



Belden CDT Makes Coaxial Cable for Broadband and Relies on High-Speed Connectivity to Serve Customers

Name:
Belden CDT Inc.

Internet:
www.beldencdt.com

Products/Services:
Cable manufacturer

Location:
Tompkinsville/ Monroe County

Leadership:
Jack Kerr- Plant Manager

Employees: 230

Founded: 1902

Reach: International

Innovative Insight:
“Technology companies grow by solving the problems of their customers. Business is successful if it can simplify the work of its customers.”

Way Internet Has Made You More Competitive: *“The Internet allows use to process bulk purchases for many customers, customizing options for each size.”*

Advice to Growing Companies: *“Continuously invest in research and product development, continually look at product line and markets, and focus on emerging technology.”*

Ways to Continue to Attract the Best Workers: *“We offer competitive wages, a competitive benefits package, and a safe work environment to ensure the best workers in the area.”*

Tompkinsville, KY- Belden CDT in Monroe County provides a vital component for high-speed Internet access to computer users around the world. The factory manufactures electronic coaxial cable for cable television and broadband. Other Belden CDT plants in America and North America supply business and residential customers with the infrastructure to lay local area networks, to wire digital broadcast studios and to control factory floor automation.

Belden CDT, from its founding in 1902, has been on the cutting edge of wire production. The company originally began manufacturing silk insulated wire for telecommunications. In 1920, Belden gained recognition from the famous inventor Thomas Edison for producing quality cable.

During the 21st Century, Belden continues to be a leader in the production of cable and connectivity products. Belden cables could be found throughout Athens, Greece during the 2004 Summer Olympics. The cables were used to provide broadcast, cable, security and Internet services.

Belden CDT incorporates high-speed Internet in every facet of the company's operations. Engineers use the Internet as a research tool when studying products and materials used to manufacture the cables.

“We continuously invest in research and product development, to provide our customers with the best cable for their needs,” according to Rob Hole, Senior Network Administrator. “By understanding the components of the cable, the cables can be manufactured to solve the customer's exact requirement,” added Hole.

The business side of Belden CDT uses high-speed Internet to better support the needs and processes of its customers. The outward face of the company to the Internet allows the company to market its products online through e-commerce. The website is easily navigable and provides customers with thorough information.

Additionally, many large companies who regularly do business with Belden CDT use Electronic Data Interchange (EDI) in order to manage their purchases. The orders are sent to an independent organization that translates the information to be understandable by the Belden CDT order management system.

“With EDI, we can consolidate a lot of orders creating a direct link from our customer's system to ours,” Hole said.

Throughout the entire purchase, customers have complete control of their purchase. E-commerce provides customers with real-time order entry and the ability to check available stock or track the status of the order.

Interestingly, the process does not require Belden CDT to interact frequently with many of its regular customers.

“Because of the convenience of the Internet, we deal with very few of our large customers on a regular basis,” Hole said. One such example is the television network NBC. NBC is able to monitor its own stock in real time and order cables from their own system.

The system then connects with Belden CDT to re-order the necessary items. The customer is able to do this without leaving the convenience of their own network, simplifying the process.

Belden CDT is able to provide ease and convenience to its customers allowing them to use their computer to update all information.

About KY 120:

In the fast-paced world of technology-driven business, it should be recognized that best practices can be studied and emulated. As a part of the [connectkentucky](http://www.connectkentucky.org) initiative, CiTE (Center for Technology Enterprise) is profiling business initiatives in each of Kentucky's 120 counties. For more information visit our Web site at www.connectkentucky.org or call 270.781.4320.