

IBDN *Success Stories*

NORDX/CDT'S REVOLUTIONARY GIGABIX SYSTEM SAVES £'S IN LONDON

NORDX/CDT and **CSV Total Media Communications Limited** save space for London based money broker, **Martin Brokers (UK) PLC**

Martin Brokers (UK) PLC, a successful money brokering firm in the UK based in the heart of London near St Paul's Cathedral were faced with the difficult challenge of relocating their offices along with over 200 employees during the summer of 2002. As Central London is one of the most expensive areas in the world for office space, Martin Brokers required a secure and cost effective network solution for their new building that

would not only be reliable in terms of the move, but would also support their immediate and future needs. Martin Brokers was faced with another critical task, that of keeping up with operations during the move so that business on the trading floor could continue without disruption.

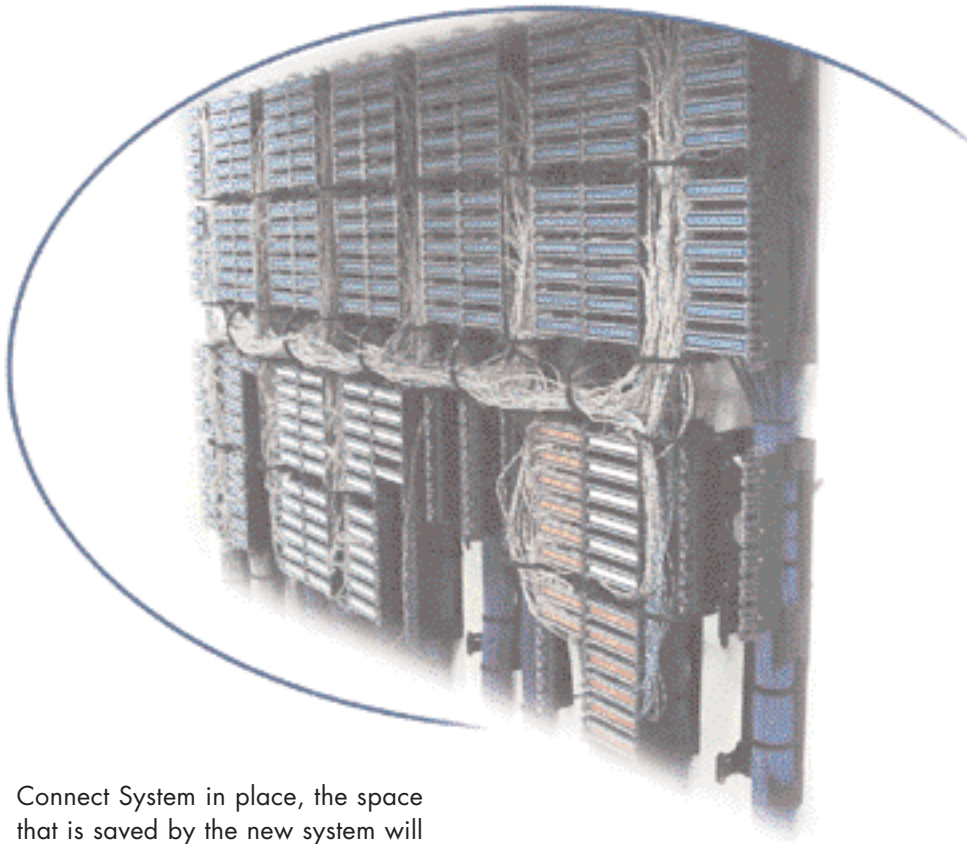


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The Strategy

While planning for the future technology decisions and directions Martin Brokers IT Manager recommended a strategic plan for their network infrastructure that included a superior, cost effective, solution that would be delivered within tight schedule constraints. Martin Brokers turned to an experienced designer and builder of high-tech networks, NORDX/CDT's Certified System Vendor (CSV), Total Media Communications Limited to meet this challenge. Total Media Communications Limited had introduced Martin Brokers' IT Manager, Richard McElligott, to NORDX/CDT's IBDN 1224 LSZH Category 5e, GigaBIX Cross-Connect wire solution. The GigaBIX Cross-Connect solution allowed for vast space savings, as it has the highest termination density in the market without any compromise on performance. Therefore this revolutionary system was the obvious choice for their new premises and business vision.

In their previous location Martin Brokers had used only traditional RJ45 patch panel solutions, which were mounted within large communication enclosures and connected with RJ45 patch cords. Now with NORDX/CDT's IBDN GigaBIX Cross-



Connect System in place, the space that is saved by the new system will allow the company to expand their technology capabilities in the Equipment Room by utilizing the considerable space that would have contained an RJ45 patch panel system. Not only has there been a significant space savings, the investment cost was also considerably less than a RJ45 patch panel solution.

