

## Société Générale Corporate & Investment Banking Count on SYSTIMAX® Solutions to Connect Mission Critical Systems

**LazrSPEED®, GigaSPEED® X10D, GigaSPEED XL and PowerSUM Solutions connect 6,000 data and voice outlets in the new Hong Kong office**



Société Générale Corporate & Investment Banking (SG CIB) has been an active player in Hong Kong since 1978 and provides value-added integrated financial solutions to corporates, financial institutions and investors. It currently employs more than 1,500 staff in 13 countries across Asia Pacific.

SG CIB's new Hong Kong offices embody all these corporate values. Located in the landmark business complex at Three Pacific Place, they benefit from a state-of-the-art working environment designed to help professional teams to work effectively together.

"The success of operations in the new offices depends on instant access to information and immediate execution of financial transactions," said Mr Henry Lui, Senior Technical Officer, at SG CIB. We need fast, reliable networked systems and to support these, we chose cabling infrastructure from SYSTIMAX Solutions™.

“ These solutions offered the combination of high performance and reliability that the Bank needs for its new Pacific Place III offices. SYSTIMAX Solutions is both a market and technology leader, and has strong references in the banking sector. Added to this, its installations are backed by a comprehensive warranty and application assurances which that set a standard for the connectivity industry. ”

Mr Henry Lui, Senior Technical Officer SG CIB

“After detailed evaluation of the alternatives, we chose SYSTIMAX LazrSPEED® fiber and GigaSPEED® X10D copper cabling for our network backbone. Both solutions support data transmission at 10 Gb/s and fully meet the latest international standards, even when operating under adverse conditions.”

The LazrSPEED 300 multimode fiber chosen for the Pacific Place III offices supports 10G Ethernet up to 300m without excessively expensive electronics. The GigaSPEED X10D copper cabling delivers equally cost effective high performance. It supports 10 Gb/s transmission over a 100m, four-connector channel and fully conforms to the latest Category 6A cabling standard.

For horizontal data connections from communications hubs to the desktop, the Bank chose SYSTIMAX GigaSPEED XL cabling. This reliably supports 1Gb/s transmission over a 100m four-connector channel, ensuring the low downtime and bit error rates which are critical in financial applications. Complementing this, SYSTIMAX PowerSUM cabling gives the same reliability for voice connections.

“These solutions offered the combination of high performance and reliability that the Bank needs for its new Pacific Place III offices,” said Mr Henry Lui. “SYSTIMAX Solutions is both a market and technology leader, and has strong references in the banking sector. Added to this, its installations are backed by a comprehensive warranty and application assurances which set a standard for the connectivity industry.”

To install the new cabling infrastructure, SG CIB has chosen Prime System Technologies Ltd. Based in Hong Kong, Prime has been a SYSTIMAX BusinessPartner for more than 10 years and has a track record of success in completing complex installations against tight deadlines.

Prime designed the cabling system, planned the project and completed the installation of cabling on the first three and a half floors in eight weeks. Its team of 20 engineers and technicians could work to the deadline with confidence that the SYSTIMAX cabling and patching would meet all the specifications without problems.

In total 6,000 outlets have now been connected to serve the 11,000m<sup>2</sup> of office space. As well as work areas and a dealing room, this houses a data center that connects with seven satellite communication hubs on each floor. These hubs are linked via a network with star topology incorporating two layers of redundancy.

Applications now running on the network include 100/1000BASE-T and 1000BASE-SX Ethernet for data, together with video and audio services.

Commenting on the installation, Charles Wong, Regional Director, SYSTIMAX Solutions Greater China, said: “SG CIB cannot afford anything less than the best network infrastructure in its business. Nor could it tolerate any problems with installation of cabling in its new offices. Its network had to be working perfectly on day-one because the cost of delay in receiving information or completing major transactions may be measured in millions of dollars.”

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