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Dear Readers

It’s just incredible: China, one of the most important growth markets of all, is reportedly in crisis – with current economic growth of between seven and eight percent! In the meantime the Europeans are drifting along at plus/minus zero, with an uncertain future …

Well, everything is relative. Whereas in China in recent years we were spoilt by double-figure growth rates, it seems that the general economic downturn is also gradually being reflected in the Middle Kingdom. In China this year even we at Datwyler are encountering a strong headwind: As in Europe or the Near East, major projects are being shelved in many places. There are correspondingly fierce battles for the projects actually being implemented – and, in the struggle for market share, prices are dropping in some cases by ten, sometimes even 20 percent or more.

Continual price erosion is a disagreeable issue not only in China, but in other markets as well. Every year to a large extent it offsets the advances in productivity achieved by us. How can we rise to these challenges? Well, in the first place Datwyler Cabling Solutions is committed to a strategy which includes clear value creation for our customers: away from merely “selling cables by the metre” to complete systems and projects in which tangible added value is generated for our customers through the provision of good engineering and services.

Secondly, we are committed to sustainable growth segments – for example data centres, airports and other functional buildings – as well as to sales markets of long-term significance such as China, South East Asia and parts of the Near East and Eastern Europe.

Thirdly, by the timely relocation of production and the implementation of lean management programmes we are ensuring that we can manufacture products for all our target markets at competitive prices. We are in a really good position to do this with efficient plants in Switzerland, the Czech Republic and China.

In this issue of Panorama you will, as usual, find interesting topical reference projects from all over the world in which the added value generated by Datwyler has borne fruit.

We hope you find it a good read!

Johannes Müller
CEO Datwyler Cabling Solutions
The City of Zurich is using top quality Datwyler cabling systems in the conversion and construction of its data centres. Thanks to largely pre-assembled solutions TurnKey Communication AG has been able to implement quick, space-saving installations which will also allow reliable transmission of future applications.
Zurich Organisation and Informatics (OIZ) is the city’s centre of IT expertise, responsible for the provision of basic IT services and interdepartmental IT projects. As part of the municipal IT strategy, which is based on standardisation and consolidation, OIZ has built a second data centre in the metropolitan area, in the industrial area of Hagenholz, for the redundant provision of key components in parallel to the data centre in Albisrieden.

In June 2011 the OIZ invited tenders for a copper and fibre optic (FO) cabling solution for both data centre sites. The requirement was for high-performance solutions which were tailored to future applications as well, with outstanding port densities at the same time. For the FO data centre cabling, for example, OIZ stipulated the latest generation of MTP connection technology, also suited to parallel optic applications such as 40 / 100G (Gigabit) Ethernet and 120G InfiniBand.

At the end of August the city of Zurich awarded Marchéaux Elektro AG the contract for communications cabling to both data centre sites. This company commissioned TurnKey Communications AG to carry out the detailed planning and the cabling work for the project. Turnkey collaborated with Datwyler in selecting a new premium quality cabling solution which not only met all the target specifications, but even improved on the original plan thanks to its unique design.

From October 2011 onwards the cabling systems were installed in four construction phases, the last of which was completed in April 2012. On the two data centre sites the installation team created altogether around 10,000 fibre optic and 4,200 copper links.

**The Datwyler Data Centre Solution**

The FO system in the OIZ data centres is a modularly expandable solution recently developed by Datwyler, allowing packing densities of up to 96 fibres per rack unit (RU). It is based on sub-racks fitted with pre-assembled slide-in cassettes known as “modules”. On the back of each of these modules are two couplers for MTP connectors, and they are cabled with MTP mini-trunks. At the front they provide OIZ with twelve LC Duplex or E2000 ports as required.

The 10G-capable copper cabling installed in parallel consists of Category 7 type CU 7702 4P data cables, which Datwyler supplied with IEC Standard-compliant Cat.6, RJ45 modules connected to one end. The other end was linked up after the transfer.

