

Paradigma

Anima SGR, Milan

A strategic
INVESTMENT

DataCloud Asia 2017

**INDUSTRY GET-TOGETHER
IN SINGAPORE**

Home cabling

on be color= top connect /
SUCCESSFUL LAUNCH
for slim sprinter

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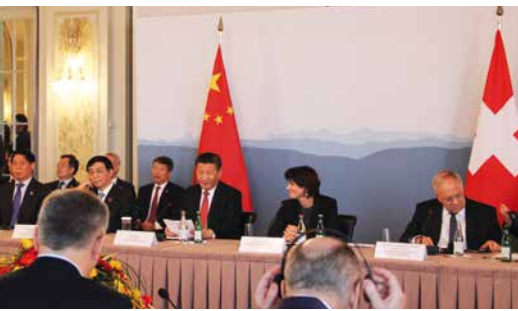
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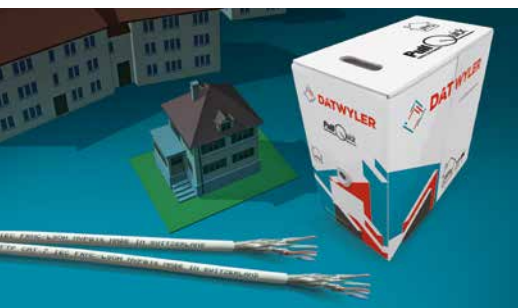
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EDITORIAL

THE OVERALL PACKAGE DECIDES

Dear Readers,

Why don't the best or most talented singers always win the big music shows like "X Factor", "The Voice" or "DSDS" (the German spin-off from the British show "Pop Idol")? Precisely because in the end it's the overall package that counts. In addition to a good voice with recognition value, factors crucial to success include appearance and stage presence, charisma and likeability.

Exactly the same is true of our business: Nowadays standard, price and lead time are no longer decisive on their own. In dealings with customers of various industries it is clear that factors such as a business partner's ethical principles, flexibility and reliability, sustainability, quality, innovative drive and excellent service all combine to make a complete package which creates trust and significantly affects the decision for or against collaboration.

From our point of view this is gratifying news, for – as is only right in a good partnership – we also expect just such a complete package from our customers and business partners throughout the world.

Many companies who some years ago proudly announced that in future they wanted to procure their products and solutions via internet tendering have now

had to accept that this approach did not really achieve the desired result and, above all, was not sustainable. It's not only "the best voice" that counts, not only standard, price and lead time. You live and learn.

The foundations for the development of a sustainable and profitable business are mutual trust and a long-term business relationship of equals. At Datwyler we have successfully been building on this formula for over 100 years. Our valued customers and business partners see it the same way, as you will find out in this edition of "Panorama".

We hope that you like the fresh modern layout of our customer magazine and enjoy reading it.

Johannes Müller
CEO



Frings Solutions Group, Hilden

A DATA CENTRE FOR MEDIUM-SIZED BUSINESSES

For the cabling of its new data centre, the Frings Solution Group chose the copper and fibre-optic system solutions from Datwyler.



Main entrance to the new data centre and support centre



“ The performance that we required from day one

*Thomas Riedel, Project Engineer,
Frings Solutions Group*

The Frings Solutions Group, headquartered in Hilden, sees itself as a technological and service-providing partner for individual solutions and services for everything to do with communication, IT and building technologies. Together with its subsidiaries – system integrator Frings Informatic Solutions, Frings Building Solutions and the cloud-distributor Axxess Digital Solutions – the group offers companies of all kinds and sizes tailor-made all-round packages.

In order to be able to offer its customers an even more comprehensive range of products and services in the area of smarter communication, in June 2016 Frings took its own hosting and colocation data centre into operation. In its current stage of development, the data centre consists of a control room, a service area and two server rooms with a total of 550 square metres of space that can be utilised. 40 racks in each room provides capacity for over 1,600 servers.

The fully air-conditioned data centre is TÜV and Cat-II certified in accordance with the provisions contained in the basic-protection catalogue of the Federal Office for Information Security (BSI) and offers customers a fail-safe rate of 99.75%. It meets the highest possible stan-

dards in terms of fire protection, the provision of general services and security, as well as access controls. It is currently being predominantly used by medium-sized companies from the wider Hilden/Düsseldorf region.

Redundant copper and fibre-optic networks

In terms of data technology, the data centre is connected to the network of two Carriers with a bandwidth of 10 gigabits per second from two independent nodal points. The power supply is provided via redundant cables at two different positions in the building and is laid connecting to two respectively independent network racks inside armoured steel tubes.

Going outward from this point, the backbone cabling is redundant and star-shaped – and this applies to both the fibre-optic cables, as well as the copper network. Frings chose the “Datwyler Data Centre Solution” with pre-assembled cables and components with which to complete the fibre-optic network. The pre-assembled 6-fold Category 7_A trunk cables and Category 6_A connecting hardware were used for the copper network.

Best product and service quality

Frings has been a Datwyler Premium Solution Partner for many years. It is not any wonder then that the Solution Group pro-

cured the entire passive data-cabling system from the Datwyler branch in Hattersheim.

In the server racks, Frings installed a total of 20 FO-DCS sub-racks with FO cable management and 23 modular FO-DCS modular panels, which currently contain 56 breakout and 158 RJ45 plug-in modules. The plug-ins are connected with 28 12-fold OM4 fibre-optic trunks and 52 6-fold flexible copper trunks, of between 9 and 64 metres in length respectively. In addition to that were three OS2 single-mode trunks, a further 25 copper patch panels and around 450 patch cables produced from copper and optical fibres.

