Pacific Sunwear, Anaheim, California

Challenge:

Pacific Sunwear (PacSun), headquartered in Anaheim, Calif., is a lot like a surfer who paddles the fastest, catches the best wave of the day and gives the best acrobatic performance for the longest ride. Perhaps it's fitting that the ever-growing retailer approaches its business operations with the same strategic maneuvering as the world's greatest surf pros. PacSun is an $800 million mall-based specialty retailer of casual apparel, beachwear, accessories and footwear.

From day one when its first California surf shop opened in 1980, PacSun has been focused on catching all the great waves. And it's certainly not going to miss The Big One. "We're constantly looking for what's new," says Greg Weaver, chairman and CEO of PacSun.

Being on the cutting edge of fashion and business also means needing a leading communications infrastructure. In late 2001, the company embarked on the installation of a super network that would support operations at its new facilities. In less than 12 months, a flat lot became the site of a 300,000-square-foot distribution center and 181,000-square-foot corporate headquarters.

Solution:

The new PacSun network includes three DS3 connections, multiple IBM AS/400s, PC and Mac servers, a wireless network, hacker detection, continuous power backup and more than 500,000 feet of Cat 6 cable. The network needed to serve the hundreds of workstations, the e-commerce site and the 1,500 total stores planned to open during the next several years.

In addition to the tremendous capacity and performance, PacSun wanted cleanliness — "a sterile environment," says Dwayne Russell, PacSun's

PacSun maximizes the quality and durability built into the MegaFrame's advanced design

Director of Technical Services. Nothing scattered all over the computer room floor here. Even the closets (IDF locations) are well-organized.

To accomplish his goal, Russell chose the comprehensive family of products from Chatsworth Products, Inc. Every piece of PacSun's powerful and wide-serving network — from the individual components, to the racks and cabinets where they are placed, to the cable management — is organized to precision. "CPI has made cable management so much easier for us," Russell says. "The

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MegaFrame® Cabinet gives me a super-clean environment, allowing lots of machines in a smaller space, and is exceptionally flexible. Everything is adjustable. I can install my own choice of patch panels, go with rack mounting or shelves, and still keep everything looking consistent."

Russell appreciates attention to the smallest details and cites CPI's 10-inch Master Cabling Sections (MCS) as a perfect example. "I'll never use [another manufacturer] again," he says. "CPI's 10-inch MCS is wider, opens from either side — not just the front — and it uses all the same parts ... just another way CPI makes organizing the wiring on our racks all the easier."

Russell's responsibilities include the network, point-of-sale equipment support, the corporate telephone system, data center and help desk — or as he puts it, "everything but programming." He's designed four large networks prior to this one but says PacSun has been his most rewarding because of the company's insistence on technological advances and because he was given the freedom to "build the best" from scratch. He even designed custom cabinetry for the workstations and media storage to "finish out" the unified look of the room.

Installed CPI equipment includes 19-inch Standard Racks, MegaFrame Cabinets, cable management products, and a variety of cable runway systems. Russell selected the black finish on all CPI components to dress up the central data room as well as the IDFs on two other floors.

To have a network at this level, you must have a superior and efficient infrastructure — one that supports a system you can access anywhere, with complete control. According to Russell, CPI complements the value of urgency in three major ways. First, CPI products are quick and easy to install and configure. Second, the products are widely available and comprehensive enough to manage all the variety in hardware as well as possible complex wiring requirements. Third, CPI products provide a well-organized environment resulting in a clean and attractive appearance — when the initial installation

CPI's MCS Master Cabling Section promotes organization and clean aesthetics

is complete and well into the future.

Who would have thought that a quaint little surf shop (where most of the customers didn't even wear shoes) would be the birthplace of such a sophisticated, worldwide retail empire? ꞏ

About Chatsworth Products, Inc.
Chatsworth Products, Inc. (CPI) is a global manufacturer providing voice, data and security products and service solutions that optimize, store and secure technology equipment. CPI Products offer innovation, configurability, quality and value with a breadth of integrated system components, covering virtually all physical layer needs. Unequalled customer service and technical support, as well as a global network of industry-leading distributors, assures customers that CPI is dedicated to delivering products and services designed to meet their needs. Headquartered in the US, CPI operates global offices within the US, Mexico, Canada, China and the United Kingdom. CPI's manufacturing facilities are located in the US, Asia and Europe. (www.chatsworth.com)

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