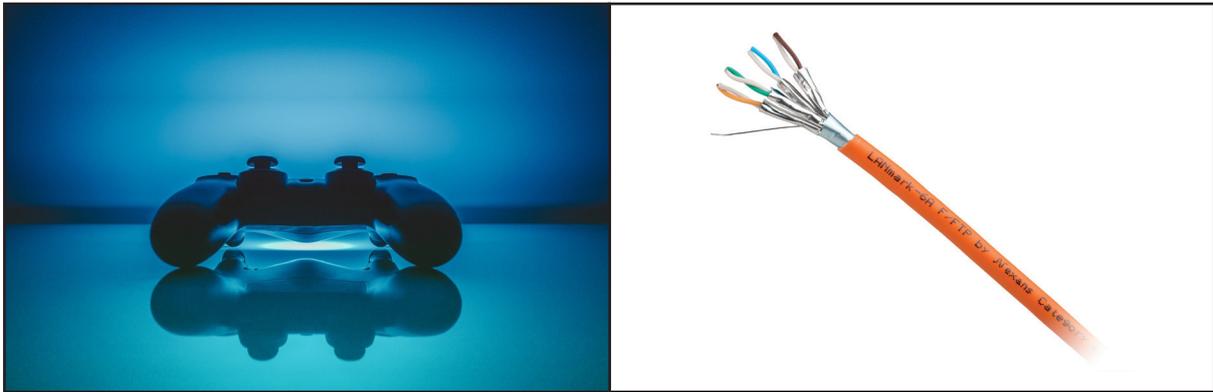# GLOBAL GAMES LEADER
realises state-of-the-art facility with Nexans solution

Interactive entertainment software company relies on Nexans LANmark-6A for 10G network infrastructure.

One of the world's leading games developers recently opened its largest European office in Bucharest, Romania. The location was chosen in accordance with the company's technical requirements. These featured very specific demands in the areas of networking, power supply, HVAC, security and Data Centre capacity.

Nexans

CHALLENGES

- Network capable to support 10Gb/s applications
- Network compliant with international standards
- Fast delivery and deployment were crucial

SOLUTIONS

- LANmark-6A screened cabling system
- Guaranteed superior headroom on NEXT, Return Loss and Alien Crosstalk

BENEFITS

- 25 year full system warranty
- Full 100 meter 10G support
- Reliable and high performant system

"Games builds are increasing in size and complexity, partly due to the arrival of HD and also because we want to offer a richer user experience," explains the company's IT Manager. "From a networking perspective, this leads to increased bandwidth requirements. We see10 Gb/s becoming the standard bandwidth for LAN in the near future - at least in the games development industry."

"The main requirement was to have the entire LAN infrastructure supporting 10 Gb/s end-to-end, from backbone to users. This requirement was leading in the decision to use a Cat.6A cabling system for the entire LAN in a 10-storey building. At this moment, clients have 1 Gb/s connections, which are capable of constantly transferring at full speed, approximately 100-110 MB/s."

BEST POSSIBLE PERFORMANCE

"Each floor has approximately 750 ports and all of these are aggregated in one room," states Florin Pagu, Executive Manager of Computing Technology Business , the installer and project Manager for the project. "Each room on the floor is aggregated in the data centre using fibre optic cabling. The choice to use a Cat.6A cabling solution was made on the basis of Cat.6A's maturity. We'd recommend this type of solution for all our clients."

Romania has a strong software industry, especially in the field of gaming, where activities range from development to testing and service. "Each of the customers' employees must have four links available in order to test platforms at the highest performance level," explains Silviu Ardeleanu, Business Development Manager, Nexans. "So we had to prove that our system would deliver the best possible performance around the clock."

OVERCLOCKING THE ROLLOUT

"Apart of a reliable, fully standardised, high performance solution, the games company also required a partnership with a certified installer, a full 25 year warranty, professional before- and after-sales services, fast delivery as well as proof of performance in previously installed projects. As we're focusing on building bridges between end users, consultants, integrators and ourselves, we were enthusiastic about taking on this job. An extra challenge, besides the very high density of the network, was posed by the fast delivery required. The period between moving from the old building to the new one was very short indeed."

Some 6,500 network ports needed to be cabled in just two months, whilst various contractors were installing electrical power, partitions, workspaces and more. These challenging time constraints helped all involved to come up with a highly efficient approach that can be replicated in the games industry as well as other areas. All parties agree that the cooperation between the games developer, CTB and Nexans went very smoothly. "A proactive approach and very good planning helped deliver the solution on time and on budget. Cooperation between Nexans' distributor in Romania, LikeIT and ourselves was very, very good," adds Florin Pagu. "This helped us arrive at the best price and solve various logistics problems. All people involved in this project were extremely positive about the quality of the resulting network."

"We chose Nexans because they are one of the leaders in cabling solutions," concludes the interactive entertainment company's IT manager. "All users are impressed with the speed at which the entire network is operating. Basically, transfer rates are ten times faster than in our former location."