“We saw that Panduit had a complete end-to-end solution that could help us achieve the sustainability necessary for continued success.”

Strategic Objectives

The Hertz Corporation has built a global brand based on customer service excellence, innovation and expansion. Its mission is “to be the lowest cost, highest quality and most customer-focused rental car company in the market we serve.” Panduit’s involvement with the data center upgrade would help address the ongoing requirements of the servers, switches, heating and power, and would also help the Hertz Corporation to meet its commitments to the next level.

The data center upgrade is a reflection of the Hertz Corporation’s desire and commitment to continue to “enhance our environmental impacts and costs through efficiency and resource management.” A key strategy for enhancing a competitive edge was to integrate sustainability throughout the business infrastructure while providing design, engineering and future-ready capabilities that would help in the management of the technology advancements. Migrating their existing system from 40 Gig to 100 Gig would allow the company to expand its operations within the data center to accommodate the anticipated growth. Streamlining their processes would help achieve the sustainability necessary for continued success.

Hertz was also interested in working with a company that shared its overall passion for the time at hand and could translate that passion into tangible results. This involved working within a deadline for competition that would allow for a seamless flow of services to customers as the upgrade was being implemented.

In addition, the Hertz Corporation wanted to achieve a seamless return on investment (ROI) and reduce operating expenses. Hertz focused on the data center upgrade to help address the ongoing requirements of the servers, switches, heating and power, and would also help the Hertz Corporation take its commitment to sustainability to the next level.

Historically, Panduit has seen that emerging tactics and technologies was the delivery of a comprehensive portfolio of services that span the project lifecycle, from strategic design to delivery, implementation, maintenance, and operation. Panduit’s strategic alliances, with Cisco Systems, EMC, IBM, and Rockwell Automation, to develop, optimize, and validate solutions for our customers. This investment in people and resources helps solve our customers’ greatest business challenges.

Global Business Commitment

Panduit is committed to delivering a consistently high level of quality and service worldwide. With a presence in more than 100 countries, local Panduit sales representatives and technical specialists offer guidance and support that bring value to your business.

Our global supply chain, which includes manufacturing, maintenance, and operation, allows us to deliver solutions that span the project lifecycle, from planning and design to delivery, deployment, implementation, maintenance, and operation to your worldwide business.

Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, replenish, and restore the world in which we live. This commitment is demonstrated by Panduit’s LEED certified World Headquarters, leveraging the Unified Physical Infrastructure® approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.

Real-World Solutions

With a proven reputation for excellence and innovation, Panduit and our partners work with you to overcome challenges and implement real-world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help you build a smarter, unified business foundation.

Technology Leadership

Panduit develops innovative physical infrastructure solutions that meet the rapidly changing needs of our clients, hardware and software to deliver services. This commitment is supported by investment in advanced research, solutions-focused product development, world-class manufacturing, and collaboration with customers at the forefront of technology.

Partner Ecosystem

Our team of expert partners offers a comprehensive portfolio of services that span the project lifecycle, from strategic design to delivery, implementation, maintenance, and operation. Panduit’s partner program with distributors, system builders, architects, engineers, designers, system integrators, and contractors – are qualified to help you achieve your objectives and realize predictable and repeatable results.

Strategic Alliances

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Upgrading a Data Center to Accommodate More Value-Added Technologies

Panduit’s Unified Physical Infrastructure™ approach provides Hertz Corporation with a Data Center upgrade that addresses the holistic needs of the facility.

Business Challenges

Hertz Corporation, a worldwide leading provider of car rental services, needed to upgrade its Data Center at Oklahoma City, Oklahoma. Dwindling new power and cooling systems and the rise in costs associated with solutions that would handle Hertz’s demand for data centers threatened its business goals, while accommodating the requirements, Hertz needed a solution that would perform the upgrade. According to Rob Moore, Hertz Staff Vice President, Global Information Technology Services, “We saw Panduit and we felt the need to continue our worldwide expansion of services, locations and implementations.”

