

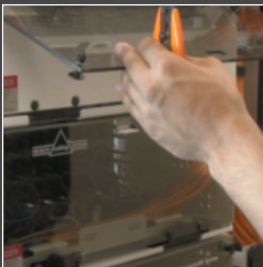
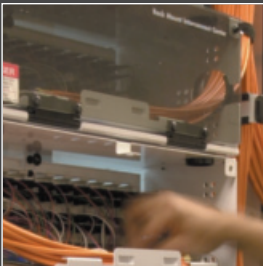
## SIEMON CORPORATE OVERVIEW

CONNECTING THE WORLD TO A HIGHER STANDARD

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Connecting the World to a Higher Standard



## About Siemon...

Established in 1903, Siemon is an industry leader specializing in the design and manufacture of high quality, high performance network cabling solutions and services for Data Centers and Intelligent Buildings. Headquartered in Connecticut, USA, with global sales, technical and logistics expertise spanning over 100 countries, Siemon offers the most comprehensive suite of copper and optical fiber cabling systems, cabinets, racks, cable management, data center power and cooling systems and Intelligent Infrastructure Management solutions. With over 400 patents specific to structured cabling, Siemon Labs invests heavily in R&D and the development of Industry Standards, underlining the company's long-standing commitment to its customers and the industry..

## Connecting the World to a Higher Standard

At Siemon, everything we do is guided by a shared vision...

“TO BE A RELIABLE PARTNER, AN EXPERT WHOSE ADVANCED TECHNOLOGY AND SERVICES PROVIDE HIGH QUALITY, HIGH PERFORMANCE NETWORK INFRASTRUCTURE SOLUTIONS, ANYWHERE IN THE WORLD.”

...and we judge our success by how we execute the Siemon Vision – by how we deliver Siemon value to our partners and customers, every day, in every part of the world.



### 1 A Higher Standard of Expertise

GREAT MINDS - ONE FOCUS

- ❑ SIEMON LABS – THE HEART OF SIEMON INNOVATION
- ❑ OVER 400 PATENTS RELATED TO STRUCTURED CABLING
- ❑ STANDARDS PARTICIPATION - LEADING THE GROUPS THAT LEAD THE INDUSTRY
- ❑ DEDICATED RESOURCES FOCUSED ON UNDERSTANDING AND SUPPORTING THE UNIQUE NEEDS OF YOUR VERTICAL MARKET
- ❑ OVER 100 YEARS OF CUSTOMER-DRIVEN TELECOMMUNICATIONS KNOWLEDGE



### 2 A Higher Standard of Quality

WE DIDN'T BUILD OUR REPUTATION ON EXCEPTIONS

- ❑ WORLD CLASS QUALITY - NOT A TASK, BUT AN UNBENDING COMMITMENT
- ❑ VERTICALLY INTEGRATED MANUFACTURING & AUTOMATION
  - From raw materials, through highly automated production to in-depth inspection, every product is held to the highest standards.
- ❑ ISO 9001:2008 CERTIFICATION IN ALL SIEMON FACILITIES, GLOBALLY
- ❑ ISO 14001 ENVIRONMENTAL CERTIFICATION, ALONG WITH MANY GLOBAL ENVIRONMENTAL AWARDS AND CERTIFICATIONS SUPPORTING GREEN BUILDING INITIATIVES
- ❑ STATISTICAL PROCESS CONTROL AND SIX SIGMA METHODOLOGY
- ❑ BEYOND PRODUCT - SIEMON APPLIES THE SAME QUALITY COMMITMENT TO ITS

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## A Higher Standard of Technology

TODAY'S INNOVATIONS BECOME TOMORROW'S STANDARDS



- SIEMON LEADS THE MARKET IN TECHNOLOGY AND INNOVATION, ENSURING THE WIDEST CHOICE OF FORWARD-THINKING CABLING SOLUTIONS AVAILABLE

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Testing revealed that the Siemon solution performed far better than the competition, so the technological decision was easy. When we considered other factors, such as experience, warranty, field support, and simplicity of maintenance, we came to the conclusion that Siemon offered the best overall value for CSFB's network infrastructure.

