

# Case Study

## Emirates NBD Bank

**Customer** Emirates NBD Bank

**Location** Dubai, Middle East

**Requirements** A future proof networking installation to support the expansion of the business and to facilitate the IT team's move into the new offices.

**Equipment** Excel Category 6 Cabling, Category 6 keystone toolless jacks, OM4 and OS2 Enbeam Fibre Cabling, copper & fibre system accessories, Environ ER Racks with Glass Doors and Excel PDUs.

**Customer's View** "With the move to a new headquarter campus it was imperative that the new solution could deliver a future-proof network that could assist in supporting business continuity throughout and beyond the installation. Excel's range of end-to-end products was chosen based on the quality of the products and strong price points of the range that have been enjoyed by Emirates NBD Bank over the last 10 years in different branches and offices."

Sunil Kumar | Emirates NBD Bank

**excel**  
without compromise.

### The Requirement:

This new office building's data systems required a high end infrastructure solution which could meet the expectations of its new occupants. The whole building was to become home to 1100 occupants spread across 6 floors all demanding high-speed access to the network.

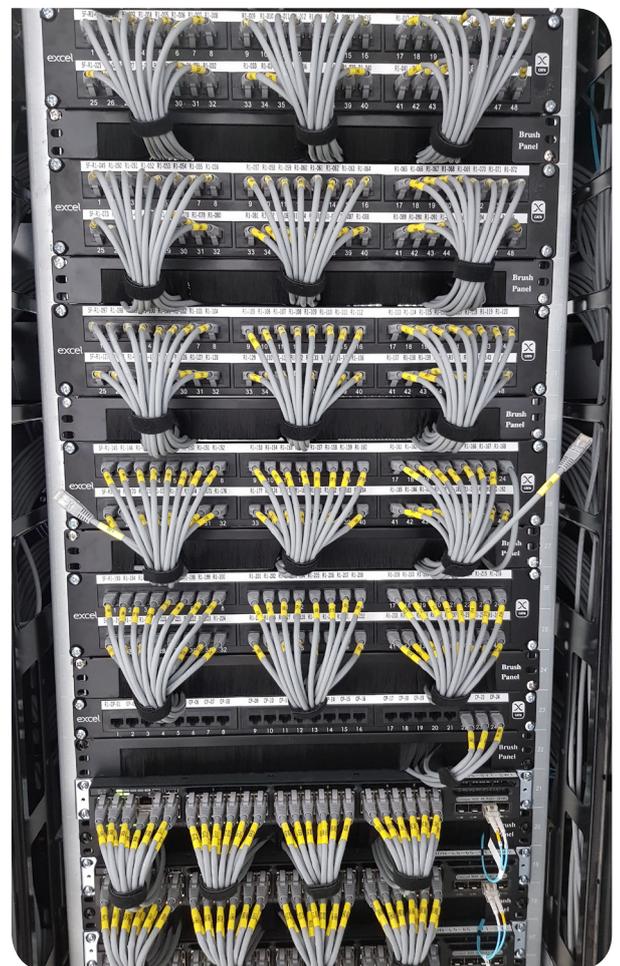
### Sourcing a Partner:

Lojoin Communications and Networking L.L.C (Lojoin) is leading provider of Networking and IT solutions, leveraging industry leading technologies to satisfy every customer's need.

Over the years, Lojoin has nurtured partnerships with top players within the technology industry by investing in a talented, skilled workforce with the knowledge to apply innovative solutions that cater to clients' specific, complex and diverse IT needs.

Lojoin are specialised in providing effective networking solutions for a range of vertical markets, namely banks and government organisations, which has permitted them to offer considerable experience and knowledge to provide a package that ranks alongside the best in the market, so they were well-equipped for the project with Emirates NBD Bank.

What's more, as an accredited Excel Cabling Partner, Lojoin had a comprehensive knowledge of the Excel product portfolio and its capabilities to be able to provide Emirated NBD Bank with a complete solution with the right products to fulfil the project requirements.



## The Right Product

As a showcase project for Lojain, it was essential to choose products that encompassed the latest technological trends to complement the notoriety of the leading banking group in the Middle East and emulate their image.

A crucial part of the Emirates NBD Bank project was to meet the demands of the customers and staff, providing high-speed connectivity and strong communications between the new building and the Bank's other branches. The decision to choose products from the Excel range was taken based on the Bank's previous 10 years' experience with the brand and its proven efficacy.

Choosing the right solution was a critical part of the project. A high proportion of the focus was on improved connectivity for staff and customers. Making the right decisions about product and installation techniques helped to create a future proof, high-performance, flexible platform that supports business objectives in terms of efficiency and cost benefits.

The product portfolio from Excel constitutes an end-to-end solution where performance and ease of installation are prerequisites. With an emphasis on compatibility and standards compliance from cable to cabinet, reliability and product availability, Excel is the complete trusted solution.

Excel products are also verified by a range of independent third parties. Excel has invested in such test and verification programmes for over 20 years. Third party verifications are seen as an independent tick in the box; as well as testing the component and channel the manufacturing facilities are visited for spot checks to ensure the consistent quality in the manufacturing process, so Emirates NBD Bank could rest assured that the products that were being installed were of the highest quality and durability.



## Design and Installation

The project started in March 2017, with Lojain designing the complete infrastructure solution, selecting copper and fibre cabling suitable for business needs.