Business Benefits

A state-of-the-art data center upgrade that could see the big picture, while committing to a seamless implementation.”

Ultimately, the Hertz Corporation needed a solution that would accommodate the requirements, Hertz chose Panduit’s QuickNet™ Cabling Solution and Panduit’s copper and fiber optic High Speed Data (HSD) Systems to support their efforts in upgrading their existing data centers. The Panduit Advisory Services team assisted the Hertz Corporation with determining the following Panduit products in their data centers:

- QuickNet™ Copper and Fiber Cabling Systems improve flexibility, minimize installation time and simplify cable management in up to 48 ports per rack space
- Brackets designed to segregate, route, and protect fiber optic and high-performance copper cable
- Net-Access™ Cabinets to provide a complete, optimized physical infrastructure solution to manage space, power, and cooling resources.
- Panduit’s Unified Physical Infrastructure™ approach provides Hertz Corporation with a Data Center upgrade that addresses the holistic needs of the facility.

Business Challenges:

Hertz Corporation was looking for this upgrade to consist of the most current available technology. Panduit's Unified Physical Infrastructure approach provides the complete solution, with the capability to manage the upgrade from planning to implementation, and provide it with capabilities that would handle Hertz's business demands for at least the next five years.

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“We saw that Panduit had a complete end-to-end solution that would help achieve the sustainability necessary for continued success. Panduit’s involvement with Hertz was also interested in working with a company that shared its overall passion for the task at hand and could translate that passion into tangible measurable results.

In addition, the Hertz Corporation wanted to achieve a seamless return on investment (ROI) and reduce operating expenses by focusing on developing energy efficient green standards and measurement policies to deliver economic benefits. The result of incorporating these emerging technologies and the use of recycled materials has the capability to deliver a sustainable and cost-effective sustainable power and cooling infrastructure.

Real-World Solutions
With a proven reputation for excellence and innovation, Panduit and our partners work with you to overcome challenges and implement real-world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help you build a smarter, verified business foundation.

Technology Leadership
Panduit develops innovative physical infrastructure solutions that meet the rapidly changing needs of our clients, from hardware and software to advisory services. This commitment is supported by investment in advanced research, solution-focused product development, world-class manufacturing, and collaboration with customers at the forefront of technology.

Partner Ecosystem
Our base-of-case partner ecosystem offers a comprehensive portfolio of services that equip the project lifecycle, from planning and design to delivery, implementation, maintenance, and operation. Panduit partners — distributors, certified dealers, system engineers, design engineers, system integrators, and contractors — are qualified to help you achieve your objectives and realize predictable and innovative results.

Strategic Alliances
Panduit has long-term strategic alliances with industry leaders, including Cisco Systems, DMC, IBM, and Rockwell Automation, to develop, optimize, and validate solutions for our customers. This investment in people and resources helps solve our customers’ greatest business challenges.

Global Business Commitment
Panduit is committed to delivering a consistently high level of quality and service worldwide. With a presence in more than 100 countries, local Panduit sales representatives and technical specialists offer guidance and support that bring real value to your business. Our global supply chain, which includes manufacturing, customer service, logistics, and distributor partners, provides prompt response to your needs and streamlined delivery to any worldwide destination.

Sustainability
With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, replenish, and restore the world in which we live. This commitment is demonstrated by Panduit’s LEED certified World Headquarters, leveraging the Unified Physic Infrastructure approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvements.

Hertz's progression through the years and its continued growth has solidified the company as a global leader in mobility and equipment solutions.
Upgrading a Data Center to Accommodate More Value-Added Technologies

Panduit’s Unified Physical Infrastructure™ approach provides Hertz Corporation with a Data Center upgrade that addresses the holistic needs of the facility.

Business Challenges
Hertz Corporation, a world-leading provider of car rental services, needed to update its Data Center in Orlando, Florida. With new power and cooling systems being highly critical to provide with reliability that would handle Hertz’s demands for data services in the next 15 years.