“The working relationship with the Datwyler team on this project was excellent as always – from the support provided in relation to detail-related questions that came up, to the on-time delivery of the required cables and through to the system components”, is how Thomas Riedel, responsible Project Engineer at the Frings Solutions Group, summed up his experiences. “The system solutions provided by Datwyler were quick and easy to install, and they provided us with the performance that we required from day one.” (uk/sts) ■

Ambassador House, Zürich

6,700 DATA CONNECTIONS

in just under 4 months

Thanks to the good input from Datwyler, Melcom AG was able to complete the extensive structured cabling in Zurich's Ambassador House in next to no time.

Zürich Nord is already considered to be a new district in the Swiss Metropolitan Region. Numerous construction projects have been completed here in the past few years, and many more are at the planning stage.

One of these is Ambassador House in Thurgauerstrasse. Complete renovation of the building, which began in August 2015, will give rise to one of the biggest and most modern commercial buildings in Switzerland. The building, 160 metres long and extending over seven upper floors and five basement floors, will occupy around 45,000 square metres of floor space and accommodate a workforce of up to 3,000. Its tenants will enjoy not only impressive architecture, but also a top-quality infrastructure.

The high-performance communications cabling provided by Datwyler Cabling Solutions forms part of the construction project. Between October 2016 and January 2017 it was installed in the building by Melcom AG,

an electrical and IT specialist headquartered in Wallisellen.

In future the new cabling system in Ambassador House will not only be used for voice and data transmission – it will also be employed to monitor and control the building technology, the blinds and lighting in the corridors and rooms, for example.

Complete system from Datwyler

The system solution, which allows high-speed transmission of up to 10 gigabits per second, comprises 6,700 data links. To achieve this the technicians installed around 300 kilometres of type CU 7002 4P Category 7 data cable, terminating in 13,000 Category 6_A RJ45 keystone modules. Altogether 3,250 FLD data outlets are available to the tenants on the premises.

The complete solution supplied by Datwyler also includes 50 network racks, 34 of which are used for workstation cabling, a

server rack, 270 19-inch patch panels with 24 ports each, as well as many management panels and other system accessories.

On-site support

Thanks to expert support from Datwyler, the Melcom team was able to complete all the workstation cabling in only just under four months.

Stephan Breitenstein, Project Leader at Melcom AG, is extremely happy with the working relationship. "Not only did the Datwyler solution give us the best price-performance ratio. Datwyler was also able to deliver the large quantities of material in the short time available to us, and gave us great on-site support." (me) ■



Looking into a network rack



”

Datwyler gave us great on-site support

Stephan Breitenstein, Project Leader, Melcom AG

Towergate Insurance, London

PLAYING IT SAFE

when it comes to the
data network

An insurance policy should help protect against risks. The correct cabling fulfils the same purpose in the end of the day. This is also how the external consultant who specified the data network for Towergate sees it.



The new Towergate offices are located in the city of London.

The insurance broker Towergate Insurance was founded in 1997 and is specialised in property, liability, motor, professional indemnity and jeweller's block insurance – with a focus on "managing your risk and reputation" as part of their company ethos.

In the same vein, iDaC Solutions, Datwyler's exclusive distribution partner in the UK and Ireland, supplies its customers high performance structured cabling solutions that ensure effective network operation and minimise the risk of downtime.

When considering the move to a new office at 55 Bishopsgate, Towergate enlisted the help of MiX Consultancy as lead IT & AV consultants. Donal Foley, IT Infrastructure Consultant at MiX, had worked on previous projects utilising Datwyler cabling systems and felt it would also be a good fit for Towergate's new site.

iDaC Solutions worked with MiX during the specification phase and subsequently with NG Bailey who were awarded the cabling installation and integra-

” **The project management team were extremely helpful**

Gary Russell, Project Manager, NG Bailey



Innovative: Angled RJ45 modules lead the patch cables away to the sides.

tion. Among other things, the iDaC team visited the site as part of the Datwyler System Warranty certification process and offered general assistance for technical and logistics queries.

More space in the racks

The project consists of Category 6_A F/FTP cabling as well as pre-terminated OM4 MTP fibre runs. The copper cables were terminated using Datwyler's new flat patch panel KS 24x-s, which is equipped with 24 angled RJ45-modules. This solution improves port density within racks as 12 patch cords are swept directly to the left and another 12 to the right, which in turn eliminates the need for horizontal cable management.

Moreover, the use of flat panels also means that the 19-inch vertical mounts within the cabinets and frames do not have to be recessed as with standard angled panels, so deeper hardware equipment can be installed.

