

## CASE STUDY

# UBM: NEW NETWORK FOR COMMUNICATIONS EXPERTS

UBM, a leading marketing and communications services business, deploys a reliable high-performance Datwyler communications network at the company's new head office in London.

UBM is a market leading and multi award winning marketing and communications services business with 5000 employees in more than 20 countries around the world. It provides professional services to help clients connect to their targeted audience and to communicate and implement their business propositions effectively, through live events, press releases and other digital and print media.

In order to deliver effective communications systems for its clients, UBM requires a reliable, high performance network infrastructure for its own premises.

So when planning its new UK Headquarters in spring 2014, the communications network was a key consideration. This prestigious project consisted of nearly 5000 copper network links spread over nine floors of UBM's new offices at 240 Blackfriars Road.

### **Solution to fit exacting requirements**

Working with PTS Consulting, UBM determined that the Datwyler cabling solution, supplied exclusively by iDaC Solutions in the UK and Ireland, would best fit the exacting requirements of its business and that of its customers.

Excel IT, a Datwyler certified installer, carried out the installation during the summer of 2014. Though there were unplanned challenges during the installation, they were resolved quickly thanks to additional support from iDaC Solutions.

"I found the iDaC Solutions' Technical Support team to be very proactive on this project", says Bob Kellett, Excel IT's Senior Project Manager who worked closely with the iDaCs team in finding solutions on site.



Along with on-going dialogue with Mark Green, UBM Project Manager at Excel IT, the project went ahead smoothly.

After successful testing, 4,856 links were commissioned and issued with a 25 year system warranty by Datwyler. The network has been working trouble-free since the hand-over in February 2015.



### **Excellent and reliable**

Bob Kellett has since gone on to work with Datwyler cabling systems and iDaC Solutions on a number of projects – including other sites for UBM. He found it to be “an excellent, reliable product with great onsite and offsite support.”

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