The Hertz Corporation was looking for the upgrade to consist of the newest innovations in Data Center solutions while minimizing the disruption to service and staff. This complete package has allowed Hertz to achieve high reliability and could address their ultimate goals by accurately assessing their needs. Ultimately, the Hertz Corporation needed a solution that would accommodate the essential requirements associated with establishing a first-class data center while helping the company, such as centers as easily as possible for complete implementation.

With the expertise of Panduit Advisory Services, Hertz became more than a parts supplier, panduit became more than a parts supplier, and its, and its’ ability to manage this upgrade to occur in four phases.

Business Solutions
Panduit’s QuickNet™ Cabling Solution and Panduit’s copper and fiber optic High Speed Data Transport (HSDT) Systems to support their efforts in upgrading their existing data centers. The Panduit Advisory Services team assisted the Hertz Corporation with deploying the following products in their data centers:

- QuickNet™ Copper and Fiber Cabling Systems improve reliability, resilience on-site, and provide cable management in up to 48 ports on rack space
- Brack™ Rack System for Category 6A cabling delivers proven performance, ensuring 100% reliability and scalability for high-speed cabling with ultra-high density, balanced performance, and low insertion loss. Panduit’s MTP® and MTP® interconnection technologies provide guaranteed high performance over long distances with minimum losses. The MTP® interconnection technology ensures consistent performance and reliability of mission-critical systems
- Next-Gen Environmental System monitors, protects, and manages the environment while providing open-access capability with the aesthetics and security of a structured cabling system. This allows for immediate design changes in current and new data centers

The PIM™ Software Platform centralizes the collection and representation of a rich set of asset attributes reaching physical assets, rooms, and locations. This showcases Panduit Advisory Service’s ability to address the deployment’s engineering challenges. In addition, Panduit Advisory Services demonstrated its ability to deploy the complete platform to an organization with low disruption to service and staff. This complete package has allowed Hertz to achieve high reliability and could address their ultimate goals by accurately assessing their needs. Ultimately, the Hertz Corporation needed a solution that would accommodate the essential requirements associated with establishing a first-class data center while helping the company, such as centers as easily as possible for complete implementation.

In addition to the Intelligent Data Center Solution, Panduit’s UPI approach provided real-time monitoring and visibility into device physical layer connectivity through the PM® Software Platform. Panduit Advisory Services provided overall counseling services in providing a successful solution. Panduit’s UPI approach to infrastructure design and development integrates critical components of telecommunications, computing, power, control, security — in 1 system — to maximize network infrastructure. This approach gives companies the ability to house their data centers, unified foundation architecture that is easy-to-manage, reduces operational risks, and allows the organization to reduce capital costs and operations costs.

Panduit’s Unified Data Center Solutions, built on UP® IP architecture, allowed the Hertz Corporation to improve performance, streamlining management and optimize their ROI. It also provides a platform for future growth and control of all IT operations.

The powerful IP-based network not only significantly improves IT functionality and cost, but also allowed the ability to IP-enable critical functions, ensuring ROI for the updated facility.

In addition to the Intelligent Data Center Solutions, Panduit’s UPI approach provided real-time monitoring and visibility into device physical layer connectivity through the PM® Software Platform. Panduit Advisory Services provided overall counseling services in providing a successful solution. As a result, Panduit’s UPI approach to infrastructure design and development integrates critical components of telecommunications, computing, power, control, security — in 1 system — to maximize network infrastructure. This approach gives companies the ability to house their data centers, unified foundation architecture that is easy-to-manage, reduces operational risks, and allows the organization to reduce capital costs and operations costs.

