

As Seen In

*Fortune, Entrepreneur & Money*

DALLAS BUSINESS LEADERS

## Company Combines Unique Products, Technical Expertise, and Unparalleled Service to Exceed Customer Expectations

IN THE WORLD OF FIBER-BASED DATA TRANSMISSION, AUTHORITY AND CREDIBILITY ARE THE MOST IMPORTANT QUALITIES A COMPANY CAN HAVE. FORTUNATELY FOR THE TEAM AT DATA CENTER SYSTEMS, BOTH ARE ABUNDANT.



**K**evin Ehringer, Founder and CEO, launched Optical Cabling Systems in 1994. A visionary both then and now, he has always kept a step ahead of the

competition. In 2002, recognizing the surge in enterprise data centers and the fiber optic connectivity that would be needed to support the upcoming demands of storage area networks, Data Center Systems (DCS), an industry leader, was born.

“We design, manufacture, and install structured connectivity solutions for single-purpose, enterprise-class data centers,” says Ehringer. “Our approach is consultative and future-facing, and as a result, we work with some of the largest data centers in the world.”

### RELATIONSHIPS BUILT ON SKILL AND EXPERIENCE

The relationships DCS has with its partners are long-term; some have been with the company since the beginning. They are companies that dominate the banking, finance, and insurance spaces and that cannot risk the chaos or downtime that could result from anything less than reliable, high-performance connectivity.

“First and foremost, we listen to our partners—it’s critical we truly understand the issues they are dealing



with,” Ehringer says. “While our competition might force the products and services they use for other network solutions to meet a client’s needs—like fitting a square peg into a round hole—we roll up our sleeves and work with our partners to develop the right solution for leading-edge performance and manageability. One size does not fit all. Instead, we use our experience, willingness, and product flexibility to meet partner needs.”

Experience is another high point for DCS. The core production staff has been with DCS since 1995. Another 25 percent of the team weighs in with more than 11 years tenure, and a full 50 percent has been with the company for at least six years. Such longevity doesn’t happen by accident.

“There’s a culture of caring for and among coworkers. Our team is invested in what we do and what makes us different. They bring significant experience to the table, and that affords us the ability to be nimble and deliver on ideas quickly,” Ehringer explains. “We want and need to deliver trust and confidence to our partners, and that means we skip the corporate nonsense.”

### PREPARING TODAY FOR TOMORROW

Ehringer’s position on the board of the Fibre Channel Industry Association (FCIA) and his relationship with the Ethernet Alliance allow DCS to stay on top of industry innovation, standards, and trends and provide the kind of education necessary for partners to make the best business decisions possible.

“The benefit to our partners is that not only are we building the solutions they need today, we are also laying the foundation for future technologies,” says Ehringer.

“Our dedication to the needs of our partners is clear. We are proud to use our skill and experience to design, manufacture, and install connectivity solutions for some of the largest, most powerful companies in the world. We look forward to being here for them today and always.”

