

CCCA - New Voice for New Challenges



Today's marketplace presents new challenges to manufacturers of communications cables, connectivity, materials and related products. These challenges are varied and require a new voice and new approaches to assure they do not erode a value-based, robust industry capable of determining its future and guarding the best interests of its customers and users.

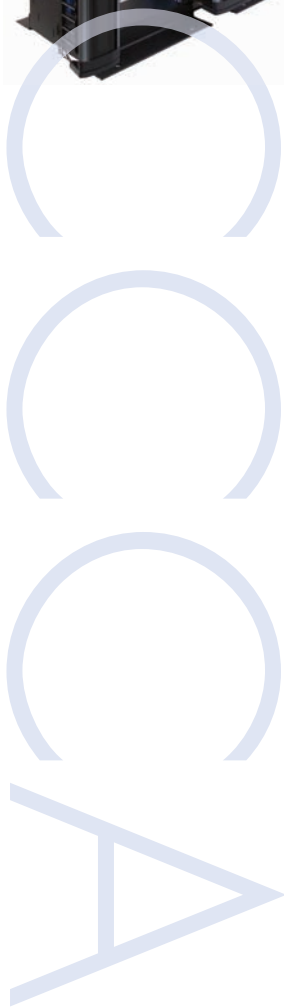
Efforts to market non-optimized, or simply ill-conceived, solutions have become more evident. These may serve the provider but not the customer. As example, there has been increasing promotion of low performance cable in steel conduit as an alternative to exposed plenum cable. The claimed benefits include: better fire protection, lower toxicity, better environmental sustainability (greener), noise immunity and easier moves, adds, and changes (MAC's) for future upgrades. Also, active and passive fire suppression methods using sprinklers and/or raised floor systems have been promoted as viable alternatives to existing building methods and systems that have proven, long term, cost effective performance in the field.

While these alternative solutions do not represent proven, industry ratified, best practices, they are perceived as viable in the absence of factual information. CCCA plans to act now to fill that void by being a pro active, authoritative voice, providing well researched information on quality products and systems that offer the highest and best value for customers. Further delay in establishing a better informed marketplace will result in erosion, a more unstable market and poor value and investment decisions by users. Even six (6) months delay could result in unwanted market traction and a defensive position against a host of proponents and consultants seeking to capitalize on the latest trend or fad.

We encourage you to join CCCA and add your voice to ours.

We are faced with an influx of counterfeit products that not only affect direct sales but also the integrity of product and company brands that have been built over the years with huge financial investment. Uninformed users of these inferior and illegal products are plagued with potential liability, network failures and the possibility of having to replace entire installed systems. Left unchecked, the "ripple affect" of counterfeit products undermines every supplier and component used in well engineered structured

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cabling systems. System performance is only as good as the weakest link. While individual companies have attempted to stem the rise in counterfeit products, an industry wide voice and action plan is needed for effective government and regulatory action. Stopping counterfeit product is a priority for CCCA. We believe it is the industry's responsibility to preserve the integrity of the marketplace for suppliers and users.

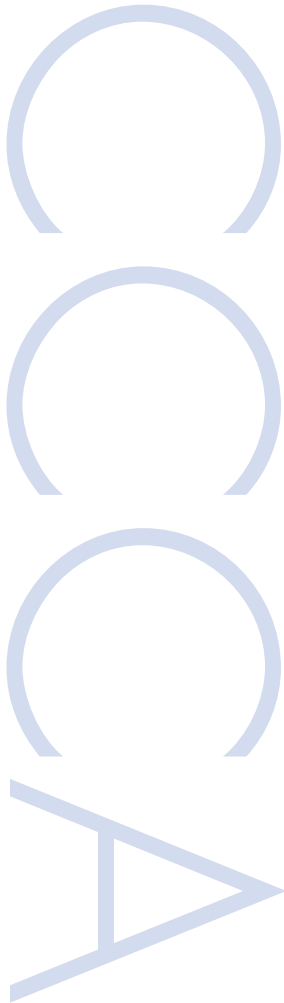
We encourage you to join CCCA and participate in our action plan.

How well products and technologies meet societal values is now mainstream, adding a new dimension to product design, selection and specifications. Environmental sustainability is one example of the new "rules of engagement" for serving today's market and leadership in providing information and products that perform is essential. In the absence of a foundation of responsibility and stewardship built by our industry, there is a market vacuum open for exploitation and opportunists seeking to gain a foothold by riding the "green" bandwagon. Until CCCA there was no unified approach from the structured cabling industry that acknowledged recognition of, and compliance to, these new values ... in a way that leverages the efforts of individual companies.

We encourage you to join CCCA and our stewardship of the environment.

Individual companies can only do so much to meet these challenges. Without a unified industry voice and pro-active programs to provide a more stable industry and market, all are negatively affected. Users have a right to expect value.

As users approach investment in the next technology platform to support higher speed networks, alternative strategies are available such as wireless, raised floor systems, active vs. passive fire protection. Failure to educate and support the value and performance of proven structured cabling products and methods penalizes users and results in major market dislocations. Unmet expectations for value and performance, regardless of cause, will affect future network infrastructure investment decisions and all suppliers. Without a clear, industry-recommended path forward to the next level of performance, users may be hesitant, taking a "wait and see" approach that will stagnate future growth through-



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out the entire value chain. This is not just a cable related issue. Users spending dollars on IT infrastructure products and systems that add no value, or provide less value, means fewer dollars are available for every product manufacturer, material supplier and distributor serving the structured cabling market.

Leading manufacturers, suppliers and distributors have taken the initiative to meet these challenges by forming CCCA. They have recognized that inaction and a reactive posture against proponents of lower value solutions is a prescription for a chaotic and confused market and a weakened industry. Through CCCA members have the capability to prevent market erosion and stalled investment and growth. Through CCCA members have a direct influence on the direction and future of their market and industry. By acting forcefully and rapidly through CCCA, members can be assured of integrity and protecting best value solutions for users, which can only strengthen and enhance business opportunities for all.

We encourage you to join CCCA and build a future of value and growth.

Finally, CCCA will accomplish its mission as a streamlined organization managed to focus dues and budgets on developing and implementing effective programs. Key strategy elements on how CCCA will meet its objectives include:

- Well managed processes for selecting, implementing and measuring the success of approved programs.
- Proactive stance, seeking opportunities to educate, inform.
- Represent the industry at key codes and standards organizations
- Leverage resources with alliances and strategic relationships with other industry associations having shared interests.
- Represent the industry on key legislative and regulatory issues.
- Represent the industry with AHJ's, including training
- Sub-contract with subject matter experts as opposed to hiring a permanent employee staff.
- Combine member resources where the whole becomes greater than the sum of the parts.
- Website

We encourage you to become a CCCA member now.