Quick installation

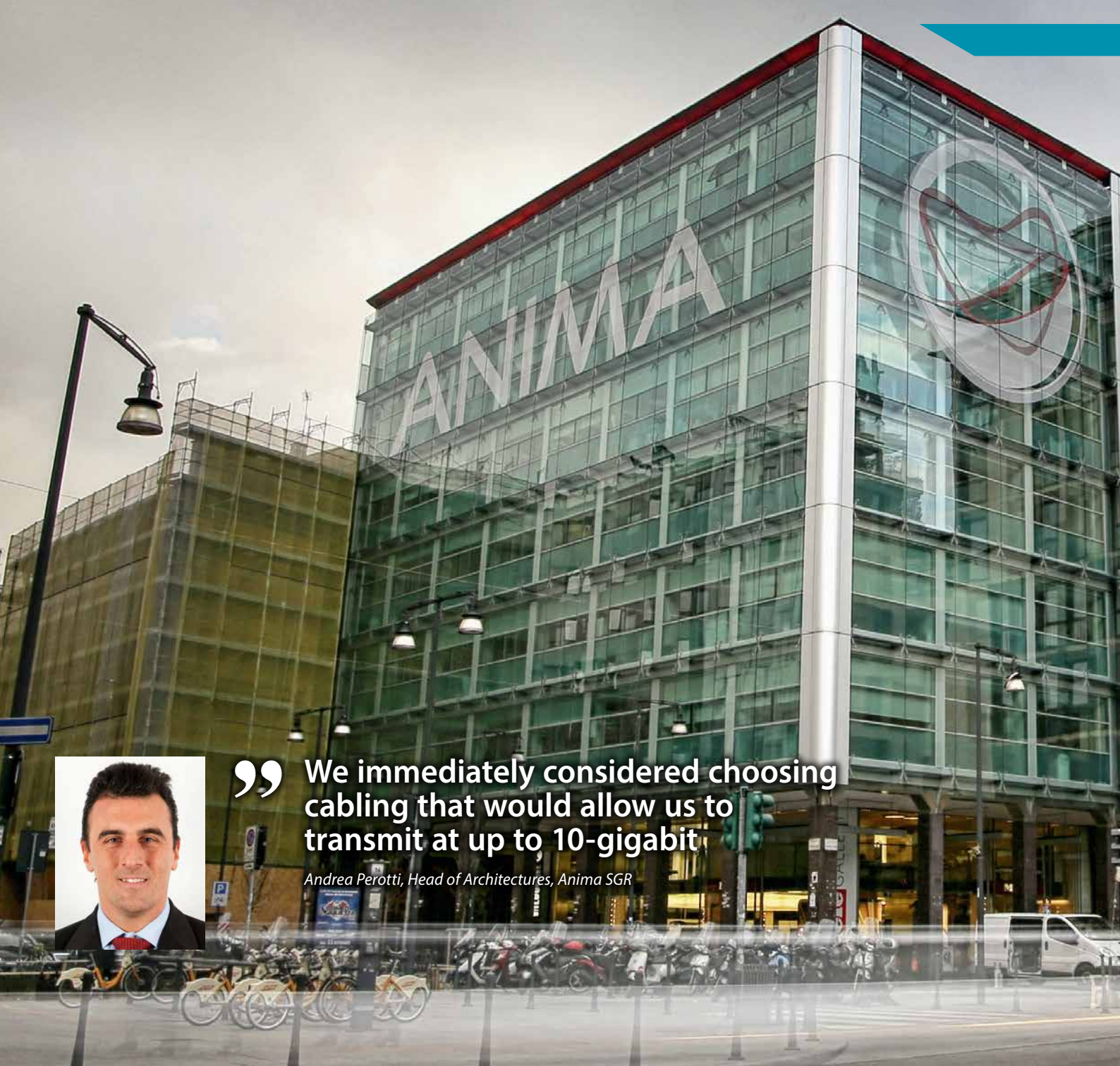
By utilising pre-terminated MTP fibre trunk assemblies and modular panels, NG Bailey were able to deploy the cabling more quickly. Without the need to terminate the fibre ends in situ, they were able to offer a high density OM4 installation without additional tools or specialised installation staff on site.

As a result, the project was due for completion and hand-over in February 2017.

NG Bailey Project Manager, Gary Russell, is satisfied. "The project management team at iDaC Solutions

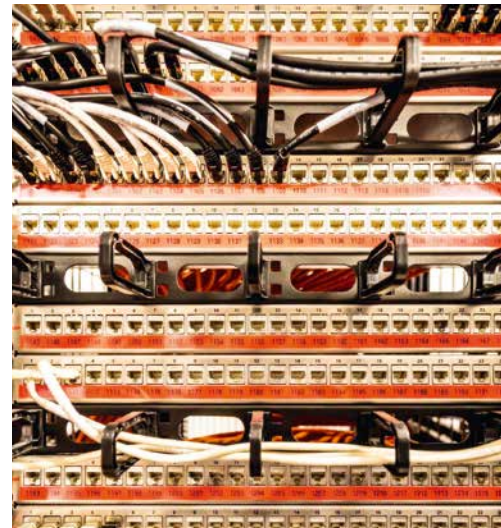


were extremely helpful and responded very quickly when we had a question or needed additional items on site". He also commented that the quality of the Datwyler products made it simple to install and test. (ph) ■



“ We immediately considered choosing cabling that would allow us to transmit at up to 10-gigabit

Andrea Perotti, Head of Architectures, Anima SGR



Anima SGR, Milan

A STRATEGIC INVESTMENT

In order to be in a position to utilise future technologies to their maximum, the Italian asset management company Anima SGR has installed a Datwyler high-speed cabling system in its new data centre.

Anima SGR S.p.A. is a company of Anima Holding S.p.A. and has been a successful player within the Italian asset-management industry for many years. With approximately a million customers and managing asset volumes of in excess of €70 billion, the company is one of the leading independent corporations in this industry.

In order to meet the need for greater rates of data transmission, the company began planning the construction of a new data centre at its headquarters in Milan back in 2015. The passive category 6 infrastructure that was in use in the old data centre was simply no longer sufficient.

At the beginning of 2016 the existing data centre was moved from the adjacent building into the first floor at Anima SGR headquarters. This was then the point-in-time to install the new cabling.

Future-viability

"Due to the fact that our business activities demanded constantly increasing performance capacities, in the old data centre we had already started to experiment with 10 gigabit per second between the virtual machine and the network equipment", explained Andrea Perotti, Head of Architectures at Anima SGR. "As we began with the planning for the new infrastructure, we immediately thought about choosing cabling that would allow us to transmit at up to 10-gigabit, which would also allow us to implement an

even higher transmission speed in the future. And this is why we decided on Category 7_A cabling solution."

The company Esiet S.p.A., which has been technology partner for Anima SGR since 2010, installed this cabling. Esiet plans and implements integrated solutions entailing technology, infrastructure and services which also go as far as to include complete, "turn-key" solutions.

