

CASE STUDY

PRUDENTIAL ASSURANCE MALAYSIA BHD: A TOWER FULL OF “SMART” TECHNOLOGY

In order to benefit from the latest digital technology, Prudential Assurance entrusted Datwyler with a high-performance IT infrastructure solution for its Malaysian head office in Kuala Lumpur.



Prudential Assurance Malaysia Bhd, based in Kuala Lumpur, is one of the leading finance and insurance companies in the Southeast Asian country. Prudential employs over 3000 staff in the capital Kuala Lumpur.

In 2019 the company moved from the municipality of Jalan Sultan Ismail to a new office tower in the Tun Razak Exchange (TRX) financial district.

The TRX Prudential Tower, 27 storeys in height and constructed by IJM Land Bhd, is only half as high as its famous namesake in Boston, but is equipped with innovative “smart” technology. Lighting and temperature are controlled using artificial intelligence, ensuring optimised energy consumption. Since the initial drafts were drawn up work was carried out using Building Information Modelling (BIM) and intelligent 3D models, which simplified planning, construction and building management.

The Prudential head office also has energy-efficient high-speed lifts with intelligent destination control. And LED

displays positioned around the top make the tower visible from every point of the compass.

Intelligent IT infrastructure solution

The cabling system which forms the basis of the whole data technology system was supplied by Datwyler. The main factors which persuaded Prudential to choose the Datwyler team were its proven and convincing concept and its impressive track record.

The intelligent IT infrastructure comprises an OM3 fibre optic backbone, Cat.6 cables and components for 1500 data connection points on the floors, as well as a further 500 Cat.6_A links for connecting the WLAN access points.

The network was installed by certified Datwyler Solution Partner Lantro (Malaysia), a firm with over 30 years’ experience in data technology. Thanks to the high-performance system solution, Datwyler’s technical expertise, and Lantro’s committed and service-oriented team, the installation was successfully completed and handed over on time.