On both data centre sites the rack rows are set up on the front-to-front-principle, and the cold aisles in between, which are supplied with cooling air by way of the double floor, are completely enclosed. The copper and fibre optic trunks are fed to the racks via a cable tray system on the ceiling. In the central distribution racks the MTP mini-trunks – almost all of them with bend-optimised OM3 multimode fibres – are lined up with 1,500 FO modules in 270 sub-racks with 4RU (including patch management tray) and in the server racks in 210 FO panels with 1RU. For the termination of the copper cables Datwyler supplied 135 3RU sub-racks with 1,160 modular 6-port front panels and 285 1RU panels with 24 ports, depending on the rack type. There are also 13,300 FO duplex patch cables and 9,100 copper patch cables for the connection of active devices.

**Project-related resources created**

The FO trunk variants used in the data centre sites include trunks with 12, 24, 48, 72 and 144 fibres, either pre-assembled with MTP, LCD or E2000 connectors at both ends or with MTP connectors at one end and LCD connectors at the other. Such a lot of trunk variants, for the most part ordered at very short notice, posed a special challenge for the material suppliers. Datwyler therefore put a special project manager in charge of this project in order to coordinate all the requirements with TurnKey Communication AG and ensure that set deadlines were met.

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**“THE CABLELING INSTALLED IN OUR DATA CENTRES IS A REALLY TOP QUALITY AND COMPARATIVELY ECONOMICAL SYSTEM SOLUTION…”**

Patrick Eggeler

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**Impressive test results**

Acceptance testing of more than 14,000 links in total was carried out on completion of each construction phase, most recently in spring 2012. Thanks to the MTP Elite ferrules and the very precise connector configuration used by Datwyler, the cables and modules achieved excellent Insertion Loss and Return Loss values which far exceeded the already high quality standards set by OIZ. The measured values even impressed the first collocation clients so much that they decided to forgo planned follow-up measurements. This is how Patrick Eggeler, Manager of Data Centre New Buildings & Operation at OIZ, summed up the experience: “The cabling installed in our data centres is a really top quality and comparatively economical system solution which will reliably transmit all our future applications. It was flawlessly implemented and handed over on time. We are also very satisfied with the planning support by TurnKey and Datwyler, and with the services rendered in relation to the installation.”

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144 LC duplex connections can be implemented on 3 rack units with the Datwyler Data Centre Solution.

The new Data Centre Solution is available in OM3, OM4 and OS2 versions.
As part of a pilot project in Frauenfeld, Datwyler, acting as overall project manager, has successfully implemented a smart metering solution covering three buildings belonging to the cantonal Property Management Service. More of the canton’s buildings are currently being equipped with this technology.

The Swiss canton of Thurgau has set itself ambitious targets in the field of energy saving and climate protection, with cantonal energy policy fundamentally focussing on the vision of the “2000-Watt Society”. This aims to reduce CO₂ emissions to one tonne per person per year by 2080 at the latest. As a first step the cantonal administration wants to install a smart metering solution to measure and analyse energy consumption in its own buildings and facilities. At the same time this solution forms part of the future central facility management of all real estate, which also encompasses other building systems and should permanently reduce operating and management costs.

As part of the “Thurgau Energy+” pilot project intelligent meters are initially being used to record energy consumption data in three cantonal Property Management Service buildings. These are the Engineering Training Centre BZT, the State Archive and the Promenade administration building in Frauenfeld. The smart metering solution for the pilot projects comes from Datwyler, which was awarded the contract for the overall project management at the same time.

The most convincing argument for the solution proposed by Datwyler was that it can be flexibly integrated into existing buildings and provides an open platform for expansion of the facility management system. Not the least important factor was that the solution was supplied as one package from a single source.

The contract initially covered the formulation of measurement concepts and guidelines for integrating the solution as well as installation, cabling and the parameterisation of BUS-compatible meters and the requisite system devices. In addition the components had to be incorporated into the cantonal administration’s standardised IT network to enable local and central collection and evaluation of the measured data.

Implementation with local partners
The solution was installed in three construction phases from June 2011 onwards. For system integration, electrical installation, gas/water and HVAC Datwyler called in specialist local planners and installers. Start-up of each installation and visualisation of the data points took place immediately after each construction phase. The work was completed at the end of 2011, and the administration was able to start operating the installation.

Software solution by Datwyler
Datwyler’s VaserControl software plays a central role in the project implemented. Both the meters installed for electricity, gas, oil, water and heat as well as the meters for the solar energy produced deliver their data points to corresponding IP routers via various fieldbus systems. Locally installed VaserControl mini-servers collect the data points transmitted and send them to the...
central VaserControl server in the IT Department’s data centre in Weinfelden. Communication between the local mini-servers, which are used as data loggers, and the central server is based on the Handshake protocol, so that no data can get lost. The VaserControl server is responsible for processing the data for visualisation and stores them in a separate MS SQL database. The visualisation software can be used to call up the consumption data of each building by web browser.