Strategic investment

"The growth of the data volumes and the speed at Anima SGR were exponential", reported Marco Meletti, Project Manager at Esiet. "Making a strategic investment was decisive. A new data centre demands a forward-looking approach and inevitably results in technologies being chosen that offer the highest possible guarantees with respect to future performance capacities and scalability. This was the reason behind selecting the Category 7_A cabling solution from Datwyler, which offered equally solid performances at 90 metres as at distances of just a few metres."

The migration from the old to the new data centre took place on a step-by-step basis and with the appropriate degree of redundancy. "While Anima SGR conducts the migration of a part of the data centre, we are already preparing the cables for the next step", explained Project Head Meletti further. "We started by first completing a sec-

tion and transporting the active components into the new location; we then created the provisional links between the new and old infrastructure, until such time as the old one was completely abandoned."

Redundant construction

The new data centre currently consists of 23 IT racks and offers space for further structural extensions in the future. The Datwyler products interconnect the cabinets and – with routes of ten to twelve metres – form the cable backbone to the technical-equipment rooms on the various floors.

Starting from the data centre, a bundle consisting of 24 copper cables and as many fibre-optic cables go to a total of nine floor distributors. The two transmission media are allocated to different services: copper conductors, among others, to ISDN connections and access points, while printers and fibre-optic cables are allocated to "central" devices.

In addition, each rack in the data centre is also connected with both central buildings with bundles, with each of which consisting of 24 copper cables. Thanks to the redundant connection of the floor distributors, the full operation-capacity of the system is guaranteed, even if problems exist in one of the central distributors. (ldg) ■



The Zitan Tower in April 2017

Greenfield District, Mandaluyong

A big step towards a “GREEN” CITY

In the city of Mandaluyong, which is located directly east of the Philippine capital Manila, a “greener” and more “intelligent” city district is being created thanks to the help provided by the FTTx solutions developed by Datwyler.

Design sketch of the new Greenfield District



A voice-activated light switch; music that starts to play and turns off again when you simply clap your hands; or how about a fully-functional home-automation system that can be centrally controlled using just a mobile telephone. Doesn't that just sound "cool"?!

Well these are just a few of the features that are currently being realised in the modern high-rise buildings in the Greenfield District in Mandaluyong. The district that is being developed by the Greenfield Development Corporation

The GDC is a pioneer when it comes to the construction of top-quality private-apartment and office buildings, and who uses GPON technologies (Gigabit-capable Passive Optical Networks) for the fibre-optic connection between the high-rise buildings. Instead of the traditional infrastructure that is offered by various service providers, GDC decided to put its own fibre-optic network in place, and in doing so, create an "open-access" communication backbone.

Full interoperability

The bidders for the contract to construct the fibre-optic network were made up exclusively of the leading players on the market. Datwyler was able to ensure that it got the

A proof-of-concept followed, with which the full functionality of the system solution and its "neutrality" with respect to the various services on offer – CATV, IP-Telephony, CCTV and others – could be demonstrated. The proof-of-concept also showed that the Datwyler solution is also interoperable with the existing GDC network components.

The new network combines FTTx cabling from Datwyler with Optical Line Terminals (OLT) and Optical Network Units (ONU) from Calix.

Energy savings of up to 75%

The GPON infrastructure chosen by GDC does not just simplify the communication backbone of the entire building, it also means that the company takes a big step in the "green" direction at the same time. "Green buildings" are often characterised in accordance with measures aimed at saving energy and through energy efficiency. Thanks to the FTTx solutions offered by Datwyler, the GDC will be able to reduce the amount of electricity its IT infrastructure uses by as much as 75%.

A further advantage of the FTTx solution from Datwyler is its future viability and security. As soon as the next generation of PON technology is available to be used commercially, GDC will simply be able to migrate to it without being required to renew the infrastructure.

The Greenfield Development Corporation wants to build more than 30 further top-quality residential and commercial high-rise buildings in the city district that contains this future-oriented "Open Access" broadband infrastructure by 2020. Datwyler has recently also been awarded the contract for the second Twin Oaks Place Tower 2. (gg) ■



Formal awarding of the GPON project (left to right): Glenn Go, Datwyler Country Manager, Andy Lockhart, Senior VP for International Sales of Calix, Atty. Duane A.X. Santos, Executive Vice President / GM of Greenfield Development Corporation, Randy L. Ang, Division Head Materials Management Dept at GDC, and Joshua Chao, APAC Managing Director of Calix

(GDC) is well on the way to becoming the first "intelligent", completely interconnected city district in the Philippines. The GDC has made the commitment to transform the district into a "smart community" – and is willing to use the very best and most modern technology to do so.

nod ahead of the other bidders thanks to its offer of the first end-to-end-GPON infrastructure for the "Zitan" tower – together with its American partner Calix and the local system integrator Actionlabs.

Sinochem International, Shanghai

EQUIPPED FOR THE FUTURE

At the headquarters of Sinochem International Corporation, planning is long term. That is why the company uses the workplace cabling, as well as the data centre solutions from Datwyler.



Design sketch of the Shanghai World Expo Park in the city's Pudong district.

Sinochem International Corporation is one of the globally operating subsidiaries of Sinochem Corporation and employs approximately 9,000 staff. The publicly listed company has specialised in transport and trade in the markets for fine, fossil-fuel based and agricultural chemicals, as well as rubber and energy.

The company's headquarters is the "Sinochem International Plaza", a 13-floor office building in the Shanghai World Expo Park, which also has three underground floors. The Sinochem Group's data centre is also located here, which is used for storing and processing the data for various business areas of the company.

Data centre solution from Datwyler

In order to guarantee the efficient and reliable business operations of each sector, the cabling system in the data centre should be so efficient that the maximum availability of all current applications should be guaranteed. The network needed to continue to offer high performance and be flexibly scalable in order that the expected business development and the growing business volumes can be adapted to over the long term.

