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quality innovative technology service

General Cable services the information technology market with industry-leading reliability, quality, and service. Your customers are relying on you for their IT needs, and your technology infrastructure starts behind the walls. When you need redundant back-up and can't afford downtime, partner with General Cable to **Deliver Solutions that Keep You Connected.**



SonicWALL® Case Study

Project Needs/Challenges

- Call-Center/IT Support
- Video/Client Conferencing
- Modular Furniture
- 35" Ceilings
- Redundant Back-Up
- Tight Installation Schedule

Downtime was simply not an option. This was the primary directive established for the design and installation of the structured cabling system at SonicWALL's new Partner Center of Excellence in Tempe, Arizona. Given the company's status as a leading provider of Internet security solutions, it was an understandable demand. Thanks to General Cable's ongoing commitment to quality, innovative cable technology, it was a readily achievable goal.





“We are consistently pleased with the great products, great service and great pricing General Cable offers us.”

Kevin Brady, President of All-Tel Data & Fiber, Inc.

Founded in 1991, **SonicWALL, Inc. originates, manufactures and markets network security, content security and business continuity solutions for organizations around the world.**

Recipient of numerous industry awards, the company's appliances and software are deployed in small- and medium-sized businesses, as well as distributed to enterprise environments, government, retail point-of-sale, healthcare and service providers. In addition to offering its clients comprehensive security products, SonicWALL moved to insource its call centers for both technical and sales support in 2007, eager to reduce wait times, improve processes and cement its role as a principal technology reseller or “channel” company. From that decision came the concept for the Partner Center of Excellence — a facility that would offer partners a one-stop resource for SonicWALL's channel sales, support, marketing and training.

Located just south of Diablo Stadium in southwest Tempe, the existing 120,000-square-foot property chosen to house the Center required a complete overhaul of its copper cabling before SonicWALL could occupy the space. **Accordingly, John Padilla, the company's Director of Information Technology, turned to telecommunications contractor All-Tel Data & Fiber, Inc. (ATDF) for the design and installation of an IT infrastructure capable of handling their varied VoIP, video conferencing, LAN and wireless needs.** Construction began at the site in November 2007, with a firm completion date set for February 2008.

“Our first step was to work one-on-one with SonicWALL's corporate IT team to design the ideal system for their needs,” says **Kevin Brady**, President of All-Tel Data & Fiber, Inc. “After that, it came down to conducting a quick and seamless installation so the company could meet its occupancy deadline. We managed to get a lot done in a very short six-week time frame.”

ATDF initiated the setup in January 2008, after a series of in-depth meetings with Qwest Communications — the local provider of voice, video and data services — to assess the existing external network infrastructure and ensure complete system reliability. Because the Center was also to serve as a disaster recovery site for SonicWALL's phone system and other core infrastructure servers, the project began with the creation of a redundant fiber optic system that connected the Tempe facility to the company's headquarters in Sunnyvale, California, as well as its Phoenix, Arizona location. The ATDF design team — comprised of Brady, Operations Manager **Brent Harper**, Project Manager **Josh Plimmer** and Lead Technician **Nick Tharp** — then proceeded with the installation of an 800-drop, Category 6 call center.

Extremely satisfied with their previous use of General Cable products, ATDF selected GenSPEED® 6000 Category 6 Cable for the foundation of the Partner Center's data communications infrastructure. A high-bandwidth and high-performance cabling solution, GenSPEED 6000 offers users guaranteed performance that exceeds Category 6 cable requirements and allows for simplified electronics, leading to cost efficiencies in network investment. 175,000 feet of GenSPEED 6000 and General Cable telephone cable was used in the project. In an effort to minimize impact on the clean, modern design chosen for the Center's interior, ATDF proposed an inspired and efficient installation alternative to a standard cable tray system.

“Because the Center's new interior design required lowering the ceiling, we were able to use the existing ceiling grid as our installation platform,” says Harper. “Our team of 14 data technicians first pulled the necessary lengths of cable, then, working from mobile manlifts, attached the cable to the suspension system using cat 32 and cat 64 j-hooks.” He continues, “By accomplishing this monumental task prior to the fitting of the new ceiling, we were able to save SonicWALL a great deal of time and money.”

Both Brady and Harper credit General Cable's “very workable products” for facilitating the quick installation of the Partner Center's structured cabling system. “The Pull-Pac® carton produces the fewest cable snags of any provider we've worked with,” says Harper. **“We are consistently pleased with the great products, great service and great pricing General Cable offers us,”** adds Brady. “We have been voted as Arizona's number one telecommunications installer because we give our customers superior solutions and best-case products. And best-case is exactly what you can expect from General Cable.”

While all parties agree that the project's tight turnaround was stressful, they also agree that the installation was flawless. As a result, the Partner Center of Excellence opened on time to rave reviews from clients and employees alike. Says Padilla, “We have a data center that more than meets our needs. We have had no issues with the cabling, and ATDF has been helpful in completing additional projects.” **And as far as ATDF and General Cable are concerned, a positive customer experience is their number one goal.**

For a complete line of datacom cabling solutions that meet both current and future performance requirements while also offering excellent value, GenSPEED cables are the obvious choice. From cable-plant upgrades to new installations, these Enhanced Category 5e, 6 and 10 Gig cables are the best-performing products in their class. Be ready for tomorrow's applications today with GenSPEED® Brand cables.



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