

Trading Up: SYSTIMAX® Solutions Provides Cabling Infrastructure for Interop Tradeshow



Due to the success of this project, the InteropNet will use the SYSTIMAX InstaPATCH Plus and the SYSTIMAX GigaSPEED X10D Solutions at Interop New York, Sept. 18-22, 2006.

For 20 years, Interop has played a unique role in the IP and infrastructure markets and today is responsible for helping to develop the innovation that has played an integral part in the advancement of IP networking. The tradeshow, honored by Tradeshow Week as one of the 200 largest tradeshows in the United States for its continued growth in every metric for three years, features one of the most holistic content and education programs available to the IT market today.

As a key player in the IP and infrastructure markets, SYSTIMAX Solutions™ knew it would be attending this year's Interop in Las Vegas, but they soon got the opportunity to do more than just attend. Interop Las Vegas, as well as Interop New York 2006, both include in-depth educational programs, workshops, real-world demonstrations and live technology implementations in the unique InteropNet and InteropLabs programs. InteropLabs is the world's only real-time, live interoperability test bed for the latest networking technologies. The InteropLabs showcases the latest solutions to real engineering challenges in a live, vendor-neutral, standards-based arena and focuses on three primary areas: Open Source Software, Network Access Control and VoIP: Security and Integration. InteropLabs give attendees the opportunity to test new products and technologies based on performance, not marketing claims.

InteropLabs is powered by the InteropNet – the local area network that Interop uses to provide bandwidth to its exhibits and attendees – which has to be able to support more than 18,000 people, working with 24 different vendors. This year's InteropNet offers 10/100/1000BASE-TX connectivity and high-bandwidth access to the Internet for exhibitors, conference rooms, meeting rooms and attendees. When considering sponsors to help build the network, Interop looked for technology innovators in their respective areas and a flexible cabling solution that could be used both in Las Vegas and at its New York show. SYSTIMAX Solutions fit the bill.

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Glenn Evans, Interop's Lead Network Engineer

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“SYSTIMAX Solutions was very interested in participating in a major event, and Interop gave us an opportunity that was mutually beneficial,” said Luc Adriaenssens, Senior Vice President, R&D and Technology for SYSTIMAX Solutions. “While high density pre-terminated patching solutions are an integral part of many network infrastructures, many IT managers are still not implementing this technology in their networks. By sponsoring the InteropNet, we were able to showcase our fiber and copper solutions to key decision makers while supplying Interop’s exhibitors and attendees the support needed for their applications.”

SYSTIMAX Solutions began exploring possibilities with Interop as early as January 2006 for the Las Vegas show in May. The show gave SYSTIMAX Solutions the ideal opportunity to introduce innovative connectivity to a unique IT atmosphere, especially considering that 75 percent of Interop attendees are managers and executives – key enterprise decision makers – and 50 percent of attendees have a specific interest in enterprise network infrastructure. SYSTIMAX Solutions was also able to showcase the industry’s first complete 10 Gigabit UTP copper solution – the SYSTIMAX® GigaSPEED® X10D Solution.

The SYSTIMAX InstaPATCH® Plus fiber-optic solution supplied the backbone in the network operations center (NOC). This high-density, factory terminated, factory tested, modular fiber connectivity solution allowed installers to simply and quickly connect system components together. This modular system approach enables 96 fibers to be ready for service in the time it takes to make a single fiber connection with traditional systems. And because there were just four days in Las Vegas in which to build and test the network, speed was a must-have feature. The InstaPATCH Plus Solution

utilized SYSTIMAX OptiSPEED® multimode, LazrSPEED® laser-optimized multimode and TeraSPEED™ singlemode fiber technologies to support Interop’s most demanding applications.

The core switches in the backbone transmit information to racks located along the main showroom floor. The fiber optic signaling goes to the 10 pedestals on the show floor where core switches transmit copper signaling along the aisles. For the copper cabling, SYSTIMAX Solutions provided its GigaSPEED X10D Solution, with robust bandwidth capable of supporting applications such as high resolution video, grid computing, data centers and Storage Area Network/Network Attached Storage (SAN/NAS). The GigaSPEED X10D Solution provided vendor booths with the bandwidth and connectivity needed to run their demonstrations.

The copper and fiber solutions provided Interop with the flexible, user-friendly solution the tradeshow was looking for. Factory-tested components provided the reliability needed for this mission-critical infrastructure.

Modular connectivity made the cabling easy to install in the limited amount of time that was provided in Las Vegas and made it easy to maintain throughout the six-day show. The adaptability of this modular solution allows it to be easily transported and re-configured to support a new floor plan at Interop New York.

“The InstaPATCH Plus Solution together with the GigaSPEED X10D Solution proved to be just what Interop was looking for in its physical layer plant,” Glenn Evans, Interop’s lead network engineer, said.

“The flexibility of the system made it much easier to use than similar solutions while the plug-and-play operation makes this the ideal solution to install in the limited time we have available and now, we can just pack it up and install it again at our show in New York.”

“The system was easy to install and to maintain and we received no complaints from any of our users. Working with the SYSTIMAX Solutions team has been exceptional; they really hit the nail on the head.”

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