

Case Study/Mayflex M-Tech

Converged IP Solutions.



- + **Customer** Mayflex
- + **Location** Birmingham UK
- + **Requirement** To build a fully interactive demonstration room to showcase the full range available from Mayflex
- + **Equipment** An Excel foundation with numerous brands in the Mayflex portfolio

Read our story about how we have revolutionised our demo room at our head office in Birmingham, providing the opportunity for customers to see new products and innovations in security and infrastructure.

All together.

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What's on show

Environ racks populated with a range of Excel Networking Copper and Fibre products, FTTx solutions. Avigilon Unity, Avigilon Alta – Video and Access solutions, Pelco, Veracity, Suprema, Hikvision, Paxton, Axis, Mobotix, and Calipsa. AV products from Aura.



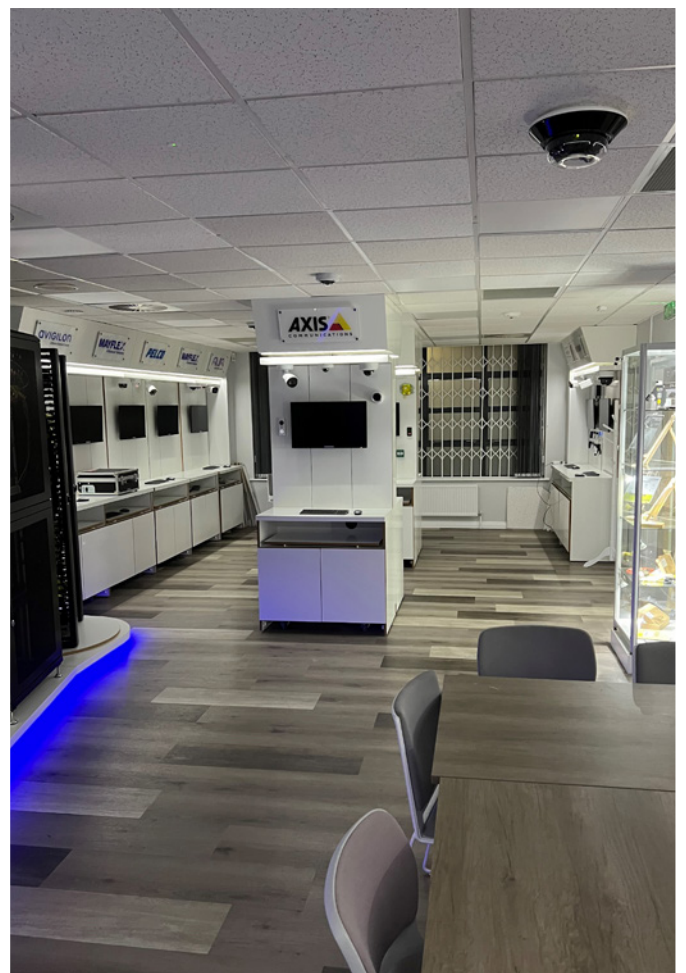
What we used

B2ca Cat6 UTP structured cabling system from Excel to create the network infrastructure within the room which complies to the BS6701:2016+A1:2017 CPR standards. This system meets the requirements of Euroclass Cca, s1b, d2, a2, which is a minimum requirement for new installations or refurbishment or extension of existing installations within the external fire barrier of the building. We chose the highest grade possible. The core of the network is housed within an Environ Co-Lo rack to segregate the network equipment installed due to its two-compartment design.

To complement the installed structured cabling system, we used KVM over Cat6 extenders from our Aura range. This makes it possible to deliver a feed from the core to the 75" screen installed in the room so customers can sit in comfort and watch the live systems.

Excel Steel cable ties ensured we used the correct fixings when running the cables back to the core.

Mayflex is committed to providing its customers with access to the latest technology. We know that it is important for customers to be able to see and touch products before they buy them, which is why we created the M-Tech demo room.





M-Tech – or to give its full name **Mayflex Technology** room was first built in 2009 and over the years this has evolved in line with the business and products. In 2020, Mayflex took advantage of the pandemic lockdown to refurbish its headquarters in Birmingham. The second iteration of the M-Tech room was decommissioned and consigned to the history books.

Work on the new M-Tech room began in 2022 with a lot of consideration given to what it would look like and the experience we wanted it to deliver. We work in an ever-changing market and technology continues to develop and change faster than ever before. It was important that the room could easily be reconfigured and was flexible and able to install the latest products. We wanted a room that was light and spacious, but packed full of products and technology from the key brands we work with. It wasn't just going to be a functional room, we wanted a room that was stylish, comfortable, and somewhere people wanted to spend time learning about new technology developments.



Convergence is everything to Mayflex, it's what we do. So, we designed a room that can showcase products and solutions in isolation and together and with different products configured together to highlight convergence possibilities.

We divided one section of the room into pods, each dedicated to a different brand. We installed a CPR compliant B2ca Cat6 U/UTP structured cabling system from Excel to link the pods together and distribute traffic to a central resource running the room. This allowed us to showcase our products and services in a way that was both functional and visually appealing.



In addition to the pods, we also created dedicated areas to showcase our Environ racks and FTTx solutions. Within the racks we have set out different copper and fibre structured cabling products to showcase the vast range that Excel has to offer. These have been placed within the layout in a logical transition order. We can show HD solutions for data centres, mixed-use products for systems that require a hybrid of copper and fibre, and traditional panels. AV products have a dedicated space to show what we offer for broadcast or Audio-Visual installations. MTP solutions within the racks showcase the items we offer for customers deploying next generation network speeds as well as DIN rail mounted products for solutions needed in Industrial facilities. These products are literally the building blocks of the internet, so we wanted to make sure that they were given the proper attention.



We believe that the pods and dedicated areas create a space that is both informative and engaging for our customers. They can learn about our products and services in a way that is relevant to their needs, and they can see how our products are used in the real world.

Currently, we have 11 pods that showcase Avigilon Unity (On-Premise), Avigilon Alta - The brands formerly known as OpenPath (Cloud Access Control) and AVA solutions (Cloud CCTV), Pelco, Veracity, Suprema, Hikvision, Paxton, Axis, Robotix, and Calipsa. Each of the pods is fully working and visitors to the M-Tech can try the products for themselves and see the features and benefits of each brand.

There is also a row of Environ racks that have been populated with a range of Excel Networking Copper and Fibre products, showcasing high-density deployments, as well as products from the Aura brand for use in the AV market.

Neil Staley, Mayflex Marketing Product Manager and the project manager for the M-Tech commented *'The room will never be finished. It will evolve over time as technology and our partner's advance. Who knows what will be in the room in three years' time, let alone 10!'*

We're looking forward to hosting you in our Mayflex Technology room – it's an enjoyable place to spend time and we're sure you'll learn something new about Mayflex and the products and services we have to offer.

Book a visit by contacting your **Sales Representative** or calling sales on **0800 757565**.



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