

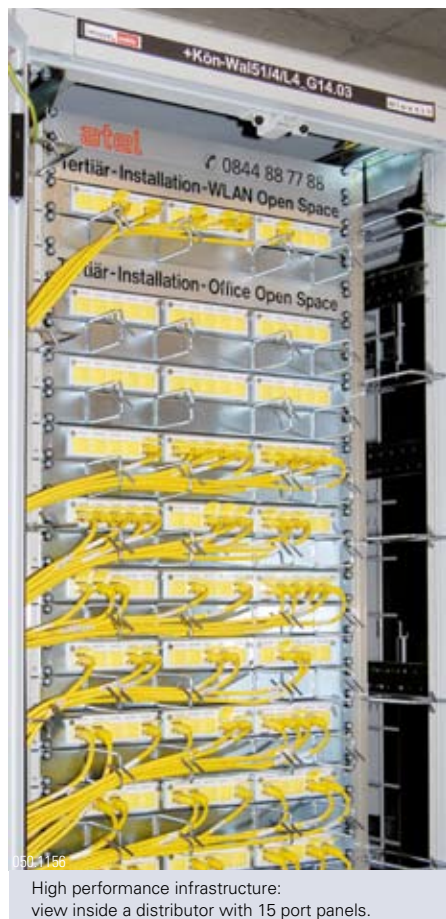
Just-in-time cabling for Swisscom

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Minimum energy consumption, maximum infrastructure performance, complete network security and a limitless potential for customer service and company success. This could be the planning formula for the Köniz Business Park. Sophisticated requirements – the cabling from R&M is the answer. The occupant, Swisscom Mobile AG, is just as demanding.

In the fast-paced cell phone business, seamless full-time service is crucial for success. A cell phone provider that wants to survive in this competitive market and wishes to gain future market potential,



High performance infrastructure:
view inside a distributor with 15 port panels.



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New operating center for Swisscom Mobile: Köniz Business Park.

needs a solid, reliable but also flexible operation center. Swisscom Mobile has found just that in the Köniz Business Park.

The very best in communication technology

The project partners – among them a Credit Suisse Fund as building owner – have organized the office complex, on the one hand, based on the specifications of the Swiss Minergie Certification. On the other hand, they chose to install the very best in communication technology. Cell phone services on an Internet basis (IP business services) are already a reality in Köniz.

The approximately 1700 employees have forward-looking infrastructures for IT and telecommunications at their disposal. The wired telephony for approximately 350 table phones is operated via a network infrastructure that uses the Internet protocol (VoIP). Most employees, however, communicate via a powerful, UMTS cell phone network within the building or with a VoW LAN via the 400 access points installed throughout the complex.

Usually, a building's integrated cell phone network has its own cell phone base station. The building has a server room and 17 wire centers. A complete laboratory environment was established in the server room in order to test all new services for their market maturity in a neutral environment. Among the highlights of the 157-meter long glass building is a gallery with 28 plasma screens. A constant picture stream appears on the monitors indicating the virtual infinite depth of the information room. Call center, offices, restaurant, lounge, quiet zone and the conference rooms that can be used in a flexible manner are networked area-wide. A new office workplace concept meets the requirements for working in a contemporary, dynamic environment.

Custom-made solution sought for cabling

For durable and reliable operation, a custom-made cabling solution with complete network security was needed. Thomas Gygax, Network Manager at Swisscom Mobile, was in charge of this complex task and requested highly qualified experts for the implementation. Peter Aebischer, Project Manager at Atel Gebäudetechnik West AG in Bern, accepted the challenge – together with the team of construction manager, Felix Dolder.

R&M was first choice as system supplier for passive cabling. Thomas Gygax said: "Confident collaboration, high ability to deliver, a solution from one source – from the backbone to the desktop connection – as well as outstanding quality and high security. These were the decisive criteria for the partner evaluation," adding, "I cannot go wrong with R&M and Atel." He appreciates R&M as an independent partner.

R&M's Extended Office Cabling program provided the desired performance features for developing the call center workspaces with power, data and communication connections via floor outlets and flexible wire ducts. Server rooms and distribution systems for data and telecommunications networks were configured in an ample, high quality, easy-to-operate and secure manner to guarantee the required performance long term.

Meticulous timing and competitive spirit

After a short, intensive planning process, the installation work began in April 2006 as a race against time. The partners put enormous pressure on themselves with tight deadlines. The complex cabling had to be fully completed and operational, as planned, on September 29, 2006. "I had a super team. Everyone pulled in the same direction and provided perfect work. The



050.1157
Felix Dolder and Thomas Gygax confirm this was meticulous planning.



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The Swisscom employees have the latest infrastructures at their fingertips.



050.1159
Atel and R&M representatives handing over the quality certificate to Swisscom.

margin of error was below one percent," summarized Felix Dolder, who could not conceal a certain competitive spirit in his team.

Max Bühler, Site Manager at Atel, confirms: "Everything went really well and we have to thank R&M for it. R&M is a partner after my own heart. A brief call or an e-mail – and the required material or additional prototypes and project-specific component adaptations were delivered."

Smooth project processing does have benefits. The experience gained during the construction of the business park will also benefit other major customers of R&M. And this knowledge will become part of the installation guidelines of Swisscom in order to handle future cabling projects just as efficiently right from the outset.

Swisscom Mobile – number 1 in the Swiss cell phone sector

In 2005, Swisscom Mobile was number one in the Swiss cell phone communication sector with a market share of 62 % in existing customers and 69 % in customer increase. In 2005, Swisscom Mobile achieved sales of CHF 4.168 billion and listed 4.3 million NATEL® customers. The company operates an area-wide GSM network (900/1800 MHz). In the spring of 2005, this network was expanded with EDGE. In February 2006, Swisscom Mobile, as the first network operator in Switzerland, started operation with a new turbo network: HSDPA. In addition, Swisscom Mobile covers approximately 90 % of populated Switzerland with its UMTS network today. The company provides Internet access via wireless LAN at approximately 1000 hot-spots.

www.swisscom-mobile.ch

Köniz Business Park

With gross floor space of approximately 30000 square meters, the Köniz Business Park is the biggest Swisscom site in the Bern region, even bigger than the company's headquarters in Worblaufen. Apart from the headquarters of the Swisscom Mobile cell phone division, it houses the customer service for key accounts operated by Swisscom Solutions. These two companies complement one another perfectly in the new center. Swisscom Mobile alone has 1400 employees on the site, employees who were previously scattered over nine sites in the Bern region. Swisscom Solutions has 300 specialists.

Atel

Atel Installationstechnik (AIT) is the market leader in building services engineering – building services management, energy supply and communication technology. Their strategy of providing all energy and communication services from one source makes Atel a competent partner for all aspects of electrical engineering as well as communication, security and automation technology and the entire building services engineering sector. Atel has 2200 qualified and motivated employees on hand to serve the whole of Switzerland.

R&M solution for the Köniz Business Park

Universal communication cabling with:

- 350 km installation cables
- 6500 links of Cat. 6 STP
- 15 port panels in server rooms

Fiber optic backbone cabling with:

- 2.5 km FO installation cables
- 24 fibers per server room/wire center
- 1440 splices
- Compact FO SC-RJ connector

VS modular distribution system for emergency telephony

Flexibly adapted Extended Office Cabling program (EOC) with:

- 1520 floor outlets in the hallways
- Accessing of workstations via flexible wire ducts (each 1 x LAN, 2 x 220V)

get more

for Swisscom Mobile AG

- Product quality
- Solution from one source
- Support and flexibility
- Security

