home, or MDU applications

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Product Sheet



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magnet wire and distribution segment, with products that are largely used for industrial motors, transformers and generators, automotive applications, electrical coils and controls, and appliances. But its communications segment serves the telecommunications industry and has roots going back 80 years, Bryan says.

Initially, the segment began by providing copper cable for telephone companies. Since then, “We’ve migrated to high-performance premises copper data cable,” he says, noting that the company provides premises and outside plant cable, including outside plant copper and fiber cable, as well as products for wireless applications. “We’re one of the market leaders in North America in all those cables.”

Superior Essex continues introducing new products, including new cables that combine both its copper and fiber material, Bryan says. “We’re putting those in a single cable where the fiber carries the data and the copper can power the device,” he states.

This helps reduce installation costs and time by allowing the installer to pull a single cable rather

than two or more. This approach also reduces the overall size of the cable by having all of the copper conductors and fiber cable inside of a single jacket.

The company’s variety allows the

Communications segment to serve customers “all over the map,” he says. Its clients include telephone companies like AT&T as well as *Fortune* 500 firms in other industries, including hospitality and healthcare.



Superior Essex sponsored a NASCAR Xfinity car that highlighted Building Homes for Heroes.

Power & Tel is a proud stocking distributor of Superior Essex fiber optic and copper cables. Their extensive portfolio of industry-leading communications cables allow us to meet our customers’ demand for Outside Plant, Premise, FTTP, and Wireless solutions. Working together Power & Tel and Superior Essex help connect campuses, businesses and communities.

One of the many Superior Essex cables that Power & Tel carries in stock is the indoor/outdoor W7T featured in our ad. This drop fiber is durable enough for outdoor environments and flexible enough for tight bends within residences. It can be installed from the pedestal to the indoor ONT (Optical Network Terminal) with no intermediate termination. By avoiding splicing or termination on the outside or inside wall of the residence, you will see significant installation savings. This flat drop fiber is completely dry and can be used in aerial, direct bury or conduit installation.

“Many of the major data center providers in America are our customers,” Bryan adds. “If it’s in enterprise building, we’ve got customers [there].”

EXCITING TIMES

As wireless devices become more prominent, offices are reducing the number of physical data connections they need. “In a particular office, you used to have five or more data connections,” Bryan says. “But the adoption of WiFi in the enterprise has greatly reduced the number of data connections required, resulting in less cable needed.”

But Superior Essex is not worried about its business slowing. “What we’re excited about is that while that’s taking place, there are more and more connected devices being added to a building,” he says.

“Usually, those are connected by a cable,” he says. “Now, we can take our cable designs and apply them to new applications. These new applications include digital building, or smart building, devices such as PoE-powered LED light-

ing, occupancy sensors, biometric locks and shade controls. The list goes on, and we expect to see continued growth in the diversity, deployment and value of these types of applications.”

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Clients’ data and bandwidth needs also are advancing and Superior Essex is moving with them, Director of Global Accounts Brian

Ensign says. For example, “We continue to evolve in speed with the Category cables from 6A to Cat 8,” he says.

The expectations of the clients also are changing rapidly. “We’re very much involved in staying in front of that in the various partnerships we have,” he says, noting that the company’s partners include Cisco.

Superior Essex has partnered with the IT and networking company on its Digital Building Solution. “The whole building space is looking to be more networked, as more and more devices are available that require a network connection,” Ensign says.

Cisco’s system allows aspects such as LED lighting, TV screens, building automation and air conditioning to be operated and controlled from a network switch port. “It’s really an integrated digital building space,” he says.

Superior Essex’s role in this, Ensign notes, is support. “We make sure they have the cabling,” he says. “They’re providing all the

switching, power and data capability, and we are the connection to the devices. We extend the switch port all the way out to the users.”

PART OF THE TEAM

Superior Essex values its relationships with its clients, Ensign says. Not only is this the goal of the entire sales force, but Ensign’s team

Wonderful Work

Superior Essex partners with Legrand North America to co-market their high-performance structured cable solution known as nCompass™ Systems. The strong partnership with the two companies also extends to philanthropy. Recently, the companies partnered to donate to the Building Homes for Heroes organization, which is a non-profit that builds and modifies homes for wounded U.S. Armed Forces veterans.

Legrand’s Data Communications team members and other company partners pledged individual donations that totaled more than \$42,000. Superior Essex and Legrand matched the donations, which brought the number to \$85,000.

“We’re really proud of the way the Data Communications team stepped up and showed their support for our veterans, and for the wonderful work Building Homes for Heroes is doing on behalf of those members of the U.S. Armed Forces who return home with serious injuries,” commented Paul Finnegan, the executive vice president of sales of Data Communications, in a statement.

“We hope the collective efforts of Legrand team members will help veterans transition back to civilian life, as well as demonstrate our deep gratitude for their service to our country,” he said. “Legrand is committed to transforming and rebuilding lives by supporting this noble organization and its efforts to provide custom-made homes – mortgage-free – to veterans and their families.”

also specializes in being directly engaged with the customers.

“Our core focus is being part of the team,” he says, noting that the company guides them through their design and decision-making process. “We’re offering them support and offering them advice, [from] day one through day whatever.

