

A man in a light blue shirt and dark tie, and a woman in a dark blue suit, are walking past a Hertz #1 Club Gold sign. The man is carrying a black bag, and the woman is pulling a black suitcase. They are both smiling and looking at each other. The sign is illuminated and features the text "Hertz #1 Club Gold" in a large, white, sans-serif font on a yellow background.

Hertz #1 Club Gold

# Hertz Corporation Case Study

## About Hertz

The Hertz Corporation is the world's largest general use car rental brand, operating from nearly 8,400 locations in approximately 150 countries worldwide. Hertz is the number one airport car rental brand in the U.S. and at 94 major airports in Europe, operating both corporate and licensee locations in cities and airports in North America, Europe, Latin America, Asia, Australia and New Zealand, Africa and the Middle East.

Hertz also operates one of the world's largest equipment rental businesses, Hertz Equipment Rental Corporation, offers construction and industrial equipment, power generation and industrial pump services to major industrial companies, government and local contractors and consumers from approximately 325 branches in the United States, Canada, Europe, China and Saudi Arabia.

The Hertz Entertainment Services division combines rental of vehicles and specialized equipment for some of the top grossing movie studios and large events such as the Kentucky Derby, Wimbledon, concerts, the X Games and more. Hertz is also a leader in sustainability as the first rental company to offer electric vehicles in three continents.

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 Advantage car rental brand with locations in the U.S. and Europe. In 2011 Hertz acquired Donlen Corporation, based in Northbrook, Illinois, which is a leader in fleet leasing and management services and Navigation Solutions, based in Plano, Texas, provider of Hertz's NeverLost® customized, onboard navigation systems.

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

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building a smarter,  
unified business foundation

Connect. Manage. Automate.



## Company

The Hertz Corporation

## Country

Headquartered in the United States; locations worldwide

## Industry

Car and Equipment Rental

## Business Challenges

To provide future-proof, cost efficient data centers with a physical infrastructure that would sustain a technologically sound structure.

## Panduit Solution

Panduit's copper and fiber High Speed Data Transport (HSDT) Systems for infrastructure support which includes QuickNet™ Cabling Solutions, Net-Access™ and Net-Serv® Cabinets, as well as FiberRunner® and Wyr-Grid® Cable Routing Systems.

## Business Benefits

A state-of-the-art data center upgrade that maximizes space utilization, optimizes energy efficiency, reduces operational costs, and supports sustainability goals, while accommodating the company's growing needs for the next 15+ years, thereby allowing Hertz to continue its worldwide expansion of services, locations, and acquisitions.

# Upgrading a Data Center to Accommodate More Value-Added Technologies

**Panduit's Unified Physical Infrastructure<sup>SM</sup> 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 the Hertz Data Centers in Oklahoma City, Oklahoma with new power and cooling systems and provide it with capabilities that would handle Hertz's business demands for at least the next 15 years.

The Hertz Corporation was looking for this upgrade to consist of the most current innovations in Data Center solutions including a design of all pathways and cabinet layout in a new white space, a migration pathway that would move seamlessly from the existing space to the new space, which would include the capability to move existing cabling from 10 Gig to a future ready 40 Gig/100 Gig. The Hertz Corporation envisioned this upgrade to occur in four phases.

Ultimately, the Hertz Corporation needed a solution that would accommodate the essential requirements associated with establishing future-proof data centers as well as one that would help the company run its centers as efficiently as possible for complete optimization. In conjunction with this solution, Hertz needed a solutions provider that understood their commitment to customer service levels, quality, and reliability and could address their ultimate goals by accurately assessing their needs. Reliability and high availability are critical to Hertz's worldwide operations, and the upgrade could only occur without interruption or delays. To help secure its requirements, Hertz chose Panduit's Intelligent Data Center physical infrastructure solution to perform the upgrade. According to Rob Moore, Hertz Staff Vice President, Global Information Technology Services, "We saw that Panduit had a complete end-to-end solution and we wanted to be partnered with a company that could see the big picture, while committing to a seamless implementation."

## Unified Physical Infrastructure





*“We saw that Panduit had a complete end-to-end solution and we wanted to be partnered with a company that could see the big picture, while committing to a seamless implementation.”*

Rob Moore,  
Hertz Staff Vice President,  
Global Information Technology Services

## 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 company in every 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 take its commitment to the next level.

The data center upgrade is a reflection of the Hertz Corporation’s desire and commitment to continue to “reduce our environmental impacts and costs through efficiency and resource management.” A key strategic goal for maintaining a competitive edge was to integrate sustainability throughout the business infrastructure while providing design, migration and future-ready capabilities that would keep the company at the forefront of technological advancements. Migrating their cabling 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 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 Hertz Corporation wanted to achieve a better Return on Investment (ROI) and reduce operating expenses. Hertz focused on developing energy efficient green standards and measurement profiles to deliver economic benefits. The result of implementing these emerging tactics and technologies was the delivery of a scalable per kilowatt (KW) sustainable power and cooling infrastructure.



**PANDUIT®**



## Panduit's Unified Physical Infrastructure<sup>SM</sup> (UPI) Approach

Panduit's UPI approach to infrastructure design and development integrates critical systems-communication, computing, power, control, and security – in a single, easy-to-manage network infrastructure. This approach gives companies the ability to foster a smarter, unified foundation and helps manage the integration of all key elements associated with systems consolidation and network convergence, while ensuring reduced risk and optimum performance.

