

Case Study

Unruly Media

Customer	Unruly
Location	London
Requirements	A larger premises requiring a high performance structured cabling system
Equipment	Excel Category 6 UTP cable and components, Equipment cabinets, 0.5U patch panels, angled keystone panels and GOP boxes

Customer's View

"As a business which offers the cutting edge data and analytics to its customers, the environment which we operate in demands the instant supply and availability of information. We understood that our business needed a well designed, expertly installed system which would also allow for our future needs. This is exactly what we got with the Excel system, recommended and delivered by Data Techniques."

*Representative of Unruly Media, George Thatcher,
Company Secretary*

excel
without compromise.

Unruly is an award-winning social video advertising company and has nine offices throughout the world including New York, Sydney, Amsterdam, Berlin and London.

Using its award-winning technology platform MEME (Media Engagement and Measurement Engine), Unruly has delivered, tracked and audited 1.65 billion video views, across 2,000+ successful social video campaigns, for over 400 brands since 2007.

The company has received several prestigious business awards, including the UK National Business Awards "Growth Strategy of the Year" and the Chamber Awards "UK Business of the Year".

The Requirement

Due to continued success and expansion in head count, Unruly needed to relocate its London offices to larger premises. A pre-requisite of this move was to have a reliable high performance structured cabling system, which offered a complete solution, installed.

Sourcing a Partner

Data Techniques was established in 1988 to provide expert engineering services for the design, installation and maintenance of data networking systems. Data Techniques has continued to evolve, enabling them to meet the demands and challenges faced by their clients.

In addition to providing high performance and innovative structured cabling solutions, Data Techniques also offer a comprehensive set of IT integration services which include: low energy LED lighting, IP CCTV, RFID asset tracking, technical relocation, electrical, blown fibre, specialist Data Centre assessment and design services.

Having worked previously with Unruly on the infrastructure for their existing office, Data Techniques were the ideal choice for the design and installation for the Princelet Street project.



The Right Product

The Excel system was chosen by Data Techniques, due to a variety of reasons. The Excel system is a world class premium end-to-end infrastructure solution, designed, manufactured, supported and delivered without compromise. Excel has enjoyed formidable growth over the last five years and retained 3rd place in the UK copper structured cabling market, as reported in the BSRIA 2012 UK Market Report whilst also increasing its market share to 15%.

The Excel brand is owned and distributed by Mayflex. Mayflex leads the way in the distribution of Converged IP Solutions, using specialist knowledge and experience to bring together best in class solutions covering infrastructure, networking and electronic security. Data Techniques has a long standing relationship with Mayflex and knew that it could be guaranteed support throughout the duration of the project with the added benefit of being able to source all products needed from one supplier.

Excel Structured Cabling products constitute an end-to-end solution where performance and ease of installation are prerequisites. With an emphasis on compatibility, reliability and product availability, Excel is the complete trusted solution.

Design and Installation

Products chosen for the install included Excel Category 6 UTP cable which is designed for optimal support of high-speed data protocols delivering 1 Gbps performance to a workstation, and the new 0.5U keystone patch panel which offers the benefit of a single row of keystone jacks, which allows for an individual jack to be removed if required, also ensuring jacks are aligned the correct way up. The Excel angled keystone jack patch panel frame was also installed, which accepts angled toolless keystone jacks and helps to reduce the bend radius of the cable by directing it to one side.



The new infrastructure installed has provided connectivity to four floors of Unruly's new premises, with cables emanating from an Excel equipment cabinet located in a central comms room. Excel equipment cabinets are designed for the installation of both passive and active equipment with a load bearing capacity of 400Kg and secure vented front floor, available in a choice of depths – 800 and 1000mm. Switch harness links were provided within the comms room to provide a passive patching field. This type of installation offers a more secure way of installing both passive and active equipment keeping these elements of the install separate to one another. Additional panel to panel links were also installed to provide additional connectivity and redundancy between cabinets.

Products which were visible in the office needed to be of a sleek and discreet appearance to fit in with Unruly's branding guidelines. This is where the Excel office range came to the fore, it brings style and enhanced aesthetics to any Excel installation, thanks to its curved plate finish and built in labelling fields. The portfolio includes Category 5e and Category 6 Low profile modules allowing installation in shallow back boxes and dado trunking. Grid Outlet Position (GOP) boxes were also installed, they offer a degree of flexibility as they can be positioned to suit the office layout.

The Result

Right from the start, Unruly had specified a system that offered an extensive warranty and had recognised third party verification. Excel has invested in third party test and verification systems for over 10 years, working closely with Delta and 3P based in Denmark and ETL in America. Third party verifications are an independent tick in the box, verifying either a product or a set of products compliance with a particular performance standard. Furthermore, a 25 year product and application warranty was offered as standard on the installation, due to Data Techniques being an Excel Cabling Partner. Partner status is gained through extensive training which culminates in an exam which demonstrates the individual's knowledge of designing and installing the Excel system. Unruly could rest assured that the products installed in its new premises throughout March 2012 could support technologies such as MEME, its proprietary technology platform and that the install has been carried out to a high standard using the best products available.



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