



Communications on the podium

Comms Business has taken a visit to Cisco House at the London 2012 Olympics site to see the vendor's vision for ... 'transformational opportunities for countries, cities and organisations today and in the future...' and spoken to other channel companies about their involvement with the London 2012 Olympics.

Here's my prediction for the winner of the London 2012 Olympic Blue Riband event. No, I am not talking men's 100 metres, nor the 1500 metres. Then what? Well OK, it's not an official event but it has been the elephant in the comms room for the last twelve months.

Over the last year we have been treated to a deluge of dire warnings from firms seeking to highlight their product and applications solutions regarding how business life will be disrupted for the duration of the London 2012 games. From not being able to get to your normal place of work (I may as well have not bothered writing any articles on teleworking for the last ten years then) to the 'meltdown' of networks – local, wide area, anything with IP and mobiles, and EVERYTHING in between.

It's hard to pick a winner from all this because no-one has really been paying any attention to warnings such as if 90% of employees watch the 100 metres final live on their chosen device connected to the corporate network then they might not get paid that month on account of the wages department not getting the info on time.

So the winner of my Blue Riband event will be a close call between SNAFU, Chaos (always a

front runner) and the End of Western Civilisation as we know it. For what it is worth my money will be on SNAFU. History is on its side after all.

So this article contains no government health warnings whatsoever. It's too late for that now. Instead we'll focus on a few of the success stories behind the Olympics for some of our channel colleagues.

By rights, and here I mean marketing rights, no-one other than BT, Cisco and the likes of Panasonic and Samsung, should get a look in when it comes to getting a slice of the comms action. If you have shelled out to be a big time sponsor of the games you don't do it just for the kudos alone. No, you want some hefty supply contracts and never mind who gets in the way. Not that I am suggesting for one minute the firms mentioned would do such a thing. No I was thinking more along the lines of fast food and soft drinks.

So, I was dead chuffed to hear that Oxfordshire based reseller STL had grabbed a great contract from under the noses of bigger firms.

STL won the contract to provide the communications systems for London 2012

Ceremonies (L2012C) at the Olympics Stadium but as it is a no-marketing rights contract they have to be very careful what is said.

You might have seen The London Organising Committee of the Olympic Games and Paralympic Games (LOCOG) approved official case study on the STL website, which says: "STL Communications Limited has been awarded the contract to supply, install and support 2 Samsung 7400 IP telephone systems with up to 380 handsets and to provide Green Minutes lines and calls for London 2012 Ceremonies Limited (L2012C). This information is therefore in the public domain.

Winning this contract has had huge implications for STL as managing director Brendon Cross says, "We are proud to have won the contract to supply telephony to L2012C and to play our part in this summer's greatest show on earth. "Winning the Olympics", as we like to say, contributed hugely to our 30% growth last year, which in turn has led to us employing more people and opening an office in London, which is good news." Brendon went on to say, "The kudos of such a win has enabled STL to engage with a wider audience and has led to us winning more large contracts. These wins in turn have motivated the staff and produced a good news story for the local economy in these somewhat gloomy times."

"It's all about the view"

Another channel reseller to win a high profile contract has been Pinnacle who will supply BBC International and its world media partners with the resilient fibre connections; microwave backup links, analogue and ISDN connectivity and voice services, enabling worldwide broadcast coverage of the 2012 Olympic and Paralympic Games.

Race For Olympic Parking

With parking spaces at a premium for the Olympics NCP has re-developed its free car parking app for motorists with iPhones and iPads just in time for the first starting pistol to go off.

The app will help motorists find the nearest NCP car park to their destination and get them there in the shortest timeframe. It shows you which of NCP's 600 plus car parks across the UK is closest to your chosen destination and gives mapping details of its location, tariffs and precise directions on how to get there.

The app will also map out the fastest walking route from your car park to your chosen destination. By simply entering details of where you are going, the apps integrated mapping feature will provide you with a map and walking directions on how to get there.

The BBC will offer international broadcasters from around the world the Stratford Broadcast Tower; a 22-storey building situated at the edge of the Olympic Park with commanding views overlooking the Olympic Stadium, the Aquatics Centre and the Orbit Tower.

Pinnacle will also supply IP telephone switchboards, telephone handsets and data connections to Stratford Broadcast Tower's offices, studios and production crews for the world's media.

Commenting on the agreement Jamie Hindhaugh, BBC Head of Production 2012 said, "Pinnacle Telecom Group has been supplying the BBC with short-term data connectivity and telecoms solutions for some time now, the services that Pinnacle will provide at The Stratford Broadcast Tower will enable each international broadcaster to have their own data, telecoms and switchboard services for the duration of the Olympic and Paralympic Games."

Alan Bonner, CEO of Pinnacle Telecom Group said, "We have been negotiating this unique opportunity for a long time and are therefore delighted to announce that Pinnacle will provide data, voice and connectivity services for the BBC and its worldwide international broadcasting partners at the 2012 London Olympic and Paralympic Games."

The Big Boys

In May this year we received an invitation to tour Cisco House, located a decent javelin throw or two from the aquatics centre and the main arena.

Cisco House is, and I quote, "...an experience created to illustrate transformational opportunities for countries, cities and organisations today and in the future." The House is nestled in a unique roof-top location above Westfield Stratford City.

It was an impressive tour. Open for five months from April 2012 and expected to greet over 11,000 guests, Cisco House is a dedicated showcase with a dynamic connected environment. It aims to stimulate fresh thinking around the creation of new business and service models

Continued on page 64



Kenton Cool Everest climber

Olympic Pledge

Samsung Electronics, the Worldwide Olympic Partner in the wireless communications equipment category, says that British climber Kenton Cool has today fulfilled an Olympic-inspired quest that has seen him summit Mount Everest for the tenth time, completing a pledge made back in 1924 between the founding father of the International Olympic Committee (IOC), Baron Pierre de Coubertin, and Great Britain.

