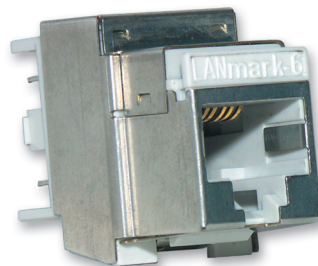


Advanced copper/fibre network supports global marketing group's digital media expertise



Mudra Communications' Mumbai headquarters relies on Nexans LANmark-6 and LANmark-OF to keep digital media projects flowing; Serving more than 4000 towns throughout 21 states in India, Mudra Communications excels in advertising and promotion projects for its clients, most of which involve new digital media. This requires a reliable, responsive and free-flowing IT network supporting everything from high-definition video to Podcasts and Tweets.

Executive Summary

END-USER : Mudra Communications Ltd

LOCATION : Santacruz, Mumbai, India

REQUIREMENT : A scalable cabling system enabling Mudra meet LEED GOLD certification standards



TODAY'S 'NEW MEDIA' THRIVES ON DATA

Once associated with traditional print, billboards, radio and TV advertising, today's marketing communications industry embraces the newest trends in interactive web, social networking, video and Smart Phone-'apps' promotions. It's called 'new media' and the world's leading consumer firms are eager to tap into it. After all, that's where most teenagers and young adults are found, along with their highly disposable incomes.

"This is not your father's advertising agency," says Sebastian Joseph, President & CIO at Mudra Communications. "We specialise in planning, designing and implementing digital communications. Here, you'll see as many IT experts in e-commerce and widgets writing HTML, JavaScript or Cascading Style Sheets as traditional graphic artists and photographers."

Founded in 1980 and part of the Reliance Group, owner of India's largest private telecommunications service, Mudra offers integrated marketing communications through four agency networks; what Sebastian Joseph calls 'a 360-degree offering' blending a wide range of marketing disciplines. This includes Mudra India for branding and communication; DDB Mudra specialising in influence and behavioral change; Mudra Max focusing on integrated consumer engagement, and; Ignite Mudra, forming partnerships that address the unique communications needs of new and current entrepreneurs.

The Group has 1,100 employees. Clients include well-known consumer product firms, automotive, airline, banking, electronics, pharmaceutical and beverage industries, among others. "As one of India's leading agency, we are totally dependent on network infrastructure to support our business," Sebastian Joseph says. "IT is literally our backbone. Without it, we can't use sophisticated design software and business application systems that let us serve our technically astute clients." And despite the growth of new media, traditional communication methods such as print or film are still used. However, their production is fully dependent on computers with complex layout and artistic software requiring robust local area networks (LANs) for support," he adds.

CERTIFIED ENVIRONMENTAL LEADERSHIP

Mudra's executives decided in 2009 to consolidate various organizational staff situated around Mumbai into one central headquarters building. Work began in 2010 on this corporate home, a newly-constructed nine-storey building in the heart of India's wealthiest city.

"Nexans came through brilliantly on all criteria, especially their professional corporate attitude."

Sebastian Joseph
President – CIO
Mudra Communications

To demonstrate Mudra's understanding of promoting a responsible environmental image, a key construction criteria was its new headquarters meet LEED (Leadership in Energy & Environmental Design) GOLD certification standards, the second highest of four levels. It is one of only eight such buildings in India to earn this level to date, and the first in the advertising profession.

An equally important criterion was a LAN throughout the structure that had to be best of breed, protected from technological obsolescence, reliable, easy to install and maintain in order to support Mudra's leadership in new media.

Sebastian Joseph says, "New media requires very large files sizes for art, photography and video, a lot which is shared among ourselves, downloaded by clients or obtained from outside sources. On top of that, nearly all our staff use e-tablets, laptops, Smart Phones, digital cameras, printers and external storage devices in their work. They constantly plug-in to a hardwired broadband link or internal WiFi service interfaced with our main ISP. The LAN has to perform consistently with no signal loss, time-outs or slowing, especially when most or all of our one thousand strong staff are accessing it at the same time."

