

Case Study

The Hotel (Middle East)

Customer The Hotel (Middle East)

Location Abu Dhabi, United Arab Emirates

Requirements Infrastructure Solution to support Voice, Data, CCTV, Access Control and IP TV in a newly constructed hotel

Equipment Excel Category 6 cabling and accessories, Excel Fibre cable, Environ Wall boxes and Excel Category 3 cable

Installers Comment "GBM always follows a very strict process when it hires its partners. Excel has been the easy choice; it's a well reputed brand with references globally. Working with them was the ideal option knowing what was needed to be delivered in the hotel project".

Milo Chua, Structured Cabling Design Specialist, Gulf Business Machines



The cosmic hotel in Abu Dhabi is centrally located in the capital's business district. The hotel has 195 modern rooms and suites, all offering free high-speed wireless Internet and scenic views of Abu Dhabi. The hotel facilities include a state-of-the-art health club and a rooftop pool, as well as three dining venue options to choose from including 'Up & Below' perched on the 12th floor.

The hotel also caters for business meetings, offering 3 versatile meeting rooms with modern audio visual and video conferencing facilities available. The hotel also provides its guest with easy access to The Mall at World Trade Centre, and is only a short stroll away from the free public beaches on the Corniche.

The Requirement

Guests staying at the new hotel would expect a first class customer experience with quick and secure access to a multitude of services. To deliver these services a well trusted infrastructure solution that was capable of supporting voice, data, CCTV, access control and IP TV was needed.

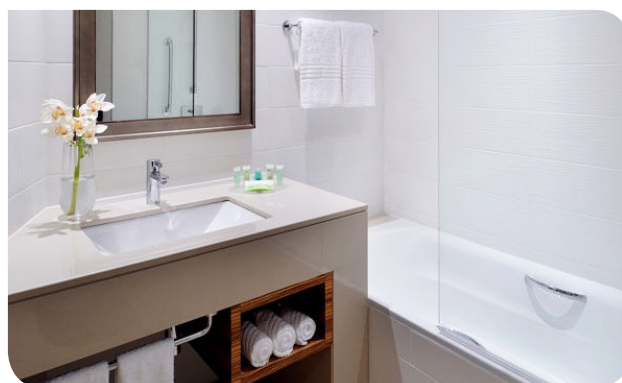
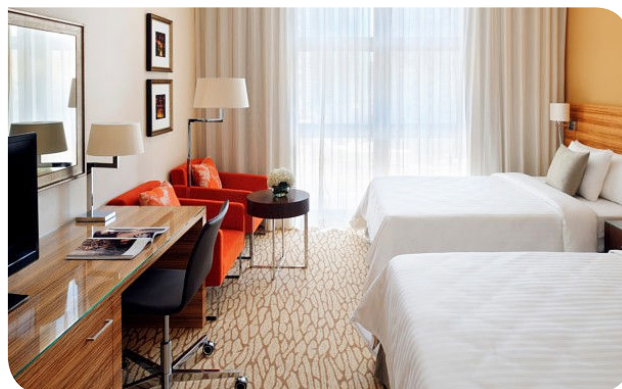
Sourcing a Partner

Gulf Business Machines (GBM) was selected to complete this project.

Founded and operating in the Middle East since 1990, Gulf Business Machines is the number one provider of IT solutions, leveraging industry leading technologies to drive real business results for clients.

Originally established through its partnership with IBM, the company continued to evolve it's relationship in order to meet the ever increasing demands of the ICT market.

GBM has developed relationships with a number of key technology players, investing in a talented, skilled workforce to apply innovative solutions that cater to clients' specific, complex and diverse IT needs. With on-the-ground, readily available expertise, GBM provides round-the-clock support to clients across the region.



The Right Product

The Excel solution had originally been specified for this project by KEO consultants and is a brand that GBM were already familiar with.

The Excel brand is distributed by Mayflex. Mayflex is a distributor of Converged IP Solutions with headquarters in the UK, offices in London and a sales and distribution centre based in Dubai. Mayflex provides a product portfolio which incorporates infrastructure, networking and security brands to provide a complete solution for the widest range of projects.

Excel structured cabling products constitute an end-to-end solution where performance and ease of installation are pre-requisites. With an emphasis on compatibility and standards compliance 'from Cable to cabinet', reliability and product availability, Excel is the complete trusted solution.

The Excel warranty provides 25 year product and applications assurance of compliance with industry performance standards appropriate to the class of cabling being installed. It covers copper, fibre, voice and even the Environ range of racks.

Design and Installation

The hotel would be operating 3 separate networks, admin, guest and security. Each network would have a redundant 6 core multimode OM3 fibre backbone running back to separate comms room.

Excel loose tube optical fibre cables have been designed specifically for internal and external applications. These bend insensitive compact, lightweight cables are extremely flexible and are quick and easy to install. The outer jacket is Flame Retardant, Low Smoke Zero Halogen.

The use of fibre gives some significant benefits when completing a project such as this. The fibre was deployed to link the racks together, negating any issues with runs that would have been over length for a traditional copper link. Fibre optics allow for large amounts of bandwidth to be transmitted, making it the ideal choice for the backbone when linking the racks together.

UTP Category 6 horizontal cabling was distributed across the floor levels in the hotel for data, voice and video services.

Excel Category 6 UTP cable is designed for optimal support of High-Speed data protocols delivering 1 Gbps performance to the workstation. Excel Category 6 cables, and associated connectors, take the performance capabilities of copper infrastructure to new levels.

As this installation needed to provide not only data, but power as well in the form of PoE, utilising the Excel Category 6 cabling allows for the use of PoE, whilst still delivering Gigabit Ethernet. This perfectly equipped the network to take on all elements of the project, IP access control, IP CCTV etc.

The admin and guest networks were utilising a Category 3 multi-pair copper backbone for voice applications.

18U and 12U, 600mm deep Environ wall mount enclosures were used in the smaller comms rooms, with a 42U rack used for the main comms room. Wall mounted enclosures are designed for the installation of both cabling and equipment and are ideal for use across a range of applications including local area networking (LAN) cabling and hardware, and the housing of security, audio and visual equipment.

Each cabinet is designed with strength, ease of use and aesthetics in mind. Features such as quick release doors and side panels, fully adjustable front and rear profiles and above average access through either the top or base of the cabinet make the product extremely flexible and easy to install cables and equipment in to.

The hotel grand opening date was set and could not be changed. With the effective project planning and efficiency of the GBM team and the fact that the Excel stock was held locally, the project was delivered within the agreed timescale.

The Result

The hotel can guarantee to offer its guests first class facilities whether they are visiting for leisure or business purposes.

The Excel network installed has the capability to grow as and when required to meet the future needs of the hotel.

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