

BMW Chile

SIEMON proves to be the best cabling solution for one of the leading automotive company's Intelligent Building and Data Centre.



BMW's new Intelligent Building and data centre located in the La Dehesa sector of Santiago del Chile started its operations in September 2013 and is the first in a cluster of 3 Data Centres in Latin America. The other two are planned in facilities, one 10 km from Chile and another in Peru.

One of the important characteristics of this new facility, located in one of the most attractive areas of the Chilean capital, is the deployment of next-generation technology in a space of 17,000 m².

A smart environment

It was essential for BMW to have the latest technology in their modern facilities to offer its customers the best service by means of a powerful high-speed network and infrastructure design. BMW's new facility is an example that sets the standard in the Chilean market for being environmentally friendly through intelligent use of resources.

As a result, the building will soon receive LEED Gold certification, once it is completely finished. "This is the largest and most technologically advanced car sales building in Chile.," pointed out Felipe Germain, head of BMW's technology platform, network, and security divisions. One of the many reasons that motivated BMW to choose SIEMON cabling was because of its Category 7A TERA solution that offered a very attractive ROI. Unlike Category 6, it's fully shielded design has the ability to support future applications with the peace of mind of a 20-year warranty. The TERA solution from Siemon

enable the ability to upgrade switches to increase network speeds from 1 to 10 Gb and possibly higher without major changes to the existing infrastructure."

The new La Dehesa data centre has a unique set-up, being located on the top floor of a building with a "smart" design resulting in substantial savings in capital and operating expense.

As Germain explained,

"It exceeds the necessary environmental standards for a project of this scope and it was planned for long-term use.

The "intelligence" is based on efficiency and achieving high availability (HA) and applying this principle to all elements. Achieving high availability means that operations cannot be interrupted by events such as earthquake, fire, floods and other disasters. This was achieved by deciding on cabling with 2 separate networks: one for the computers and a second for the Isis network, BMW's programming system for cars. All of the above was carried out under the technical support of William Brin (Regional Manager of Siemon Southern Cone), who contributed his support and knowledge to the project.

Teamwork

Thanks to the teamwork with strategic allies including: E-Data, Dimension Data and Cisco, the best results were obtained from working together with the best. .

"More than the products, it was the people behind the products who fully understood our needs, in order to exceed the requirements we had from the beginning. Achieving this innovative project established BMW in Chile as technology leaders at a regional level," Germain stressed.

Technical concept and specifications

In addition to its high performance Category 7^a cabling, Siemon's industrial connectivity was used for special requirements, such as underground harsh environments, where cutting-edge technology workshops are located.

With a data transfer rate (backbone) of 10 Gb/s and a user network of 1 Gb/s, supporting Voip, Audio-visual, Security, Mail and File server and other applications, the speed has been substantially increased by using the Category 7A TERA® cabling system. More than 50 kilometres of network cable and more than 1,000 metres of OM3 fibre optic cable were installed.

In short, considering the specifications required for this project, the Siemon TERA Solution, together with Siemon Plug and Play fibre with pre-connectorised MTP modules resulted in a high performance network that has been certified with the latest generation JDSU equipment. The performance comfortably surpassed the required standards and exceeded the client's expectations. In recognition of how Siemon products, service and customer support played a decisive role in the success of this project, the customer has declared they would prefer to work with Siemon in any future projects..