

News Release



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Southwire Announces Revolutionary New BEM™ Electrical Software Solution *Offering Expands Company's Solution Set of Products and Services.*

(Carrollton, Ga. – September 21, 2015) Southwire Company, LLC announced today it has signed an agreement with Applied Software, a member of the Autodesk Reseller Network, to be the exclusive reseller of Southwire's new line of building information modeling software products that will dramatically improve back office and field productivity.

Southwire BEM™ (Building Electrical Modeling) software is revolutionary for the electrical industry because it takes what has always been a very manual process and automates it. The BEM solution is built on the software platform Southwire recently acquired from GSN Technologies. "BEM is a comprehensive and fully-integrated solution that delivers streamlined automation to every step of the installation process – starting from the cable takeoff, through the feeder schedule, installation planning and ultimately, through all of the required procurement steps" explained Jerry Nestler, founder of GSN Technologies and Southwire BEM technical expert. "BEM fills a critical gap within BIM (Building Information Modeling)" added Nestler.

Southwire has been partnering with its customers to better understand the opportunities that software and electronic solutions provide to the wiring process. Prior to introducing its new BEM Software Solutions, Southwire spent time enhancing the company's ability to provide software and other electronic solutions through its industry-leading mobile apps and innovative line of tools.

"The BEM software solution is a major jump forward for building information modeling and fills the gap between raceway physical design, cable takeoffs, and installation planning" said Jeff Herrin, president of Southwire's Industrial Division. "The partnership with Applied Software is a logical next step to our becoming a leading partner for design and installation services for our industrial channel partners and their customers."

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“The addition of a true electrical software solution further extends our investment in developing a full suite of solutions designed to improve productivity, profitability, and safety for electrical contractors,” added Norman Adkins, president of Southwire’s Electrical Division. “We are excited about the potential this investment has to take this new capability into the field and back office in a way like never before.”

"Southwire clearly understands the electrical design process from start to finish," said Richard Burroughs, president of Applied Software. "This product is comprehensive in its functionality, from design to analysis, and modeling to construction. It opens up so many opportunities for our electrical customers to be on the leading edge of their industry as they leverage this product with Revit, AutoCAD, BIM360, and NavisWorks."

Applied Software, in conjunction with its partner network, will provide nationwide sales coverage, training, and support for the product line.

Southwire is North America’s largest wire and cable producer and the world’s third largest. Southwire has achieved this by developing innovative products and services that deliver real value and help make the task of installing electrical wire and cable safer, easier and more profitable for the industry.

Applied Software is a technology system integrator for the AEC and manufacturing industries and is an Autodesk Platinum Partner. Applied Software provides strategies and solutions to assist manufacturing, architecture, engineering and construction companies in optimizing their business processes and workflow. Since 1982, Applied Software has been serving with a strong commitment to client success. The company prides itself on the trust clients place in them and the long-term relationships. Applied Software leverages a vast nationwide network of industry leading partners and technology providers to supply and implement efficient and productive workflows.

Please direct product inquiries to Clay Smith, vice president of BEM software solutions at clay.smith@southwire.com.

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About Southwire Company, LLC

A leader in technology and innovation, Southwire Company, LLC is North America’s largest wire and cable producer. The company and its subsidiaries manufacture utility wire and cable, building wire and cable, industrial power cable, OEM wire products, SCR® copper and aluminum rod and continuous casting technology. Southwire offers a robust line of equipment and tools used by contractors in the installation of those products. To learn more about Southwire’s products and innovation, community involvement, and vision for a sustainable future, please visit www.southwiresustainability.com.