



Interview

with Stefan Hoogendoorn, Amphenol Broadband Solutions

By Melissa Cogavin, Managing Editor, SCTE

Stefan Hoogendoorn is International Sales Director at Amphenol Broadband Solutions, based in Gelderland, Netherlands. We caught up with him to see what Amphenol has been up to ahead of the first live show in two years, and how they have adapted to a post-pandemic environment.



**Stefan Hoogendoorn,
Sales Director, Amphenol
Broadband Solutions**

Stefan Hoogendoorn is Sales Director at Amphenol Broadband Solutions, serving the EMEA & ASIAPAC regions.

Stefan has a deep background in the communications industry through his decades-long experience in various positions with Amphenol. He currently leads an international team of Sales and Product Managers at Amphenol Broadband Solutions, Amphenol RF and Amphenol Cabelcon. His group collaborates closely with other European Amphenol divisions whose focus include high speed data, fibre optics and wireless technologies.

What are you hoping to achieve in 2022?

As with the rest of the world, Amphenol Broadband Solutions (ABS) has spent the last two years dealing with a very changed business and social environment. With the pandemic forcing people into their homes as the refuge from which they worked, attended school and even played, the impact on

our customer's networks has been profound as bandwidth demand has skyrocketed.

It's certainly been a rollercoaster for all of us. How did you respond?

ABS rapidly learned that, although we have facilities across the globe, further diversification of our supply chain will enable us to deal with supply chain challenges more rapidly by bringing products closer to customers, while also creating multiple sources of similar technologies. This initiative, coupled with our unique storefront business model, will allow us to help service providers rapidly return to the important work of building broadband networks.

How would you say Amphenol have an advantage in this area?

Our business model, which combines the nimbleness of a small company with the resources of a Fortune 500 corporation, brings speed and innovation to the market. Over the last two years we have expended a great deal of effort to align internal processes, ensuring that we can bring our latest solutions to service providers.

How has that impacted you as far as Amphenol Broadband Solutions is concerned?

In the broadband space, strategic acquisitions have equipped ABS to bring more complete solutions to market, particularly in the areas of fibre and wireless communications. The addition of products such as transceivers, and the refinement of our already-strong portfolio of passive devices and OSP enclosures and pedestals will fuel the growth of service providers across Europe and worldwide.

And this year? What's in store?

In 2022, we will continue to bring our story of a widening product portfolio coupled with a business model designed to rapidly respond to service providers' needs. We look forward to sharing it with the industry.

How important is ANGA COM to you and what are you hoping to get out of it this year?

The ABS team is full of anticipation for ANGA COM which represents the first major return to the pre-pandemic environment for all of us in the broadband industry. We look forward to sharing many of the changes that have occurred since our last live trade show in 2019. We believe that the changes and additions we have made to the company will benefit our customers, and their subscribers.

Fibre is the buzz word for our industry but cable has still a vital role to play in many territories. What's your view on the future of cable?

ABS continues its leadership in the copper-based technologies that continue to be a workhorse in the broadband space. We maintain manufacturing facilities across multiple continents allowing us to respond quickly to customer needs for hardline and other coaxial-based products, as well as splitters, amplifiers, filters, connectors and more.

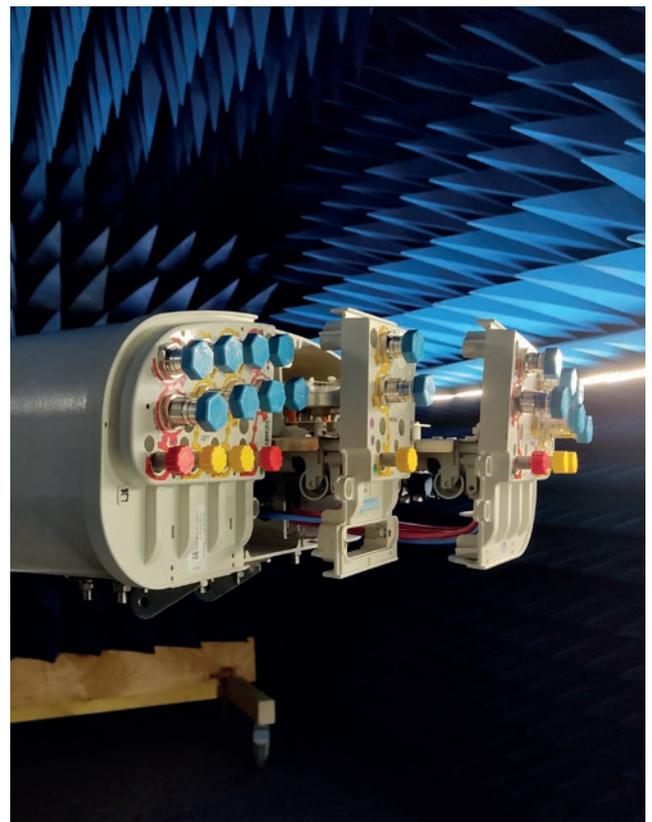
And more broadly? Is that commitment being shown at a more macro level?

Absolutely. A good example of our leadership in traditional copper networks is our recent acquisition of Denmark-based Cabelcon, a company that designs and manufactures high technology connectors and interconnect assemblies. We are excited about our enhanced ability to serve our European

customers with this local resource. Cabelcon brings advanced designs to cable connectors, which will be on full display at the ABS booth at ANGA COM.

