

# Case Study

## BMW Group Academy UK

<b>Customer</b>	Verve Venues – BMW Group Academy UK
<b>Location</b>	Wokefield Park, Reading
<b>Requirements</b>	To install a complete structured cabling system, into a purpose built training facility
<b>Equipment</b>	Excel Cat 5e

### Customer's View

"DJ Data Services were the obvious choice for us, their professionalism and attention to detail was outstanding. This coupled with the precise provision of the structured cabling products ensured the installation was carried out quickly and efficiently"

*Huw Griffith, (IT Systems Manager) Verve Venues*

**excel**  
without compromise.

The BMW Group Academy is a purpose built training and development facility based at Verve Venues' Wokefield Park, near Reading. The BMW Group Academy UK provides technical and non-technical training for the BMW, MINI and motorcycle dealer networks and BMW Group's employees throughout the UK. This brand new training and development facility represents an investment by the BMW Group of £17 million.

It was imperative that this new, state-of-the-art building had a network installed that was technologically advanced, reliable and installed with minimum fuss but maximum effect.

The installation that was undertaken was diverse and encompassed a 32 bay workshop, 22 training rooms and motorcycle showrooms, all created to simulate a working dealer environment. The 5,400 square metre, two storey facility also featured a dedicated apprentice training area with its own residential accommodation and a separate clubhouse for the current intake of between 160-170 apprentices per year.

The general requirement was to create a BMW experience throughout the building which focused on quality and reliability. With this concept in mind the group needed an installer that could offer flexibility, a quality product and would stick to strict deadlines. This is what prompted Verve Venues to pick DJ Data Services who chose to install Excel Cat 5e and Cat 6 cable.





Mayflex was in turn appointed as the preferred supplier by DJ Data Services, due to the continued levels of service and support offered. Mayflex supported the project by ensuring that the correct products were delivered to the correct place at the correct time, leaving DJ Data Services to concentrate on the installation.

DJ Data Services worked closely with John Twidell, Cabling Infrastructure Manager of Mayflex to ensure that the logistics and product quality was of a consistent level.

This hugely varied installation demanded high quality products backed with an extensive system warranty to ensure the installation was future proofed. Excel cabling products were ideal and were chosen as they adhered to these requirements and offered a 25 year system warranty and cost efficiency.

The Excel brand is exclusive to Mayflex and first appeared back in 1997 with the launch of Cat5 cables and patch leads. Wide spread market acceptance led to extensive product development and in January 1999 an entire range of Excel products was launched.

#### Problems

Many difficulties were faced by DJ Data's engineers who had to ensure extra care was taken due to BMW specifying, chrome and stainless steel finished outlets, which can be easily damaged when fitted.

Further complications could have arisen, as DJ Data had to work with two clients, BMW who would be utilising the building for their staff and Initial Style who service the building. Potential problems were avoided as communication channels between DJ Data, Initial Style and BMW were kept well and truly open at all times and a good working relationship was struck up from the start of the project.

#### Result

BMW can now provide their staff with the best training programmes, in the best facility in the UK.



*DJ's Data Services Ltd*



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