



CORNING

Syndeticom deploys future-ready connectivity for tomorrow's capacity demands

The growing need for higher-speed connections and the push to cloud services has led to a greater demand on network connections and the need to optimise density within the data centre environment. Data centres need to plan for the migration path to higher speeds such as 40G and 100G data rates early in the cabling infrastructure design and planning process.

In working with data centres to take on this challenge, ICT infrastructure partners are required to ensure the facilities remain fully optimised with ever-increasing transmission speeds. Uptime is key to business success, and for ICT infrastructure solutions specialist Syndeticom, the choice of structured cabling solution is a critical success factor.





Data infrastructure cabling and networking expert Syndeticom specialises in the design, engineering, and installation of complete ICT infrastructure solutions. Since 1992, Syndeticom's team of infrastructure, cabling, network, and security experts have designed and deployed a wide range of innovative infrastructure solutions for some of the most recognisable businesses in Australia, including AFEX (Associated Foreign Exchange), Arab Bank Australia, Mastercard, and Regional Express Airlines (REX).

With clients ranging from enterprises building their own data centre facilities to multitenant data centre (MTDC) operators offering their end-users the benefits of shared and virtualized infrastructure, Syndeticom needed a comprehensive cabling infrastructure portfolio with low-, medium-, high-, and ultra-high-density products and solutions to meet all needs, while enabling rapid deployment for their clients.

Best-in-class solutions for high-performance connectivity

Seeking to align data centre design with their clients' business goals, Syndeticom sought:

- **Speed to implement** — Rapid deployments for high-density applications
- **Flexibility** — A highly scalable platform for simple migration to higher-speed technologies and applications
- **Optimum performance** — Integrated port tap modules to passively monitor network performance, without any disruption to the live network
- **Simplicity** — Integrated cable routing elements that would provide unprecedented finger access, removing the need for tools or other accessories
- **Quick product availability** — Ability to offer competitive SLAs

“We wanted high performance for our customers’ needs today and into the future. Corning’s EDGE™ is the only suite of end-to-end connectivity products that allows native migration from current network transceivers and optics to be expanded into using 40G, 100G, and 200G network speeds and transceivers. We are working in an ever-evolving space and, with Corning, we know that we are delivering a future-ready solution for our customers.”

Linden Lumbewe
Executive Director, Syndeticom



Staying ahead of customer needs

Syndeticom began deploying Corning's EDGE™ data centre solution to support the NSW GovDC programme in 2012. GovDC is the first data centre and private cloud environment in Australia built specifically to meet the ICT needs of public bodies. The programme mandates the consolidation of 130 New South Wales (NSW) government agency data centres into two purpose-built certified facilities that meet recognised global standards of security, availability, and efficiency. EDGE quickly proved to be a game-changer as it enabled faster deployment, flexibility in supporting migration paths, and the only high-performance product to support the government's high-speed networking requirements at the time. The solution allowed the installation team to meet customers' requirements for an ultra-dense, scalable, flexible, and reliable cabling infrastructure.

The confidence in the Corning solution for any Syndeticom customer, whether for an extension, new build, or replacement of an incumbent competitor product, was sealed after rigorous trials.

With Syndeticom's expertise in engineering and installation and the Corning EDGE suite of end-to-end connectivity products, Syndeticom addressed the pain points inherent in designing, deploying, and managing a data centre for their clients. Syndeticom was able to deliver faster, simpler installation, higher density, and more flexible migration paths for clients seeking an uncompromised connectivity experience.



Syndeticom have delivered the highest quality connections running at full capacity to large, complex organisations, including financial services firms and state and federal government agencies.

For Syndeticom, the engineering benefits and availability of Corning EDGE solutions were quickly evident to their customers. The EDGE portfolio's extensive range of solutions for meet-me-room, distribution, and cage or hall environments enabled maximum flexibility, improved lead times, and contributed to a reduction in the total cost of ownership (TCO):

- **Best-in-class high-density** — Up to 864 fibres in a single rack space unit delivered up to 50 percent space savings, which was especially important to customers and end users who demanded more density and required deployment in a smaller space
- **Scalable and modular components** — One system supports 10, 40, and 100G, anticipating connectivity needs of end users today and tomorrow
- **Tool-less installation** — 90 percent faster to install than field termination
- **Superior finger access** — Usable density offers risk mitigation and 25 percent faster MACs

The availability of Corning in Australia also meant that Syndeticom could rely on the product being readily accessible whenever needed. Corning's global network of manufacturing facilities and distribution partners enabled a fast response time. Speed is of the essence and Syndeticom's ability to deploy quickly is critical to their customers.

“With timing pressures common to any project for data centres, we could rely on Corning to adjust resources to get the product within the delivery time frames. We work well together to manage expectations, avoid just-in-time scenarios and ensure quality throughout.”

Linden Lumbewe
Executive Director, Syndeticom



Ready for tomorrow, today

Corning EDGE™ solutions remain the leading products in the industry, six years after Syndeticom introduced them to their customers, affirming the products' future-ready proposition.

Syndeticom credited their successful collaboration with Corning to the sound, solution-based offering of both parties and their strong, complementary market knowledge.

“Our team are experienced professionals, combining highly technical backgrounds with a strong customer-centric focus. Our sweet spot is the data centre market, and we have been able to align and find true design and deployment synergies with the Corning team and EDGE.”

Linden Lumbewe
Executive Director, Syndeticom

As the demand for high-speed connectivity and cutting-edge network capability continues to surge, Syndeticom is confident about their relationship with Corning.

“We see many opportunities with Corning, with the advent of edge computing taking hold of the cloud computing market. Better cabling means a faster performing network, and we will continue to collaborate to deliver innovative cabling infrastructure and future-ready connectivity to our customers.”

Linden Lumbewe
Executive Director, Syndeticom

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