The cantonal administration installed additional energy management software for detailed analysis of the data collected. Datwyler programmed an interface for VaserControl so that the data collected could be forwarded to this software.

Close cooperation
For Datwyler to complete the whole project on time and below cost ceiling, extremely close coordination was necessary with the three departments involved, the electricity, gas and water suppliers, and eight partner companies. An additional challenge was that each building had a different existing installation, with different standards and various BUS systems. Thanks to close collaboration between all concerned, however, the new meters, which had been precisely defined in advance, were installed without the need for major reconstruction, and existing devices – EVU electricity meters with an S0 interface and heat meters from Siemens, for example – were successfully integrated in the installation.

An advantage here was that the smart metering solution supplied by Datwyler has open interfaces. It also allows VaserControl both to operate the system locally and host it externally. And, not least, the IT Department’s support ensured that all the network parameters were already set prior to installation. This meant that mini-server start-up was also “plug-and-play”.

Today cantonal Property Management Service has at its disposal a scaleable solution which allows the continuous evaluation of consumption data, thereby serving as a basis for building optimisation. It can use visualisation to reveal weak points and implement efficiency-boosting and energy-saving measures.

Following successful completion of the pilot project Datwyler is currently installing this technology in two further buildings – the IT Department’s data centre and the new Eschlikon Werkhof building.

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Part of the “Thurgau Energy+” pilot project:
the Engineering Training Centre BZT in Frauenfeld.

Protocol-independent central recording and display of meter readings from various consumers in the State Archive.

Surface-mounted frame with system devices and KNX electrical 3-phase transformer meter.
After 18 years without any such institution, the establishment of the public Housing Provident Fund for the City of Shenzhen in 2010 marked a milestone in the history of this major Chinese business centre, home to 14 million people. The fund administers the contributions paid in by employees, who can then use the money saved to buy, build or renovate affordable housing.

The data centre is the “heart” of the Housing Provident Fund’s data storage and management. In view of its crucial importance, the choice of a suitable cabling solution focussed primarily on performance and reliability as well as on modern, easy-to-handle products. It also had to meet the customer’s system requirements in addition to international and Chinese standards. A pre-assembled data centre solution by Datwyler was the optimum choice for this project.

Installation with 8000 ports
The cabling system was designed and installed between January 2011 and June 2012. The solution supplied by Datwyler comprised just under 5,000 fibre optic ports and pre-assembled 10G OM2 cables with low-smoke zero-halogen (LS0H) sheaths. On top of that there were around 3,000 copper ports, over 100 kilometres of Category 6 data cable with flame-retardant (FR) LS0H sheaths, approximately 3,000 Category 6 modules and several copper trunk cables.

The data centre solution is used in both the SAN and central LAN area of the data centre. It provides high-speed connections between 14 racks with minicomputers, 22 racks with storage equipment and SAN switches, 10 server racks and a further 22 racks with the core network equipment. The fibre optic solution is based on MPO multifibre connection technology for inter-connecting the distribution frames. This solution has LC duplex multimode ports to link the active equipment. The copper technology installed in parallel is used only in the LAN area, and here chiefly to connect equipment with copper ports and various functional areas.

Maximum reliability
The hallmarks of the Datwyler solution are fast, comparatively easy installation and a high level of reliability. All the products are pre-assembled in the factory and only released after stringent quality testing. Once delivered the pre-assembled modules just need to be slotted into their allotted spaces in the distribution enclosures. Cabling with pre-assembled tested cables does away with a lot of very time-consuming work on site – splicing, for example.

At the same time factory pre-assembly and stringent pre-delivery testing minimise any errors which are liable to arise during on-site assembly. Installation is relatively convenient and rules out any possible further error, thereby also contri-
The Shanghai Aircraft Customer Service Co. Ltd. (SACSC) is a subsidiary of the state-owned Commercial Aircraft Corporation of China Ltd. (COMAC), an ambitious internationally active manufacturer of regional and large-capacity aircraft, founded in 2008. The company, which operates as COMAC’s Customer Service Centre, has a share capital of 100 million renminbi (around 12 million euros) and has its headquarters in Zizhu Science Park in the Minhang District of the city of Shanghai.

