



IKEA KUWAIT POISED FOR GROWTH BY INSTALLING FUTURE-READY CABLING AT HUGE NEW STORE

Global retailer selects Nexans LANmark-7 cabling with GG45 connectors to meet current communications, data and security needs with built-in capacity for future growth



Global expert in cables and cabling systems

Opened in late 2006, Kuwait's new IKEA store offers a wide range of furniture and household accessories under one giant roof. Designed and built with growth in mind, the building includes an advanced communications infrastructure to support many critical Information Technology (IT) components as well as the capacity to accommodate new technologies and changing needs as they occur.

A successful, efficient business philosophy

The famous Swedish firm IKEA has roughly 280 retail outlets located in 35 countries throughout the world. It sells a variety of household furniture and home accessories based on an efficient, functional product design, consumer value and clever solutions. Using inexpensive materials in a novel way, the company minimizes production and distribution costs by selling flat-packed items from a huge in-store inventory that customers carry home and assemble themselves at considerable savings.

The concept has proven so popular in Kuwait that IKEA has outgrown two previous buildings since the original store opened in 1984. The business has now expanded into massive new showroom in The Avenues Mall, Al Rai, outside Kuwait City.

In the spirit of the IKEA philosophy, the store's owners wanted this newest facility to remain efficient and functional not just for years, but for decades. So all elements of its design, space and operational effectiveness had to be deployed with future growth in mind. This included IT.

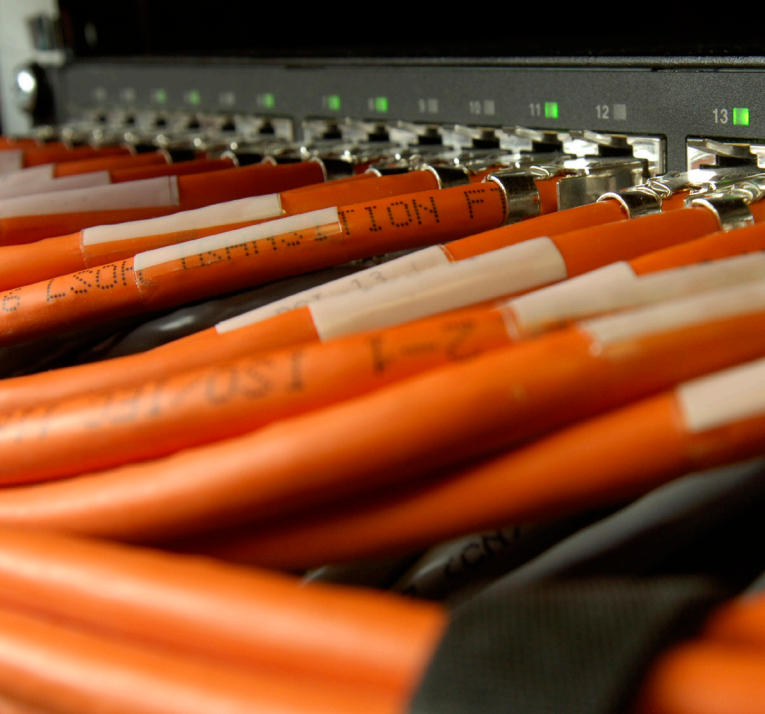
Executive Summary

CUSTOMER Ikea

LOCATION Kuwait

REQUIREMENT Support critical IT components, accomodate new technologies and changing needs

EQUIPMENT LANmark-7 cabling, GG45 connectors



“We did not want a situation where adding new communications technology meant running additional cabling anywhere in the building.”

Jacob Alexander,
Assistant IT Manager, IKEA Kuwait



IKEA Kuwait sought a cabling infrastructure that would last up to 20 years.