A 10-gigabit compatible system with a shielded Category 6_A CU 6552 4P data cable from Datwyler were used in the copper area. Besides its high bandwidth, the system provides a very good electromagnetic shielding, which also makes secure data transmission possible even at high frequencies. The cable also has a flame-retardant LSZH coating (Low Smoke, Zero Halogen).

The fibre-optic system installed in the data centre consists of, among other things, OM3 trunk cables with MTP connectors. Datwyler delivers these pre-assembled. The fibre-optic system offers high flexibility, stability, modularity and scalability, while also being easy to maintain and administer. It not only meets all the requirements of a 10-gigabit Ethernet transmission but is already also suitable for the future technologies 40G or 100G. Sinochem's 100 racks are connected today in such a manner that the Group's future growth will have enough bandwidth available.

Up to 10 Gbit/s at a workstation

Sinochem International also uses a system containing CU 6552 4P data cables in order to cable the different floors of the office building. The OM3 fibre-optic cable with LSZH sheath is the backbone, which meets the flame-resistance requirements in accordance with IEC 60332-3C.

Intelligent management

In order to be able to efficiently manage all the 6,500 connection points inside the building, an electronic management system was also installed, which should provide savings with respect to maintenance times and costs over the long term. This system comprises 28 intelligent management units, 590 intelligent patch panels and over 3,000 special patch cables, and it delivers at all times, among other things, status information, statistics and records in relation to changes made to the network. It provides the Sinochem Group with a fast, effective and reliable management of the entire cabling for completing future business transactions as efficiently as possible. (tj)

ELECOMP 2016

TRADE FAIR STAND IN TEHRAN

Together with their partner DATAM, Datwyler exhibited at the largest Iranian trade fair for electronics, computers and e-Commerce.

In mid-December 2016, Datwyler's Solution Partner DATAM took part at "Elecomp" in Tehran with its very own trade-fair stand. The design of the stand was completely adapted to the presentation of Datwyler solutions, products and services.

The participation of both DATAM and Datwyler at this event was successful. Sadigh Moghaddam, Managing Director of DATAM, and his team were delighted to welcome over 100 visitors from various branches of industry to the stand and had numerous positive conversations with potential new customers.

For Datwyler, CEO Johannes Müller and Asem Shadid, Managing Director of Datwyler Middle East, were in Tehran for two days. Together with Hussein Tofigh, the Managing Director of the distributor Alian Techware, they met several Iranian customers while they were there.

All visitors were given an insight into Datwyler's complete product and service range, as well as the company's latest innovations that have been tailored exactly to meet the customer's application and project requirements. (shs)



Johannes Müller, Sadigh Moghaddam and Asem Shadid on the ELECOMP exhibition stand (left to right)

Round-table discussion in Berne

State visit of the

CHINESE PRESIDENT

President Xi Jinping met around 30 business representatives during a state visit to Switzerland in January. CEO Johannes Müller took part in the discussions in Bern on behalf of Datwyler Cabling Solutions.

*The Chinese President Xi Jinping
visited Switzerland*



In the presence of Swiss President Doris Leuthard the Chinese head of state and party leader highlighted the fruitful cooperation enjoyed by both countries over the past 67 years, and announced his intention of concluding new treaties to strengthen the relationship. Xi confidently predicted that the Chinese economy – the second largest in the world – would continue to grow steadily. He said that international economic cooperation was an important prerequisite for this.

Together against protectionism

In Xi's view Chinese and Swiss business communities have many interests in common, such as a free and open international market economy. This means that they should join in addressing every form of economic isolationism and trade protectionism.

Among other things the President made the case for driving forward the "One Belt, One Road" project – also referred to as the Silk Road Economic Belt – aimed at developing an intercontinental infrastructure network between Europe and China, and for trying to enlist further partners.

Partners in innovation

Xi Jinping admitted that the Chinese economy not only needed more quality and sustainability, but that it also had to become "greener". Europe in particular, with its advanced technologies and management expertise in areas such as smart manufacturing, finance, insurance, and energy, could be an innovation partner for China.

The business representatives present responded positively to China's efforts at improving the protection of intellectual property and held out the prospect of bigger investment in the country to further boost high-tech cooperation.

Executives of internationally active Swiss companies such as ABB, Nestlé, Roche and Schindler took part in the Round Table. As one of the most successful Swiss ICT companies in China, Datwyler, represented by CEO Johannes Müller, was also invited to join in the discussions. *(Xinhua/dr).* ■



Round table: Johannes Müller, CEO of Datwyler Cabling Solutions (top centre) and other Swiss business representatives

Almost 20
**SUCCESSFUL YEARS
IN CHINA**

Datwyler has been a presence on the Chinese market since back in 1998. There it manufactures mainly ICT cabling systems and lift cables which the company markets nationwide using a network of sales offices and local partners. In early 2014 Datwyler Cabling Solutions set up a new 42,000 square meter production facility in Taicang in Jiangsu Province, one of the most modern in the world.

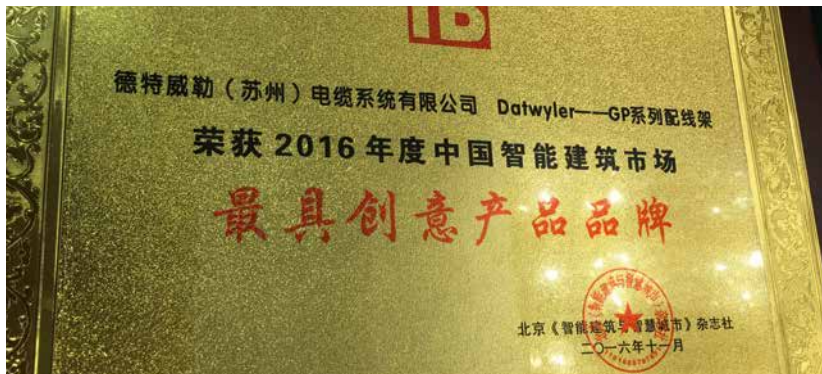
Datwyler's flagship projects over past years include high-performance data networks in the Siemens Center Shanghai, at the BMW plant in Shenyang and in numerous national and international airports, as well as data centers at Shanghai Electric, Huawei Hangzhou, China Eastern Airlines and Shenzhen Ping An Bank. (cc) ■



Datwyler (Suzhou) Cabling Solutions Co., Ltd. in Taicang

Awards for Datwyler in China

Continuously on the **ROAD TO SUCCESS**



Datwyler's performance on the Chinese market won a lot of recognition once again in 2016 from the industry's most important institutions.