Within the corporate group SACSC is responsible, among other things, for developing new technologies and systems as well as for national and international customer services for large passenger aircraft and regional jets. Areas of activity include customer training courses, pilot training, the import, export, leasing and maintenance of material and equipment for civil aviation, and technology development and consultancy in the air transport services field. SACSC is also responsible for COMAC’s technical publications.

Swiss quality installed
The plan was to install a high-performance communications network at head office so that the staff on site could perform their duties smoothly. After several selection rounds the decision was made to go for a system solution with Category 6 products from Datwyler, who scored highly on “Swiss quality”.

Following successful completion of the first installation COMAC is currently holding discussions with Datwyler on further collaboration and several follow-up projects.

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The Shanghai Aircraft Customer Service Co. Ltd. has installed a high-performance Datwyler system solution in its head office.

The copper and fibre optic cables in the data centre are fed in from above via mesh cable trays.

The rack-to-rack connections are also implemented from above using a mesh cable tray system.

The copper and fibre optic cables in the data centre are fed in from above via mesh cable trays.

The rack-to-rack connections are also implemented from above using a mesh cable tray system.
The solution supplied by Datwyler includes Category 6 modules and data cables.

Rathbone Brothers Plc. is one of the UK’s leading independent providers of high-quality, personalised investment and wealth management services for private investors, charities and trustees. This includes discretionary investment management, tax and financial planning and unit trusts. Rathbones has over 700 staff in eleven UK locations and Jersey, and has its headquarters in London.

In February 2012, Rathbones relocated its London offices to 1 Curzon Street in Mayfair. The new offices cover some 44,200 square feet split over two floors – a 10% increase in floor space on the company’s previous premises. The enlarged premises accommodate Rathbones’ 300 London-based employees and offer improved facilities for a growing client base, underlying a commitment to the highest levels of client service.

The additional space also helped the company to meet the needs of the continued investment in technology and infrastructure which is essential in providing operational efficiency. A new communications network is part of the improvements made.

In autumn 2011, Datwyler were asked to supply a Category 6 copper and an OM3 / OS2 fibre optic solution for this project. Datwyler provided a solution using CU 662 cables and Category 6 KU-T modules for the copper part of the new network.

The backbone cabling was realized with high-grade Datwyler FO Indoor fibre optic cable terminated onto LC Duplex patch panels.

The consultant was PTS (Planned Telecom Systems) who specified Datwyler and worked closely with the UK Datwyler team during the installation. The work was carried out by Able Data, one of Datwyler’s global partners.

The project ran for several months and involved the installation and commissioning of more than 1,000 Category 6 cabinet links and 2,000 RJ45 telecommunication outlets. The fibre backbone links include OM3 Multimode and OS2 Single- mode cable, LCD panels and other FO components.

“I was happy with the continued support offered by Datwyler and the assistance in overcoming various challenges on site”, says Alex Hudson, Able Data Project Manager.

Paul Hunter
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REFERENCES

Rathbones’ new London headquarters accommodate 300 employees and offer improved facilities for a growing client base.

The solution supplied by Datwyler includes Category 6 modules and data cables.
IT building cabling needs to have sufficient spare electrical capacity to meet the rapidly rising demand for an ever increasing number of ever faster services. As a rule, therefore, today’s ICT cabling systems are designed and installed so that they are prepared for the current fastest standardised data application via symmetrical copper cables, 10 gigabit Ethernet (10G Base-T). Cabling links of at least Class E A are needed for this. Category 6 A, components (IEC-compliant) of equivalent or even higher quality are required to establish these links.

New Category 6 A RJ45 connector components are available worldwide from Datwyler. These modules not only comply in full with the requirements of international Standard IEC 60603-7-51 for Category 6 A, but also provide a large amount of spare capacity at the limits required.

Benefits for installers and users
Modules with plenty of spare electrical capacity give installers and users additional security; namely that the components used will exhibit the promised characteristics even when installed – and that the Permanent Links will guarantee the desired high quality in the long term. In addition, Datwyler confirms the quality of the connection components with certificates from external certification bodies such as GHMT and DELTA.