Challenges

- » Huge new store requires extensive communications cabling
- » Install added capacity now to support future systems
- » Cabling infrastructure to last 20 years

Solutions

- » High capacity Nexans LANmark-7 cabling ensures future-proof growth
- » Flexible Nexans GG45 connectors offer full RJ45 compatibility

Benefits

- » Supports current/future systems
- » Eliminates recabling to meet future needs
- » Higher speeds/capacity of 10 Gbit/s
- » Wide bandwidth accommodates voice, data, video
- » ‘Future-ready’ backbone at first installation means long-term savings

Planning for future IT growth

“In keeping with management’s mandate to build a long-lasting facility, our team sought to implement a cabling infrastructure that could handle all current and future IT growth up to 20 years,” says Jacob Alexander, Assistant IT Manager, IKEA Kuwait. “That meant cabling had to support audio, video and data networking as well as voice telephony on a single network with considerable room for growth,” he said. “We did not want a situation down the road where adding a new communications technology or expanding current ones meant running new cabling anywhere in the building.”

Alexander wanted to deploy Internet Protocol (IP) telephony throughout the new complex, and eventually add video surveillance, security, access control and other building management functions to the IP network over time. So all cabling would need to support these current and future applications at the time of installation, including immediate deployment of 200 IP telephone sets, to create a robust, long-lasting communications backbone.

A request for proposal (RFP) was solicited among local and international cabling suppliers. After reviewing numerous submissions, Alexander and IKEA Kuwait selected advanced network cabling solutions from Nexans through its regional Certified Partner, Al Alamiyah Technologies Group (ATG.).

Many considerations contributed to the final choice. First, ATG and Nexans already had a good track record with IKEA, and Alexander had personal experience working with these companies. Nexans also offered a unique solution featuring

Cat7 cabling, whilst other suppliers disagreed with the need to implement this technology. Nexans and ATG responded vigorously to this difference of opinion, and in doing so, supported the plan by the IKEA IT team to use Cat7 at the new showroom.

Finally, Nexans was the only supplier with a superior Cat7 connector, the LANmark GG45, that has a footprint similar to the standard RJ45 jack/plug, yet is fully forward- and backward-compatible with this connector, as well as Cat5e and Cat6 cabling. “Nexans is well-established and has demonstrated to us that its technology is very stable, flexible and future-proofed.”

LANmark-7 with GG45 – reliable, scalable, ready to grow

The network infrastructure solution at IKEA Kuwait revolves around Nexans LANmark-7 cabling combined with LANmark-7 GG45 connectors which together offer a flexible, future-proofed installation. These products support both IP convergence and high-speed applications of 10 Gbits/s and beyond, whilst at the same time, provide backward compatibility with most existing cabling and connectors. Use of LANmark-7/GG45 has been growing worldwide due to its unique ability to fully support multiple voice, data and video information (analogue or digital), yet at the same time remain backwards-compatible with existing cabling, connectors and systems. Its ability to handle these applications with room for new growth makes the LANmark-7 solution ideally suited in places where re-cabling is cost-prohibitive or impractical, in this case, throughout a vast structure with numerous conduits above ceilings, behind walls or below ground.

New Nexans GG45 connectors are highly advanced plug/jack assemblies designed to replace the ubiquitous RJ45 phone jack that has today become a bottleneck in high speed digital telecommunications networks. The GG45 supports all data applications and cabling, including Cat, 5E, 6 and 7 offering installation ease, exceptional performance, and future-ready compatibility for high-speed, copper based data transmission.

Higher bandwidth equals greater confidence

Since IKEA Kuwait’s new showroom opened, the multiple IP handsets have been successfully deployed complex-wide, complemented by 50 cordless Session Initiated Protocol (SIP) phones, all supported by the Nexans cabling solution.

The complete installation was performed by ATG and certified on-site by a Support & Design Engineer from Nexans Cabling Solutions headquarters. In all, 64,000 meters of LANmark-7 cabling was deployed throughout the new structure, along with 3,000 meters of fibre optic and 24-core cable. Also included were 910 Nexans GG45 connectors. This is the first and largest installation of LANmark-7 cabling in Kuwait.

“The cabling system’s performance has been excellent,” reports Alexander, “providing a robust, long-lasting infrastructure to support IP and SIP based communications efficiently and at lower cost than legacy systems. We now have significantly higher bandwidth than at previous locations, and are confident of being able to add and expand communications systems and technologies as they become available, including advanced building environmental control, security and inventory management.” ■

