

# BBP Top 10 Distributors – 2006

There's a seamless progression from coax to fiber taking place nationwide

*A BBP Staff Report*

**M**ore than two dozen value-added resellers and distributors of fiber optic technology caught our eye this year, and ten were judged worthy of “BBP Top 100” award status. Only four distributors made the coveted list in 2005.

What happened? FTTH reached the mainstream market starting in 2004, with smaller operators and contractors requiring quick parts shipments for maintaining and expanding older FTTH networks, and help with basic network design for new builds.

By late 2005, the only major interoperability issues revolved around the point-to-point and GePON fiber universe (equipment built to IEEE standards) and the BPON/GPON world (ITU standards). Suppliers had figured out which connectors behaved well when matched with other specific vendors' connectors. Cabinets, pedestals and other enclosures evolved to meet accepted industry standards as well.

In short, the “technology risk” of mixing and matching the best fiber components for the job at hand had, by the start of 2006, been reduced to the same as coax. Many distributors our staff talked to claim, in fact, that fiber's risk is even lower than coax – with fewer variables and more comprehensive standards. There are hundreds of interface specs for RF equipment, for example, and fewer than a dozen for fiber, even when one includes telephony's trunk connections.

And, of course, with worldwide copper prices so high and with prices for fiber tumbling (thanks in part to the

large-scale standardization), even smaller developers and contractors started looking more seriously for alternatives.

As we were exploring the world of distributors and VARs over the past few months, we came across dozens of others who were preparing to enter the fiber market with cables, connectors, test equipment, enclosures and other basic building-blocks. Many of those, in turn, said they expected to be handling electronics, both for customer premises and for network infrastructure, by no later than this time next year, and perhaps as early as the end of this year.

What separates the current list from the pack? Size is important, but not a controlling factor. Some distributors with fewer than 10 employees have made the list, along with one that does \$4 billion – yes billion – in annual sales and services. The key is breath of either their catalog or their VAR services, or both. Others on the list are just transitioning into fiber by selling the basics. We also paid attention to customer accolades, and took a few tips from some equipment makers about their satisfaction with their own supply chain.

One thing is certain: There will be a lot more distributors on the next list!

## About the Authors

*Our list was put together by Robert Calem, Andria Cimino, Rachel Ellner and Chris Stuart, supervised by Contributing Editor Masha Zager and Editor-in-Chief Steve Ross.*

Top 10 Distributors	Web	Phone	Key Products
Advanced Media Technologies, Inc. (AMT)	www.goamt.com	954-427-5711; 888-293-5856	Fiber optic cables, jumper cables, transmitters, receivers/nodes, splitters and couplers
Anixter Inc.	www.anixter.com	224-521-8000; 800-ANIXTER (264-9837)	LAN and WAN networking products, optical fiber cabling systems, connectors, patch cords, and racks and cabinets; also technical expertise, global supply chain, and other e-business services
CablesPlusUSA	www.cablesplususa.com	804-716-9007; 866-678-5852	Fiber optic cable, fiber patch panels and testers, custom fiber cables, media converters, connectors, adapter modules, networking cables, switches, infrastructure, 10 Gbs Ethernet
DF Countryman	www.dfcco.com	612-729-1300; 800-328-6820	Broadband and fiber optic installation, integration, fiber-to-the-premise networks
EMBARQ Logistics	www.embarqlogistics.com	913-791-7000; 800-755-3004	Telecommunications equipment; logistics, engineering, integration and deployment services.
Fiber Optic Cable Shop	fiberopticcables.stores.yahoo.net	510-234-9090; 800-777-6269	Fiber optic cable assemblies (including custom configurations), breakout/distribution fiber assemblies, indoor/outdoor cables, mode-conditioning patch cables, 10Gb cables, fiber optic attenuators, switches, connectors, media converters, and network interface cards
Multicom, Inc.	www.multicominc.com	407-331-7779; 800-423-2594	Fiber optic cables, connectors, receivers, transporters, amplifiers, attenuators, enclosures, splitters, splicers, tools, coaxial cables, hybrid fiber and coax systems, optoelectronics; design and VoIP services
Pace	www.pacemso.com	507-288-1853; 800-444-7223	Coaxial cables, fiber optic connectors, transmitters, receivers, splitters; system design for signal distribution; technical support
Power&Tel	www.ptsupply.com	800-238-7514	Telecommunications and CATV products
Toner Cable Equipment, Inc.	www.tonercable.com	215-675-2053; 800-523-5947	Digital signal processors, modulators, antennas, fiber optic cable, connectors, tools, test equipment, optical transmitters, amplifiers.

