

## CommScope Enterprise Global Services and Electra Link Come Together to Create World-Class Solution Showcase



CommScope Enterprise Solutions helps enterprise and wireless customers take advantage of business and technology opportunities today and in the future. By reliably powering mission-critical, high-bandwidth and emerging applications, CommScope intelligent network infrastructure solutions help support advanced, new services and improve overall business profitability.

“ The EBC serves as our visual elevator speech to every customer, prospective client and guest that walks through our doors. ”

— Randy Crenshaw, executive vice president and general manager, CommScope Enterprise Solutions.

To showcase the company's leading-edge technology and broad range of network infrastructure solutions to customers, potential customers and partners, CommScope redesigned its flagship Executive Briefing Center (EBC) in Richardson, Texas in 2009. In doing so, CommScope was able to take advantage of its Enterprise Global Services team to design and provide project management for the EBC. A knowledgeable, CommScope certified installer was also required for the project. Through the CommScope BusinessPartner program, installers complete many hours of stringent training to receive certification. Dallas-based Electra Link met those requirements and was chosen to work on the project.

### **CommScope's EBC Faces Early Challenges**

CommScope designs and manufactures some of the planet's finest network infrastructure solutions, so the company needed a solutions center that went above and beyond to reflect that stature to visitors. While Richardson's existing briefing center was informative and adequately represented CommScope's products and solutions, the center's setup and design didn't reflect CommScope's role as a leader in the industry. The company decided it needed a fresh, captivating space that provided further affirmation that CommScope carries the right solution for a customer's every need. CommScope didn't just want to exhibit its product, the company wanted visitors to literally experience what CommScope infrastructure solutions brings to life within the connected enterprise.

There were many challenges facing CommScope Enterprise Global Services team throughout the design phase. In order to reduce down-time in the EBC, they needed to "fast-track" the design, planning and installation process. In addition, the EBC had to be both functional and a showcase requiring a more complex, interactive design. CommScope wanted accessibility to each area and solution, making it more than just a product gallery. Also, all of the cabinets and enclosures throughout the data center needed connectivity with cable ends tested and certified before connecting into place. The EBC housed a Multiple Dwelling Unit (MDU) to represent residential cabling, a conference center, a complete data center and a single network backbone to connect it all.

CommScope's Joe Harris, director of engineering for Enterprise Global Services, and Chris Kelley, IP services manager, supported all aspects of the construction, from overall project management to installation over-site and even final touch-ups. Although the Services team spent a significant amount of time onsite, Harris was often able to support the project remotely but effectively through the use of online meetings, bringing actual drawings and pictures to the discussions.

"The Global Services team was a great asset on this project," said Dave Bottoms, general manager of Electra Link. "Working with them on the EBC was a hands-on partnership that made sure every detail came out to expectations. The RFP and specs created by the Global Services Team were helpful and informative. They provided great direction with no gray areas. This made it easy to bid the project and to complete the installation with few questions or change orders. If this type of document came from any of our customers, there would be little room for confusion. I'd recommend the Global Services team's help on any new building project."

The data center area was designed to be a "working" center, where applications could be connected to create a functioning network that posed real customer situations. This included all cabling from the entrance facility to the servers. Like most new data centers, cabinets would be arranged in a standard hot aisle/cold isle design with redundant pathways for the cable throughout the data center – one setup exhibiting proper overhead rack management and the other showing raised floor. The design allowed for demonstration of two cabling techniques: centralized (edge switching performed in the Main Distribution Area) and distributed (edge switching performed in the Horizontal Distribution Area). The network cabling infrastructure was fed from each entrance facility to the MDA using diverse routing. From there, they take separate routes from each MDA to each HDA. Each row is fed from the HDA at each end, creating a scenario where any pathway or cable can be cut and connectivity will still be there.

### A True Showcase

Electra Link, part of the CommScope BusinessPartner program for over 26 years, was part of the core planning team, and company representatives met with the design team as well as CommScope management—the customer on the project—on a weekly basis to ensure that the project remained on track. Working with a very small window for installation, Electra Link successfully implemented the solutions in two months.

“It was exciting to be selected to work on a world-class customer center. CommScope’s EBC serves as a source of pride across our entire company,” Bottoms said. “It’s nice to know that customers coming to the Richardson facility are experiencing one of the best solutions showcases in the industry.”

The EBC utilizes many of the solutions that benefit CommScope customers today and will continue to do so into the future. SYSTIMAX® InstaPATCH® fiber optic and UTP cabling, both types factory-terminated, were utilized to eliminate the need for onsite termination. For the fiber, LazrSPEED® 550 multimode was chosen for both its ability to support 10 Gbps Ethernet solutions today and upcoming 40 and 100 Gbps applications. The fiber cable utilizes a high-density, loose-tube trunk design terminated with MPO array connections to increase density. The cabling was protected by interlocking armor, allowing it to be installed safely in the same overhead cable tray as copper cabling.

On the UTP side, CommScope’s UltraMedia cable was utilized for its high frequency performance, unmatched Attenuation to Crosstalk Ratio, PowerSum and precision balance. Additionally, iPatch® Intelligent Infrastructure Solutions were installed to showcase the tools available to efficiently manage the physical layer of your enterprise network. Through the EBC installation, CommScope customers gain better vision into how a data center should be cabled.

The new EBC also allows CommScope to showcase its unique in-building wireless solutions from its industry-leading Andrew Solutions™ brand. Today’s enterprise requires sufficient wireless coverage in buildings and large campuses as well as other areas demanding better wireless and public safety communications. Through its enterprise in-building wireless products, CommScope provides a truly connected experience enhancing wireless connectivity so that individuals within the enterprise can have the coverage they need to remain productive around the office or on-the-go.

“CommScope products are superb, which is why CommScope is our leading manufacturer,” Bottoms said. “I think their success can be attributed to the CommScope BusinessPartner network and how CommScope supports its customers. At Electra Link, we feel we have a partnership in the network cabling industry instead of standing alone in front of the customer. While we offer lifetime warranty with CommScope products, we’ve never had to perform any warranty work due to product malfunctions. CommScope always comes through on product orders and resources and support staff are always available. All of these attributes really win over the customers.”

### CommScope’s EBC Becomes the Perfect Introduction for Solutions

Now, when CommScope customers walk into the Richardson office, they’re greeted by a world of network solutions capabilities. The reception area subtly introduces guests to the comforts of a converged network – IPTV, building access, voice, video and data communications, HVAC control, security and other building automations. The rest of the new facility delves deeper into a world of network infrastructure and in-building wireless solutions that meet any and every need. The EBC leaves a lasting impression on visitors that CommScope is definitely leading the industry now and well into the future.

“The EBC serves as our visual elevator speech to every customer, prospective client and guest that walks through our doors,” said Randy Crenshaw, executive vice president and general manager, CommScope Enterprise Solutions. “We needed a better way to communicate things like elegance, sophistication, intelligence, speed and convergence instead of just verbalizing it. That’s where the EBC comes in. Electra Link and our Enterprise Global Services team did an outstanding job of creating a place that encapsulates the best that CommScope has to offer.”



© 2009 CommScope, Inc. All rights reserved.

Visit our Web site at [www.commscope.com](http://www.commscope.com) or contact your local CommScope representative or BusinessPartner for more information. All trademarks identified by ® or ™ are registered trademarks or trademarks, respectively, of CommScope.

This document is for planning purposes only and is not intended to modify or supplement any specifications or warranties relating to SYSTIMAX products or services.

10/09