

# Case Study

## Zoopa and uSwitch

<b>Customer</b>	Zoopa and uSwitch
<b>Location</b>	London, England
<b>Requirements</b>	Infrastructure System capable of hosting networking, wireless and audio visual systems
<b>Equipment</b>	Excel Category 6 <sub>A</sub> cable and modules, Category 6 cable and modules, 12 Core OM3 fibre cable, Patch Panels, Environ ER and OR racks

### Customer's View

"The project carried out by NM Cabling Solutions was delivered to schedule with no hold-ups. The provision of a 25 year warranty due to their Excel Cabling Partner status was one of the reasons why we decided to work with them and the Excel product range again".

*Mr Joel Callaway, IT Operations Manager, Zoopa*

**excel**  
without compromise.

**Zoopa is the UK's most comprehensive property website, focused on empowering users with the resources they need to make better informed property decisions. Zoopa helps consumers both find their next home and research the market by combining hundreds of thousands of property listings with market data, local information and community tools.**

Zoopa's aim is to make the market more efficient for both property consumers and advertisers alike. Zoopa has rapidly become the UK's leading online destination for property consumers to search for homes and do their market research and the favoured online marketing partner for UK estate agents, letting agents and property developers.

Launched in 2008, Zoopa has since been one of the fastest growing websites in the UK, now attracting over 40 million visits per month. Zoopa has also collected numerous awards and accolades along the way, including being named one of the Top 10 UK Tech Companies (Guardian) and one of the Top 10 Most Innovative UK Companies (Smarta).

Zoopa is part of Zoopa Property Group Plc which was founded in 2007 and has a highly-experienced management team, led by Founder & CEO, Alex Chesterman.

Zoopa also own the price comparison website uSwitch.

### The Requirement

Zoopa's existing operation was based out of three separate buildings in London SE1. Due to continued growth and expansion, Zoopa and uSwitch had outgrown their existing offices. The decision was made to re-locate and bring together all employees into one larger headquarters situated next to Tower Bridge on London's south bank into a 44,000 sq ft self-contained building that could not only easily accommodate existing staff but grow to meet all future requirements.

Choosing the right solution is critical, as it no longer provides just the connectivity for an IT system, it is the foundation of a modern building



management system (BMS). Making the right choice at this stage creates a future proof, high performance, flexible platform which supports efficiency and cost benefits. These newly converted offices needed to incorporate a network infrastructure solution that was capable of supporting voice, data, audio visual and network access to users quickly and efficiently. As not only did Zoopla want to run its main network from this system but also the Wi-Fi, audio visual, cinema room and IP telephony.

### Sourcing a Partner

Zoopla needed a reliable installation partner to carry out this major project. Having worked with NM Cabling Solutions whilst occupying its existing offices, they once again decided to go with them for this major project.

NM Cabling Solutions is an established Data and Network structured cabling installer for Category 5e Category 6 and Category 6<sub>A</sub> cabling, AV and Fibre Optic systems. NM Cabling Solutions has a specialist team who are ready to provide expert advice and suggestions for installations and all of their designers are RCDD & CNIDP accredited.

The company focuses on quality and reliability, supplying hassle free network cable and AV installations guaranteed to meet the highest standards of data traffic handling.

### The Right Product

Having already worked with Zoopla at their existing premises where the Excel product range had been installed, NM Cabling Solutions was happy to direct their client down that route once again. Zoopla had been extremely happy with the products installed and the way in which they delivered the services their business required to function successfully.



The Excel product range is a world class premium performance end-to-end infrastructure solution which is designed, manufactured, supported and delivered without compromise. Excel has a focus on system performance, independent verification and a 25 year product and application warranty when installed by an accredited partner.

NM Cabling Solutions are an Excel Cabling partner which means they were able to install and back this project with a 25 year warranty. Excel trains and continually assess its installation partners via classroom and online training courses and assessment programmes. Partners must also attend annual Excel briefing events where attendees get updates on products, the industry, best practice and sales and marketing updates.

NM Cabling Solutions designed and specified the solution to meet the client's exact requirements, utilising the full range of Excel infrastructure products available.

### Design and Installation

Excel Category 6<sub>A</sub> Screened (U/FTP) cable was installed for the Audio Visual requirements and a cinema room.

This cable takes the performance capabilities of copper infrastructure to new levels. The cable has been designed to exceed the ISO/IEC, TIA and CENELEC for Category 6, 6<sub>A</sub>/ Augmented component requirements. This delivers Class EA/ Augmented Category 6 link performance over distances of up 90 metres which supports the applications including 10GBASE-T, (10 Gigabit Ethernet). Lending itself to the high definition bandwidth hungry video footage requirements.



Each cable consists of two sets of two pairs which are wrapped together in an "S" configuration with high quality, strong, aluminium/polyester foil tape providing screening for each pair. The "S" Foil configuration ensures separation of the pairs which promotes optimal performance whilst creating a reduced O/D construction.

Excel Category 6 UTP cable was also used for this project. It was chosen for its optimal support of high speed data protocols delivering 1 Gbps performance to the workstation, while still delivering high power PoE if and when required for wireless AP's. Excel Category 6 panels were also installed. These products have been designed to meet or exceed the latest ISO and TIA requirements for Category 6 compliance. Excel Category 6 panels also come with rear management as standard. This small but important feature offers great benefits to the overall quality of a network installation, the unit allows for the cables to have a uniform and smooth bend radius, aiding the system to give the best possible performance.

An Environ ER800 Equipment Rack was used to house the main IT equipment. These racks are a versatile range of 800mm wide racks with features suitable for a wide range of applications within the data, security, audio visual and telecommunications markets.

A number of OR racks were situated in smaller comms rooms on different floors of the building. OR racks are designed for the mounting of patch panels and networking equipment in secure environments or in locations where space does not allow for the use of a standard rack. Each frame is constructed from rigid aluminium and supported by heavy duty top and base cross members which enable static load bearing of up to 1500kg. This solution offers the ultimate in patching flexibility.

The backbone was constructed of Excel OM3 50/125µm tight buffered optical fibre cable. These compact, lightweight cables are extremely flexible and are designed specifically for internal and external applications. The cables are constructed around swellable reinforced yarns as common strength members allowing them to be installed in both vertical riser runs to link floors and the horizontal links to the remotely deployed racks.

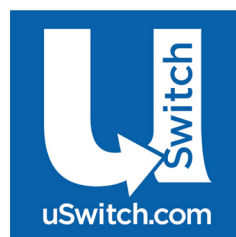
The use of fibre gives some significant benefits when completing a project such as this. The fibre was deployed to link the racks together, negating any issues with runs that would have been over length for a traditional copper link. Fibre optics allow for large amounts of bandwidth to be transmitted,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

This high grade fibre optic cable offers the ultimate in future proofing the core and backbone of the solution, with the cable offering performance levels of 10GBASE-SR/SW over 300 metres and 40GBASE/SR4 over 100 metres.

### The Result

The Excel solution installed offers Zoopla peace of mind that their infrastructure network is backed with a 25 year product and application warranty. They now have a headquarters that they can be assured is able to grow with them as they continue to expand their operations and add more people to their network in the coming years.

**Zoopla**  
Smarter property search



Excel House  
Junction Six Industrial Park  
Electric Avenue  
Birmingham B6 7JJ  
England

**T:** +44 (0) 121 326 7557  
**F:** +44 (0) 121 327 1537  
**E:** sales@excel-networking.com

[www.excel-networking.com](http://www.excel-networking.com)

**excel**  
without compromise.