

## CASE STUDY

# ANIXTER'S TECHNICAL SERVICES GROUP RECOMMENDS TECHNOLOGY AND PRODUCTS FOR RACETRACK, HOTEL AND DATA CENTER CONSTRUCTION



## SUMMARY

### Customer

Middle East racing authority

### Challenge

Networking and security requirements for racetrack grandstand, hotel and data center

### Solution

Technical Services Group (TSG)  
Anixter University<sup>SM</sup>

### Results

- Future-proof, open-architecture networking infrastructure
- Fully IP-based physical security solution
- Financial stability to deliver project on time
- Sustainable building practices to use toward green credits



Anixter's technical expertise provided needed input in the overall design of the network architecture. The customer also received educational advice, which included Anixter's Data Center College<sup>SM</sup>. By immersing the customer in technology and best practices, Anixter provided not only product recommendations, but also an educational foundation for the customer to make informed decisions.

### Customer Challenge

The owner of a facility that hosts a renowned thoroughbred horse race in the Middle East wanted to create a grand venue for its annual event. By upping the prize money to \$10 million from \$4 million, the operators were looking to increase attention and spectators to the race while highlighting the state-of-the-art facility. Designed to be a year-round facility, the 60,000-person stadium also included exclusive restaurants, a museum, an IMAX<sup>®</sup> theater, a racing club, and a boathouse with a marina that joins it to a nearby harbor that would allow visitors to come in from the sea and straight to the facility.

As a modern facility, everything throughout the buildings was to be fully IP enabled, which included IP video surveillance, access control, and audio and video solutions. A racehorse multimedia tracking system tracks the horses during the race and feeds the information to monitors that surround the facility. Tying everything together were two data centers that manage the network, operations, energy, building management, and audio and video networks. The owner's goal was to design and deliver a fully integrated voice, data and video solution for the facility that maintained an interoperable and open-architecture design.

The owner wanted the entire network to operate off a 40 Gigabit Ethernet backbone that had the capabilities to be upgraded to 100 Gigabit Ethernet when the technology became available. From the backbone, 10 Gigabit Ethernet was planned to run the video surveillance, access control, workstation ports and other IP-enabled devices. After working with Anixter on a previous project, the CIO of the new racetrack venue wanted to engage Anixter about the potential technologies and products to complete the new construction. The executive wanted the best product solutions available and a fully interoperable network.

### Anixter Solution

Anixter and the venue developer discussed technical and deployment challenges and then broke it down into different segments. The first segment tackled was the network cabling infrastructure and what applications and systems it would support. Anixter evaluated the potential technologies and narrowed the selection down to a few manufacturers. Anixter also went through the same process for the video surveillance and access control systems.

To give everyone a better idea of what IP capabilities can do for a venue, Anixter took about 15 representatives from the new venue to meet the integrator's Wembley, U.K., management team to talk about the challenges and obstacles to implementing an IP solution. Over the next six weeks, the customer and Anixter evaluated the different products to meet its technological needs.

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The initial phase of the project called for the installation of the structured cabling. At this point, Anixter became involved with an active network component manufacturer to confirm the switching architecture was correct. Through this process, Anixter then became involved with the power, cooling and design of the data center. To help the customer understand the various technologies involved, Anixter held its Data Center College™ to help the key staff on the client side were up on the technology. The Data Center College, in addition to all technical material, was presented by Anixter's technical experts from the Technology Solutions Group (TSG) that are RCDD certified. This aspect added another dimension of independence that the client appreciated.

As Anixter became more involved in the project, the owner decided to add more features to the venue. These features included a graphical display of the horses during the race, which fed to handheld devices or screens scattered around the racetrack. A fiber network was designed to run around the rack track and link to control boxes that take incoming and outgoing fiber and converts it to an unbalanced signal that runs to a coaxial cable to an antennae every 35 meters (115 ft.). An RFID chip on the horse is transmitted to this antennae to feed the location on the graphical display. Anixter devoted additional time to providing technical specifications for the tracking systems as well as cabinets and infrastructure to support it.

Central to the project was the promotion of sustainable building practices to use toward Emirates Green Building Council points. During the project's deployment, Anixter used reverse logistics to retrieve any waste and leftover materials from the project site and sent them to a recycling facility. After the products were recycled, Anixter quantified the amount of diverted material and submitted this information to the project contractor for credits toward the green building points.

## Project Results

From a customer perspective, a single point of contact throughout the entire deployment proved invaluable. Anixter spoke with everyone involved with the project—end-user, architect and integrators—on how it can reduce the overall deployment costs by minimizing processing costs, providing single purchase orders, managing freight costs and having just-in-time deliveries. Anixter coordinated the delivery of shipments when they were needed to help reduce on-site storage and boost productivity. Anixter's global partnerships with manufacturers provided leverage to access fair price points for the customer.

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As a global company, Anixter provided financial stability to the project as well. By maintaining relationships with local installers, Anixter was able to manage tight time schedules and requirements. With a local distribution center, the customer and integrator were able to visit the facility and take a look at the stock and signoff on the products before they were delivered to the site. This type of global reach and local support was essential in ensuring the right products made it to the job site.

The racetrack was completed in time for its yearly World Cup event. The physical security solutions helped make sure everyone was able to move in and out of the grandstand safely. With record attendance of 85,000 people, the site provided complete safety to enjoy the hospitality of the event.

## Technical Expertise

Anixter's global network of highly trained security specialists, Technology Solutions Group, is supported by over 1,900 salespeople across the globe. They are ready to help you make informed decisions about the product offerings available in today's rapidly changing security marketplace. Anixter works to accommodate your needs and requirements, allowing you to focus on your business.

Anixter has a variety of resources dedicated to keeping its customers current on the latest products, applications, standards and emerging technologies:

- Anixter Infrastructure Solutions Lab<sup>SM</sup> with end-to-end testing and performance reports
- Compatibility testing to confirm interoperability of products
- Technical knowledge of complete systems for surveillance and access control
- Deep understanding of IT and telecommunications standards
- Technical support with regional security managers and local networking and security experts
- Training and educational opportunities through Anixter University<sup>SM</sup>
- Technical Committee Chair at ONVIF to keep abreast of the latest developments and provide input into ONVIF specifications

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**Legal Statement:** [anixter.com/legalstatement](http://anixter.com/legalstatement)

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