## 1. Advanced Media Technologies, Inc. (AMT)

**www.goamt.com**

**954-427-5711; 888-293-5856**

**Key Products:** Fiber optic cables, jumper cables, transmitters, receivers/nodes, splitters and couplers

**Summary:** Advanced Media Technologies, Inc. (AMT) is a premier stocking distributor of high-end broadband products for companies such as Motorola, Blonder Tongue, DX Antenna, and Amino, among others. AMT targets emerging

technology applications in broadband, including RF and fiber distribution, video, data, IP, and HDTV, and has developed a reputation for specializing in satellite communications, system integration and turnkey CATV/TELCO/MATV headend construction. Located in Deerfield Beach, FL, Advanced Media Technologies, Inc. is a wholly owned subsidiary of ITOCHU International, the North American subsidiary of ITOCHU Corporation, one of Japan's leading companies. With operations in over 80 countries covering a broad range of industries, ITOCHU's revenues place it among the world's largest corporations of any type.

## 2. Anixter Inc.

[www.anixter.com](http://www.anixter.com)

224-521-8000; 800-ANIXTER (264-9837)

**Key Products:** LAN and WAN networking products, optical fiber cabling systems, connectors, patch cords, and racks and cabinets; also technical expertise, global supply chain, and other e-business services

**Summary:** Founded in 1957, this Glenview, Illinois, company has become the world's largest distributor of communication products and electrical and electronic wire and cable. It is also a leading distributor of fasteners and other small parts ("C" class inventory components) to original equipment manufacturers. It stocks over 275,000 cables, connectors, cabinets, cameras, DVRs, tools, test equipment, and fasteners from over 3,000 suppliers for the retail, financial, education, health care, government, contractor/integrator, natural resources, service provider, transportation, and manufacturing markets. Its inventory of more than 325,000 products is worth nearly \$725 million. Employing more than 5,000 people, its global distribution system spans 220 cities in 45 countries, speaks 33 languages, and does business in 33 currencies. Anixter enjoys annual sales that exceed the GNP of many a small country, growing by 50 percent since 2002 to reach \$4 billion.

## 3. CablesPlusUSA

[www.cablesplususa.com](http://www.cablesplususa.com)

804-716-9007; 866-678-5852

**Key Products:** Fiber optic cable, fiber patch panels and testers, custom fiber cables, media converters, connectors, adapter modules, networking cables, switches, infrastructure, 10 Gbs Ethernet

**Summary:** This Richmond, Virginia-based wholesale supplier of data communication connectivity solutions works with an international network of manufacturers and has distribution centers in 10 states. A new company with nine employees, it specializes in serving federal government, federal government contractor, and higher educational clients, offering more than 30 years of experience in these sectors, which make up 75 percent of its customer base. Since opening in January 2003, it has nearly doubled its revenue and projects \$4.5 million in sales for 2006. Clients served include the Air Force, the Navy, Lockheed Martin, Purdue University, and the universities of California, Florida, Colorado, Arizona, and Hawaii, among others. Because of the business generated by its Website, with its emphasis on community as well as customer service, CableUSA says it hasn't had time to make an outbound sales call in three years. An expansion into broadband HDTV fiber optics is planned for the future.

## 4. DF Countryman

[www.dfcco.com](http://www.dfcco.com)

612-729-1300; 800-328-6820

**Key Products:** Broadband and fiber optic installation, integration, fiber-to-the-premise networks

**Summary:** DF Countryman is a value-added distributor of broadband and fiber optic products from more than 60 manufacturers. It targets the integrated communication provider market, including multiple service operators (MSOs) and telcos. Since 1958, this Minneapolis-based company has enjoyed steadily growing revenues, employs 11 people, and has recently expanded, opening another office in San Antonio, TX. Earlier this year, DF signed distribution agreements with IMC Networks, a leading worldwide provider of copper to fiber media converters and intelligent optical Ethernet and fiber to the premises solutions and Alloptic, Inc., a global leader in the design and development of IEEE Gigabit Ethernet Passive Optical Networks (GePONS). Most recently, DF has signed with EGT Inc., a company that manufactures digital video signal processing equipment for television distribution over cable, satellite, and IPTV, to offer its next-generation encoders and decoders.

