

## Customer focus

A strong customer focus is one of R&M's core values and is consistently put into practice by all employees. Sales employees spend a large proportion of their working day in contact with users, planners and installers. The feedback received is then incorporated into product development, quality assurance and optimization of processes. R&M is represented in more than 30 countries thanks to its very own market organizations.

Tens of thousands of users rely on R&M. The company's client base includes everything, from one-man operations right through to global companies. Qualified service and consultancy staff, supported by a dependable Key Account Management team, support customers no matter where they are using their products.

#### INTERNATIONAL PRODUCTION SITES AND DECENTRALIZED LOGISTICS

Continuous supply chain management guarantees quality and supply availability from start to finish. The basis for this is a strategic Supplier Relationship program, efficient and flexible production capacity in Switzerland and other locations in Europe and the Middle East, and fast and decentralized logistics.

070.0167



## Facts &amp; Figures

R&M achieved sales of CHF 184 million in 2012.

Around 70% of these sales were outside of Switzerland.

R&M invests 5% of sales revenue in research and development every year.

R&M employs more than 700 people.

R&M is one of the 500 largest companies in Switzerland.

An independent Swiss-based family business, R&M has more than 50 years of experience on the ICTmarket.

070.0154


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

Connecting People Sustainably

Reichle & De-Massari AG  
Binzstrasse 32  
CHE-8620 Wetzikon  
Switzerland

Phone +41 (0)44 933 81 11  
Fax +41 (0)44 930 49 41

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

Convincing Cabling Solutions

**R&M**  
Convincing cabling solutions

### HIGH LEVEL OF COPPER AND GLASS FIBER EXPERTISE

R&M is one of the leading providers of passive cabling solutions for high-end communication networks. R&M's copper and glass fiber systems make a key contribution when it comes to secure voice, data and video transmissions.

R&M solutions impress with their modular concept and functionality, as well as ease of installation and maintenance. They provide added value for all partners and users, from the installation engineer through to the network operator.

R&M solutions ensure maximum availability and thus cost-effective network operation. With its exceptional product quality, typical Swiss precision and a system design geared towards the future, R&M is helping ensure that networks remain future-proof and retain their value.

R&M cabling systems connect people, machines, information technology and telecommunications technology. They are used in office buildings, data centers, by public and private network operators, in flats and apartments and in industry.



### IMPRESSIVE OFFICE SOLUTIONS

When it comes to structured cabling systems, the best solution is R&M *freenet* – the complete, open and modular system for all applications and uses. Whether used as floor cabling or as a cabling system for an entire campus, R&M *freenet* supports all current applications and is capable of supporting future applications too, making it the perfect choice for any operational environment. From development right through to operation, R&M never compromises on quality. Thanks to the Qualified Partner Program (QPP), partners and customers benefit from a unique quality system. A 5-year product guarantee, a 25-year system guarantee and a lifelong application guarantee underline the stringent quality requirements in place at R&M and ensure customers gain maximum value from their investments

### STRONG PERFORMANCE FOR COMPUTING CENTERS

Performance and scalability are key factors in the success of computing centers. R&M offers expert advice and tailor-made solutions based on high-performance connectivity, which ensure secure, reliable network infrastructures. The products and services are the result of many years of experience and a close working relationship with customers. The company's comprehensive range of products and services act as the building blocks on which optimal solutions are based. This saves both time and money. Forward-thinking designs also ensure that any future computing center requirements are covered.

### FUTURE-PROOFING FOR FTTx

Continuous, robust and modular systems support the construction and migration of tailor-made carrier networks, whether in the central office, at an outside plant or on the customer's premises. The modular technology makes it possible to respond quickly to changing requirements in a world of communications that is becoming increasingly complex. Particular attention is paid to making sure that ease of installation is guaranteed. This reduces the time spent on installation. Targeted advice and tailor-made adjustments result in impressive solutions which boast an optimal cost-benefit ratio.

### COMMUNICATION NETWORKS CONNECT US ALL

It was ICT communication that made the globalization of the past 30 years possible. R&M wants to provide the very best and most secure communications possible for people, businesses and organizations, and develop the most reliable cabling technology.

### NETWORKS FOR 'MISSION CRITICAL' APPLICATIONS

R&M's high-end communication solutions are used in critical applications, where a high level of security is required. The quality of the products and systems means a high level of service/operational reliability is guaranteed.

### CORPORATE RESPONSIBILITY

The company's sense of corporate responsibility is rooted deep in the values of the company's founders and is therefore also at the very core of the company philosophy. This has a major bearing on all strategic decisions.



### SECURITY

Our products and services are designed to provide a high level of stability and network availability. Unique R&M quality guarantees a long lifespan and top performance.

### QUALITY

R&M is consistent in its pursuance of a quality philosophy. Integrated quality management in accordance with ISO 9001 ensures quality across all areas. R&M products regularly exceed market standards.

### INNOVATION

A lot of importance is attached to research and development at R&M. R&M takes an intelligent approach to technology management and develops secure, user-friendly connecting and distributive technology, which sets the benchmark for others.

### FLEXIBILITY

R&M works in close cooperation with customers to develop individual solutions.

### MODULARITY

Modular product design ensures systems are scalable and flexible, ensuring the customer gains maximum value from their investment.

### EFFICIENCY

Fast, efficient project management and an exceptional ability to deliver save both time and money.

### SUSTAINABILITY

As an independent family business, R&M follows a corporate strategy that is based on sustainability and involves all stakeholders. Our employees excel in their commitment and dedication to customers.