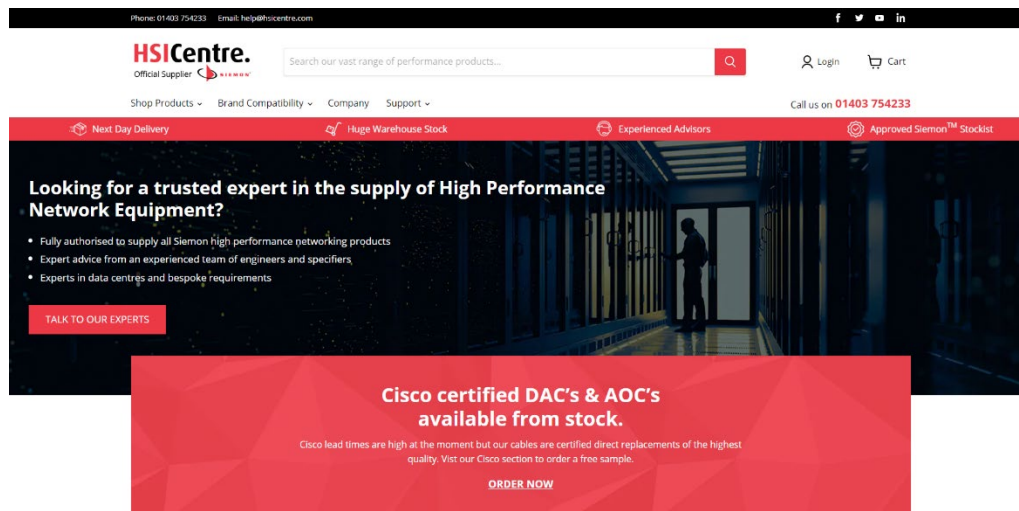




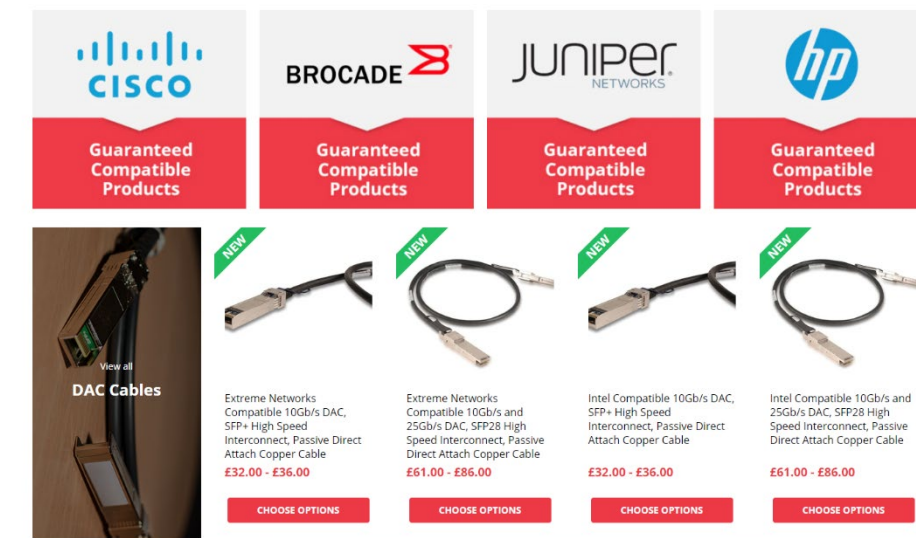
## New HSI Centre: Networks Centre launch one-stop shop for Siemon data centre high-speed cable assembly solutions



Chertsey, UK, 08 August 2022 - Global data centre infrastructure specialist Siemon and Networks Centre, a leading UK distributor of end-to-end network infrastructure solutions, have collaborated to launch a new online platform where customers can purchase Siemon's quality range of high speed cable assemblies which are ideal for a range of high speed, low latency applications across today's data centre environments.

This new and innovative HSI Centre is a one-stop online shop offering Siemon's complete portfolio of direct attach copper cables (DACs) and active optical cables (AOCs) for Top of Rack (ToR) switch-to-server deployments. It can be accessed via <https://hsicentre.com>.

The easy-to-navigate site allows customers to filter the comprehensive DAC and AOC catalogue by product compatibility with different switch vendors, by transmission speed (ranging from 10, 25, 40, 100, to 4x10 or 4x25 Gigabit Ethernet) or by connector type such as SFP, SFP+, QSFP and QSFP+. Once selected, customers can then choose between different cable lengths for optimum manageability and airflow as well as colour options depending on their individual needs. The list of networking brands for product interoperability includes Arista, Brocade, Cisco, Dell, Extreme, HP, Intel, Juniper and Mellanox but Siemon's solutions are all MSA (multi-source agreement) compliant and can be easily configured to suit customers' active equipment needs.

