



Brand-Rex provides 10 Gigabit Ethernet to a.s.r. headquarters

Brand-Rex has been selected to provide a 10 Gigabit Ethernet network for Dutch insurance group a.s.r.'s new headquarters. a.s.r. provide a variety of insurance services, such as income, health, life and travel insurance. With 4000 employees and revenues of €4.3billion, they are one of the largest insurers in the Netherlands.

When a.s.r. elected to extend and refurbish their headquarters in Utrecht, business continuity and Quality-of-Service (QoS) were top of the agenda in the technology selection process.

"I have been very impressed with the quality delivered by HTC International and Brand-Rex"
Jos Ruijter, manager Buildings and Technology renovation at HQ a.s.r. Nederland

HTC International, the systems integrator for the project building consortium Archimedes, were appointed to provide the technical design and project delivery in partnership with Brand-Rex and distribution partner Kannegieter. HTC International's Director, Henk Smits explains *"The added value of the partnership, based on quality, sustainability and service was pivotal to achieving the optimum end result."*

Brand-Rex, Kannegieter and HTC International have a long standing partnership, successfully completing numerous prestigious projects for major clients in financial services, logistics, healthcare, agriculture and higher education.

Meeting Building Research Establishment Environmental Assessment Method (BREEAM) specifications and promoting sustainable network infrastructure is a major focus for the partnership. Henk Smits explains: *"The importance and complexity of our specialism have grown so much over the past few decades that integrated project management, both before and after the implementation phase has become essential. This is particularly important when dealing with large-scale projects for end-users in the financial services sector such as a.s.r. We are therefore seeking to collaborate with parties looking to target that level of scale with the same ambitious goals for product performance, sustainability and customer service. Kannegieter and Brand-Rex satisfy our requirements, allowing us to collectively deliver and measure the desired quality. Our credo here is: don't just give the client what they want, give them what they need."*

Infrastructure

With reliability of service of crucial importance to a.s.r, the added value of regular site visits, test reports and 25 year system warranty provided ongoing quality control and complete peace of mind.

Jan-Willem Hendriks of Brand-Rex comments *"In today's world an office environment cannot function without a solid data communication infrastructure in place. The Brand-Rex 10GPlus solution played a crucial role, not only in enabling the ICT environment to function properly, but for the building management system, access control and CCTV systems as well."*

Sustainability

Sustainability was a key factor throughout the project. The building design meets the BREEAM-NL 'Excellent' specification and the current energy label G will eventually be level A.

Brand-Rex cabling is produced in accordance with CO2-neutral manufacturing processes. Jan-Willem Hendriks, Senior Business Manager at Brand-Rex explains: *"As a Carbon Neutral company, our processes meet the strict sustainability requirements of PAS2060 (ISO 14064). The entire production chain is managed sustainably, from copper mining to waste management."*

"A shielded data communication solution was selected, to ensure that any excess heat generated within the cables could be readily dispersed," adds Smits.

The bespoke logistics service provided by Kannegieter, allowed for maximum delivery efficiency with minimal traffic and packaging materials, proving a seamless fit. This provided the sustainable solution across the supply chain

that HTC International required. Smits explained: "The Brand-Rex cabling solution is a perfect fit for the BREEAM-NL 'Excellent' specified for the project. I genuinely could not make a better recommendation for a sustainable cabling infrastructure."

Flexible and future-proof

During implementation, the availability of materials, the ease of installation together with efficient logistics played a crucial role in the success of the project.

According to project leader Wesley Smits: *"We are following three successive construction phases until final delivery in 2015. Therefore the fibre backbone will be built around the Brand-Rex Blolite solution, with the necessary fibre installations introduced at each building phase"*

"The horizontal cabling will be installed underfloor using both new and existing cable trunking. This solution is an ideal fit for the seamless refurbishment of the building and to meet the various construction phases – to deliver a highly flexible and sustainable solution to meet a.s.r.'s vision."

"Service and migration of existing fibres can be easily identified at a later stage without inconvenience to staff or business processes. It's a perfect example of sustainable engineering and collaborative streamlined thinking."

Henk Smits says: *"Putting the customer first was of paramount importance throughout the collaboration, being actively involved in the construction meetings has enabled us to deliver a client-focused solution. We invest in communication to create a mutual understanding, allowing all parties to work together collaboratively and optimise the overall process."*

Tailor made logistics

With limited onsite storage, specialist logistics were required to manage demand. With distribution partner Kannegieter even developing a bespoke sealable mobile container to store and transport materials. Raymond Oudijk of Kannegieter explains: *"The mobile containers simplified onsite distribution and increased productivity by ensuring continuous availability of materials at the client site; they also ensure that materials are stored safely and significantly reduce waste."*

Kannegieter have played a crucial role during the installation by optimising the logistical process between manufacturer, distributor and installer and anticipating the construction phases to eliminate supply chain issues, avoiding any potential delays.