About Total Media

Total Media Communications Limited understood the network technology needs of Martin Brokers and as a BICSI Corporate Member with significant experience in designing and installing cost effective, space saving structured cabling infrastructures the IBDN Cross-Connect wire solution was the perfect choice for the Martin

Brokers' project. To keep abreast of current industry standards Total Media Communications Limited Registered Communications Distribution Designers (RCDD), Project Managers and Estimators undergo Vendor & BICSI training in order to obtain the latest industry recognized certifications. Another reason for Martin Brokers to rely on Total Media Communications Limited for a secure and reliable installation.

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The Installation

A purpose-built Equipment Room (ER) serves one large floor. Two "Virtual" Telecommunications Rooms (VTRs) were created on the most centrally located wall of the ER. The GigaBIX frames are wall mounted on GigaBIX Cable Management Modules, which are screwed to a plywood sheet secured to the ER wall. Each VTR GigaBIX frame serves a geographical area. VTR1 serves the Dealers area and consists of 1728 Telecom Outlets, DSX Dealer Board system cross connect, Extreme Ethernet Switch cross connect and interlinks to 19 general equipment cabinets. VTR2 serves the Back Office area and consists of 460 Telecom Outlets, Extreme Ethernet Switch cross connect and PABX cross connect.

Not less than 72 Cat 5e and 300pr Cat 3 cables link the two VTRs. To interface with the telephone system, 8 x 25pr Category 3 cables were installed from the TJF 237A blocks to VTR2 and terminated on 25pr GigaBIX connectors.

The cables follow specific central routes and are loose laid on the concrete slab. Each desk is served by one 6-way LJ6C Electropatent desk module. The cables are protected from the floor anchor point to the desk modules by 3m of flexible conduit allowing for simple moves, additions and changes (MACs).

The installed system now supports Switched Routed Ethernet at 10/100/1000BaseTX, Reuters Dealer Systems, DSX Dealer Board system at 2Mbps, BRI ISDN, digital and analog telephone applications.

The Benefits

Exceptional Performance and Reliability

The GigaBIX Cross-Connect solution which would support the IBDN 1200 system provides Martin Brokers with the freedom to add, reconfigure and update its network on demand while still maintaining network reliability. The GigaBIX Cross-Connect system takes advantage of the 20 years of reliability from the BIX Cross-Connect system technology and provides high performance connections for data networks. Since Martin Brokers relies heavily on the distribution of important data for the success of their business this network solution is the perfect choice to meet and exceed their business network technology requirements.

High Wall Density

The GigaBIX wire can be cut to length during installation to reduce slack management and provides the highest termination density with up to one pair per 1.1 inches. The GigaBIX management rings also allow for an aesthetically pleasing installation and have the capacity to hold 450 GigaBIX Cross-Connect wires with 1800 pairs total. The GigaBIX system also has a great high-tech look and is designed to blend with today's telecommunications room environment.



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Superior Warranty

Martin Brokers can now benefit from the "Best in Industry" warranty as all IBDN components are in their new structured cabling system are certified and covered by the NORDX/CDT's leading certification program. The IBDN Certification Program offers an unmatched warranty of 25 years on parts and labour from the date of installation. These components are warranted to meet or exceed the specifications of standards organisations including ISO/IEC CENELEC and TIA/EIA for the category of IBDN system installed. To further protect their installation against obsolescence, NORDX/CDT offers an exclusive Lifetime Assurance Warranty. This means that the IBDN Certified Structured Cabling System is guaranteed to operate the applications, which the system was originally designed to support, as well as any new applications, for as long as Martin Brokers owns the system and it remains in its original place of installation.

Excellent Performance-to-Price Ratio

With the instability of today's business market Martin Brokers structured cabling investment should follow the productivity needs of the company. The Cross-Connect System offers proven performance and high-density while the investment cost is lower due to the reduced cost in labour and material.



NORDX/CDT and Total Media Communications Limited were proud to have been selected as key business partners in this exciting and challenging project. Martin Brokers (UK) PLC now has the network infrastructure that can keep pace with the rapidly growing technology environment.

Organization

Martin Brokers (UK) PLC

Location

London, UK

Vertical Market

Financial

Number of Sites/Buildings

1

Cabling System

GigaBIX Cross-Connect Solution

For more information about NORDX/CDT Structured Cabling Systems visit us on the web at www.nordx.com or contact the NORDX/CDT office in your area.

For more information about Total Media Communications Limited, visit the company's website at www.totalmediacomms.co.uk