

SYSTIMAX[®]

SOLUTIONS

South Australia's Advertiser Newspapers Pty. Limited Sees the Advantage of SYSTIMAX[®] Structured Cabling

Leading newspaper selects SYSTIMAX[®] GigaSPEED[®] XL, LazrSPEED[®] and VisiPatch[®] Solutions for advertising, editorial and TV systems



The Advertiser is one of the leading newspapers in volume of classified advertising carried each week in South Australia. It is also the most popular newspaper in Adelaide and across South Australia with a readership totaling more than 580,000 on weekdays and 740,000 on Saturdays. Reflecting this success, the Advertiser, which is part of News Limited, has completed a new, state-of-the-art headquarters in Adelaide.

A key requirement in designing the landmark building was a flexible, high performance cabling infrastructure to connect a wide variety of advanced systems. As well as copy management and page layout systems for editorial and advertising, the cabling has to support pay TV and free to air TV signals.

After an extensive tendering process, Advertiser Newspapers Pty. Limited chose SYSTIMAX[®] Solutions to meet its connectivity needs. "Our business makes very heavy demands on its LAN infrastructure, so we have to be certain to choose the best cabling solutions – both for today's needs and those in the future," said James Bologiannis, Network Analyst at The Advertiser. "Newspaper production is extremely time critical and any network downtime or 'slowtime' directly impacts on our ability to deliver the product. Fast, reliable communications are vital to both editorial and advertising systems."

Each of the new building's five floors, connected by a glass atrium, has 2,220m² of office space. Four of the floors have floor distribution frames connected to a main distribution frame on the first floor via SYSTIMAX LazrSPEED cabling. This laser optimized multimode fiber supports data transmission at speeds up to 10 Gb/s. From the distribution frames, GigaSPEED XL cabling connects information outlets throughout the advertising, editorial and administrative departments at up to 1Gb/s. These solutions are backed by an industry-leading 20-year warranty and application assurances.

To install the cabling, Advertiser Newspapers Pty. Limited selected SYSTIMAX Prestige BusinessPartner, TAF & Associates, based in Kidman Park, South Australia. Working with BPS Consulting NSW, TAF & Associates designed and planned an infrastructure with 4,000 outlets that made best use of space in the new building.

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James Bologiannis, Network Analyst at The Advertiser

As well as space saving, other key requirements for the cabling infrastructure included ease of maintenance and management. To achieve this, the installation uses SYSTIMAX VisiPatch patching hardware in its distribution frames. This system has a compact design that saves valuable floor space without compromising on performance.

Its innovative ‘reverse’ connectors also avoid the patch cord ‘spaghetti’ found on most distribution frames. As a result, it is quicker to make moves, adds and changes since technicians are not hindered by a mass of cords. As well as being able to access connectors easily, connector labelling is clearly visible, so there is less risk of error and the whole frame looks neater than traditional types.

“Efficient cabling management is essential in any organization that is evolving rapidly and taking on new technologies,” said James Bologiannis.

“We need a network infrastructure that can adapt quickly without incurring high costs. Our new SYSTIMAX installation has all the quality and design features needed to ensure we can manage it efficiently to meet the company’s requirements.”

To install the cabling, TAF & Associates had eight staff employed full-time on the project. This team routed horizontal cable runs through trays above the ceiling with drop-downs to the desk-mounted outlets. From the desks, they ran the horizontal cables back to consolidation points above the work areas. These points form part of a network configuration giving high levels of redundancy to ensure that departments cannot be disconnected by loss of a single cable. The fiber backbone, containing more than 2kms of the LazrSPEED OM3 fiber cabling, also has redundant links to increase the network’s resilience. To connect its fiber links, Advertiser Newspapers Pty. Limited chose compact, high performance SYSTIMAX LC connectors and panels.

For maximum accessibility and space utilization, the TAF team installed floor distribution frames as ‘islands’ in the work areas. This allows frames to be double sided to accommodate growth in demand for network connections. Integrated in the islands are the cabinets housing network switches and video components.

Commenting on the Advertiser’s installation, Reg Evans, Director, SYSTIMAX Solutions South Pacific said: “There are few businesses in the world that have the same combination of complexity and short deadlines as the newspaper and television industries – so network infrastructure must deliver the highest levels of reliability, performance and ease of management. At Advertiser Newspapers Pty. Limited, SYSTIMAX Solutions meet these needs not only for data and voice, but for broadband and baseband video as well.”

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