

Sales Battle Card for DSX CableAnalyzer™

Elevator Pitch

DSX CableAnalyzer™ is part of the Versiv™ Cabling Certification Product Family. Versiv is designed around the revolutionary ProjX™ management system and Taptive™ user interface. ProjX tracks jobs to ensure teams are doing jobs correctly the first time eliminating rework. With the intuitive Taptive user interface, instrument setup and operation are made so simple that even operators with limited cabling skills are able to successfully test and troubleshoot a system. LinkWare™ management software makes consolidating data and producing professional installation report fast and easy.

The DSX-5000 CableAnalyzer copper test solution enables testing and certification of twisted pair cabling for up to 10 Gigabit Ethernet deployments and will handle any cabling system whether it is a Cat 5e, 6, 6A or Class F_A

Value Proposition – Problem and Benefits

Problem	Feature / Benefit
Not having the right tester when and where needed	The Versiv™ modular design supports copper, OLTS, OTDR and Wi-Fi Analysis for current needs and future standards.
Spending too much time on managing test results – retesting, consolidating, and producing reports	A faster system acceptance than ever before is achieved thanks to: <ul style="list-style-type: none"> • ProjX™ management system that helps ensure jobs are done correctly the first time, thus reducing rework • LinkWare™ management software that provides unmatched data consolidation capability including integration of copper and fiber test results. Professional test reports are easy to produce and interpret. Efficient workmanship is demonstrated in the statistical analysis.
Needing to reduce labor costs on large data center jobs.	Cat 6A test is 2X as fast as the leading tester, minimizing labor costs to certify Cat.6A installations
Training new technicians takes too much time	The simple and intuitive Taptive™ user interface makes tester setup easy. Project managers can setup all the project and testing configurations before any new technician hits the field. Easy recall of project set-ups makes even the new guy productive immediately.
Shield is shown as connected even when it isn't as the racks are grounded	The shield integrity measurement pin-points the exact location of shield faults and correctly locates all wire map problems. This new ability has never before been included in wire map tests from any manufacturer.
Cat.6A installation "Passes" but 10G is not running at full speed	New balanced measurements described in the standards but thought to be only measureable with laboratory equipment, are now available in the DSX

Why Fluke Networks

Fluke Networks delivers first Level V compliant copper

As part of the Versiv™ cabling certification product family, the DSX CableAnalyzer provides accurate, error-free certification. In the installation business there are multiple teams, varying media types and multiple testing requirements. The DSX certifies copper cabling, complies with all standards including Level V accuracy, making jobs easier to manage, and getting to system acceptance faster. It's not just for the expert technicians and Project Managers. Individuals of various skill levels can efficiently and effectively certify copper and fiber links on diverse projects.

Fluke Networks technology differentiators include:

- Ten second Cat 6A test time contributes to the fastest way to gain certification
- Graphically displays the source of failures including crosstalk and distance to shield faults for faster troubleshooting
- Manage up to 12,000 test results with full graphics
- Capacitive touchscreen allows quick tester setup with easily selectable cable types standards and testing parameters
- Electrically centered plug design is compliant with proposed ISO (IEC WG9 Standard IEC61935-1) Level V accuracy requirements to 1000 MHz with a future-ready design to support all hardware upgrades.

Top Questions to Ask	Listen For Compelling Events
Have you ever had to go back and re-test any copper links a second time?	The ProjX™ management system allows all project specific data to be entered and saved into the tester. The tester can hold up to 100 jobs simultaneously. There is no need for technicians in the field to configure testers, incorrectly. The technician just selects the project and tests correctly, preventing rework.
How much time do you spend on fixing mistakes on a job?	1 touch Dedicated Diagnostics locates the exact position of cable faults. Accurate and correct wire map identifies all incorrect wires and distance to shield faults.
How much impact do copper/ fiber problems have on the business?	Fluke Networks spoke to more than 800 contractors that installed almost 1 million links last month alone, they indicated that the problems faced in gaining systems acceptance are substantial. On an average 1000 link job, contractors reported spending 47 hours fixing problems. Reducing or eliminating the impact of these problems will significantly increase the contractor's profitability.

Objection Handling	
Objection	Response
I already have a DTX	The DTX is not optimized for today's copper testing business. The ProjX™ management capability reduces the hidden costs that drain profitability from your business – up to 47 hours lost every 1000 links.
My whole crew knows how to use the testers we already own	Testing with a DSX is even easier than with a DTX. The Taptive™ user interface is intuitive even new installers can be productive. With ProjX™ the technician can simply select the cable ID in the project and auto test. Data integration is simple and utilizes the popular LinkWare™ management software.
All my jobs are Cat 6	The Versiv™ family is the fully modular cable certification solution. As your business and needs grow so can it. Versiv™ is an investment in the future. If you chose to buy a DTX you should also buy the Gold Support program to have a substantial trade in value offered by the Lifetime BuyBack Guarantee.

Main Models and Programs	
Model	Description
DSX-5000	1 GHZ DSX CableAnalyzer
DSX-5000Qi	1 GHZ DSX w/ Quad OLTS and Inspection
DSX-5000QOi	1 GHZ DSX w/ Quad OLTS, OTDR and Inspection
DSX-5000Mi	1 GHZ DSX w/ Multimode, OLTS and Inspection
DSX-5000NTB	DSX Network Kit Quad OLTS OTDR 1TAT