Richard Kirby,  
VP of Global Network Services, Credit Suisse

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## A Higher Standard of Choice

COMPREHENSIVE CABLING SOLUTIONS

- LASER OPTIMIZED 40Gb/s/100Gb/s FIBER PLUG & PLAY SOLUTION
- LIGHTSYSTEM® END-TO-END GIGABIT FIBER CABLING SYSTEM
- TERA® CATEGORY 7<sub>A</sub>/CLASS F<sub>A</sub> SOLUTION, HIGHEST PERFORMING COPPER SYSTEM AVAILABLE, FACILITATES CABLE SHARING
- 10Gb/s CATEGORY 6A SOLUTION IN BOTH SHIELDED AND UTP
- PRE-TERMINATED COPPER AND FIBER TRUNKING CABLE ASSEMBLIES
- PREMIUM 6, SYSTEM 6® COMPREHENSIVE CATEGORY 6 UTP SYSTEM
- PREMIUM 5e®, SYSTEM 5e CATEGORY 5e COPPER SOLUTIONS, UTP AND SHIELDED
- MapIT® INTELLIGENT INFRASTRUCTURE MANAGEMENT (IIM)
- INDUSTRIAL CABLING - HARSH ENVIRONMENT CONNECTIVITY OPTIONS
- VersaPOD™ AND V600™ DATA CENTER CABINETS
- ICEPACK™ REAR COOLING DOOR, INTELLIGENT PDU'S AND DCIM SOFTWARE



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## A Higher Standard of Global Delivery

GLOBAL INFRASTRUCTURE AND DELIVERY SYSTEM

- SIEMON OPERATES EXTENSIVE GLOBAL PRODUCTION, LOGISTICS, SALES AND SUPPORT FACILITIES. THESE FACILITIES ARE SUPPLEMENTED BY A BROAD TEAM OF GLOBAL AND REGIONAL DISTRIBUTION PARTNERS.
- WE OPERATE ON A CONTINUAL COMMITMENT TO IMPROVING AND EXPANDING OUR GLOBAL INFRASTRUCTURE
- WE CONSISTENTLY PROVIDE HIGH QUALITY PRODUCT AS WELL AS

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## A Higher Standard of Support and Service

OFFERING HELP, MINIMIZING HASSLE

“ Siemon has become a partner in our technology now and for the future. Not only did we get a great future proof cabling system, we also received assistance on what to do in our data center and other areas that affect our business above and beyond the cabling. ”

Cathy D. Christensen,  
IS Director, DelRay Medical



“ The success of anything we do can often come down to; “Did we make the right choices?” That success also has much to do with putting the right people in place. Bringing The Siemon Company into your projects will accomplish both of those things! Not only will you be using the industry’s best telecommunications connectivity, you’ll instantly have a team of professionals behind you that’s second to none. ”

Scott, M. Frary,  
Infrastructure, University of Georgia

### GLOBAL NETWORK OF SIEMON CERTIFIED INSTALLERS

- Rigorous requirements/application process
  - Minimum of 5 years in business
  - Proof of financial stability
  - Professional affiliations (ie. BICSI)
- ISO 9001:2008 certified training program
  - Extensive training
  - Re-certification required bi-yearly
  - Thorough design and installation training
- Can offer full System Warranty

### PROJECT ASSISTANCE PROGRAM

- Helps locate best-suited Siemon Installers/Companies
- Minimizes labor research & selection time
- Ensures consistently high-quality design and installation
  - Single campus
  - Multiple sites
  - Global sites

### SIEMON DATA CENTER DESIGN SERVICES – EXPERT TECHNICAL SUPPORT

- Data Center Audits- analysis and actionable recommendations on:
  - IT Infrastructure
  - Power Consumption
  - Thermal Management
  - Documentation
  - Security
  - Disaster Recovery and Redundancy
  - Regulatory Compliance
  - Blueprint Review/CAD Design
  - Global Rapid Deployment

### BENEFITS OF ConvergeIT

- Improved building management - centralized point of control for multiple building systems
- Energy efficiency - intelligent buildings can reduce energy usage by up to 70%
- Improved cabling design - zoned cabling design simplifies moves, adds and changes.
- Material and labor reduction - less cabling, pathways, and fewer contractors
- Green credits - maximize green building credits for systems such as BREEAM and LEED.

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### Building Automation

#### EMERGING AND FUTURE NEEDS

Today's cabling systems must integrate a wide range of emerging and future low voltage building needs in order to be a true building asset. Siemon's ConvergeIT is an intelligent building cabling method that provides secure, scalable and flexible benefits in the enterprise environment. ConvergeIT blends the traditional lines between IT and facilities management to support the following low-voltage applications including:

- VOICE & DATA
- AUDIO & VIDEO
- ENERGY MANAGEMENT
- LIGHTING CONTROLS
- SECURITY
- FIRE & SAFETY
- HVAC



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Visit our website at [www.siemon.com](http://www.siemon.com)  
for a complete list of Siemon locations  
and contact details.