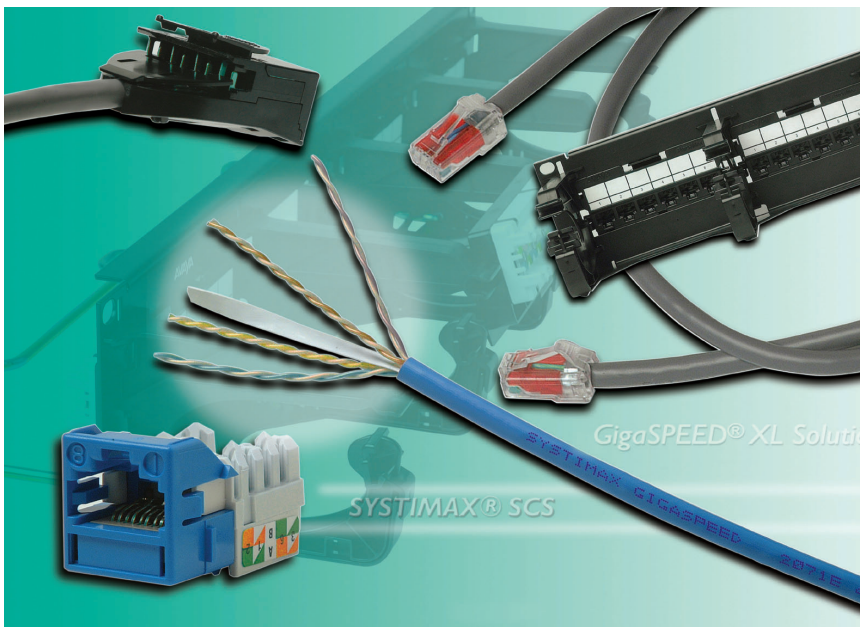


## Fidelity Invests in High Quality Cabling to Maximize Reliability

**World's largest independent fund manager chooses Able Data Installations and SYSTIMAX® Structured Connectivity Solutions for gigabit and 10 gigabit links at its London data center**



Fidelity Investments is among the world's largest financial services companies with managed assets of more than \$900 billion. Since it was founded in 1946, it has built its reputation on outstanding investment returns delivered to a worldwide client base. To achieve this success, the firm makes full use of information technology to ensure that its operations are as efficient and responsive as they can be.

Fast, reliable communications play a central role in ensuring Fidelity employees always have the information and computing resources they need. So when it planned a new data center for its UK operations, Fidelity made it a top priority to find high-performance cabling. This would enable the fast, reliable data flows between servers, data storage and communications gateways that underpin rapid information delivery to end users throughout the company's UK organization.

The solution they chose uses a combination of SYSTIMAX® GigaSPEED® XL copper and LazrSPEED® laser-optimized fiber-optic cabling. SYSTIMAX® Solutions was already providing reliable service at Fidelity's offices in the City of London and the latest additions to the portfolio offered the performance needed for high-speed connections at the data center.

“ The new data center is at the heart of our UK business and, since many of the applications it supports are mission critical, we had to ensure that we installed the most reliable and efficient system on the market. ”

Dexter Baird, Project Leader at Fidelity Investments

GigaSPEED XL connections will comfortably support 1 Gb/s Gigabit Ethernet connections over 100 meters with up to six connectors in the channel. This cabling is designed using world-leading modeling and testing techniques to give predictable performance in operational networks even under adverse conditions. When even greater transmission speed is required, LazrSPEED fiber solutions can support 10 gigabit Ethernet over distances up to 550 meters without the need for complex electronics.

“Together, these high performance copper and fiber-optic cables give us the data throughput we need to be confident that our systems will always be responsive to users,” said Dexter Baird, Project Leader at Fidelity Investments in London. “The new data center is at the heart of our UK business and, since many of the applications it supports are mission critical, we had to ensure that we installed the most reliable and efficient system on the market. SYSTIMAX Solutions™ proven track record put them on top of our list of preferred suppliers. Installing their solutions has given me the confidence that we can expect to meet and exceed our set network uptime targets.”

The London data center, located in the capital's western suburbs, can house 120 equipment cabinets. In the first phase of the project, 30 cabinets were installed and interlinked via 4,000 GigaSPEED XL connections using 75 kms of cable. SYSTIMAX Prestige BusinessPartner, Able Data, installed these copper links and connected them with 2 Kms of LazrSPEED multimode fiber in the network backbone. Darren Sullivan, Able Data Project Manager said, “The key objective was to provide a showpiece installation that maximized reliability and cost effectiveness without compromising the project timescales. We achieved this by using top quality solutions installed by highly experienced engineers.”

To meet the four-week deadline for this work, copper outlets were pre-terminated onto standard jacks and snapped into SYSTIMAX FlexiMAX modular patch panels. Each 24-way panel-to-panel link was also encased in sleeving so that the cable bundles could be attached to the cabinets and neatly dressed. All the materials needed for this and the rest of the installation were delivered to meet the tight schedule, either directly to the site or to Able Data's premises, by Anixter, global distributor and logistics services provider of wire, cable and connectivity products and services.

Cable routing within the building was planned by the Fidelity project management team. Able Data then laid the cable runs in under-floor basket trays and, when the installation was complete and tested, it was certified to receive the SYSTIMAX SCS 20-year Extended Product Warranty and Application Assurance. These are backed by a full test program at SYSTIMAX Labs and cover both current and future networking applications conforming to specifications set by international standards bodies.

“Fast, reliable data flow is now vital in most industries, especially financial services,” said John McCarthy, Managing Director, Northern Europe at SYSTIMAX Solutions. “In the financial sector more than most, information is needed at real time and any slight delay has a measurable monetary cost. And, while delay is costly, network downtime is catastrophic - so using the highest quality cabling is one of the best investments an Information Technology department can make.”

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