

LEISURE/TOURISM/  
HOSPITALITY

## Traffic Football Academy Takes the Lead with Network Infrastructure from CommScope Enterprise Solutions

SYSTIMAX® GigaSPEED® XL and X10D as well as LazrSPEED® Solutions support 1G and 10G connections at the headquarters of Desportivo Brasil



Desporto Brazil is achieving excellence off the field as well as on with the help of high performance SYSTIMAX copper and fiber connectivity. With its new, high performance network infrastructure, the club can install the advanced data and video systems needed to stay ahead in the competitive world of soccer.

“ CommScope clearly states the product’s performance and PWP communicates this information in a transparent fashion – and, through past experience with the solution, I know that it works perfectly. ”

– Rogério Ferreira,  
Traffic’s IT Manager

Located in Porto Feliz, 100 km from São Paulo, the Traffic Football Academy is the headquarters of Desportivo Brasil. This is both a soccer club and a company that prepares rising Brazilian football stars to pursue careers in Brazil and abroad.

The Academy is part of Traffic Sports, a leading sports marketing business for over 25 years with offices in Brazil, USA, the Netherlands and Portugal. As well as owning Desportivo and the Miami FC football team, Traffic Sports holds TV and/or sponsorship rights to the main football club tournaments and national competitions in Latin America. It also leads a group of investors in economic rights over football players from several Brazilian teams.

In recent years, the Group has made strategic communications investments in the São Paulo area. These include TV TEM, a network of four TV stations serving 318 metropolitan areas, and the newspaper BOM DIA, a daily with five regional editions.

The Traffic Football Academy site, covering an area of 156,000m<sup>2</sup>, has seven fields, facilities for 144 athletes and a complete infrastructure for developing professional football players. Leading-edge technology is used throughout the location, including advanced playing surfaces and automated irrigation systems. Its 4,000m<sup>2</sup>, two-floor main building houses a modern workout and physical recovery center together with a heated swimming pool and cryotherapy unit.

To ensure its administration and services match standards of excellence achieved on the field, the Academy has chosen high performance connectivity solutions for its network infrastructure. The main building is now equipped with SYSTIMAX GigaSPEED structured cabling from the CommScope Enterprise Solutions product range. This is the first time that Traffic Sports has used the solution, but other Group companies, including TV Tem and the BOM DIA, are already SYSTIMAX users.

The new infrastructure at the Academy supports more than 110 workstations. Data and voice outlets are distributed throughout rooms and apartments, administrative offices, the cafeteria, the library, doctors' offices and the gym. In parallel with the structured cabling, a wireless network serves all spaces.

According to Rogério Ferreira, Traffic's IT Manager, the network will soon support closed-circuit television as well as voice and data applications. The video monitoring will be used in the gym and to strengthen perimeter security.

The cabling infrastructure was installed by local Authorized SYSTIMAX BusinessPartner, PWP Telecom. CommScope distributor in Brazil, the Policom Group, was able to supply the materials required from stock, ensuring timely delivery.

The SYSTIMAX GigaSPEED XL Solution provides horizontal connections at 1 Gb/s from the central equipment room to outlets throughout the main building. The end-to-end performance of these connections comfortably exceeds specifications of the Category 6 international cabling standard.

Within the equipment room, servers are connected via the 10 Gb/s SYSTIMAX GigaSPEED X10D solution, which enables 1G and 10G Ethernet applications. GigaSPEED X10D UTP (Unshielded Twisted Pair) copper cabling meets the full specifications on the Category 6A standard.

In addition to GigaSPEED copper cabling, the Academy uses SYSTIMAX fiber optic solutions. Separate buildings on the site including the administrative building and the caretaker's office, which are 800 meters apart, are linked by SYSTIMAX LazrSPEED® fiber optic connections. This laser-optimized multimode fiber optic solution exceeds specifications of the OM3 fiber standard.

The decision to use these network infrastructure solutions was guided by the need for high performance and reliability in all the academy's systems. According to Rogério Ferreira, "CommScope clearly states the product's performance and PWP communicates this information in a transparent fashion – and, through past experience with the solution, I know that it works perfectly."

Another key factor in Traffic's choice of the SYSTIMAX Solutions, was their 20-year extended warranty and applications assurances. These are backed by extensive testing and performance verification at the world renowned CommScope Labs.

Commenting, Ricardo Daizem, Sales Manager Brazil, CommScope Enterprise Solutions, in Central and Latin America, said: "Sport is a multi-billion dollar, global business that needs high performance network communications. With SYSTIMAX solutions for the physical layer of their networks, organizations such as the Traffic Group have the communications performance to stay ahead in this sector. Moving information quickly and efficiently is a foundation for success."



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