One of four awards presented by the Beijing magazine "Intelligent Building & Smart City"

Last year, Datwyler (Suzhou) Cabling Solutions fulfilled all expectations with respect to continued and stable growth of market share. The long list of projects won in China include, among others, the Terminal 1 at the Shanghai Hongqiao International Airport and Terminal 2 at the Guangzhou Baiyun International Airport, as well as the data centres at the Sinochem headquarters (see page 14) and the Jiangxi Provincial Public Security Department. Against this background, Datwyler certainly deserves to receive the recognition it has from the industry's institutions.

With continued innovations, as well as improved solutions, products and services, Datwyler has made a significant contribution to the Chinese data centre market – something which has been focussed on over the past few years. In November 2016, Datwyler won the "Outstanding Data Centre Application Award" at the Data Centre Forum in Beijing for its project in Jiangxi that was mentioned above. The award is presented by the China Data Centre Committee (CDCC).

Four times a "Top-Ten Brand"

At the awards ceremony of the renowned magazine "Intelligent Building & Smart City" in Beijing, which took place in the same month, Datwyler received even four awards, being: "Top-Ten Generic Cabling Brand" as well as brand with the most innovative product, the best customer service and the best

technology on the Chinese market for intelligent buildings.

In the last few years, the market for "intelligent decoration" has developed at a rapid pace. When it comes to the networking of these objects – for example lighting elements or electronic whiteboards – Datwyler products play an important role. At the Intelligent Decoration Fusion Summit, that took place in Beijing in December, Datwyler received a recommendation from the Smart Home Decoration Committee of China (SDCC) for the very first time.

The "Oscars" in Beijing

In December 2016, two further gala evenings were held. At the Qianjia Summit on the 15th of December in Guangzhou, Datwyler was fourth in the "Top-Ten Generic Cabling Brand" and once again received one of the sought-after industry "Oscars" that are awarded by the China International Building Intelligence Summit. On the 20th, the company also won the award in the segment "Outstanding Brands Influencing China's Intelligent Building Industry." This event in Beijing was organised by the Engineering Intelligent Design division of the China Exploration and Design Association, the China Association of Building Energy Efficiency and the China Intelligent Building Information Network in conjunction with the magazine "Electrical Technology of Intelligent Buildings". (cc) ■



Industry "Oscar": Trophy and certificate from Qianjia Brand Lab



The trophy presented by the Smart Home Decoration Committee of China (SDCC)



Trophy and certificate from the China Data Centre Committee (CDCC)



Award-winning project: the data centre cabling for the Jiangxi Provincial Public Security Department



Another Datwyler project: the Terminal 1 at the Shanghai Hongqiao International Airport

DataCloud Asia 2017 in Singapore

INDUSTRY GET-TOGETHER

At the end of February 2017, 350 managers met at Capella Singapore on Sentosa Island, in order to discuss trends in data centres and Cloud computing.

DataCloud Asia, that is organised by the British BroadGroup, is a conference, that is dedicated to the topics data centre and cloud computing. Approximately 350 top managers from the segments collocation, cloud and enterprises from the ASEAN states, China and India took part this year.

As a “Silver Sponsor” of the conference, Datwyler was there with its own stand. Furthermore, Senjaya Halim, Data Centre Expert at Datwyler in Singapore, represented the company during the panel discussion on the topic of “Innovation in the new regional fibre optic connectivity and interconnection.” The panel discussion was moderated by João Marques Lima, the editor of the platform “Data Economy” (UK).

Together with Nadya Melic, Head of Connectivity at the Australian communications company Telstra, one of the many topics addressed was on the trends in fibre-optic cabling. One topic was optical technologies, with which the latency and the scalability can be improved by additional capacities in view of continually increasing data transmission rates. In this context, Senjaya Halim emphasised the strong performance of the fibre-optic cables from Datwyler, which surpass the ITU-T standards for all types of cables – whether it be products for wide-area, metro or campus networks, or also such for premises and data centre cabling.

The data centre expert at the same time made it clear that Datwyler’s core business, based on cables and complemented with active and passive equipment is to improve the reliability of the IT systems for its customers. Thanks to the strong consulting, project management and logistics expertise available within the company, Datwyler is in the position to meet the needs of customers for high-speed data transmission at any and all times. (vw) ■



A glimpse into the conference hall



Jimmy Chiam, Sales Engineer, Steven Koh, Head Product/Solution APAC, and Senjaya Halim at the Datwyler stand (left to right)

Datwyler Seminars

Well-attended EVENTS IN OMAN AND QATAR

The session held in Abu Dhabi



Here it's off to the seminar organised by Datwyler



One of the things that Datwyler does for its customers in the Middle East is to host training seminars for partners and technicians in various countries across the region.

End customers should be able to rely on the fact that the installations of Datwyler solutions in their buildings comply with the manufacturer's recommendations and tried-and-tested methods (best practices). In order to guarantee this, Datwyler organises regular training seminars for its partners and installers in its Business Bay training centre in Dubai.

