



## Richer Sounds Holds Record

*ITC provides flexible UK-wide infrastructure to support Richer Sounds' expansion success*

**To support a proposed centralised retail banking system, and expected future expansion, ITC installed a Category 6 solution at Richer Sounds' HQ, London. New Category 5e networks were also installed throughout their 49 UK retail outlets for WAN connectivity.**

Richer Sounds, positioned as the largest retailer of hi-fi and home cinema equipment in the UK, trades from 51 stores in 41 towns and cities throughout UK and Eire. They are most notably known for their incredible turnover – holding an eleven-year record of the highest sales per sq. ft of any retailer in the UK!

Referred to by an ITC client, Richer Sounds appointed ITC as Consultants, Installers and Project Managers for the entire UK deployment. Initially focusing on the London HQ, ITC proposed Category 6 infrastructure to replace their existing unreliable and temperamental Category 5 network, already unable to meet the demands of their users. The system needed to accommodate the proposed centralised retail banking connected to their 49 outlets, and also offer more control and flexibility for expected future expansion.

The LAN was installed within a very tight three-week window, working in and out of hours, relocating staff as appropriate, but with minimum possible disruption to Richer Sounds' business operation. This install was followed by network installations throughout their 49 UK outlets, completed over a three-month period, ending mid 2002.

In early 2003, ITC's foresight was soon put to the test. Despite the economic downturn, Richer Sounds announced further expansion, requiring major expansion and moves within their London HQ.

The flexible design adopted in mid 2002 proved invaluable for Richer Sounds'. As David Bonney, RCDD, ITC, explains, "The movement and expansion of key business units within the building was smooth and quick, with almost minimal disruption to operations. Exactly as planned a year ago!".

*"ITC's foresight and knowledge in network design has proved it's worth. They've removed the pain out of frequent moves, adds and changes, saving us substantial maintenance time and costs", comments Michael Stafford, IT Manager, Richer Sounds.*

### Technical Overview:

- Category 6 solution for London HQ (throughout two adjoining buildings)
- Category 5e at 49 retail outlets
- Full Communications Room build at London HQ, with active hardware
- 25-year product Warranty for all sites

### HQ Installation

- 3 floors, 50 people
- 400 Molex PowerCat6 points to desktop
- Cat6 Backbone
- Used existing risers, trunking, basket tray; horizontal cabling within floor boards
- Old building required modifications to accommodate thicker Cat6 cabling
- Communications room - with cabinets inter-cabinet link cables for neater patching; fire suppression, servers and routing hardware installed
- Installation time: 3 weeks, whilst client resident – project managing staff relocations throughout install. Completed in & out of working hours