

## CASE STUDY

### PANDUIT Selects Comtec Enterprises to relocate its tradeshow datacentre equipments to several global locations

Established in 1955, PANDUIT is recognised as a leading manufacturer of high-quality components for wiring and communications products, providing solutions for electrical and network connectivity applications. The company is renowned for its innovation and the reliability of its products. With global sales in excess of \$675 million, PANDUIT has 4000 employees and offices throughout the world, its EMEA headquarters are located in London.

#### The Challenges

As a global company, trade events are an ideal environment to promote the latest products, and engage directly with prospect customers and partners. In 2007 alone, PANDUIT agreed to attend over 100 events within the EMEA region.

Trade events offer a rare opportunity for PANDUIT to test its products in a live customer-facing environment, and so it is essential that demonstration equipment is in pristine condition – from an aesthetic and technical perspective.

With EMEA event logistics coordinated from its UK headquarters, PANDUIT is required to ship demonstration equipment on a regular basis. Maintaining the condition of these components during transportation is a priority for the events and sales team.

“Products arriving damaged are as good as products not arriving at all,” said Louise Stebbings, Communications Manager EMEA for PANDUIT. “At these events, the sales team get a very short window in which to wow delegates, and the slightest hitch in live product demonstrations can negatively impact upon the whole sales pitch.

“Having had our fingers burned with other shipping services, which often resulted in damaged products, delays and even no-shows, we needed to find a partner that understood the sensitivities of IT equipment, and who would provide a reliable and flexible service.”

**Louise Stebbings, Communications Manager EMEA, PANDUIT**

#### The Solution

Having evaluated several organisations, PANDUIT chose Comtec Enterprises’ IT relocation service.

“Comtec demonstrated impressive credentials for their relocations service. As IT integrators themselves, they understand how our equipment fits together and the handling care required for different products. They quickly identified our challenges, and were able to offer excellent service level guarantees.”



Adding, “The peace of mind afforded is a significant benefit as trade show relocations often have fairly tight timescales in which to plan and successfully implement all logistical considerations.”

Comtec Enterprises is now the preferred supplier of relocation services for all PANDUIT EMEA trade events, ensuring that the equipment is transported safely and securely, and decommissioning products upon completion of each event.

To date, Comtec has carried out successful relocations to tradeshow in Germany, Denmark, France and South Africa, with all of the high-end racking and network equipment being held at Comtec’s secure warehousing facility in between tradeshow.

## The Results

“Comtec has consistently exceeded our expectations, demonstrating their expertise and experience of planning and executing relocations.” Said Stebbings.

Stebbing goes on to explain that previous issues with product damages are now nonexistent.

“We have to make sure that our IT software is handled correctly during transition, particularly our network simulation software which provides the platform upon which sales teams demonstrate management applications such as environmental monitoring. It is imperative that all equipment and software is ready to function on arrival and since Comtec has been on board, all our equipment has performed seamlessly.”

“Not only does this support the sales effort; it also lengthens the lifecycle of products and the costs associated with maintaining our demonstration equipment. At the end of the day, we’re in business to sell, not replace our own equipment.”

Stebbing concludes, “We’re planning to relocate our UK offices in the future, and at present Comtec is the candidate of choice. This will require significantly more planning, and will be concentrated on overcoming business continuity issues, however, the excellent service we’ve received to date puts Comtec in a highly favorable position.”



## About Comtec

Comtec Relocations is a leading IT relocation service provider, specialising in relocation of IT equipment for small offices through to large data centres. We offer a comprehensive set of services to support customers move their mission critical IT infrastructure providing piece of mind and minimum downtime. Our IT relocation services can be tailored to your specific needs whether it is a fully project managed data centre relocation or a simple office move.

Minimising disruption and ensuring business continuity is critical during the relocation of your IT facilities. We understand IT is a precious asset and must be moved quickly, yet with precise care. Choosing Comtec for your project you can be sure that your IT relocation will be in the safe hands of qualified professionals. We provide IT relocations for organisations in both the public and private sector.



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or call 0845 899 1400  
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