The Datwyler team also offers seminars in other countries of the region. In November 2016 such an event was held in the Sultanate of Oman. It was attended by the local solution partners – Al Dastoor Contracting & Trading and the Al Khalilli Group – as well as representatives of important customers such as the Business International Group, Gulf Business Machines, Jabel Al Akdhar, Integrated IT Services, International Information Technology, Integrated IT & Telecom Distributors, WDS Middle East and the Royal Police.

Shortly afterwards the team travelled on to Qatar, a unique market in the region which again poses very particular challenges. The Datwyler team not only welcomed existing partners such as Al Mana Networks and Cleopatra Technology, but also the representatives of leading system integrators such as Mannai Trading, Libatel Qatar, Consolidated Gulf, Itelligent Technologies and Alofog IT Solutions. The feedback on the training was very promising.

A further event was on the calendar for Datwyler Middle East in the spring of 2017. As part of the evaluation process in relation to the "preferred supplier" carried out by AECOM, one of the leading infrastructure consulting companies in the United Arab Emirates, a "Learn and Lunch Session" was held on the 14th of February in Abu Dhabi. Representatives of the ICT team from AECOM took part in this conference at the company's headquarters. (as) ■

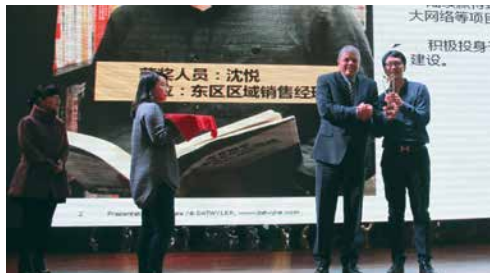
Annual Party in Taicang

SETTING THE STAGE FOR THE NEW YEAR

Datwyler has ambitious goals in China, but the achievements and successes of the past year – and, naturally, the joint celebrations – took centre stage at this year's Annual Party in Taicang.



Award presentation to the best team



Gary Shen receives the "Sales Star" award



The Management Board prize went to Tan Feijun



Entertainment: "It's My Life" performed on the drums

Goodbye to the old year and hello to the new. Spring is a new beginning. "Let us throw light on an outstanding year" was the watchword at Datwyler's traditional Chinese New Year celebration, held in the Ludu Hotel in Taicang on 6th January 2017. This time the CEO of Datwyler Cabling Solutions, Johannes Müller, was also present and mingled with the staff.

The party kicked off with the "Happy New Year" opening dance. Johannes Müller and Managing Director Xia Xubing then addressed the Datwyler Team, wishing them all the best for the New Year, which in China begins on 28th January in 2017. In their speeches they looked back on the magnificent achievements of the past year and praised the many departments which had made these possible.

Outstanding performance

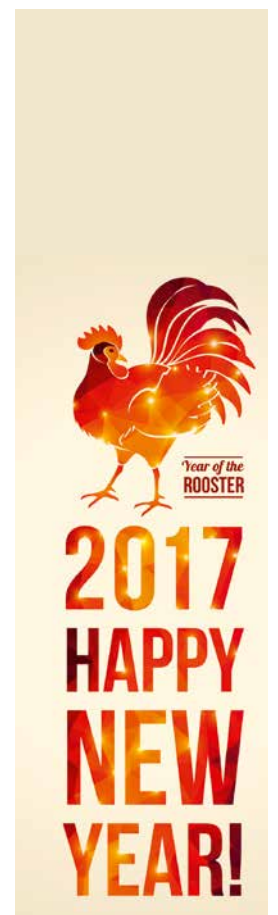
In the meantime a documentary was screened which had been compiled jointly by all departments. The film highlighted both the "Blood, Sweat and Tears" and the "sweet fruits" of every team's efforts during 2016. It also featured the staff's expectations for the coming year and their mutual New Year good wishes. The video was a nice way of conveying something of the warmth generated within the "Datwyler Family".

The growth achieved by Datwyler in China would not have been possible without the hard work and selfless commitment of every member of staff. In acknowledgement of their outstanding contributions and performance, the management handed out awards to individuals as a small token of appreciation for their efforts.

Fun and good humour

After that, the stage was cleared for those wanting to enrich the evening with entertainment. Although the performers were not professionals, both company management and colleagues were amazed by their good preparation and palpable passion. The audience thanked their on-stage colleagues with applause, happy laughter and good humour.

Doesn't every good party end far too soon? In this case the company choir heralded the end of the party with an interpretation of the song "Sunshine After Rain". The song was not chosen at random – it bears out the shared conviction that the whole team's performance will usher in even better times and that it will be possible to double sales in the coming years. A first big step in this direction is to be made as early as 2017. (tz) ■



Home cabling

SUCCESSFUL LAUNCH

for slim sprinter

Lean and powerful: The new CU 7000 4P Home data cable achieves impressive optimum performance figures over shorter distances.

The demands on home cabling have increased considerably in recent years. Datwyler Cabling Solutions has developed the Category 7 CU 7000 4P Home data cable specifically for this market in order to facilitate trouble-free video streaming, real-time gaming and data backups at up to 10 gigabits per second.

Even shortly after market launch the new cable proved to be a real "hit". Electricians were particularly taken by its diameter. At only 5.8 millimetres it is really easy to install, even in the narrow ducts frequently found in old buildings.

Cat.7 performance for the home

The CU 7000 4P Home, the most recent addition to the Datwyler Cat.7 family of cables, complements models CU 7002 4P and CU 7702 4P, successfully established in the business sector for decades and still familiar to many under the earlier brand name of "uninet". Over distances of up to 60 metres the "slim sprinter" delivers the same performance as the Category 7 "classics".

And not before time, as more and more end devices in the residential sector call for ever-increasing performance to service Netflix, Youtube, NAS and cloud computing. Modern society is crying out for better performance and higher speed. Everything, absolutely everything from coffee makers to toothbrushes, is interlinked. And Fiber to the Home (FTTH) delivers performance for which new and existing solutions using Category 5e or 6 products have already reached their limit.