Datwyler’s Class E A, Permanent Link-compliant multi-year System Warranty also represents genuine added value. Not least, the new RJ45 components meet the enhanced Standard requirements for Power over Ethernet Plus (conforming to IEEE 802.3at).

Datwyler is constantly endeavouring to optimise the modules. For example, a new version of the MS-C6 A 1/8 Cat.6A module for the Swiss market. It is 11 millimetres shorter than its predecessor, far easier to connect, is durably constructed from only two parts, and is suitable for repeated reconnection.

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Datwyler supplies new IEC-compliant Category 6 A, RJ45 connection components throughout the world. Photo: the new version of the MS-C6 A 1/8 Cat.6 module for the Swiss market.

INNOVATION

CATEGORY 6 A CONNECTOR COMPONENTS

Users need high-quality connector components for future-proof communication cabling systems utilising copper technology, so Datwyler is offering new Category 6 A RJ45 modules which also guarantee reliable 10 gigabit Ethernet transmission.
SPECIAL

THE OLYMPIC SUMMER GAMES 2012
“London 2012” thrilled and inspired the whole of Great Britain and filled the nation with pride. Paul Hunter describes Team Datwyler UK’s experience of the Olympic Summer Games.

The UK hosted the 1908 and 1948 Summer Olympics in London and since then has made three unsuccessful bids to host them on British soil again, so the British were very excited when the bid to host the 2012 Olympics in London was successful.

The bid was headed by former Olympic champion Lord Sebastian Coe and the Mayor of London, Ken Livingstone, with a little help from one of the UK’s favourite footballers, David Beckham. London was selected as the host city on 6th July 2005 during the 117th International Olympic Committee Session in Singapore, defeating bids from Moscow, New York City, Madrid and Paris. The 2012 Summer Olympics, also more generally known as “London 2012”, was a major international multi-sport event, properly celebrated in the tradition of the Olympic Games.

“Isles of Wonder”
The Opening Ceremony on July 27th was a spectacular event, and reflected the key themes and priorities of the Games, based on sport, inspiration, youth and urban transformation. Titled “Isles of Wonder”, the Ceremony welcomed the finest athletes from more than 200 nations.

Construction in preparation for the Games involved considerable redevelopment. The main focus was a new 200-hectare (490-acre) Olympic Park, constructed on a former industrial site at Stratford, East London. The Games also made use of venues which were already in place before the bid, such as Wimbledon, the O2 arena, Wembley and Old Trafford football club.

Events “on the doorstep”
There were also sailing events held close to the Datwyler UK facility in Chándlers Ford, at Weymouth and Portland National Sailing Academy; which is only 60 miles down the coast from Datwyler UK. Weymouth and Portland National Sailing Academy is a centre for sailing events on the Isle of Portland, Dorset, on the south coast of England. Team GB won five medals in the sailing events, including a “gold” for Ben Ainslie in the “Men’s Finn”.

Prior to the games starting, the Olympic torch relay ran through the length and breadth of Britain over 70 days, covering 12,800 km and involving 8,000 torch bearers. Paul Cattell, Paul Hunter and Liz Farrimond from the Datwyler UK team were lucky enough to hold the torch as it passed through the Chándlers Ford area.

The two week event was very exciting and included some classic sporting moments, such as Michael Phelps becoming the most decorated Olympic athlete of all time by winning his 22nd medal. Mo Farah achieved a double gold, winning the 5,000 and 10,000 metre race. Jessica Ennis won gold in the heptathlon, in what was described as “the greatest hour in the history of British athletics”. And as expected, Usain Bolt thrilled the crowds by winning both the 100 and 200 metre sprint finals.

The overall winners were the USA with 104 medals, including 46 gold. Second were China with 88 medals, including 38 gold. And the GB team finished third with 29 gold, 17 silver and 19 bronze medals. This was the most successful Olympics for the UK, ever.

Spectacular closing ceremony
The games came to an end with a spectacular closing ceremony; which celebrated the athletes who took part in the Games with the ultimate after-show party. The Ceremony featured more than 4,100 performers, including 3,500 adult volunteers and 380 schoolchildren from the six east London Host Boroughs. Following an introduction to daily life in London, the athletes entered the Olympic Stadium and volunteers were thanked. A “Symphony of British Music” followed to celebrate the fact that music has been one of Britain’s strongest cultural exports over the last 50 years.

