

A global electronics leader turns to CommScope to boost network performance and enhance its competitive advantage in southwest Asia

Customer

Samsung Electronics

Country

India

Challenges

When Samsung Electronics' data center and plant in India experienced frequent network downtime that disrupted manufacturing operations, they selected CommScope to upgrade their network with a comprehensive infrastructure solution.

Samsung Group is comprised of more than 75 different companies and affiliates engaged in a wide range of businesses around the world. Its flagship company, Samsung Electronics, is a leading global manufacturer and marketer of consumer electronics, information technology and telecom products.

In 1995, Samsung Electronics established a regional headquarters in India for its Southwest Asia operations. Since then, Samsung India has grown rapidly, now generating annual revenue in excess of 7 billion USD and employing more than 45,000 workers. Samsung India's locations include a research and development center in Noida, a main data center in Delhi, a manufacturing facility in Noida, and sales and marketing offices across the country.



Growing sales and strong competition demand an always-on network

Samsung India faces strong competition in the consumer durables and telecom products markets and its networks must be up and running at all times to meet demand, especially during India's festival season. A network failure at any point can interfere with production and even halt the work at the plant.

Because they had deployed different cabling brands in their network and the system was not implemented by a professional installer, Samsung was facing disruptive network

"CommScope was honored to partner with Samsung India to help upgrade its data center and plant network infrastructures. Our solutions have boosted network performance to help Samsung meet its revenue goals and enhance its competitive advantage in Asia."

Neerav Kumar

Director – Sales, Strategic Business,
CommScope

downtime on a regular basis. A secondary problem was the lack of effective cable management, especially in the data center.

Seeking a more unified and reliable approach, Samsung decided to upgrade the cabling infrastructure at their Delhi data center and Noida manufacturing plant. CommScope presented a comprehensive plan and was chosen to implement the solutions based on its guaranteed network performance, 25-year application warranty, timely delivery and ongoing engagement with Samsung management.

“After considering other providers, it became clear that CommScope was the right partner for our infrastructure upgrade projects. They took the time to truly understand our challenges and recommend comprehensive solutions that have improved our network’s performance today and future-proofed it for many years to come.”

Amitabh Srivastava

General Manager – IT, Samsung

A simpler, faster, smarter infrastructure solution

Samsung had been using conventional fiber solutions in their data centers. When the opportunity came for upgrading their data center in Delhi, they had initially rejected pre-terminated fiber solutions from other companies as too complicated and too difficult to implement. After discussing the specific problem Samsung had with the competitive solutions—keeping and managing an inventory of various types of cassettes (flipped, straight, etc.)—CommScope was able to present the **SYSTIMAX® InstaPATCH® 360** pre-terminated fiber solution and show how the same InstaPATCH 360 cassettes can be used at either end, without concerns over having to stock and manage different cassettes based on polarity. (except for flipping the cassette when mounting it in the panel).

As a result, Samsung selected the InstaPATCH 360 solution for its simplicity, superior performance and faster deployment time compared to traditional fiber solutions. The MPO assemblies with **LazrSPEED® 300 OM3** fibers deliver more speed—the data center can now support 100 Gb/s—and the snap-together design helped the installation go quickly and flawlessly. The 1U 48-port panels maximized space utilization and simplified the system design while providing easy access to fiber patch cords.



To address its cable management issues, Samsung selected CommScope’s **Fiber Guide®** system to organize the cables and patchcords in the data center. And by using intelligent-ready patch panels, Samsung will be able to easily add CommScope’s **imVision® infrastructure management solution** later—an important consideration given its multiple offices and plants across India.

For the Noida plant, Samsung selected **SYSTIMAX GigaSPEED XL Category 6 cables** which helped them achieve higher bandwidth and implement a future-proof cabling infrastructure. They also opted for **GigaSPEED® X10D Category 6A** cables in their offices to achieve near-seamless wireless connectivity.

With CommScope’s solutions in place, Samsung India has achieved improved network performance with significantly reduced system downtime and associated manufacturing disruptions.

Deployed by a certified CommScope PartnerPRO® network provider

CommScope's Samsung India solutions were implemented by Yash Technologies, a leading systems integrator in India and member of the CommScope **PartnerPRO network**.

Established in 2007, Yash delivers a full range of IT infrastructure solutions for global and enterprise customers. Its end-to-end service offerings include consultancy, installation and support for planning, designing and implementing networks. Yash collaborated closely with CommScope to design and deploy the Samsung India data center and plant solutions.

CommScope (NASDAQ: COMM) helps design, build and manage wired and wireless networks around the world. As a communications infrastructure leader, we shape the always-on networks of tomorrow. For more than 40 years, our global team of greater than 20,000 employees, innovators and technologists has empowered customers in all regions of the world to anticipate what's next and push the boundaries of what's possible. Discover more at commscope.com.

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