The CU 7000 4P Home was brought to market by Datwyler in conjunction with the Elektro-Material Group. The Swiss distributors are delighted with the success of the new product. "We were astonished at the demand triggered by this cable," said Purchasing at the beginning of the year.

Easy to work with

The electrical service providers Hubert+Monsch in St. Gallen have already been working with the new product for some months. Roger Stadler, Head of Telematics, is especially impressed by the design of the home cable: "Due to its compact design we were able to run it in everywhere and work with it very easily," explained the IT specialist.

The shielded AWG26 cable is available for sale in a practical Pull-Quick box (305 metres). (pz/sts) ■





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Very easy to work with

*Roger Städler, Head of Telematics,
Huber+Monsch AG*

EVERYTHING YOU NEED TO KNOW



The new European Construction Products Regulation (CPR for short) is introducing numerous changes to the requirements for cables and leads.



The position as from 1st July 2017: From this date onwards, the new Construction Products Regulation No. 305/2011 will apply throughout the European area. From 1st July, cable manufacturers are obliged to test their power cables and lines as well as their control and communication cables intended for permanent installation in buildings for reaction to fire in accordance with harmonised Standard EN 50575, and to classify them and market them with a Declaration of Performance (see "Panorama" No. 02/2016).

Sometimes the market calls for very long-term planning, so for months now Datwyler has been updating its customers with topical White Papers and special seminars on this subject.

Details in online data sheets

In February 2017 Datwyler gradually began incorporating the new fire classification into their online product data sheets. The main class is shown by new, easy-to-understand icons in the pictogram bar. Fire behaviour conforming to EN 13501-6 (Euro-classes) – including the additional classifications – is shown in the data sheets under "Standards". Since April there have been updated specifications for copper data cables as well as a selection filter for product fire behaviour, allowing customers to quickly find the cables of the Euroclass they are looking for.

From 1st July the Declarations of Performance themselves should also be ready for downloading from the Datwyler Cabling Solutions website. (dr) ■



HIGH-DENSITY PATCH SOLUTION

for fibre-optic cabling

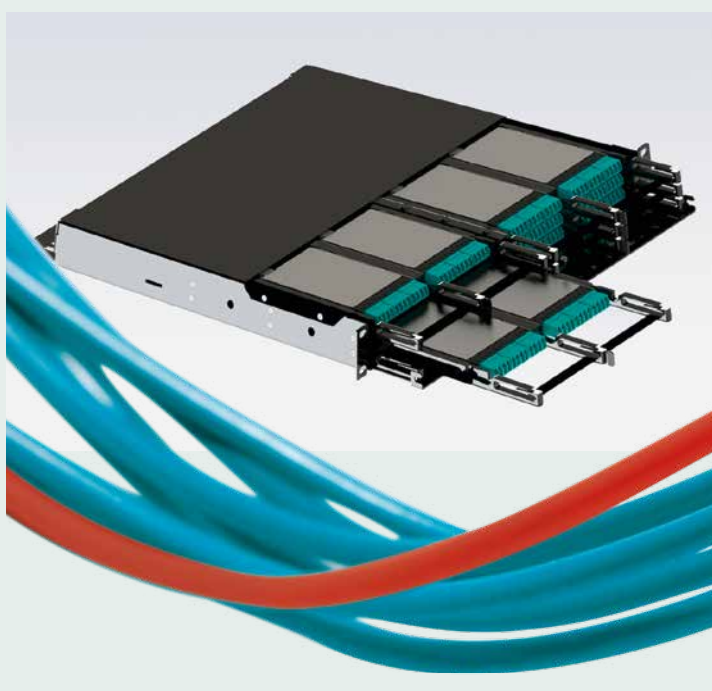
The “Modular HD FO Patch Solution” is characterised by its port density and flexibility.

The “Modular HD FO Patch Solution” that has been newly developed by Datwyler in China, is the ideal solution for data networks of all kinds and sizes, in particular in data centres. Thanks to its high-quality processing and high flexibility, it can meet practically any challenge that the market can throw at it.

The “Modular HD FO Patch Solution” is a panel that can be modularly equipped. With 144 fibres per height unit, it offers the highest port density currently available, as well as space-saving installation. The solution can also be scaled to match the user’s needs (pay-as-you-grow). The modular design makes more flexibility possible. The panel can be separated into three horizontal patch segments, from which each individual segment can be pulled out individually and maintained.

Furthermore, MTP-cassettes can be taken out, maintained and reinserted at the same height unit independently of each other – and that very easily from the front as well as from the back.

It is a solution that provides future viability. Because each panel has up to 12 cassettes, it is possible at almost any time to plan sufficient slots for future expansions. (bs) ■



Singapore NEW MANAGING DIRECTOR

Victor Wong (48) joined Datwyler Cabling Solutions as Managing Director South East Asia in December 2016.

Coming from LanTro (S) Pte Ltd, Victor Wong had been Head of Business Development, Regional, handling Structured Cabling business for premises and data centres in Asia for 17 years, focusing on global and strategic accounts from the financial, oil and gas, pharmaceutical and government sector.

In LanTro, Victor Wong started as Project Manager handling projects in Singapore, Hong Kong and India before his internal transfer to Business Development to handle global accounts and build the Regional Business Development team. He moved up the ranks in LanTro covering Asia and considerably expanded the company's global reach.

He started out his career in the cabling industry as Sales Executive at Telestore Wire Supplier, before moving on to Krone Far East Pte Ltd as Regional Sales Engineer followed by Account Manager at JIT Electronics Limited.

He received a Graduate Diploma in Business Administration from Singapore Institute of Management and holds a Diploma in Mechanical Engineering (Engineering Design) from Singapore Polytechnic. (dr) ■



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