## 5. EMBARQ Logistics

[www.embarqlogistics.com](http://www.embarqlogistics.com)

913-791-7000; 800-755-3004

**Key Products:** Telecommunications equipment; logistics, engineering, integration and deployment services.

**Summary:** EMBARQ Logistics is a supply chain integrator serving network service providers, manufacturers and resellers throughout North America. Formerly known as Sprint North Supply, the New Century, Kansas, company offers expertise in logistics, engineering, integration and deployment, as well as in telecommunications equipment. EMBARQ stocks more than 30,000 products from more than 1,500 manufacturers, and maintains distribution centers nationwide. In June, EMBARQ signed a distribution agreement with Wave7 Optics, for EMBARQ to distribute Wave7's "universal PON" Trident7 optical access platform and Last Mile Link Ethernet-based FTTP system. Founded in 1905 as Union Electric in Abilene, Kansas, the company has 995 employees and annual revenues of \$800 million (2004 sales). It is a subsidiary of EMBARQ, a Fortune 500 company with \$26 billion in annual revenues in 2005. EMBARQ deployed the United States' first all-digital, fiber-optic network and an award-winning Tier 1 Internet backbone. FTTH Council Member.

## 6. Fiber Optic Cable Shop

[fiberopticcables.stores.yahoo.net](http://fiberopticcables.stores.yahoo.net)  
510-234-9090; 800-777-6269

**Key Products:** Fiber optic cable assemblies (including custom configurations), breakout/distribution fiber assemblies, indoor/outdoor cables, mode-conditioning patch cables, 10Gb cables, fiber optic attenuators, switches, connectors, media converters, and network interface cards

**Summary:** Based in Richmond, CA, this affiliate of Support Systems International has been manufacturing data communications cable assemblies since 1976 and is a major supplier to aerospace, technical, communications, educational institutions, and military bases around the world. The Fiber Optic Cable Shop has distributed quality cable and interconnect products throughout the world, including multimode duplex and simplex 62.5/125 and 52/125 and single mode duplex and simplex. It is capable of providing custom fiber optic assemblies in one day. Honored as INC 500 company for three consecutive years, Fiber Optic Cable Shop has 25 employees and made over \$5 million in sales in 2005. Its long list of clients, many of which are Fortune 1000 companies, includes IBM, Northrop-Grumman, Boeing, Cisco, Comcast, Dept. of Defense, Dept. of Justice, FAA, FBI, Direct TV, Dow Chemical, Hewlett-Packard, Intel, Lockheed-Martin, Netgear, Nortel, Raytheon, SRA International, State of California, US Air Force, US Army, US Navy, Mobile, Verizon, AT&T, Bell South, Lucent, Samsung, Sprint – Canada, Sprint – Government Services Division, Cox Communications, ADC/Nextel, Alcatel, Ericsson Wireless Communications, Qwest Wireless, Stanford University, Sun Microsystems, UC Berkeley, Wells Fargo Bank, ABC, CBS, CompUSA, 3 Com, Agilent, GSA, NASA, USPS, General Dynamics.

## 7. Multicom, Inc.

[www.multicominc.com](http://www.multicominc.com)  
407-331-7779; 800-423-2594

**Key Products:** Fiber optic cables, connectors, receivers, transporters, amplifiers, attenuators, enclosures, splitters, splicers, tools, coaxial cables, hybrid fiber and coax systems, optoelectronics; design and VoIP services

**Summary:** Headquartered in Orlando, Florida, and maintaining sales offices, rep agencies, and sub-distributors throughout North and Latin America, Multicom is a full-line stocking distributor of broadband products for end-to-end integration of communication solutions for the cable television (CATV) and traffic signal system industries. Multicom, established in 1982, has a multi-million dollar inventory, stocking over 7,000 products from more than 85 of the world's major manufacturers. These products are used to acquire, process, and distribute audio, video, television, data,

energy, and traffic control signals over fiber optic, copper, and coax cable. Multicom's design and engineering team has earned the respect and trust of system operators and owners throughout the United States, Latin America, Spain, Portugal and Europe. Recent design project clients include the Orange County Convention Center, the Olympic Coliseum in San Juan, Puerto Rico, the Gaylord Palms Hotel and Convention Center in Kissimmee, Florida, the Marriott Brighton Gardens (more than 80 locations), and Rams Stadium in St. Louis, Missouri.

## 8. Pace

[www.pacemso.com](http://www.pacemso.com)  
507-288-1853; 800-444-7223

**Key Products:** Coaxial cables, fiber optic connectors, transmitters, receivers, splitters; system design for signal distribution; technical support

**Summary:** The past 33 years have seen this company grow from a regional distributor serving the upper Midwest to a national wholesaler with 55 employees servicing customers in all 50 states and Canada. Its mission – to help direct TV operators gain more subscribers – has clearly paid off as it has doubled its revenue over the past two years. From its offices in Minnesota and Florida, Pace supplies products from the industry's most recognized manufacturers as well as its own proprietary line of cable, passives, installation accessories, amplifiers, and 100 percent quality assured modulators, which it markets under the label Tradewind International. Pace operates four strategically located warehouses and is an industry-leading distributor of equipment for DBS, SMATV, PCOs, REITs, system operators, installers, dealers, and retailers. Pace recently signed deals with Nas Technology Company Limited, a Thailand-based fiber optic distributor/wholesaler, and Foxcom, known for its SDTVplus fiber optic return path system for cable operators and service providers who have launched interactive services, which will expand its inventory of innovative fiber optic products.

