

Committed To Customers

PDU Cables Has Met BCEI's Cabling Needs For More Than 20 Years

HOUSTON-BASED BURR COMPUTER Environments Inc. (BCEI; 281/374-8644) has been in business 24 years as an engineering-based construction management company specializing in the engineering and construction of data centers and other mission-critical environments. For 20 of those years, BCEI has relied on PDU Cables to supply the power cables that BCEI installs in the facilities that it constructs.

Customer-First Mentality

A customer doesn't forge and maintain a relationship stretching on for two decades with a supplier without sharing core business beliefs and without having a solid trust in that supplier.

"PDU Cables is run in a manner similar to BCEI," says Greg Sawyer, director of electrical engineering at BCEI. Sawyer says BCEI and PDU Cables share a customer-first mentality that involves keeping products and services flexible to the customer's growing needs within its particular market. "By expanding their growth in products within industry, [PDU Cables] is able to stay abreast of the product trends within that industry," Sawyer says. "If you expand beyond the market into different industries, you're at risk of becoming a 'jack-of-all-trades, master of none,' and your service quality suffers."

BCEI purchases branch circuit power whips and colored conduit from PDU Cables, along with the company's Air-Guard products. The line of airflow-management brush grommets for data center raised floor installations are used to seal access holes to minimize cool air loss. Additionally, the Air-Guard products improve static pressure, a condition that enables data center equipment to run cooler and enterprises to ultimately realize energy savings.

Power Distribution To The Floor

BCEI initially turned to PDU Cables because it was seeking a faster, more cost-effective method for delivering power distribution to the data center floor than the traditional approach of using electrical contractor-built cables, Sawyer says. While the cable quality from electrical contractors varies in quality, Sawyer says, the cable quality that PDU Cables provides remains consistent among all jobs.

"Typically power cables are the last piece of the construction process and are often built by the least experienced electrician in the field because they are easy," Sawyer says. "By purchasing PDU Cables' power cables, the quality shows the client we aren't cutting corners on the pieces that are hidden under

the raised floor." Sawyer says despite other cable companies offering similar products, "I have greater confidence that PDU Cables orders will be received and installed correctly every time and at the delivery date they promise. The shipping containers their cables come in are sturdier, ensuring less risk of damage during shipping."

Performance & Reliability


PDU Cables' power whip cables are available in hundreds of custom configurations for under-floor and drop-down power configurations. They're also UL Listed, labeled, manufactured with industrial-grade material that meets UL Standards, and 100% tested and checked in the factory for performance and reliability. Equally important is that PDU Cables can manufacture and ship its power whips within 24 hours of an order being placed.

Sawyer says due to his trust that PDU Cables' labeling will be correct and complete, BCEI can reduce its engineer inspection time. Further, Sawyer says he also doesn't "have to search each cable under the floor to verify an electrician labeled everything correctly."

Overall, Sawyer rates PDU Cables' support, training, and other departments as "second to none." In fact, during BCEI's 20-year

relationship with PDU Cables, Sawyer says, he only recalls one problem that involved a shipment. PDU Cables, however, "went out of its way to fix the problem and ship a cable as quickly as possible at their cost."

Adapting To Customer Needs

When the two companies began working together, PDU Cables only offered blue-colored liquid-tight conduit, Sawyer says. In 1996, however, BCEI had designed an A-B electrical distribution system that required the use of another color to keep cabling separate and easily identifiable. PDU Cables, he says, adapted to BCEI needs and later expanded its cabling offering to six colors. In 2005, BCEI was working on a project and needed to expand beyond the six color options PDU Cables was then offering, Sawyer says. "They delivered, and now, I see there are 11 colors available. I doubt we'll need more than that, but who knows." 

PDU Cables™
Innovator in data center efficiency

During his 20-year relationship with PDU Cables, Greg Sawyer, director of electrical engineering at BCEI, says he can only recall having one problem, and in that case, PDU Cables "went out of its way to fix the problem and ship a cable as quickly as possible at their cost."

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