

CASE STUDY



AXA: 30 St Mary Axe, London Network Infrastructure Digital Signage Network & Audio Visual Requirements

CLIENT:

AXA Insurance



SECTOR:

Finance

REQUIREMENT:

- Local Area Network
- Wireless Network
- Digital Signage
- Meeting Room Collaboration
- Meeting Room Scheduling System
- Video Conference Suit



www.voicepath.co.uk

When AXA, a world leader in financial protection acquired 16,500 sq ft of office space at the iconic Gherkin building, in the heart of London, a high specification data transmission system was needed for this prestigious office environment. Voicepath was asked to work directly with AXA Technology on the design and the choice of manufacturers for the network's key requirements at the Gherkin site.

Digital Signage Network

One of AXA's requirements of Voicepath was to provide a dynamic, digital signage network in all areas of the floor. AXA specifically wanted branded adverts, company information and BBC news feeds in reception. Voicepath achieved this by combining leading audio visual brands such as Sony and OneLan with knowledge and experience of how digital signage networks should integrate into a modern office environment.

Interactive Meeting Room

The London City Centre location meant many high profile meetings would be taking place. Voicepath advised that the installation of Polyvision Room Wizards would eliminate scheduling conflicts, reduce interruptions and encourage a more efficient use of meeting space. Panasonic plasma screens were transformed into interactive displays by the addition of Smart interactive frames resulting in maximum flexibility of display equipment.

Information Transport System

Voicepath recommended IBDN of Belden and our RCDDs designed a ITS network closely linked to the design specifications required by AXA. This entailed bringing together the present requirements and future expansion plans into a cohesive solution for the customer.



Summary:

Effective communication is essential when working in a high occupancy city centre site with high security and intricate site delivery logistics. Voicepath overcame these challenges by daily contact with security, coordination with site management and by following a strict delivery protocol to complete the job on schedule.

The Digital Signage and Collaboration Networks as designed by Voicepath truly reflect the latest in 21st century technology. This allows for highly efficient use of valuable office space and timely in-house communication with employees and visitors; along with capability for collaboration with employees and customers around the globe from one location.



CASE STUDY: JANUARY 2010