

## TO THE CABLE MANAGEMENT INDUSTRY

HOW COMPANIES MAKE THEIR IT INFRASTRUCTURE READY FOR THE FUTURE

## DEAR READERS,

My name is Alex Geng, and I am the **founder and inventor of PATCHBOX**. We have made it our life's work to **revolutionize cable management forever** and make the **maintenance and servicing of complex IT infrastructures easier and more efficient** than ever.

If you've been even remotely thinking about **possible challenges or optimizations in your server rooms and network racks** over the last few weeks or months, then this is the right place for you.

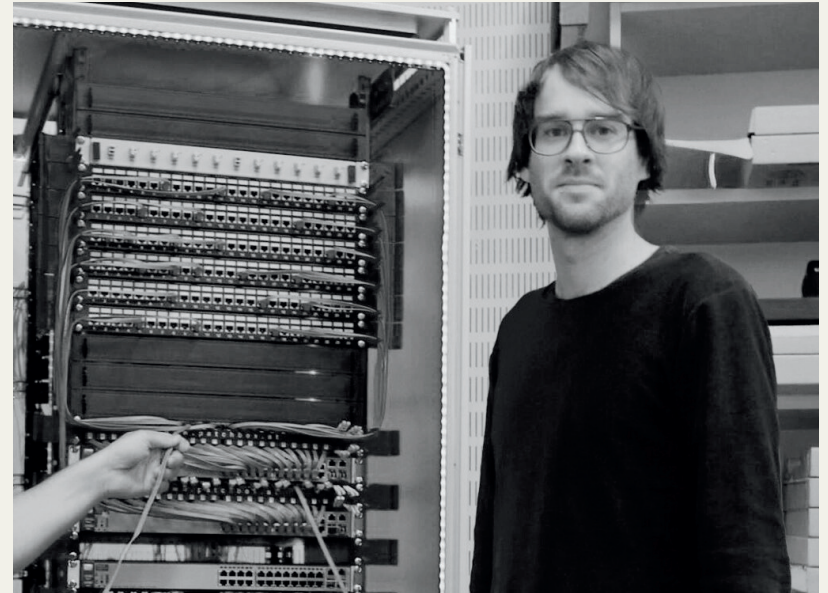
By the time you've finished reading the following two pages, you'll understand why I'm so confident that this is highly relevant to you.

## IT CHAOS: WHY NETWORK CABINETS NEED MORE THAN JUST TIDINESS

Let's face it: network cabinets are often a mess. Anyone who's ever had to hunt for a faulty patch cable in a tangled web of wires knows exactly what I'm talking about. **IT teams work under pressure**, fault resolution can take hours or even days – and every minute of downtime costs real money. According to a Gartner study, the **average cost of downtime is €5,600 per minute**.

The issue? Over the years, IT infrastructure tends to expand, but **cable management rarely keeps pace**. What might seem manageable at first inevitably turns into a jungle of cables, outdated labelling, and components that no one can clearly identify anymore. The result is a **confusing network cabinet** that, in the worst case, becomes the Achilles' heel of the organisation. And yet, with modern solutions like PATCHBOX, it has never been easier to **maintain control over your cabling** – for the long term.

A tidy rack isn't just a visual upgrade; it's a real efficiency booster. Technical teams **locate faults more quickly**, **downtime is minimised**, and **IT managers no longer need to hope** that "nothing goes wrong today".



Alexander Geng, founder and inventor  
of the PATCHBOX cable management solution

PATCHBOX offers a **solution that goes well beyond simply cleaning up your rack**. The system consists of modular units housing pre-assembled cables in extendable cassettes. The end result: a **more available, more cost-effective IT infrastructure**.

## FEAR OF INNOVATION IN IT IS DANGEROUS

The IT industry thrives on innovation – yet when it comes to their own infrastructure, many organisations cling to the familiar. “**Our cabling works just fine**,” they’ll say. But while other areas of the business embrace proactive transformation, IT infrastructure is often left behind.

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### HOW COMPANIES MAKE THEIR IT INFRASTRUCTURE READY FOR THE FUTURE

This mindset is risky. Stagnant infrastructure is like a rusty gear in a company's machinery. Outdated systems lead to **unnecessary costs, make faults harder to fix, limit scalability, and turn maintenance into a never-ending construction site**. Many hesitate due to fears of high investment costs or disruption – yet there are solutions today that allow for gradual modernisation.

The good news: innovation doesn't have to be disruptive. PATCHBOX represents a new era in IT infrastructure. Our approach is to modernise IT without tearing everything down. Thanks to its modular design, **PATCHBOX can be integrated into existing racks**. There's **no need to dismantle anything or re-cable extensively** – you can **enhance, improve, and standardise step by step**.

Another benefit: the transition can be gradual. Whether **rack by rack or site by site**, you retain **full control over the project and your budget**. At the same time, you ensure that **your infrastructure remains robust, well-documented, and highly available**.

Innovation isn't a threat – it's **your opportunity to regain control**.

### STANDARDISATION: WHY UNIFIED IT INFRASTRUCTURE IS SO CRUCIAL

IT managers know the challenge: **in a company with multiple sites, no two server rooms look the same**. Different racks, varying cabling standards, and individual working methods among technical teams create an **IT landscape that's difficult to oversee**.

The outcome? **Inefficient processes, prolonged maintenance, and a higher risk of errors and outages**. In large organisations with hundreds or even thousands of sites, maintaining a consistent, well-documented infrastructure becomes nearly impossible.

But there is a solution: with **standardised cabling systems** like PATCHBOX, IT managers can ensure that the **same standards apply at every location**. That means: **technical teams can immediately orient themselves** no matter where they are, **maintenance times are drastically reduced, and strategic decisions become more data-driven**. PATCHBOX enables the highest degree of standardisation – regardless of location. Every cabinet follows the same principle: **identical setup, consistent cable routing, and uniform documentation**. This means that a technician working in Munich today can be just as effective in Madrid tomorrow. **And your IT documentation? Centrally maintained, visually prepared, and always up to date.**

The benefits are measurable:

- **Reduced maintenance** and rollout time
- **Fewer errors** thanks to clear processes
- **Lower costs**, as many interventions can be handled remotely
- **A pleasant and modern working environment** for technicians

PATCHBOX transforms a fragmented patchwork into a **structured, controllable IT landscape** where scaling becomes a strategy – not a risk.

**Standardisation is no luxury – it is essential** for a functioning, cost-effective, and future-proof IT environment. Failing to act here is to willingly accept a long-term competitive disadvantage.

If any of these situations apply to you – it's **the perfect time to get in touch with us**. Why? Quite simply, we already support **over 30,000 companies in more than 50 countries** on their way to a clean and stable IT infrastructure.

**You'll find all the information you need at [patchbox.com](https://patchbox.com)**



Request a callback from our team today.