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Kell Systems

# Case Study

## Hertz Car Rental



*Hertz uses Kell Cabinets to replace wiring closets throughout its European HQ in London, repeating the project in its new Italian HQ in Rome a year later.*



When car rental giant Hertz was planning its superb new European HQ building, MIS Manager Michael R. Smith chose to deploy 12 x Kell Systems 38U Office IT Cabinets, bayed in pairs, two pairs per floor over three floors, instead of building local wiring closets. Hertz equipped them for optical demux, and linked them by fibre to the ground floor data centre. Up to 700 CAT6 cables then link each enclosure to all workstations located nearby.

**“Our primary consideration was flexibility”** commented Mr. Smith. **“In such a project, floor plans are likely to change right up until the last minute. The Kell Cabinets eliminated the need for a lot of MIS-specific building works, and we could deploy them at short notice, allowing decisions on their precise locations to be taken as late as possible in the programme.”**

**NEXT > The Solution**

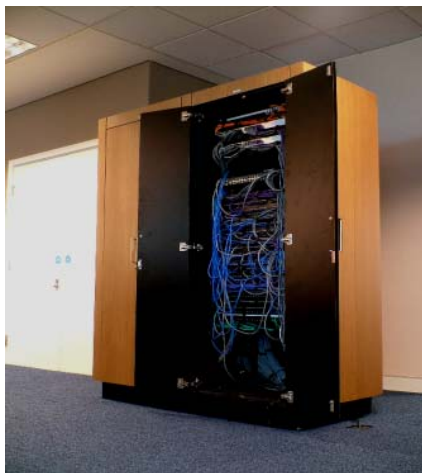


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In fact deadlines were so tight on this project that Kell made special arrangements to supply Hertz with the rack-cores of the Cabinets immediately, followed several weeks later, after the racks had been fully fitted-out, with the exterior shells.

**“Kell also finished the Cabinets exterior shells to our architect’s specifications, to blend them into the different working environments.”**



**“The cost and floor space savings were substantial compared to building datacomms rooms, and Kell’s support services were first class. In all, the use of the Kell Cabinets proved to be one of the highlights of the programme.”**

One year later, Kell was contracted to provide 10 x all over white 38U Office IT Cabinets for the same application at Hertz’s new Italian headquarters in Rome, with Kell technicians flown out to oversee deployment.

**NEXT > Company Info & Contact Details**



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### For further information and enquiries:

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### About Hertz Car Rental:

"Our mission is to be the most customer focused, cost efficient vehicle and equipment rental / leasing company in every market we serve. We will strengthen our leading worldwide positions through a shared value culture of employee and partner involvement by making strategic investments in our brand, people and products. The focus of everything we do will be continuously improving shareholder value."

### About Kell Systems:

Kell Systems has pioneered the design and manufacture of Office ICT Cabinets, the first complete solution for deployment of servers and network hardware directly in the office workplace. Kell ComputerVault Pro and BladeVault™ product lines are award-winning products and a very real, self-contained alternative to building computer rooms.

Kell Systems Ltd. is a privately-held English company founded in 2003, headquartered in Marlow, Buckinghamshire, with its manufacturing and distribution facility in Frome, Somerset.

[kellsystems.co.uk/case\\_studies.asp](http://kellsystems.co.uk/case_studies.asp)

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