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- MTP® and MTP® interconnection technologies provide guaranteed high performance over long distances with minimum losses.
- The MTP® interconnection technology ensures consistent performance and reliability of mission-critical systems.
- Next-Gen Environmental System monitors, protects, and manages the environment while providing open-access capability with the aesthetics and security of a structured cabling system. This allows for immediate design changes in current and new data centers.
- The PIM™ Software Platform centralizes the collection and representation of a rich set of asset attributes reaching physical assets, rooms, and locations.
- Panduit’s Unified Physical Infrastructure™ approach provides the scalability, flexibility and future-proofing that can accommodate future expansion without the need for rework.
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The Hertz Corporation is quite pleased with the outcome of the project and according to Mr. Rob Moore, “Panduit’s Advisory Services ensured a successful solution and exhibit world-class support, project management, integration with local distributors and partners, and expertise in data center solutions.”
Upgrading a Data Center to Accommodate More Value-Added Technologies

Panduit’s Unified Physical Infrastructure® (UPI) approach provides Hertz Corporation with a Data Center upgrade that addresses the holistic needs of the facility.

Business Challenges

Hertz Corporation, a world-leading provider of car rental services, needed to upgrade to a modern Data Center in Dallas, Ohio, designed with new power and cooling systems and designed to provide the capabilities that would enable the business to handle future demands for its 20,000 employees.

The Hertz Corporation was looking for the upgrade to consist of the most current data center innovations in Data Center Infrastructure (DCI) to minimize the disruption to service and staff. This complete package has allowed Hertz to achieve a state-of-the-art data center and Net-Serv® Cabinets, as well as Cabling Solutions, Net-Access™ Systems for infrastructure management as an easy-to-manage network infrastructure with sustainable operations and ease of scalability for future growth.

Panduit Solution

After consulting with the Panduit Advisory Services team, and understanding Panduit’s success with and knowledge of high speed data transmission, the Hertz Corporation chose Panduit’s QuickNet™ Cabling Solution and Panduit’s copper and fiber optic High Speed Data Transport (HSDT) Systems to support their efforts in upgrading their existing data centers. The Panduit Advisory Solutions team assisted the Hertz Corporation in designing the following Panduit products in their data centers:

- **QuickNet™ Copper and Fiber Cabling Systems** improve flexibility, minimize installation time and simplify cable management. For example, the use of the Category 6A copper cabling system built in extra bandwidth capacity to support future expansion without the need for re-cabling. 10 Gigabit cabling supports real-time monitoring and visibility into dense physical layer connectivity through its real-time troubleshooting, and repairs to be accomplished faster and more efficiently to lower operational costs and provide a complete solution by collaborating with Hertz’s internal engineering group and other technical partners as necessary to fulfill the job challenges. This showed Panduit Advisory Services ability to provide a comprehensive end-to-end solution for the needs of an organization.

In addition to Panduit’s solution, selected partners for this project were SageGate Technology Solutions for contracting services and Carlson as the overall contractor. In addition, Nelson Engineering supported Hertz with the power and cooling system design.

Business Benefits

The Hertz Corporation is quite pleased with the outcomes of the project and according to Mr. Rob Moore, "Panduit became more than a parts supplier, and provided their capabilities as an integrated solutions provider, from design to implementation."
Real-World Solutions

With a proven reputation for excellence and innovation, Panduit and our partners work closely with you to overcome challenges and implement real-world solutions that create a competitive business advantage. Panduit offers the broadest range of solutions, from data centers and intelligent buildings to manufacturing operations, to help you build a smarter, unified business foundation.

Technology Leadership

Panduit develops innovative physical infrastructure solutions that meet the rapidly changing needs of our clients, from hardware and software to advisory services. This commitment is supported by investment in advanced research, solutions-focused product development, world-class manufacturing, and collaboration with customers at the forefront of technology.

Partner Ecosystem

Our best-in-class partner ecosystem offers a comprehensive portfolio of services that span the project lifecycle, from planning and design to delivery, deployment, maintenance, and operation. Panduit business partners – distributors, dealers, systems engineers, integrators, system integrators, and contractors – are qualified to help you achieve your objectives and maximize predictable and repeatable results.