Cool and his cameraman battled difficult weather conditions and sickness on a gruelling seven and a half week expedition to finally summit Everest at 00h00, on Friday 25th May with an Olympic Gold Medal from 1924 - fulfilling a long standing promise made directly to Baron Pierre de Coubertin and the IOC nearly 100 years ago by Great Britain.



Igniting your potential

The Freedom of your own Mobile Offering

Start your very own mobile offering supported by Juice Mobile Services utilising the UK's leading mobile network operator.

Benefits

- No set up charges
- Break away from new connection targets
- Be free from churn rate KPI's
- What-ever the ARPU
- Earn more up-front commissions
- Upto 20% on-going
- White-labelled service
- Converged mobile/fixed line billing capabilities
- Customer On-line billing
- You own your customer
- Adding an increase to your business asset valuation
- Free market comparison tariff analysis
- £0 line rental available
- Flexibility of tariff building
- Fully automated pricing & provisioning service
- Kit funds, new kit, refurbished kit with warranty, money for old kit recycling
- Handset insurance packages



YOUR SEARCH FOR A COMPLETE COMMUNICATIONS SOLUTION IS OVER

visit the website for more information

www.juicetelecoms.com/MVNO

0844 357 1111



that help reduce costs, increase productivity and deliver competitive advantage to change the way we live, learn, work and play.

Cisco House is rich in video experiences with many of its meeting and boardroom facilities having TelePresence suites. There are communication pods to connect colleagues, friends and family via social media and guests can enjoy live sporting events and visual case studies either on large plasma displays or on their own mobile devices.

The ground floor is largely taken up by the interactive walkthrough experience. Key to this is an engaging multi-media business transformation journey which looks at how innovative organisations are using the network today, as well as the opportunities they can look forward to in the future. In addition, a 'This is London' section takes visitors on a virtual city tour of the evolution of technology in the capital. The top floor of Cisco House consists of a large networking lounge which has spectacular views of the Olympic Stadium.

Phil Smith, CEO Cisco UK and Ireland, told us, "The focus of Cisco House is not on what Cisco makes, but what we make possible. We aim to engage leaders around innovation and new business models, using global case studies to reveal how our partnerships and Cisco capabilities are essential enablers for best-in-class country, city or business transformations. From design through to build and finish, everyone involved in the project has worked tirelessly to construct something that embodies Cisco's vision for innovation and we are excited to share the results."

Two major Olympic communications infrastructure projects from BT, the official communications services partner for London 2012, stand out.

Firstly, the delivery of 500,000 Wi-Fi hotspots across the capital in time for the London 2012 Olympic and Paralympic Games. The company will be the sole provider of public Wi-Fi on the Olympic Park.

The Olympic Park will be the largest high density Wi-Fi venue deployment ever and will see more potential Wi-Fi users in any one place, than

Torch Bearer

Luci Teal, Zen Internet's Technical Support Team Senior had the honour of carrying the Olympic Flame through Rochdale on the 23rd June.

Luci is a determined supporter of her local community and a keen fundraiser and chooses a different charity to support each year. Over the years Luci has raised money for Cancer Research, Breast Cancer Research, Springhill Hospice, Moorland Children's Home, Asthma UK, Bolton Children's Opportunity Group. She also volunteers at the community radio station Bolton FM, where she has a breakfast show.

The Olympic Flame will then arrive at the Olympic Stadium on 27th July, 2012 for the lighting of the cauldron at the Opening Ceremony, signifying the start of the London 2012 Olympic Games.



Luci Teal, Zen Internet's Technical Support Team Senior

any other event before. BT Wi-Fi will complement 3G networks and allow users to download and upload as much data as they like without the worry of going over their data allowance on their mobile contract.

BT is installing an extensive high-density, Wi-Fi infrastructure, with nearly 1,000 access points across nine Olympic venues including the Olympic Stadium, the Aquatics Centre and Velodrome, plus access across all the public areas of the Olympic Park in east London.

Access is free for BT broadband customers and included in contracts for millions of Android, iOS and other smartphone devices through BT agreements with UK and international network providers.

The second project by BT is the delivery of a cloud based voice network connecting 25 London 2012 venues for LOCOG. BT is delivering a converged voice, video and data network for London 2012, the first time this has been done for a Summer Games.

The hosted voice service, based on Cisco's Hosted Unified Communications Services (HUCS) platform, has been used successfully on live test events for London 2012 which had been under way since the end of May 2011.

More than 16,500 handsets will be deployed across all 94 LOCOG and London 2012 sites ahead of the opening ceremony, providing essential coverage with "follow-me" numbers to support communications across the organisation.

Gerry Pennell, Chief Information Officer for LOCOG, said: "Preparing for the London 2012 Games requires enormous flexibility and scalability to deliver to the Organising Committee's demanding operational requirements. BT, supported by CISCO's technology, continues to demonstrate an excellent understanding of our complex and fast-moving environment and is focusing on delivering a service that is mission-critical for the Organising Committee from now up to and including the Games in 2012."

Stuart Hill, BT vice-president for Central Government and London 2012, said: "During Games-time BT networks will carry images and TV pictures from the Games, along with millions of calls, emails and texts. As part of making London 2012 the most connected Games ever, our hosted voice services are perfect for LOCOG because they provide the ability to grow quickly – in fact we are able to install 1,000 users in one day, offering a seamless voice service from start to finish."

Panasonic has delivered a myriad of AV kit for Olympic venues as can be seen in this picture of the beach volleyball try out.