Impressive. We look forward to meeting – finally – at the show. What else will Amphenol be doing at ANGA COM?

At the trade show, Darrell Galasso, General Manager of Amphenol Broadband Solutions, will expand on broadband use cases during a panel discussion entitled "5G + Next Generation Networks – A More Connected World." He will describe how 5G and fibre technologies will "work hand-in-hand" to support one another in building a ubiquitous broadband network that enables these, and many other forward-looking applications. Additionally, Nick Padfield, Technical Product Manager, will discuss "F-Connector Interface Adaptation to Overcome Connectivity Challenges" as part of a panel focused on DOCSIS 4.0.



Indeed. Displaying a full line of products in their own booths will be "sister" companies Sachsenkabel and ProLabs. We invite interested people to visit each of these Amphenol booths to learn more about where we see the network evolving, and how we are preparing the way with products and services.

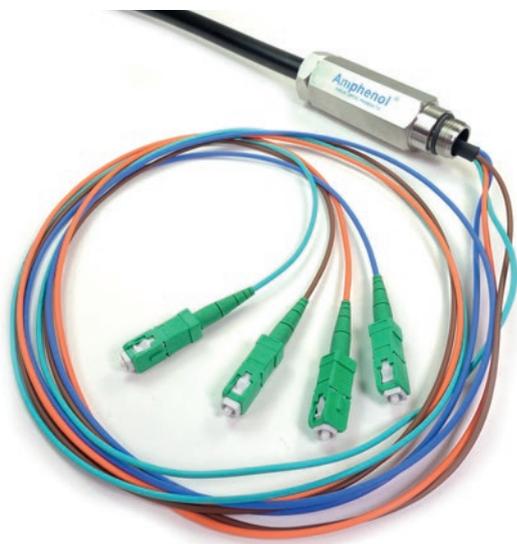
How is Amphenol adapting to the increasing prevalence of fibre and what are the company's long-term plans?

ABS foresees rapid adoption of a growing number of applications that depend on the high-speed and low latency of fibre. Many of the most exciting use cases will depend on ubiquitous broadband connectivity, with fibre at the top of the list of technologies that will provide the needed bandwidth. That said, 5G technology will also play a key role in the coming years in delivering the promise of broadband-based applications.

We foresee that roughly 40% of emerging use cases over the next few years will be Industry 4.0 applications – robotics, quality inspection, supply chain management and a host of others. Consumers, meanwhile, will experience retail apps in the form of advanced payments and are already beginning to enjoy the benefits of smart automobiles, a precursor to truly autonomous vehicles. Other sectors of society such as healthcare, entertainment and even agriculture will utilise broadband connectivity to improve productivity, quality and efficiency of many, if not most, aspects of daily life.

Building networks that can respond accordingly is key I imagine.

Yes of course. The challenge to service providers, therefore, remains to build networks that provide bandwidth when and where needed. Increasingly, the primary tool to meet this challenge is fibre. With this continued move to more fibre, it is imperative that deployments embody a solid strategy based on flexible, well thought out fibre connectivity solutions.



Over the past 5 years, Amphenol has assembled those technologies needed by service providers to build out their fibre-based broadband networks. Key internal development and acquisitions have led to complete lines of:

- passive fibre multiplexers
- solid, reliable optical splitters
- fibre distribution & management for ISP
- optical housings for customer premises
- splice closures
- pedestals, housings & enclosures
- transceivers
- fibre drop cable & jumpers

As the Amphenol “storefront” to the broadband industry, all these products, and the overall solutions that are formed by combining them, are available from Amphenol Broadband Solutions. Amphenol has been, and will continue to build its portfolio of fibre solutions through internal product development as well as acquisition of key technologies and the company that develops them. Two recent acquisitions serve as examples of the company’s focus: LWL-Sachsenkabel GmbH and ProLabs.

The company is old in technology terms and huge in international terms - everyone I know who works at Amphenol has nothing but good things to say about it. How will the company continue to evolve over the coming decades?

Amphenol Corporation has grown over the last two decades through a combination of organic growth of our existing businesses coupled with acquisition of key companies and their forward-looking technologies. Contrary to the traditional business model in which acquired companies are fully absorbed into the corporation, Amphenol maintains each company as a separate entity, each with its own responsibility for profit and customer retention. This business model was described in detail in the Broadband Journal article entitled “The ‘Agile Titan’ – An Advanced Supplier Model to Meet the Needs of 21st Century Networks” (June, 2020).

In short, an Agile Titan is a company that combines the best qualities of both large and small companies, creating a vendor that can meet the new product needs of a customer while also having the financial, people and physical resources to do so rapidly and with high quality.

Amphenol has its fingers in so many pies. What about wireless?

In addition to the core network technologies discussed earlier, copper and fibre, over the last few decades, Amphenol has also invested in wireless technology. As a result, we are among the largest producers of antennas worldwide. This experience is central to our ability to provide solutions to our customers as they seek to build the broadband networks that will deliver needed bandwidth seamlessly across both wireline and wireless networks.



For a large company Amphenol sounds very agile.

Over the next decade or more, we will continue to support and help build the facilities that enable these seamless networks. We are excited about the many use cases that are already beginning to emerge based on the broadband networks we help the industry to build, and highly anticipate the thousands more that are yet to be invented.

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