

# One In a Million

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Leading infrastructure solutions provider Pronet Limited have clocked up £1 million in sales of Krone products as a Premier Distributor. Pronet and Krone may have been working together for only a year, but have achieved enormous growth in a true partnership delivering the highest quality solutions.

## Partnership is Key

Pronet, based in Hungerford, are one of the UK's largest distributors of structured cabling systems, indeed they are the distributor of choice for many UK companies. Complementing their highly successful product selection and delivery operations, the West Berkshire company provide a range of essential added value services, from cabinets to infrastructure testing solutions. In the autumn of 2002, Pronet knew that the time was right to add one of the leading manufacturers of infrastructure solutions to their portfolio. The choice of partnering Krone is based on the wide recognition of the brand, a range of innovative ideas along with their renowned product quality. Working with Krone, key to Pronet's approach is enabling customers to implement the infrastructure solution that best fits clients' business needs. In the words of Tina Moreland, marketing communications manager for Pronet: "we utilise Krone's expertise, and work in partnership to provide the customer with a solution".

Delivering infrastructure solutions can be exacting, but Pronet know they can call on Krone's extensive knowledge and skills, providing the "best selection of off the shelf products to meet customer requirements". As Tina acknowledges, Krone are "always ready to support when we need help".

## Acknowledged Leader

Krone is an acknowledged leader in structured cabling systems, with a wide range of high-quality products to meet current and future needs for cabling and communications infrastructures. Manufacturing fully component compliant Cat 5e and Cat 6 platforms that meet the customers' needs for reliable, cost effective cabling has been a key achievement at Krone.

The provision of a considerable variety of 'off the shelf' solutions, combined with ease of installation and product reliability has given Krone a premier position in the marketplace.

Pronet Limited have experienced this for themselves within this successful partnership, with a huge growth in orders throughout the range, whilst the popularity of Cat 6 has seen continued growth since the standard was ratified.

Whilst Pronet customers requiring "high end" products would select Krone, the quality, performance and reliability is evident in the whole of Krone's product range, again emphasising the availability of choice for the customer from Pronet and Krone.

## Future Proofing Success

KRONE continued its position at the forefront of technology with a 'World First' demonstration of a 10 Gig cable concept at the IEEE last November. 10Gig Ethernet has some mind-blowing performance

statistics, including the ability to transfer the equivalent of a stack of paper 35m (118ft) tall – as high as a 10-storey building – sent every second. Or, given the demand for VoIP services, a typical 10Gigabit/s cable could carry 156,250 simultaneous voice conversations.

The success that Krone has enjoyed places the company in the forefront of this progress, and partnered with Pronet in the UK, further growth and success is assured. It is fitting that Pronet have the last word on the outstanding achievements of the relationship with Krone: “We are very happy with the partnership and look forward to continued success” – Tina Moreland, marketing communications manager.

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