

CASE STUDY

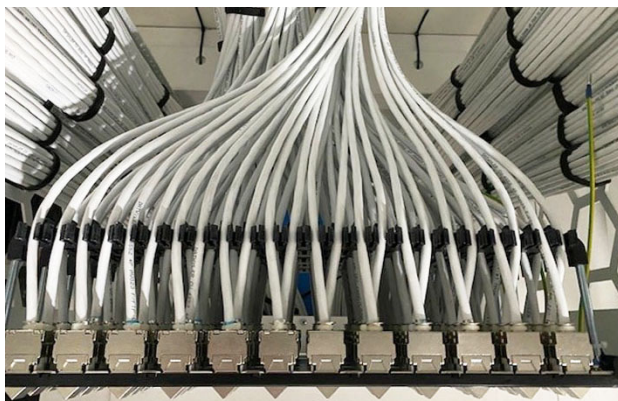
SONY MUSIC UK, LONDON: MODERN DATA CENTRE ALL IN WHITE

Sony Music has future-proofed the data centre at its new British headquarters with a Datwyler solution.

The Sony Music's UK office recently relocated its headquarters from West London to King's Cross, the capital's fast-growing music, technology and media hub. In the new "Project Star" building on Handyside Street, the music label is now in the immediate vicinity of Universal Music, Facebook and Google.

Sony Music UK has a state-of-the-art data centre at its new headquarters. This has been designed to provide a reliable service for users, making life easier for all labels that Sony Music owns, supports or uses.

Because computing power and data transfer speeds are constantly increasing, it was of crucial importance for Sony Music to specify the latest high-performance network products in the data centre. That's why Sony chose a solution from Datwyler – available exclusively through iDACS in the UK and Ireland – to support its mission-critical IT infrastructure now and in the future.



Future-proof network

The design team attached great importance to the data centre being able to be expanded quickly so that sufficient capacity would still be available 20 years from now. It should be flexible to allow for upgrades at any time and to support both new technologies and the installation of new equipment. It also had to meet all operational requirements and comply with current BS EN standards.

From June 2021 to March 2022, The Cabling Group, a certified Datwyler partner, installed copper and fibre optic cabling that offers Sony Music a high level of future security because it is 10 Gigabit capable and flexibly expandable. It includes 1920 links in bundles of Category 6A cables. To connect the racks to each other, the network installers used 24-fiber OM4 cables and 74 copper trunks, which iDACS delivered pre-assembled to the construction site.



Logistic services by iDACS

Throughout the project, iDACS worked closely with the team at The Cabling Group to ensure that the delivery times were always met. iDACS also made sure that the empty cable drums were taken away to relieve the cus-

tomers of disposal and to recycle and reuse them. Last but not least, iDACS took care of Datwyler's 25-year system guarantee, which Sony Music received as soon as the data centre went into operation.

The total length of the bundled cables was 340 kilometres – all in white. At Sony Music's request, iDACS commissioned Datwyler with a special manufacturing run that included bespoke white cables and components.

This is another reason why the data centre in King's Cross has become a showpiece for Sony Music. Transparent floor panels make it possible to inspect the network infrastructure. The white cable bundles are a special eye-catcher.

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