Challenges

- New media firm's headquarters needs highly responsive LAN to support work in digital communications
- Huge file downloads commonplace. Wide range of IP-based devices used by over 1,000 staff
- Highly fluid and quickly-changing business. Extra bandwidth/capacity needed to accommodate whatever future IT trends evolve
- LEED GOLD Certified building; environmentally conscious management expects LAN to help lower carbon footprint

Solutions

- LANmark-6 screened copper cabling system
- LANmark-OF OM2 fibre vertical uplink
- PoE to lower utility costs and reduce carbon footprint

Benefits

- A highly stable network able to handle huge file and digital device demands
- No slowdowns, time-outs or delays even when up to 1,000 employees access the network at once
- Reliable LAN a major business support component

RIGHT 'ATTITUDE' SECURES DEAL

As the new headquarters was nearing completion, a tender was issued detailing the LAN project specifications. Six firms initially responded, with the selection narrowed to three based on their technical bids.

"Whilst standards compliance, product performance and pre-sales support were key deciding criteria, each firm's attitude toward the project was also considered," says Sebastian Joseph. "Nexans came through brilliantly on all criteria, especially the last. They possessed a true partner approach with our business rather than a vendor. I had not worked with Nexans before, and was highly impressed by their professional corporate mindset."

Infrastructure consisted of 6,000 metres of LANmark-6 for each floor's horizontal network supplying 1 GB to the desk through 1,600 nodes. It's supported by a vertical uplink of 150 metres of LANmark-OF fibre cable. "The infrastructure proposed by Nexans has more than exceeded expectations and fully meets our business demands," Sebastian Joseph adds.

The installation was performed by Nexans' regional tier-1 system integrator, Bangalore-based Wipro Technologies.

PoE's ENVIRONMENTAL AND SAFETY

As a GOLD LEED certified business, the ability to reduce the new building's overall carbon footprint through lower power consumption is critical. This is helped, in part, by the LANmark-6 network's ability to accommodate novel Power over Ethernet (PoE) technology. Up to 15 watts of power is sent through each floor's horizontal copper network to nearly 500 Internet protocol (IP) telephone sets, which provides sufficient operating power with minimal tapping of the region's commercial power grid.

As a result, IP phones no longer require separate, direct-current transformers plugged into wall outlets. In addition to environmental benefits, it also provides aesthetic and even safety advantages "because wires and transformers are no longer scattered behind desks and across carpets, making for tripping hazards," Sebastian

Joseph says.

He adds Nexans was extremely knowledgeable in existing PoE technology, benefits and constraints and helped optimise its use on all nine floors to Mudra's ultimate advantage.

Since the headquarters' completion, Mudra Communications has been so impressed with the new LAN that they've standardised on Nexans cabling for two smaller satellite offices 1,000 Km south in Bangalore, India's "Silicon Valley".

Furthermore, the firm is currently evaluating Nexans' LANsense Intelligent Infrastructure Management (IIM) system for the entire enterprise across multiple locations. Again, safety and environmental benefits achieved through LANsense have attracted their interest.

Of course, IIM also offers important network security benefits, not the least of which includes automatic tracking of where all devices are located, or when they're removed or added. Resulting alerts help prevent unauthorised network tampering or security breaches. "I'm convinced this network will more than handle Mudra's future growth," Sebastian Joseph concludes. "Who knows what web-based media, devices or technologies will be embraced by young people just five years hence. But whatever the next trend is, it will certainly fit within this infrastructure."

"The Nexans infrastructure has more than exceeded expectations and fully meets our business demands."

Sebastian Joseph
President – CIO
Mudra Communications



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Nexans is a responsible industrial company that regards sustainable development as integral to its global and operational strategy. Continuous innovation in products, solutions and services, employee development and engagement, and the introduction of safe industrial processes with limited environmental impact are among the key initiatives that place Nexans at the core of a sustainable future.

With an industrial presence in 40 countries and commercial activities worldwide, Nexans employs 23,700 people and had sales in 2010 of more than 6 billion euros. Nexans is listed on NYSE Euronext Paris, compartment A. For more information, please consult www.nexans.com or <http://www.nexans.mobi>

In the field of LAN Cabling Systems, Nexans Cabling Solutions offer a complete range of products and value added services providing improved reliability and reduced cost of ownership for Network Managers, together with faster installation times for installers.

In addition to LANmark brand cabling systems, Nexans also specialises in LANsense Intelligent Infrastructure Management (IIM) products including Environmental Monitoring and Access Control (EMAC) devices.

Nexans offers an unrivalled choice of LAN infrastructure solutions to a global customer based through an extensive network of regional offices and Key Account Management team.



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