

CASE STUDY: AUTO TRADER HEADQUARTERS

As part of the company's growth strategy, over 500 Auto Trader employees have recently moved into a three-storey state-of-the-art office in Manchester's prestigious First Street. Having previously been in seven locations across Salford Quays, Warrington, Chester and Newton-le-Willows, their new 60,000ft² office will provide excellent working conditions for them to collaborate easily and flexibly.

First Street is one of Manchester's most important sustainable development and regeneration projects and has quickly become a highly desirable business location. It has been designed to strike a careful balance between technology and simplicity, while adopting intelligent features that offer efficiency, flexibility and productivity, as well as low occupational costs.

For Auto Trader's data centre manager, Paul Stephenson, the move to these new headquarters represented an opportunity to install a high quality network infrastructure. He comments,

'IT plays a vital role in our operation, so I wanted a cutting edge cabling system that could offer the ultimate in future proofing and would be capable of supporting network speeds of 10 Gigabit Ethernet. After carrying out an extensive evaluation process with our chosen installation partner, Express Data, the 10GPlus solution from Brand-Rex ticked all the boxes.'

Leeds based Express Data has worked with Auto Trader for many years and was contracted to specify, design, supply and the new network infrastructure.

The company's project manager, Darren Welsh, explains,

'As a Brand-Rex Approved Partner, we've always been impressed with its superb manufacturing standards, industry leading green credentials and the fact that its cable is so easy to work with. A shielded 10GPlus solution for the horizontal and premises distribution cables (PDC) from the company's FibrePlus portfolio for the backbone combined to meet Paul's exact brief.'

'One of the key criteria that had to be met was the ability of the cabling to not just meet Category 6A/Class E_A performance standards, but to exceed them. Craig Urmston, channel manager at Brand-Rex, states, '10GPlus is a 3P approved cabling system that has been rigorously tested under strict conditions. It therefore has unrivalled levels of certification and is manufactured in accordance with ISO 14001 and ISO 9001:2008.'

A shielded cabling solution was chosen, as it provides an added layer of protection against electromagnetic interference (EMI) and ensures performance. Not only does it stop interference into other cables and devices, it also reduces interference within the data transmission of the cable itself. Meanwhile, for the fibre optic cable backbone, OM3 FibrePlus PDC offered the most robust and resilient solution.

Work started on-site in March 2014 and over 1,600 Category 6_A outlets, utilising 54 miles of cable, were installed over the following three months. These were linked to a main data centre, which is complemented by two separate communications rooms on each of the other floors.



