



Siemon cabling supports Sanoma's transition into a multiplatform media business

When Belgium's biggest media company Sanoma Media recently consolidated its Brussels and Antwerp offices into one single location, the publishing house's future orientation had to be closely considered during the initial setup phase. In terms of IT, new IT infrastructure would not only have to serve the business long into the future, it would also need to support the company's major transformation towards becoming a multiplatform media business. This case study explains why high performance 10 Gigabit Ethernet shielded category 6A copper cabling was the company's solution of choice, laying the IT foundations that will carry the business into the future.

Transitioning into a multimedia organisation

With a portfolio of more than 60 titles, Sanoma Media is the largest magazine publisher in Belgium today. Part of the Finnish Sanoma Group, an international media and education business, it operates both in the Dutch and French speaking markets and generated net sales of 209 million euros in 2011.

Although Sanoma's roots are in the field of print media, having achieved a leading position in the Flemish magazine market and market leadership in women's print titles including Femmes D'aujourd'hui and Marie Claire, the company's branches are no longer limited to one medium. Sanoma's long-term plans include the transformation from a conventional publisher to a modern, future-proof content organisation and further development of its brands will occur on a multiplatform basis. Significant steps have already been undertaken. Sanoma recently launched their first radio station and digital TV channel. StoryFM started broadcasting in 2012, followed by Libelle tv. Today Sanoma also runs popular internet sites including styletoday.be.

Transitioning to new offices

The transformation of the business also included the consolidation of the company's 500 staff from offices in Antwerp and Brussels to a single location. French and Dutch-language editorial teams of all media brands would start working together from a new location in Mechelen.

The thorough redevelopment of the old RTT buildings into modern 5000 sqm offices required solid decisions on the choice of IT infrastructure. This was to ensure long-term future-proof and reliable support of daily business operations and also to accommodate the company's transition plans toward becoming a multimedia business. In a rapidly changing market, flexibility, efficiency, knowledge sharing and cooperation are vitally important for this business. The new IT infrastructure had to support this.

Transitioning to a new IT infrastructure

Marc Engrie, ICT Infrastructure Manager at Sanoma Media Belgium and responsible for selecting an appropriate solution recalls: "The IT network in our previous locations operated on category 5e copper cabling but we already knew that cat5e would not deliver sufficient performance going forward."

The company's plans to grow into a multimedia business, producing not only print but also TV, radio, as well as mobile and tablet applications, required much higher performing cabling foundations.

With regard to finding the right solution, recommendations came from Sanoma's long term integrator partner growIT and after thorough evaluation of several players and their products, Sanoma decided on a 10 Gigabit Ethernet shielded category 6A copper cabling solution from infrastructure experts Siemon. Siemon is a company who growIT had established solid relationships with. They were already familiar with Siemon's portfolio.

"Category 6A F/UTP instantly increases bandwidth from 100 MHz for category 5e to 500MHz", explains Rene Proost, Siemon's Account Manager Benelux who was responsible for the project. "Higher bandwidth enables larger amounts of data to be transmitted over the network and supports quick upload and download of large digital, video and graphics files. This will make Sanoma's media production so much easier whilst increasing work efficiencies". The new network also supports IP television in their offices.

At the same time shielded category 6A cabling will future proof the new site for the next 10 to 15 years as it supports both future applications with higher bandwidth needs and 10Gb/s performance. This means that short term upgrades and changes to the network won't be required.

4000 Siemon Z-MAX® 6A shielded outlets and cabling were installed across seven office floors, a client business centre and the catering and reception areas. A total of 1000 high performance 10Gb/s XGLO™ OM3 fibre links form the cabling backbone and equip the data centre. Installation ran on a tight schedule but was completed in time for the move of all 500 staff into the new building. Compared to other shielded category 6A solutions, Siemon's Z-MAX cuts installation times in half due to its simplified termination process.

Final word

“The new IT infrastructure plays a crucial role in facilitating Sanoma's transformation toward a future orientated multiplatform media business. We are both satisfied with the choice of product and the installation work”, concludes Marc Engrie. “In the media market sector where digital formats play an increasingly larger role, the new network is vital in supporting high-quality magazines, television, radio and digital media to be delivered to Sanoma's customer base.”

803 words

Notes to Editors:

About Sanoma

Get the world. Sanoma helps people access and understand the world. Sanoma is a front runner in consumer media and learning in Europe. We employ around 10,000 professionals in more than 10 countries. In 2012, the Group's net sales totalled EUR 2.4 billion. Sanoma's share is listed on the NASDAQ OMX Helsinki. www.sanoma.be

About Siemon

Established in 1903, Siemon is an industry leader specialising in the manufacture and innovation of high quality, high-performance copper and optical fibre network cabling solutions. With offices and partners throughout the world, Siemon offers a global service and has a reputation for delivering market leading performance with systems that maximise efficiency and return on investment.

Siemon's products include the most comprehensive suite of copper available, in both unshielded and shielded twisted-pair, for category 5e, category 6 (Class E), category 6A (Class EA) and category 7/7A (Class F/FA) standards performance. The company's optical

fibre range includes both multimode and singlemode cabling systems. In addition to cabling systems, the company has developed specific and specialised products for network provision in both enterprise and hosted data centre environments, often partnering with other global industry leaders in delivery of complete solutions for these markets. With over 400 patents specific to structured cabling, Siemon Labs invests heavily in R&D and development of industry standards, underlining the company's long-term commitment to its customers and the industry.

About grow IT

growIT is founded on Patrick Dumoulin's passion and 20 years of experience in data cabling and server room infrastructure configuration. Together with a team of qualified and motivated engineers, he is able to complete all cabling and infrastructure jobs to full satisfaction of his customers. As a smaller, knowledge-driven player we are able to bring the required flexibility to all our projects. Involvement, passion and focus are key concepts within growIT. growIT aims to establish a long-term and continuous collaboration with each of its clients. The integrity of our company name lies in our long-term partnerships: growIT supports your growth by building the foundations of your company network, thus keeping it strong and healthy. www.growit.be

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