

# Workplace Connectivity



[customcable.com](http://customcable.com)

Corporate Office  
3221 Cherry Palm Dr.  
Tampa, FL 33619  
Tel 813.623.2232  
Fax 813.623.3534

Anaheim, CA

Orlando, FL



## Who

Custom Cable is a thirty-year old firm headquartered in Tampa, Florida and an HWI Partners company. The company is built upon a solid foundation of values and integrity...beginning with our people. The team members that define Custom Cable are the best at what they do. Attention to detail and an obsession with quality drive the team members to unparalleled levels of customer satisfaction.

The Workplace Connectivity Division is one of two divisions that combine to provide a full solution to connect people, technology and business.

## What

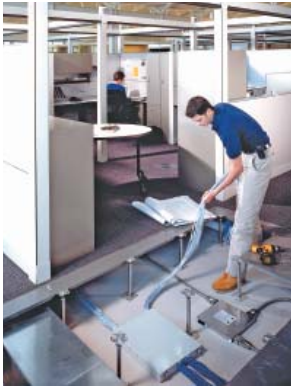
The Workplace Connectivity Division provides nearly every connectivity solution categorized as “low voltage”. The technologies most commonly thought of in this category are:

- **Structured Cabling** – Structured cabling is building or campus telecommunication cabling comprised of sub-systems (such as equipment rooms, horizontal cabling and backbone cabling). Technologies common to structured cabling are unshielded twisted pair (UTP), fiber optics, Power over Ethernet (PoE) and bonding and grounding. In addition to site built systems, the division provides pre-assembled systems; perfect for access floor projects.
- **Closed Circuit Television (CCTV)** – CCTV provides the ability to remotely view a scene through the use of cameras and monitors. The images are typically stored electronically for future reference.
- **Community Antenna Television (CATV)** – CATV is often used in reference to cable television. Common installations for Custom Cable are the distribution of cable television signals in large buildings or multi-building campuses.
- **Access Control** – Access control is commonly used with CCTV. Access control is typically the ability to remotely unlock a door once the verification of the individual has occurred with the CCTV system.
- **Audio Distribution and Paging** – The distribution of audio though out a facility is common in businesses today. Typical applications are music and voice paging.
- **Noise Cancelling Systems** – Sometimes known as “white noise generators” these systems substantially reduce the ambient noise in open office environments. Workplaces with a minimal number of private offices are common in today’s modern building. This open office concept allows better collaboration and work groups. However, loud voices can sometimes be a problem in this environment. Noise cancelling systems provide for quieter workplaces.

CONNECTING PEOPLE, TECHNOLOGY & BUSINESS



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## Where

The Workplace Connectivity Division provides installation and integration services nationwide through three primary delivery models:

- **Self Perform** – If the project site is in Florida, Georgia, Alabama, South Carolina or Tennessee Custom Cable will most likely perform the work themselves. Our office locations in Tampa, Orlando and Atlanta provide for a cost effective model for us to perform work in these states with our staff of full time employees.
- **Foreman Project** – Some installation projects are well suited for a Custom Cable foreman and labor that is local to the project location. This situation is very conducive to large, complicated and high visibility projects. A Custom Cable employee on-site and in charge for the duration of the project ensures the quality and efficiency necessary to ensure a successful project.
- **Managed Project** – Sometimes project circumstances require that installers local to the project site perform the installation. In these circumstances, Custom Cable places their highly credentialed and talented project management team front and center to ensure a successful project. Our project managers use their extensive experience to qualify, select and manage an installation subcontractor. In these circumstances, our project managers act as surrogates for our customers. Our customers enjoy the piece of mind that their infrastructure projects are completed to our high exacting standards.

Custom Cable typically installs their solutions on single owner properties, either buildings or campuses. However, projects involving right-of-way and long distances can be performed using our network of providers.

## Why

Custom Cable is the best at what they do; period. We have the credentials, the experience, the talent and passion to be the best. Our solutions are at the foundation of our customer's success. Our customers rely on Custom Cable for their business continuity. Our customers are analyzing CT scans, sending emergency assistance through 911, moving millions of dollars electronically and protecting our borders. Our customers demand, and deserve excellence from their systems. Custom Cable creates excellence, time and time again.

## How

Through many years of experience, Custom Cable has learned the intricacies of success in the low voltage industry. We have intently listened to our customers. We know what they need and when they need it. It is with this education that we have developed a business model that provides an effective combination of skills, passion and price effectiveness. Our success is in our people. We are dedicated to their success. We ensure their success by expertly coaching, mentoring and educating them. Evidence of success in these areas is our proud designation of a Platinum Prestige Contractor, the only one in Florida. This designation is granted by the Building Industry Consulting Services International (BICSI) only after the firm has earned the right to this highly coveted honor through education and proven excellence. BICSI is the undisputed leader in professional associations relating to the low voltage industry.

Continued evidence of our proven success is from our thousands of satisfied customers. Accolades are too numerous to list. However, we will be happy to provide many references from highly satisfied customers.