

SYSTIMAX®

SOLUTIONS

DBK Distributes Information Faster With SYSTIMAX® Structured Connectivity Solutions

Denmark's leading book distributor chooses SYSTIMAX® GigaSPEED® XL and LazrSPEED® cabling for its new storage and production center

DBK is the largest combined book production and distribution organization in Denmark, with more than 55 percent of the market. At its dramatic new headquarters building in Koge, south of Copenhagen, the company has a storage, printing and administrative facility totaling 9,500 m². This includes 3,500 m² of high-bay storage as well as 2,000 m² of standard warehouse space.

"In our business, we have to respond quickly to customer demand, so our systems must have fast, reliable data connections," said Michael Krog Hartman, IT Director at DBK. "For our new Headquarters, we wanted a network that we could depend on to sustain gigabit speeds from end-to-end, even under adverse conditions. We also wanted a cost effective installation that could be easily extended in the future."

DBK has annual revenues of more than \$98 million and its Koge facility handles in excess of 12 million books annually. These are delivered to 850 outlets across Denmark and to distributors in 100 other countries.

To ensure its services are fast and responsive, the company chose the SYSTIMAX GigaSPEED XL unshielded twisted pair (UTP) copper solution combined with LazrSPEED fiber cabling. GigaSPEED XL cabling comfortably supports data transmission at end-to-end speeds up to 1 Gb/s while the laser optimized multimode LazrSPEED solution supports speeds of 10 Gb/s.



For the data communications in its new building, DBK wanted a cabling infrastructure that could support a range of advanced systems. These include product handling, order processing and production management applications requiring data connection speeds up to 1 Gb/s.

“ With SYSTIMAX Solutions, we’re confident we’ll have the connectivity performance we need to meet any demands put on the network – both now and by future applications. ”

Michael Krog Hartman, IT Director at DBK

“We need a cabling infrastructure that is highly reliable in office, warehouse and production environments,” said Michael Krog Hartman. “With SYSTIMAX® Solutions, we’re confident we’ll have the connectivity performance we need to meet any demands put on the network – both now and by future applications.”

The company chose SYSTIMAX BusinessPartner, Tele & Data Køge, to complete the installation. In total, Tele & Data installed 238 1000BASE-T network outlets in the two-floor building using nearly 15kms of GigaSPEED XL cabling. Backbone connections between servers in the computer room and the main network distribution frame are via LazrSPEED cables.

Tele & Data also designed and planned the network, and was responsible for installing electrical power systems in the building. Materials required for the data cabling installation were delivered as needed, direct to the site, by SYSTIMAX distributor, Anixter.

The completed cabling system was then certified by SYSTIMAX engineers and given the industry-leading SYSTIMAX SCS 20-year Extended Product Warranty and Application Assurances. These are backed by extensive testing at SYSTIMAX Labs to ensure the cabling performs to specification with all standard networking applications.

Commenting on the DBK installation, Dorte Blichfeldt, Sales Director, SYSTIMAX Solutions™ Denmark said: “In any business, information must flow quickly around the organization before its products can flow quickly to its customers. A high performance cabling infrastructure is the foundation for fast, responsive customer services. So, SYSTIMAX cabling solutions are a good investment for book production and distribution since earlier delivery can give an important advantage over the competition.”

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