

Investing in the Future with New IBDN GigaBIX Cross-Connect System

- NORDX/CDT, Normex Telecom and Bell Canada teamed up to assemble the perfect high performance end-to-end structured cabling system for the new Standard Life "Smart Building" in Montreal, Quebec. After a rigorous process of evaluating solutions from many structured cabling system providers, Standard Life selected the IBDN System 1200 from NORDX/CDT — as the clear choice for a GigaBit speed system solution. Their mandate was to create a network that would remove any impediments to their company's network growth requirements, one which would complement Standard Life's desire to make quantum-leap type improvements in their flexibility, turnaround time and quality of communications.

- Standard Life manages assets of over \$26 billion and provides a comprehensive range of financial products and services to some 945,000 Canadians. The company employs over 2000 people, located in 60 centres across the country.

- Standard Life's customers enjoy the security and backing of the Standard Life Group of Edinburgh, Scotland, one of the world's largest and strongest financial companies. The Standard Life Group, founded in Edinburgh in 1825, has offices in the United Kingdom, Canada, Germany, Ireland, Spain, Hong-Kong, India and Bermuda. Additionally, the group has two representative offices in China. The Group's worldwide assets under management are over \$190 billion.

While respecting its long and distinguished history, the Standard Life Group is clearly a modern leading-edge company positioned to maintain its dominant status in the marketplace. Standard Life takes great pride in its vision of "Being Seen as Best" by their customers and they place a laser-sharp focus on achieving "Total Customer Satisfaction".



- In a February 19, 2001, speech to the Canadian Club of Montreal, Quebec, Mr. Claude Garcia, President Canadian Operations Standard Life, made the following observations:

"New technologies promise not only big improvements in local efficiency, but also the further and potentially bigger gains that flow from an infinitely denser network of connections, electronic and otherwise, with the developed world."

"By reducing the cost of information and communication, the Internet has helped to globalize production and capital markets. In turn, globalization amplifies the economic gains from the new information technology."

IBDN *Success Stories*

The Network

Decision Process

- Grounded in the belief that leading-edge technology will provide the means to achieve their business goal of continuing to be the "best in class", Standard Life decided to make improvements to the 2045 Stanley St. building in Montreal, Quebec. Having seen its revenue double in the last four years and faced with the prospect of future double-digit annual growth and the need to hire at least 240 employees in the next three years, Standard Life decided that an investment in a state-of-the-art network infrastructure cabling system was essential.



The Installation

- After a thorough process of evaluating solutions from several cabling system providers, the NORDX/CDT **IBDN System 1200** solution featuring the new **GigaBIX Cross-Connect System** for both voice and data networks was chosen. Standard Life was completely secure in the knowledge that the newly launched **GigaBIX Cross-Connect System** – that exceeds today's standards performance – would provide a total system solution while offering the best value/price ratio for high-performance connectivity. Strategically, this choice was excellent in terms of flexibility and modular upgradeability. It gives Standard Life the freedom to add, reconfigure and upgrade their network as required. In short, their ever changing network environment will have the built-in capability to support "What's Coming Next."

- Today's ultra reliable IBDN System 1200, comprised of the IBDN 1212, 4 pair UTP cable and the new **GigaBIX Cross-Connect** technology guarantees a channel bandwidth of up to 160 MHz. The Standard Life users can now benefit from the new 1200 cabling system with "GigaBit Ethernet to the Desk", providing data rates of up to 1.2 Gigabits per second.

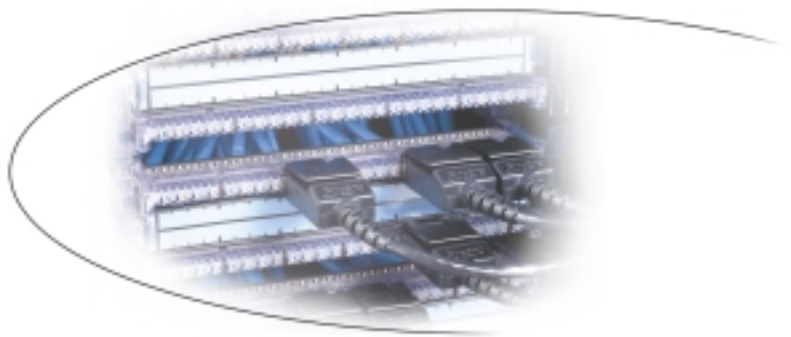
This project provided many distinct challenges. The 2160 drop installation, spanning eleven floors, was to have only one, centrally located, telecommunications room. Instead of having the conventional multiple telecommunication room arrangement, Normex Telecom and Bell Canada were able to concentrate all of the connectivity requirements into a unique telecommunications centre. Because of space limitations in the building, Standard Life had a critical need for this type of installation.