Strategic Alliances

Panduit cultivates long-term strategic alliances with industry leaders, including Cisco Systems, Dell, IBM, and Rosemount Automation, to develop, optimize, and validate solutions for our customers. This investment in people and resources helps solve our customers’ greatest business challenges.

Global Business Commitment

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Sustainability

With a commitment to environmental sustainability, Panduit develops and implements solutions that protect, replenish, and restore the world in which we live. This commitment is demonstrated by Panduit’s LGB3 certified World Headquarters, leveraging the Unified Physical Infrastructure® approach to enable convergence of critical building functions to drive energy efficiency and ongoing operational improvements.

Strategic Objectives

The Panduit Corporation has built a global business on customer service excellence, innovation, and expansion. Its mission is “to be the lowest cost, highest quality and most customer-focused wire and cable company in every market we serve.” Panduit’s involvement with the data center category would help address the ongoing requirements of the servers, switches, heating and power, and would also help the Hertz Corporation to keep their deadlines.

The data center upgrade is a reflection of Hertz Corporation’s desire and commitment to continue to “to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.” A key strategy for managing a corporate-wide initiative to integrate sustainability throughout the business infrastructure would provide design, engineering, and future-ready capabilities that would help the company maintain the footprint of technological advancements. Migrating the existing system from 40 to 100 Gig would allow the company to expand operations within the data center to accommodate the anticipated growth. streamlining processes that would help the company achieve the necessary facility.

Panduit was also interested in working with a company that shared its overall passion for the task at hand and could translate that passion into tangible results. This involved working within a deadline for completion that would allow for a seamless flow of services to customers as the upgrade was being implemented.

In addition, the Panduit Corporation wanted to achieve a better return on investment (ROI) and reduce operating expenses by focusing on developing energy-efficient green standards and measurement portfolios to deliver economic benefits. The result of implementing these emerging technologies and techniques was the delivery of a scalable yet cost-effective (ROI) sustainable power and cooling infrastructure.

Hertz Corporation Case Study

About Hertz

The Hertz Corporation is the world’s largest general car rental business, operating from more than 10,400 corporate and licensee locations in cities, airports and countries worldwide. Hertz is the number one airport ground transportation service in the U.S. and its 343 locations in Europe, operating both corporate and franchise services through a network of preferred vendors. Hertz also operates the local Car Club Alliance (LCCA) program in the U.S. and internationally. Hertz operates from the Hertz Corporation in the Americas, Asia, Europe and New Zealand, and the Hertz FHR Group.

Hertz also operates one of the world’s largest equipment rental businesses, Hertz Equipment Rental Corporation, offering construction and industrial equipment rental equipment, portable buildings and a variety of industrial pumps to major industrial customers, governmental and institutional customers, and individuals. The company’s fleet of equipment includes more than 200,000 pumps in the U.S. and 30,000 in Europe, Middle East, and Africa.

The Hertz Entertainment Services division services major and independent film studios and the entertainment industry by providing equipment for some of the top-grossing movie and stage productions. Some of the top clients include Sony Pictures Entertainment, Warner Bros., DreamWorks,konect, the X Games and Atlanta Falcons. Hertz also offers specialty services such as stage equipment, camera equipment and production vehicles in Hollywood.

In 2008, the Company entered the global car sharing market, and today Hertz On Demand has more than 114,000 members in cities, universities and corporate campuses worldwide. Hertz also operates the Katrina’s Hope Office Furniture Program, which is the number one national furniture recycling program in the U.S. and Canada, to help revolving the world’s largest corporate furniture donation program, which is the number one national furniture recycling program in the U.S. and Canada. In 2011, Hertz acquired Senator Group Limited, based in London, United Kingdom, which is a leader in fleet leasing and managing. Hertz also offers real estate and equipment management services to some of the world’s most prominent companies, including Microsoft, Blackstone, anchor by Hertz’s experience in purchasing and operating facilities.

Hertz’s progression through the years and its continued growth has solidified the company as a global leader in mobility and equipment solutions.