



Ready, Willing, and Capable

Nexans has been building its presence across the Nordic region and, with the support of a major international parent company, the organisation is fast becoming the consumer's choice for cabling solutions.

Images courtesy of Nexans

From its head office in Paris, Nexans has a network across 40 countries, producing power and telecom cables for the infrastructure, industrial, and building markets. Stefan Olsson, Country Manager for Sweden, Denmark, Finland and the Baltic countries, joined the Swedish subsidiary in 1999 where he was originally responsible for the telecom business unit. He was offered his current role as president of the company in 2006 and has worked diligently within the region to bring continuous improvement and differentiate Nexans from other players in the industry.

Stefan has been driving the notion of ongoing refinement within the business. He believes constant revision and improvement is the best way to separate yourself from the pack while ensuring future progress. "The market is characterised with overcapacity, so you need to differentiate and be a little better. We have been quite successful in further developing our product offering in a way that gives more value to our customers so we can improve our position in the market."

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"Our R&D team continually work to improve the product offering to the market—and it's not just the products; it must be complemented with exceptionally good service levels. This is also to differentiate and build long-term trust. I think we are one of the best and most reliable partners. If we promise something, then people will trust that we will deliver on time to a warehouse or project site. To be in the game at all, you have to fulfil the basics like high quality; people need to trust that our cables, whether it's in building and power or telecommunications, are reliable and of the highest quality, so they work perfectly. Then there's the technical expertise to support this—the need to be a long-term partner and support customers with technical advice for the products, and be available to address any problems."

By offering premium-quality products and services, Nexans strives to be customers' number-one choice. "We want to be the leading supplier in cables and cabling systems, and we want to be the customer's first choice in a way that they prefer our products, they know we bring more value to them, and we can be trusted in the long term. We are business to



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business, and it's about long-term relationships; we want to work with excellent companies to build long-term relationships. For example, utilities must be trusted for electricity networks or operators for telecom networks long term, so we can be a supplier for them over the long term."

Nexans values its people and aims to take them to new heights in terms of knowledge and experience. "We have pushed a lot of leader development; out of 500 staff, we have about 50 managers or leaders, and we want to support them in the right direction so they can motivate other employees. Leadership development has also been an important thing for us over the past eight years. All of this must, in the end, show reasonable profitability so we can support long-term operations. We have succeeded well in this in the upper half of operations, which secures investment in R&D, capital expenditure investment, and people. We can then give a reasonable return to our owner. It also brings our people a secure working place."

As part of the larger Nexans network, Stefan's region has a great deal of resources and >

The length of optical fiber we can produce in a year can circle the earth more than 500 times

The Earth's equatorial circumference is 24,902 miles

Facts speak louder than words

'Connecting Every Home On The Planet'

- Among the largest integrated optical fiber facilities in the world.
- Complete product portfolio to address high bandwidth applications.
- 75 plus countries connected by Sterlite fiber.
- Among a few fiber manufacturers globally, capable of emulating multi-terabit DWDM transmission over a long-haul network.

We understand the unique connectivity needs of the telecom industry and effectively address them with end-to-end data transmission solutions. Our state-of-the-art R&D center enables the fiber to be truly next generation.

Our portfolio of offerings including optical fiber, optical fiber cable and fiber connectivity solutions ensure that all the data connectivity needs of a network are addressed.

To learn more about our fiber optic solutions, visit our website or reach us at communications@sterlite.com

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“By having this strategy of working on product development, continuous improvement, and ensuring our people enjoy working with us, we have a very good chance to continue having a stable, safe working place in the future.”

- Stefan Olsson



support at its disposal. “We are owned by a group, and we have a good owner that respects us and lets us work locally, and we give a good result back. I think Nexans Paris is a good owner of this Swedish operation. If you belong to a big group, there is a big advantage in that you can attract things in the group. We can bring all of the capacity of the Nexans group to our local customers, so we don't have to produce everything in our plant, which is impossible since we don't have all the machines. But with the other plants in Europe, we can access almost everything.

“Another thing is on the purchasing and supplier side. We have the strength to be big if we collect all the needs from our many units and buy in one place, let's say, a material that's used in several countries. We are a stronger customer because of the higher volume, but we are also more interesting for certain suppliers because they know it's a huge volume, so we can put it altogether as one order. We have more buying power, so they're interested in helping us to constantly develop things, and we can get more competitive prices.

“At Sterlite, we value our relationship with Nexans as it enhances our capability to achieve our vision of connecting every home on the planet. By driving us through continuous innovation, Nexans has enabled us to deliver high-quality optical fiber to Europe.” - Ankit Agarwal, Global Head - Telecom Products, Sterlite Technologies

“Another benefit is knowledge and competence. We have a structure of research centres, so you don't have to have specialist engineers for everything at each unit. We have a small laboratory in our plant in Sweden with a team of specialists in plastic materials. We have our own testing facility so we can fire-test our cables in an oven to make sure they're up to international standards. But when we need more specialist knowledge, we have hundreds of engineers in France, Germany, and other countries to help us.”

Nexans measures its success internally and externally, constantly noting areas of the operation that are going well and those that need improvement. “When we see that we can improve our position in the market as a result of product development and bringing more value, that, to us, is a success; it creates a lot of good feedback through the systems to show the employees that we're successful. If we win a big contract because we are better than the others, which brings more work saved for the future, that's also a success.

“Since we measure progress regularly, we can see that we have tried to do certain things and then we measure later on to see if we get higher scores or better value. Also, when we ask people internally how they feel about the company, we can see where we

stand and improve it. That has been helpful in creating satisfaction and ensuring people feel proud to work with us.”

Stefan is confident of the company's future, especially with the strong values that have spearheaded Nexans' previous success. “By having this strategy of working on product development, continuous improvement, and ensuring our people enjoy working with us, we have a very good chance to continue having a stable, safe working place in the future.” There is pressure due to overcapacity in Europe, so many players want to come to the Swedish market or the Nordic market because they are good markets from a European perspective.

“For the time being, there are a lot of problems in Europe, so we need to be attractive and one of the better companies to survive. I think this successful strategy that we've been working on for years will take us into the future and be successful. It will not be an easy journey, but with hard work, I think there's a high probability that we will continue to be successful for many years to come. And if you asked many people in the factory, I think you would get confirmation of the feeling that if we work together with those characteristics, we will have a good chance to continue and even have a little fun along the way.” ●