IBDN *Success Stories*

- Raised floors will house cable trays for the IBDN 1212 cable and lead to specialized consolidation points in the sub-floor system. The raised floor design which was provided by Bouthillette Parizeau and Associates, a consulting and engineering firm in Montreal, Quebec allowed the Normex Telecom and Bell Canada design team to save valuable floor space needed for Standard Life's expanding workforce. Adding to the overall flexibility in handling moves, adds and changes to workstation configurations, special removable floor tiles were included in the retrofit. This would provide direct and easy access to the cabling components.

- Furthermore, by using the space savings characteristics of GigaBIX Cross-Connects, Standard Life will now have, at their disposal, a significant amount of additional and very valuable office space and also be assured of a network that performs to their specific needs. This is made possible by the use of a wide range of new, efficient and easy to use cable management accessories. GigaBIX Cross-Connects also yield a much higher density of terminations. (up to 1 pair per 1.1 square inch)

- For their Data Installation Standard Life had decided to go with the 8 foot GigaBIX Patch Cords and GigaBIX Patch Cord Organizers.



- Choosing one length for the patch cords combined with patch cord organizers provide many significant advantages, namely the ease of cord management (no slack to manage) and ease of stock management. As for the voice application, the GigaBIX Cross-Connect Wires were selected to provide the best price/performance ratio. This GigaBIX Cross-Connect Wire also eliminates the need for slack management since each cross-connect wire is cut to the required length on site. In short, not only will Standard Life gain additional space in their telecommunications room, they will also have the potential of significantly increasing the amount of terminations in a much reduced space.

IBDN *Success Stories*

- In addition to having a high performance, highly manageable and organized cabling network, Standard Life will also benefit from being amongst the first owners of a user-friendly and sleek high tech looking GigaBIX Cross-Connect System. This system features black mounts and management accessories with clear graphite fanning strips. But its beauty is more than skin deep. The IDC terminations on the GigaBIX Cross-Connect System are color coded to provide the installer with a precise error-free installation. There is also a uniquely designed gray graphite cover to hide the connections. Overall, a great looking, simple installation!

- Over the years, the Cross-Connect System concept has been unparalleled in the industry. In its original design, it has proven to be the most reliable, cost effective and easy-to-manage method to cross-connect network equipment in a cabling infrastructure. The original intent was to provide the flexibility needed to manage large voice networks. Since then, this tried and tested concept has been in a state of constant evolution. From the inception of the cross-connect system, NORDX/CDT has been at the forefront of this technology by continually perfecting the original BIX Cross-Connect system design over the past 20 years.

Benefits

- Selecting the ideal cabling infrastructure is critical with any network project. Going with a manufacturer that can provide a total package solution ensures that the installed system meets the needs of the customer. NORDX/CDT was chosen as the vendor of choice and Standard Life can now benefit from the following:

Peace of Mind:

- An IBDN end-to-end structured cabling solution designed to perform well beyond all standards. NORDX/CDT provides system solutions comprised of a complete range of cabling and connectivity components, specifically designed to work in tandem, providing optimal performance and reliability.

Space Saving Features:

- Standard Life took advantage of IBDN's many space saving features. When real estate space is at a premium, the cable management module can be stacked in several different configurations to optimize the use of space in the telecommunications room.

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"Best in Industry" Warranty:

- All IBDN components for Standard Life's certified structured cabling system are covered by the industry's leading certification program. The IBDN Certification Program offers an unmatched warranty of 25 years on parts and labor from the date of installation. These components are warranted to meet or exceed the specifications of standards organizations including ISO/IEC CENELEC and TIA/EIA for the category of IBDN system installed. To further protect their installation 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 Standard Life owns the System in its original place of installation.



Well Wired for the Future

- NORDX/CDT, Normex Telecom and Bell Canada are proud to have been selected as Standard Life's providers of choice of a superior cabling infrastructure. Standard Life can now be confident that their uniquely designed, structured cabling system will be in tandem with their stated objective of "Being Seen as Best."

By Michele Lanteigne,
NORDX/CDT



Organization
Standard Life

Location
Montréal, Québec

Vertical Market
Technology

Number of Sites/Buildings
1

Cabling System
IBDN System 1200 Structured Cabling

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.