At the end of the Ceremony, the Olympic Games were handed over to Rio de Janeiro, which will host the 2016 Summer Games. The end of “London 2012” was marked by the extinguishing of the Olympic flame.
SUCCESSFUL APPEARANCE
AT FINNISH TRADE FAIR

In February Datwyler’s Finnish partner, Pistesarjat Oy, took part in SähköTeleValoAV, the international exhibition in Jyväskylä (Finland) for the electrical, telecommunications, light and audiovisual industry. This trade fair is held every other year and is the largest of its type in Finland. Visitor suspense and exhibitors’ preparations reach a climax after two years, so the fair is very popular with those in the trade and attracts visitors from all over the country.

This year the stand featuring Datwyler’s certified Fire Safety Cables and Systems drew large numbers of visitors every day and provided very positive feedback. Viewed as a whole, the exhibition was a success in terms of stand visitors and new contacts. This means that next time Pistesarjat Oy, a company specialising in cabling solutions, will be sure to represent Datwyler systems in Jyväskylä again.

TELENETFAIR 2012 IN LUCERNE

From 23 to 25 October Datwyler appeared at the TeleNetfair in Lucerne (Switzerland) under the slogan “We make buildings clever”. The Datwyler stand at the trade fair featured new products and solutions for LAN, data centre and FTTH cabling systems, wireless networks and building automation. For data networks, for example, Datwyler introduced the new version of the MS-C6, 1/8 Cat.6 I (IEC) RJ45 module, characterised by its short, robust design and ease of connection. In a completely enclosed cold aisle Datwyler demonstrated the High-Performance Data Centre Solution, which sets new standards in terms of measured values. Xirrus WiFi solutions score on extremely high bandwidths, user numbers and ranges as well on long-term investment protection. The exhibition halls themselves housed a WiFi installation which could be used by any of the fair’s visitors. In the building automation field Datwyler has extended the ECO-E product range by a capacitive colour touch panel which provides an extremely high degree of functionality in a compact designer housing. For FTTH networks Datwyler’s introduced among other things optimised distribution frames (ODFs), pre-assembled FTTx cable distribution cabinets for outdoor use, a new range of coupling sleeves as well as in-house cabling solutions for buildings old and new. Datwyler’s participation in the exhibition was rounded off by forum talks and live presentations on the stand.
THE “ICT NETWORKS” CATALOGUE IS HERE!

Datwyler’s new “ICT Networks” catalogue appeared in October, giving an overview of the company’s complete range of IT and communication network solutions. Not only does it contain detailed data sheets for Datwyler’s full product range, but it also provides product summaries, selection aids and checklists, making it considerably easier to choose and combine the components required.

The main sections of the new catalogue cover copper technology and fibre optic technology – both with several subsections – as well as data cabinets, data centre solutions, wireless solutions and multimedia.

Numerous key items of information on the different subject areas and a complete index of article numbers round things off.

Hard copies of the new catalogue are available at all branches of Datwyler Cabling Solutions.

DATA CENTRE SOLUTIONS IN ROTTERDAM

Reliability, high availability, scaleability and energy efficiency – these and other topics are the focus of “IT Room Infra”, the data centre conference to be held on 6 November in the “Maasgebouw” of Rotterdam’s De Kuip (Holland).

Datwyler is one of the thirty or so well-known exhibitors represented at this event, where it will present new and proven system solutions for data centres.

NEW DATA CENTRE SPECIALIST FOR DATWYLER IN DUBAI

At the beginning of this year Rushan Soubar (33) joined the Datwyler Middle East team in Dubai as Global Data Centre Solution Manager. For more than ten years Soubar has been working in various positions, both national and international, for technology and IT companies in Jordan and the United Arab Emirates, among others as CTO for the MEC Group in Amman and most recently as Professional Services and Technology Manager for the CITG Group/Levant Distribution in Dubai. He is an EPI/ICOR-trained Certified Data Centre Professional (CDCP) and Specialist (CDCS) and is certified for data centre audits in accordance with TIA 942.

Soubar has a Bachelor of Science degree in Computer Sciences and IT from the Al Zaytoonah University of Jordan.

You can find other dates for trade fairs and road shows under “Events” on our home page.