Excel Category 6 U/UTP Unscreened LS0H cables each consist of 8 colour coded polyethylene insulated conductors. These are twisted together to form 4 pairs with varying lay lengths. These pairs are then formed around a central 'X' shaped polyethylene filler, which assists in maintaining and enhancing the cable performance. The cable is designed for optimal support of High-Speed data protocols delivering 1 Gbps performance to the workstation, making it the perfect solution for the Emirates NBD office environment. Designed to be quick and easy to install the cable requires no specialist installation tools and is supplied in Reelex packaging for fast, snag free installation. To reduce wastage each cable is numbered from 305 metre to 1 metre, allowing quick and easy calculation of the cable remaining in the box. The inclusion of a polyethylene cross filler ensures optimum cross talk performance.

The cabling feeds into Excel 24-way and 48-way patch panels. Each panel has a screen printed labelling field positioned above each port, and included with the panel is a pre-printed self adhesive labelling sheet numbered 1 - 96 for fast and easy labelling on site. This ensures that Emirates NBD IT team can maintain the system post-installation, supporting the future-proofing of the system.

The choice of OM4 fibre was perfect for the installation as it delivers up to 1 Gigabit of Ethernet up to 1100 metres, as well as offering future proofing as it is capable of delivering 10 Gigabit over 500 metres, and even 100 Gigabit up to 150 metres, making it more than adequate for linking the network together, today and well into the future when needed. The decision was made to fusion splice connectors on to the fibre links. This type of termination is the best possible in the field, and ensures the best test and operating performance. Fibre cabling provides an extremely reliable backbone for data transmission back to the core, whilst also being immune to lots of interference, caused by other services within a building, there are no issues with the data transfer. This was a key factor in selecting Enbeam fibre for this project, as Emirates NBD Bank were moving into new offices across 6 floors, so minimal interference during data transfer was crucial for a seamless installation.

The copper and fibre cabling was loaded into the Excel Environ ER Racks to house the installation, protecting the infrastructure equipment and keeping the connections safe and secure in a locked environment thanks to the dedicated Environ Locking Solution. The enclosure was particularly important for the fibre cabling, to protect the fibre from dust, dirt and contamination. The ER Series of Environ Racks offers 600kg load rating and exceptional mounting space, allowing the installation to house the structured cabling and accompanying switches, servers or networking equipment. The Environ ER Racks were complemented by Excel PDUs, which are each composed of 12 UK plug sockets at a 45-degree angle.

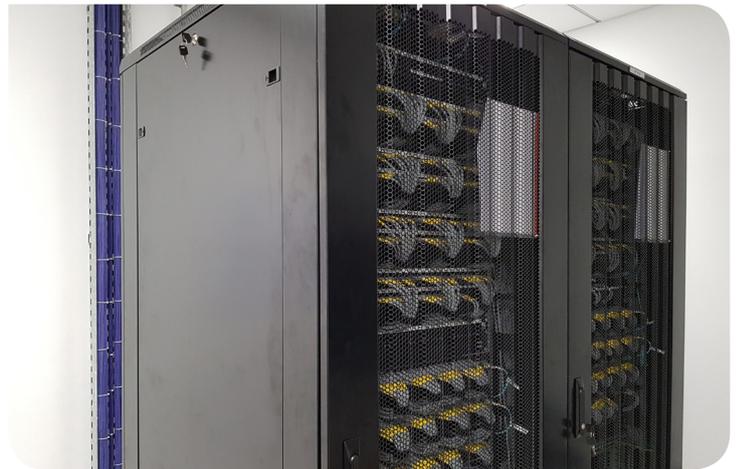
Excel products are Delta verified. Excel has invested in such test and verification programmes for over 10 years. As well as testing the component and channel, the manufacturing facilities are visited for spot checks to ensure the consistent quality in the manufacturing process. The certification, compliance to standards and full warranty for accredited partners such as Lojain Communication and Networking L.L.C all contributed to Excel Networking Solutions being chosen as the right product for the project.

The duration of the project lasted from March until October 2017. Given this tight timeline, it was important that the installation was accurate and professionally finished with minimal interruptions, hence the accredited installer being chosen to ensure maximum project efficiency and allow for employees to be able to “move in” to their new premises in good time. This was not achieved without its challenges, however these were overcome to ensure the deadline was still met.

## The Result

The 1100 employees of Emirates NBD Bank have now successfully transitioned into their new offices across 6 floors, and the business is continuing its ongoing expansion plans. Their IT HQ is now fully equipped with the latest structured cabling technologies and fully compliant to the country’s stringent CPR regulations.

Speaking of the finished project, which was completed in October 2017, Sunil Kumar Sadasivakurp from Emirates NBD’s Network, Telecom & Data Centre Services Department, commented, “As the owner of the system and the manager of its ongoing functionality, I am really pleased with the product performance, the quality of the installation, and the overall levels of service offered by both Lojain and Excel Networking. The team were especially impressed with the support offered by Excel and their determination to source the key fibre products at short notice.”



Excel House  
Junction Six Industrial Park  
Electric Avenue  
Birmingham B6 7JJ  
England

**T:** +44 (0) 121 326 7557  
**F:** +44 (0) 121 327 1537  
**E:** sales@excel-networking.com

[www.excel-networking.com](http://www.excel-networking.com)

Mayflex MEA DMCC  
Office 22A/B  
AU (Gold) Tower  
Cluster I  
Jumeirah Lake Towers (JLT)  
Dubai  
United Arab Emirates  
PO Box 293695

**T:** +971 4 421 4352  
**F:** +971 4 421 5814  
**E:** mesales@mayflex.com

**excel**  
without compromise.