

/ CASE STUDY: SBC WARBURG DILLION READ

SBC Warburg use Celsius to reduce costs, save time and improve the value of the network.



/ THE TASK:

The task in hand was almost unheard of - a trading room moving out of the city. SBC Warburg Dillion Read consolidated their downtown New York locations to a new building in Stamford, Connecticut creating the world's largest column free trading floor.

The enormous logistical problems of relocating 2,200 people and tracking 16,000 miles of cable were overcome using Pinacl-GDA's Celsius cable management software - reducing costs, saving time and improving the value of the network.

/ THE PROJECT:

SBC Warburg Dillion Read are one of the first major banks to move out of Manhattan to a new headquarters 20 miles away in Stamford, Connecticut.

The new building on a 12 acre site began construction 2 years ago and will house some 2,200 employees of which 500 will carry out trading within the largest column free trading floor in the world.

The building consists of a vast amount of communications cabling and connectivity, all of which needed to be documented and tracked for future expansion and day to day moves, adds and changes (known as "MACs").

Walsh-Lowe & Associates, a New Jersey based IT consultancy firm, were given the task to evaluate a number of computerised cable management packages. The choice fell on Celsius from Pinacl-GDA. Celsius is an integrated database and graphics application for the design, documentation and management of cabling installations providing both a complete inventory of cables and equipment plus a full record of end to end circuit connectivity.

The project initially involved using Celsius to

provide cable installation schedules for IPC, a New York based electrical contractor, to identify locations and cable termination designation points. Later cable labels, patch panel labels and designation labels would be generated from Celsius. Finally custom designed reports would be created to track connectivity for the numerous types of connections including the LAN, Bloomberg, Reuters and Cable TV.

The SBC project involved keeping track of up to 20 different types of cable, in excess of 55,000 voice and data outlets, 16,000 miles of cable, network equipment, voice software addresses, 29 wiring closets and a main Data Center comparable to the size of a football field.

/ KEY BENEFITS OF CELSIUS:

Rob Naylor, Director of Operations, is responsible for the day to day management of Celsius within the bank.

Rob explains that "Celsius performs extremely well acting as an interface between customer and cabling contractor, and the benefits from the software are already very apparent.

According to recent professional studies the true average cost of a "MAC" can be as much as \$341 (£226) and involve as many as 9 hours planning, data gathering and co-ordination. A cable management system, such as Celsius, can reduce this cost to \$150 (£102) and time to 3 hours.

These obvious benefits have great financial rewards for the bank by maximising hardware utilisation, reducing redundant circuits and reducing the need to install additional cable.

Rob Naylor adds, "The major advantages we had of being able to build a cable database in the early stages of a new building are creating a future-proofed wiring system with the ability to handle additional expansion and greatly reducing the costs and headaches of future moves".