## 9. Power & Tel

[www.ptsupply.com](http://www.ptsupply.com)  
800-238-7514

**Key Products:** Telecommunications and CATV products

**Summary:** Headquartered in Memphis, Tenn., Power & Tel is an independent distributor of material for the telecommunications and cable TV industries. The company stocks more than 10,000 products from top manufacturers worldwide. Customers include broadband/cable TV providers and independent telephone companies. The Integrated Logistics Services (ILS) group is responsible for the development, implementation and operation of customized material management solutions for businesses such as Bell

operating companies and OEMs. Power&Tel's network team helps build communication networks for enterprises, ISPs, CLECs, universities and other non-LEC or deregulated entities. The company has warehouses and sales offices in Canada, Mexico, Africa, Europe, Asia, South America, Central America and the Caribbean.

**10. Toner Cable Equipment, Inc.**  
**www.tonercable.com**  
**215-675-2053; 800-523-5947**

**Key Products:** Digital signal processors, modulators, antennas, fiber optic cable, connectors, tools, test equipment, optical transmitters, amplifiers.

**Summary:** Toner Cable Equipment, Inc., a veteran-owned small business, services both government and international clients, most recently providing an 80,000 subscriber cable system in Central

America with a complete fiber optic upgrade. Its sales team offers nearly 230 years of combined industry experience including familiarity with a wide variety of international technical standards, formats, and requirements. In addition to its headquarters in Hershamp, PA, Toner has divisions in the UK and Latin America. This stocking distributor offers an extensive range of equipment used for and in all types of television signal distribution systems such as cable television systems, private cable systems, TV signal distribution systems for hotels, hospitals, business, broadcasting and multiple dwelling units (MDUs). It stocks more than 10,000 products from 110 manufacturers such as Amphenol, Blonder Tongue, Force, RL Drake, Pico Macom, Motorola, Olson Technology, Ortel, Sadelco, Toner, Times Fiber and Videotek. As the result of a new distributor agreement with Z-Band Video Inc., which manufactures equipment to distribute 117 standard television channels over existing network UTP (CAT-5) cable, Toner can now offer customers a solution for comprehensive and competitive TV signal distribution for fiber, coax, UTP, and microwave.

## Distributors and VARs handling FTTH products. Top 10 distributors in bold.

Company Name	Web Address
3SAE Technologies	www.3sae.com
Adams Global Communications	www.adamsglobal.com
<b>Advanced Media Technologies, Inc. (AMT)</b>	<b>www.goamt.com</b>
<b>Anixter Inc.</b>	<b>www.anixter.com</b>
Arris Telewire Supply	www.arris.com
CableNetwork	www.cablenetwork.net
<b>CablesPlusUSA</b>	<b>www.cablesplususa.com</b>
Dawnco	www.dawnco.com
<b>DF Countryman</b>	<b>www.dfcco.com</b>
<b>EMBARQ Logistics</b>	<b>www.embarqlogistics.com</b>
Fiber Instrument Sales	www.fiberinstrumentsales.com
<b>Fiber Optic Cable Shop</b>	<b>fiberopticcables.stores.yahoo.net</b>
Huber+Suhner	www.HuberSuhnerInc.com
ITW Chemtronics	www.chemtronics.com
KGP	www.kgptel.com
Light Brigade	www.lightbrigade.com
Mega Hertz	www.megahz.com
Metrotek Industries	www.metrotek.com
<b>Multicom, Inc.</b>	<b>www.multicominc.com</b>
North American Cable Equipment	www.northamericancable.com
<b>Pace</b>	<b>www.pacemso.com</b>
Pico Macom	www.picomacom.com
<b>Power&amp;Tel</b>	<b>www.ptsupply.com</b>
Quality RF Services (ATX Group)	www.atxnetworks.com/qrf/
Skywalker Communications	www.skywalker.com
Tessco Technologies Inc.	www.tessco.com
<b>Toner Cable Equipment, Inc.</b>	<b>www.tonercable.com</b>
TVC Communications	www.tvcinc.com