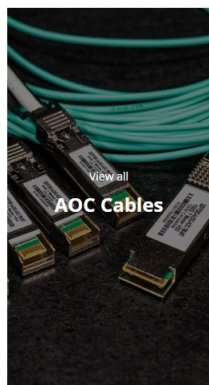


“Data centre designs are constantly evolving to match changing business needs. At the same time, server transmission speeds are swiftly moving towards 25 and 50 Gb/s in enterprise and 100Gb/s in cloud data centres”, says Ryan Harris, high speed cable assemblies market specialist at Siemon. “In light of these developments, high speed cable assemblies are gaining popularity in Top of Rack deployments. This new HSI Centre offers the go-to place for anyone tasked with data centre upgrades or extensions who is looking for high-quality, easy to install and cost-effective solutions for server-to-switch connections.”

The new HSI Centre also offers a selection of educational tools that seek to explain how high speed cable assemblies can be of strategic benefit to the data centre in terms of power consumption, material costs, scalability, and compatibility. This includes free access to white papers, blogs and webinars.

“We have been seeing rising demand for DAC and AOC cables for use in switch-to-server links”, says Keith Stewart, product marketing manager at Networks Centre. “Just like standard copper and fibre patch cables, large quantities of these are often required but there are more variants to suit different network speeds and connector formats. Our new HSI Centre makes it much easier for users to search and select the right product.”

Free sample products can be ordered, and the site is backed by quality services and technical experts at hand to help understand individual requirements and advise on the right product to select.



NEW	NEW	NEW	NEW
4x25Gb/s AOC, QSFP28 High Speed Interconnect, Breakout Active Optical Cable	100Gb/s AOC, QSFP28 High Speed Interconnect, Active Optical Cable	25Gb/s AOC, SFP28 High Speed Interconnect, Active Optical Cable	4x10Gb/s AOC, QSFP+ High Speed Interconnect, Breakout Active Optical Cable
£631.00 - £650.00	£339.00 - £353.00	£149.00 - £163.00	£228.00 - £239.00
<a href="#">CHOOSE OPTIONS</a>	<a href="#">CHOOSE OPTIONS</a>	<a href="#">CHOOSE OPTIONS</a>	<a href="#">CHOOSE OPTIONS</a>

“In the long term we plan to expand the offering on the site and add other complimentary products such as fibre trunks and harness cables, and we believe that the HSI Centre will become a valued reference point for those responsible for the future performance of data centres,” concludes Stewart.

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## Notes to editors

### About Siemon

Established in 1903, Siemon is an industry leader specialising in the design and manufacture of high quality, high performance IT infrastructure solutions and services for Data Centers, LANs and Intelligent Buildings. Headquartered in Connecticut, USA, with global sales, technical and logistics expertise spanning 150 countries, Siemon offers the most comprehensive suites of copper and optical fibre cabling systems, racks, cable management, and Intelligent Infrastructure Management solutions. With more than 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. Through an ongoing commitment to waste and energy reduction, Siemon’s environmental sustainability benchmarks are unparalleled in the industry, including 179 per cent global carbon negativity and zero-landfill status.

Siemon Interconnect Solutions (SIS) is a Siemon business unit comprised of a team of dedicated technical sales professionals supported by Siemon Labs, mechanical, electrical and signal integrity engineers committed to solving industry and customer driven interconnect challenges. We provide custom network infrastructure solutions to OEMs, leading manufacturers, value-added resellers and system integrators. [www.siemon.com](http://www.siemon.com)

## **About Networks Centre**

Formed in 2005 to meet market demand, Networks Centre, based in Southeast England has solidified its position as a reliable supplier of network infrastructure products. This is particularly true for fibre optic cables and assemblies for Enterprise, Data Centres and Telecommunications. After gaining a strong reputation for extensive stockholding, they acquired further warehousing, now totalling 90,000 sq. ft. of warehouse space, and have expanded through acquisition and opening new operation centres in Scotland and the Netherlands.

Networks Centre combines excellent customer service, expert technical knowledge, and high-quality products with complimentary services, to provide customers with the best of breed solutions.

Networks Centre supply network infrastructure products and services to a wide range of customer types including data cabling installers, network managers, data centre operators, broadband installation companies and internet service providers. Operating across most vertical markets, Networks Centre offer next day delivery across the UK and supply into Europe. [www.networkscentre.com](http://www.networkscentre.com)

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