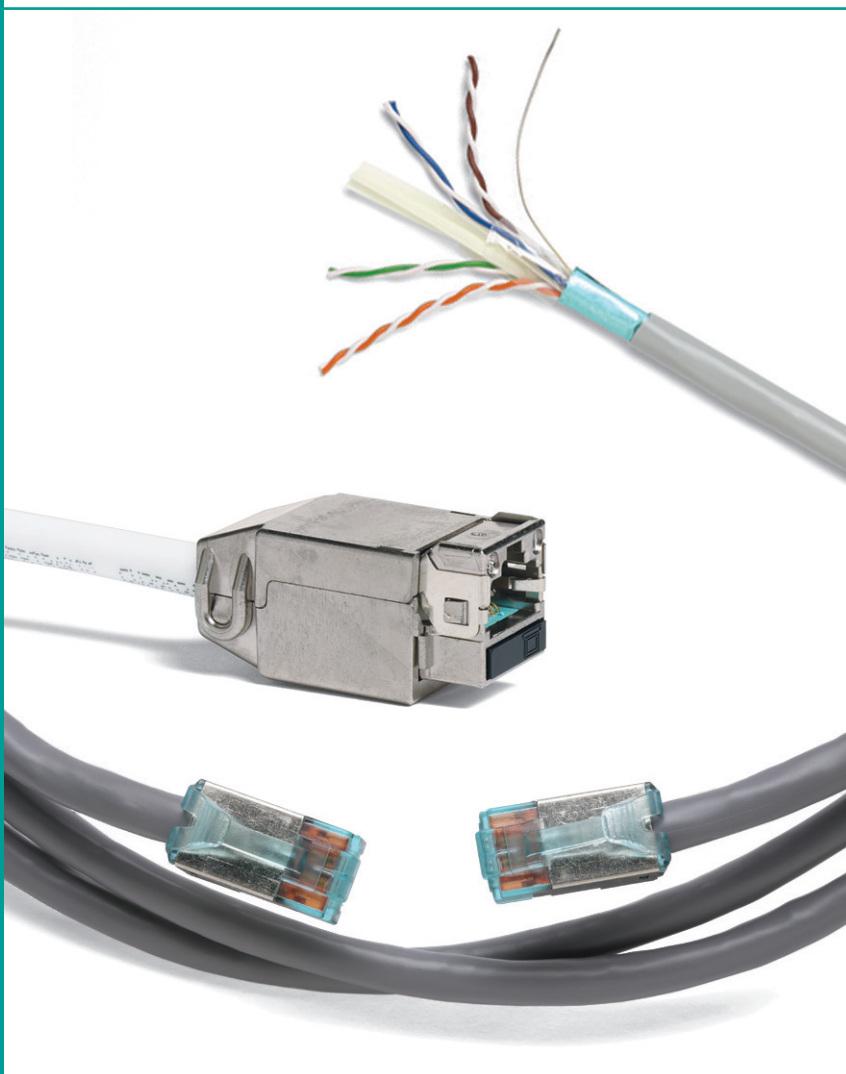


# Awak'IT Trusts CommScope's 10G FTP Copper Solution at New Headquarters

SYSTIMAX® GigaSPEED® X10D cabling infrastructure supports video production applications at Paris-based communications agency



The Awak'IT group is a leading French corporate communications agency specializing in web and video technology. The group, which has subsidiaries in the Paris Region, Lille and Lyon, does business with large companies including several in the information technology sector. These include, among others, Dell, Microsoft and France Telecom.

In response to rapid expansion, Awak'IT, which has a hundred employees and temporary staff, decided to relocate its headquarters to larger premises. The agency moved from offices on the south side of Paris to Boulogne in the west of the city, a location chosen for its accessibility and proximity to clients and partners.

To manage the relocation, the agency created a dedicated in-house team. This consisted of staff specializing in finance, logistics, design and technology. On the strength of his technical know-how, Bertrand Parow, Operations Manager at Tikawa, a video production and post production subsidiary of Awak'IT, was included in the team. Supported by two other team members, his brief was to take care of the network, telephony and video technology side of the relocation.

Commenting on the project, Bertrand Parow said: "The principal constraints of the relocation were, of course, time and money. And, since the premises were large, on four levels and included 300 outlets, we also had to deal with the constraints of distance and of the performance needs for video transmission.

"Tikawa is housed in the new headquarters, so the cabling infrastructure had to support speeds of up to 10 Gigabits per second."

To meet the cabling requirement, Awak'iT drafted a tender specification and asked several integrators and installers to provide a quote. These included ESCI, a CommScope Prestige BusinessPartner based in Colombes in northwest Paris.

"We finally chose ESCI for the project as they are recognized for their expertise. And, within our budget, were able to offer us a 10 Gigabit copper cabling infrastructure for the entire site," said Bertrand Parow,

Awak'iT followed ESCI's recommendations and opted for CommScope's SYSTIMAX Structured Connectivity Solutions. These are recognized in the marketplace for their innovation and performance which, together with the SYSTIMAX 20-year extended warranty, managed to win over Awak'iT.

The installation completed by ESCI fully satisfied Awak'iT's requirements, meeting all the deadlines and technical requirements. The SYSTIMAX GigaSPEED X10D FTP Solution installed by ESCI is engineered with enhanced cable and connector performance to support 10 Gigabit Ethernet requirements. It also meets the ratified IEEE 802.3an 10GBASE-T standard and fully complies with the Class E<sub>A</sub> cabling channel specifications and Category 6A cabling specifications.

"The ESCI team was especially good on giving us advice, even on elements not directly linked with the project, such as telephony," Commented Bertrand Parow.

Throughout the project, from the initial proposals to project roll-out and system certification, teams from CommScope and ESCI worked in partnership. Despite the offices being on four levels, they were able to complete the installation using a single distribution frame located in the computer room. This reduced the costs of installation, hardware, and maintenance.

Although Awak'iT chose the 10 Gb/s FTP (Foil-shielded Twisted Pair) copper cabling primarily to meet Tikawa's video performance needs, the entire company benefits from it. Once installed in its new premises in Boulogne, the whole agency saw real improvement within its network.

"With end-to-end, 10Gb/s performance over distances up to 100 meters, GigaSPEED X10D Solutions ensure high quality and reliability for bandwidth-intensive applications such as real-time video," said Jean-Luc Esculpavit , Technical Manager, CommScope Enterprise Solutions, France. "Users see clean, uninterrupted images even when network traffic is at its highest."



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