Panduit's Intelligent Data Center Solution, built on UPI principles, allowed the Hertz Corporation to improve performance, streamline management and optimize their ROI. It also provided a platform for monitoring, management and control of its IT operations. The powerful IP-based network not only significantly improved IT functionality and capacity, but also offered the ability to IP-enable building functions, maximizing ROI for the updated facility.

In addition to the Intelligent Data Center Solution, Panduit's UPI approach provided real-time monitoring and visibility into dense physical layer connectivity through its PIM™ Software Platform. Panduit Advisory Services provided overall consulting services in planning, designing, and implementing the data center. Ultimately, Panduit was able to provide the Hertz Corporation with the right combination of experts to provide both products and services, complete the project on time, and on budget with minimal disruption to service and staff. This complete package has allowed Hertz to achieve key initiatives such as an easy-to-manage network infrastructure with sustainable operations and seamless 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 Services team assisted the Hertz Corporation with deploying the following Panduit products in their data centers:

- QuickNet™ Copper and Fiber Cabling Systems improve flexibility, minimize on-site waste, and optimize cable management in up to 48 ports per rack space
- 10Gig™ Twisted Pair Category 6A Cabling delivers proven performance, ensuring availability, reliability and scalability
- Panduit's OM3/OM4 Fiber Optic Transport Systems integrate multi-fiber low-loss MTP\* and single-fiber connectivity solutions with premium grade high performance laser optimized multimode fiber (with a minimum EMB of 5000 MHzkm) to deliver consistent performance and reliability of mission-critical systems
- NetAccess™ Cabinet System manages, protects, and showcases cabling and equipment while providing open-rack accessibility with the aesthetics and security of a cabinet. The innovative, thermal management design coupled with the bend radius cable management system result in greater network availability for the lowest Total Cost of Ownership (TCO)
- Net-SERV® Cabinets are designed to provide the best combination of space utilization and thermal management for server applications and complement the Net-Access™ Cabinets to provide a complete, optimized physical infrastructure solution for all switch and server architectures
- FiberRunner® Routing Systems are comprised of channel, couplers, fittings, and brackets designed to segregate, route, and protect fiber optic and high-performance copper cabling


\*MTP is a registered trademark of US Conec Ltd.

*“With the expertise of Panduit Advisory Services, Panduit became more than a parts supplier, and proved their capability as an integrated solutions provider, from design to implementation.”*

Rob Moore,  
Hertz Staff Vice President,  
Global Information  
Technology Services

Unified Physical Infrastructure



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- Wyr-Grid® Overhead Cable Tray Routing System is designed to route and manage copper data cables, premise distribution fiber optic cables, and power cables to minimize installation time and simplify cable management
  - Easy-Mark™ Labeling Software simplifies label creation for specific application needs and allows proper identification of the network which allows moves, adds, changes, troubleshooting, and repairs to be accomplished faster and more efficiently to lower the TCO
  - The PIM™ Software Platform combines connectivity management data with asset tracking, allocation, and utilization, enabling effective repurposing and reclaiming of IT assets
  - Panduit grounding and bonding solutions provide a high quality, dedicated grounding path to maintain system performance and protect network equipment and personnel

In addition to Panduit's solution, selected partners for this project were SageNet 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 outcome of the project and according to Mr. Rob Moore, "With the expertise of Panduit Advisory Services, Panduit became more than a parts supplier, and proved their capability as an integrated solutions provider, from design to implementation."

Panduit's Data Center Solution provides the scalable, flexible infrastructure that can accommodate future technology demands and addresses Hertz's desire for centralized management of IT and building systems. 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 was deployed to prepare for the increasing demands of the next generation of computing.

The upgraded data centers are a showcase for both Hertz and Panduit to leverage future business opportunities. The cabling allows for faster response time and the cabinets provide scalable thermal management for low to high density applications and eliminate cable and power cord congestion behind the servers. This allows the server fans to more efficiently exhaust air from the cabinets.

The PIM™ Software Platform centralizes the collection and representation of a rich set of asset attributes such as connectivity, space/port availability, and power/environmental, to ensure that Hertz's physical infrastructure supports mission-critical applications and enables effective optimization of their data center's space, power, and cooling resources.

Panduit Advisory Services was able to assist with airflow and rack designs as well as address the deployment's engineering challenges. In addition, Panduit Advisory Services demonstrated its ability to provide a complete solution by collaborating with Hertz's internal engineering group and other technical partners as necessary to fulfill the job requirements. This showcased Panduit Advisory Service's ability to address the complete solution, not just provide products. Panduit was able to transform the former data centers from facilities that were not being fully optimized to centers that support sustainability goals, reduce operational costs and provide a technology showcase for both existing and new customers.

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."

## 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, 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, and certified architects, consultants, engineers, designers, system integrators, and contractors – are qualified to help you achieve your objectives and realize predictable and measurable results.



### Strategic Alliances

Panduit cultivates long-term strategic alliances with industry leaders, including 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 the world over. 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, customer service, logistics, and distribution partners, provides prompt response to your inquiries and streamlines 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 Gold certified World Headquarters, leveraging the Unified Physical Infrastructure<sup>SM</sup> approach to enable convergence of critical building systems to drive energy efficiency and ongoing operational improvement.



*Transform Your  
Physical Infrastructure.  
Call or visit us online,  
we can show you how.*

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