

Case Study

Sony UK Technology Centre

Customer	Sony UK Technology Centre
Location	Pencoed, Bridgend, South Wales
Requirements	A new infrastructure solution with the capability for future growth
Equipment	Excel Cat 5e and Excel OM4 Fibre

"The requirement for a new infrastructure solution has been driven around making sure that the system that we put in place meets the needs of the business today and can scale to meet the needs of the business in the future.

Customer's View

The Excel products that have been installed have guaranteed that we can do this without any operational problems and do so for the foreseeable future."

David Morgan, Sony UK

excel
without compromise.

Sony UK Technology Centre is a division of Sony Europe Limited. Sony UK Technology Centre is the manufacturing and customer service centre for Sony in the UK and houses 32 related start-up companies, it is a 30,000 m² building based in Pencoed, Bridgend.

The operation at Pencoed is centred on the manufacture of high technology broadcast and professional cameras and systems for worldwide markets. The Sony UK Technology Centre has developed a reputation for manufacturing excellence, which has been recognised through the receipt of four Queen's Awards for Export, as well as the Queen's Award for the Environment.

The centre is also the base for Sony's Customer Service Centre which provides a full UK service and repair solution for the end customer and retailers as well as a Business Incubation Centre.

The Requirement

The existing fibre installed in the technology centre was a mixture of OM1, OM2 and OM3. The infrastructure was being used to its full capacity which was restricting any further growth within the technology centre. Sony had decided that they wanted to standardise their network by using OM4 fibre cable, which meant that none of the existing infrastructure within the building could be utilised.

Sourcing a Partner

Twisted Pair Technologies an experienced installer based in Caerphilly provide reliable, quality data network and security solutions for the domestic, commercial and industrial sectors. Their in-house expertise on structured cabling systems ensures that critical services that rely upon the network infrastructure – such as IP CCTV or access control – can operate at full potential and are trouble free.



Twisted Pair were chosen for this project due to their levels of knowledge, accreditations and experience on similar projects.

The Right Product

Twisted Pair have been an Excel cabling partner for over 4 years. They actively recommended the use of the Excel product set for this project which was submitted on the original quotation to Sony UK.

The Excel product range is available exclusively from Mayflex, Mayflex leads the way in the distribution of Converged IP Solutions with headquarters in Birmingham, UK.

Excel is a world-class premium performance end-to-end infrastructure solution, designed, manufactured, supported and delivered, without compromise. Excel is driven by a team of industry experts, ensuring the latest innovation and manufacturing capabilities are implemented to surpass industry standards for quality and performance, technical compliance and ease of installation and use.

With an emphasis on compatibility and standards

compliance 'from cable to cabinet', reliability and product availability, Excel is the complete trusted solution.

The Excel product range focuses on system performance, independent verification and comes with a 25 year product and application warranty when installed by an Excel Partner, the status held by Twisted Pair.

Excel products are Delta verified. Excel has invested in such test and verification programmes for over 10 years, Third party verifications are seen as an independent tick in the box. As well as testing the component and channel, the manufacturing facilities are visited for spot checks to ensure the consistent quality in the manufacturing process.

Along with the 25 year warranty the Delta verification contributes to Excel's reliability and capability.

Design and Installation

By utilising OM4 fibre cable, Sony was able to future proof its business operations as this fibre has the capability to run up to 10 / 40 and 100 Gigabit Ethernet applications. It can also extend legacy Ethernet applications over longer distances, with Gigabit Ethernet being able to extend past 1Km.

The main purpose of the new system was to increase the network capability from 100 Megabits to 1 Gigabit and 10 Gigabit as well as building in multiple levels of redundancy and dark fibre to create physically isolated networks if required.

The OM4 fibre installed was a loose tube corrugated steel tape specification which comes with a rodent protected sheath. Along with the OM4 fibre, Excel category 5e cable was installed. The category 5e cable comes with a low smoke zero halogen outer sheath and comes in two 305 metre boxes which in turn is presented in a strong outer carton, clearly marked for on-site identification.

Cat5e was ratified for the transfer of 1 Gigabit Ethernet over twisted pair, making Excel Category 5e perfect for the client's requirements.

The Twisted Pair team had to work to tight deadlines and complete the installation during restricted working hours to ensure the existing network and machinery that it operated were not interrupted in any way.

The system installed is a series of fibre optic loops providing multiple levels of redundancy, as well as incorporating key links to a new disaster recovery room which has identical hardware to the main server room.

Installing surplus fibre at this stage, has provided Sony UK with the opportunity to grow as and when required.

The Result

Sony UK can now be assured that they have an infrastructure solution installed which not only allows them room for growth into the foreseeable future, but allows them to rest safe in the knowledge that their system is protected by a 25 year warranty should they need it.

Twisted Pair Technologies delivered a system which goes above and beyond the current needs of the facility. They also managed the project effectively ensuring that business could continue as usual throughout the entire project.



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