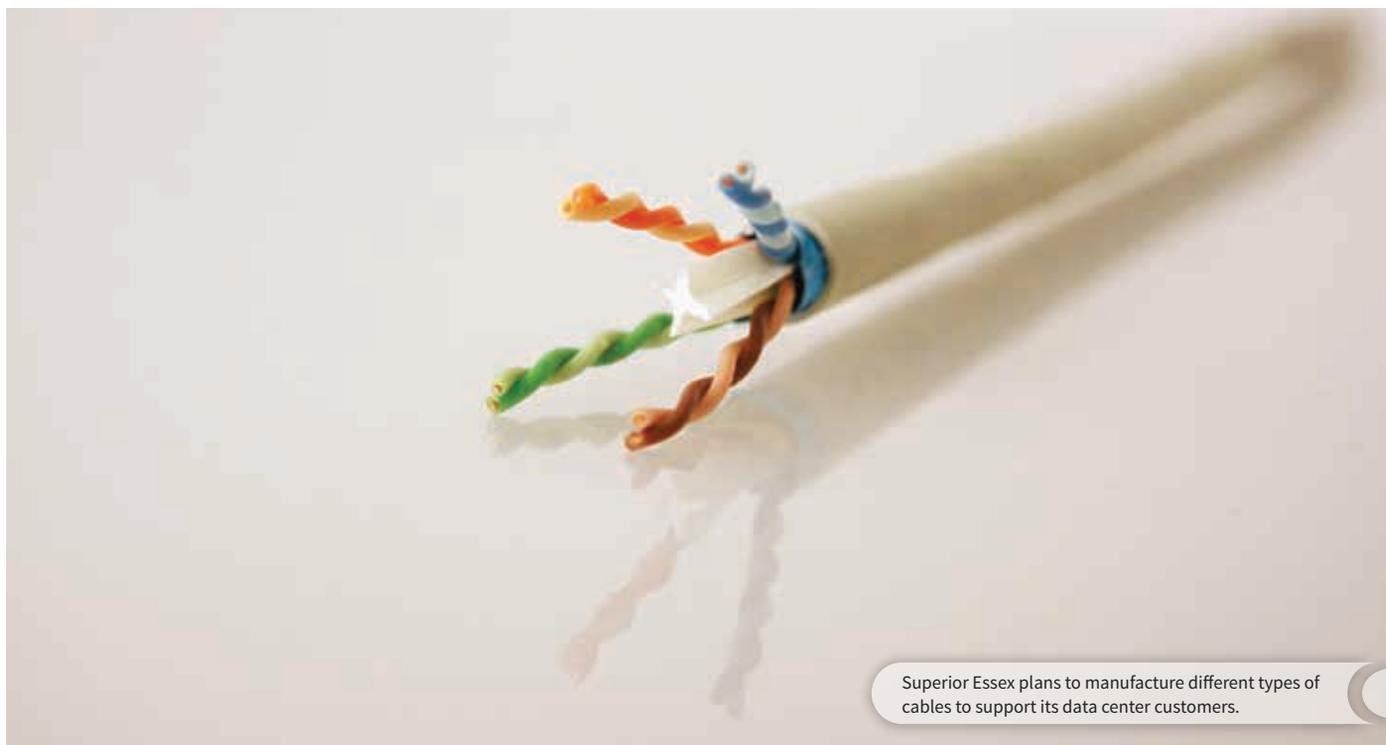
“We’re with them the whole way,” he says. “We really focus on developing that relationship with them. [From] the end users to the designers, [there are] so many touch points and we’re covering them all.”

ZERO WASTE

Superior Essex takes particular pride in its sustainability initiatives. “We’re the only wire and cable manufacturer that has a plant that’s zero waste-to-landfill certified,” Bryan says.

The plant, located in Hoisington,

“We’re the only wire and cable manufacturer that has a plant that’s zero waste-to-landfill certified.”



Superior Essex plans to manufacture different types of cables to support its data center customers.

Kan., has earned this certification for three years in a row. “We reuse or recycle everything,” he says, noting that this includes materials such as plastic and copper.

“We’re also fully transparent for what goes into our product,” Bryan continues, noting that this can help its clients’ sustainability initiatives. “If a building is trying to gain LEED status, we allow our customers to get LEED points by using our cable.”

The product’s transparency helps the clients earn these points. “You’re able to account for everything that’s in there,” he says. “By accounting for what’s in our products, we can innovate new materials and processes that help create more sustainable products for our customers.”

WORKING TOGETHER

Superior Essex operates with a very collaborative work environment.

“We work well together,” Bryan says. “We do again and again what every business should do: we try to listen and react quickly to our customers and the market.

“That helps us make better business decisions,” he says, noting that the company is skilled at communicating these decisions among its team. “Everyone understands why we’re doing these things and make them happen.”

This has nurtured employee loyalty and the average team member has more than 10 years with Superior Essex. For example, “When you start looking at the factories, there’s a lot of longevity there,” Ensign says.

Superior Essex also invests in enhancing its employees’ skills. “As we implement new technology changes into our cables, our manufacturing employees often need to be trained on new production methods and equip-

ment,” Bryan says, noting that the company also trains on new materials and processes.

“We also have a full-time online learning [system] at our disposal,” he continues. “It offers college-quality courses, for nearly every subject matter.”

AT THE FOREFRONT

Bryan sees a strong future for Superior Essex. “The communications industry overall is on a growth trajectory,” he says. “As the economy continues to improve, there’s a lot of opportunity for us on the enterprise side of our business as well as the outside plant side.”

Ensign also predicts that Superior Essex’s data center clients will require more space, density and fiber. “We’ll be at the forefront of all those,” he predicts. “We’ll be getting into different types of cables to support their multiple needs in the space.” ■