

## Case Study: Retail

National Retailer goes Gigabit  
at Corporate Headquarters



## Canada's retail 'Value-Leader' finds added value in a new high-performance structured cabling system from Wirewerks

### PROJECT OVERVIEW

Successfully operating a \$30B business with 85,000 associates, 400+ stores, an online store, regional distribution centres, and a massive national headquarters facility demands vision and leadership in all areas, certainly including Information Technology.

At this retailer, an ongoing objective of the IT team's strategic vision focuses on the creation of competitive advantage through the implementation of technologies and applications that 'do more, faster'. This vision recently materialized in the form of a comprehensive plan for major upgrades to their IT Systems, technologies, and applications. Critical to the success of that plan was management's understanding that a fundamental key to the successful implementation of 'more, faster' systems starts with building a bullet-proof, high performance, high capacity structured cabling system as the critical foundation for those new IT technologies and applications.

**The result?** A national retailer known for their mastery of 'value' recognized the 'added value' found in an end-to-end Wirewerks high performance structured cabling solution for their national headquarters facility. Their 2,000+ channel Wirewerks cabling system was designed, installed and tested by a Wirewerks authorized contractor in full compliance with industry standards and best practices. Completing the value-added equation, the cabling system's installed performance is certified and guaranteed by Wirewerks, and the entire system is fully protected by the industry's most powerful 25-year product warranty program.



## CUSTOMER'S CHALLENGES

Upgrading the IT Systems and business applications that your business depends upon can be a daunting task. A more-common-than-you-might-think error in many IT System upgrades comes from neglecting to properly evaluate the capabilities of the existing cabling system. Industry analysts from the Gartner Group have observed, "An inadequate or underperforming structured cabling system can be a source of chronic problems that may limit your IT Systems from ever reaching their full potential. Invest the time and money, now, to ensure that your cabling plant will meet your networking needs today and well into the future."

The IT team's evaluation determined conclusively that the legacy cabling plant could not support the new IT Systems. As a result, the vision and plan for 'more, faster' IT Systems was expanded to include the implementation of a completely new ANSI/TIA-568-C.2 Category 6 UTP structured cabling system throughout the headquarters facility.

### The key objectives for the new structured cabling system included:

1. Provide network bandwidth necessary for unrestricted peak-period performance of all business applications and IT Systems
2. Provide ultra-reliable gigabit networking anywhere/everywhere in the facility
3. Design/install for maximum flexibility, serviceability and future growth
4. Install and cut-over with zero impact on the existing building's 24/7 operations
5. Control costs, optimize ROI, create value



## THE WIREWERKS SOLUTION

### Value added KEYWERKS™ Cat6 Solution from Wirewerks.

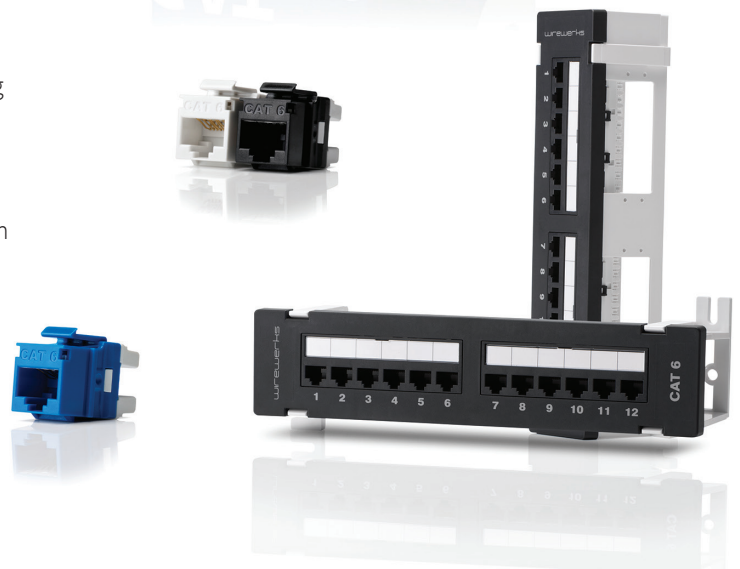
The IT team selected a complete end-to-end ANSI/TIA Category 6 UTP Certified System from Wirewerks, providing full support for IEEE 1000BASE-T (Gigabit Ethernet) high performance networking throughout the headquarters facility at gigabit speeds.

To ensure optimal network design, proper installation, and efficient cut-over to the new cabling system without impacting the customer's 24/7 business operations, the IT team selected the expert services of Netversity Solutions, an independent network contractor authorized under the Wirewerks Certified Installer (WCI) program.



The **Wirewerks Category 6 System** exceeded the IT team's performance and capacity requirements, and the high-quality Wirewerks cables and connectivity components exceed ANSI/TIA-568-C.2 Category 6 UTP specifications. Combined with Netversity's expert, standards-compliant design and installation, the new Wirewerks Cat6 structured cabling system delivers:

1.  $\geq 250$ Mhz of clear bandwidth at every point in the network
2. Unrestricted support for Gigabit Ethernet applications at data rates up to 1Gb/s
3. Optimized network design that reaches any point, expedites maintenance and MAC routines, and provides additional capacity for future growth and expansion
4. Zero-impact installation, testing, and cut-over techniques from expert contractor Netversity
5. Full compliance with TIA and IEEE industry standards + high quality, reliable products + a sage network design optimized for coverage, manageability and future growth = an open architecture cabling system that provides maximum up-time and an extended operational lifespan to maximize ROI
6. A standards based, open architecture network fosters competition and value-added vendor proposals, reducing costs and increasing value
7. Investment protection through the Wirewerks Certified System value-added warranty program that guarantees system performance and product quality for 25-years from date of installation



Wirewerks Products in this Application 2,000+ Channel ANSI/TIA-568-C.2 Category 6 UTP Structured Cabling System		
Product	Part Number*	Data Sheet*
Wirewerks Category 6 U/UTP 4-pr Cables (Blue)	6040-2PBL-R305	PDS-0156
Wirewerks KEYWERKS™ Cat6 Modular Jacks & Connectors	KW-CC645B-xx	PDS-0108
Wirewerks KEYWERKS™ 1U/2U Rack Mount Patch Panels	WW-000032/37	PDS-0109/0110
Wirewerks KEYWERKS™ Wall Mount Patch Panels	WW-000830	PDS-0058
Wirewerks KEYWERKS™ Cat6 U/UTP Patch Cords	CAT-06A-yy-nnn	PDS-0112
Wirewerks KEYWERKS™ Boxes, Faceplates & Accessories	Application specific - Please call*	
<p>*Please contact your Wirewerks Salesperson or Wirewerks Customer Service (1.888.993.4237 or customerservice@wirewerks.com) for assistance with Part Numbers, Data Sheets and other documentation.</p>		



Wirewerks' innovations in structured cabling have been recognized multiple times in recent years by industry authorities **Cabling Installation & Maintenance magazine and Broadband Technology Review.**

At Wirewerks, we believe that  
innovation is a process –  
not an event

## ABOUT WIREWERKS

Founded in 1991, Wirewerks is an industry-leading manufacturer of advanced optical fiber and copper structured cabling systems. Built on core values of quality, innovation, and integrity, Wirewerks is relentlessly customer-focused and entirely committed to complete customer satisfaction. From pre-sale project collaboration, documentation, technical support, and custom product development, Wirewerks works in partnership with an extensive network of distributors, consultants and authorized installers to provide end-users with the best networking solutions and the best value in the industry today.



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