



**“R&M was very much abreast of the technology and demonstrated great understanding of the key challenges of a data center operator.”**

Danik Y. Baechtold,  
Manager Data Center Facilities



PMI is a highprofile company in Switzerland with over 3000 employees. The company's history goes back to 1957 with a contract being concluded with the Fabriques de Tabac Réunies based in Neuenburg to manufacture the very first *Marlboro* cigarettes outside the US. Today, the factory with over 600 employees is an important production facility both for the Swiss market and for products exported to over 40 countries worldwide. Philip Morris S.A., headquartered in Lausanne, is responsible for sales and marketing in Switzerland. PM S.A. is market leader in the country: Lausanne is also the seat of the global "Operations Center" in which over 1500 employees take care of product sales and corporate issues for the group members in most of the countries worldwide. The Research and Development Center (R&D) of PMI is also located in Switzerland. More than 500 employees work and carry out research here with the aim of developing products which will potentially decrease the risk of disease associated with the consumption of tobacco. Philip Morris International and its subsidiaries located in Switzerland support charitable initiatives throughout the country. Philip Morris International supports nonprofit organizations where the employees live and work. The company is particularly active in programs aimed at preventing domestic violence, fighting poverty, providing food and in consultancy services.

The Philip Morris International IT Department, that provides exclusive services for its group members, is also based in

Lausanne. Two of these services are the planning and operating of data centers. In 2012, the company decided to replace one of its two existing data centers. All wellknown network suppliers

tendered their particular offer, but the company's indepth investigation ultimately left R&M as the winner. R&M's offer was a compelling technological solution with a high level of customer

orientation expressed in the high quality of consultancy services, very fast delivery times and individual customizations. Danik Y. Baechtold, Manager Data Center Facilities, was impressed from the very first contact he had with the company. "R&M was very much abreast of the technology and demonstrated great understanding of the key challenges of a data center operator."

The data center design was planned by an external partner. The detailed planning of the network was drafted by the internal IT Department. In recent months, a 1000 m<sup>2</sup> state-of-the-art data center of TIER 3 level with an availability of 99.98 % which theoretically means less than one hour downtime per year was built. Alongside standard security features, the team headed up by Danik Y. Baechtold planned additional measures to be able to guarantee the full availability of the data centers. The three-level R&M security system with

## R&M Quality for State-of-the-Art Data Center

**Philip Morris (PMI) decided to replace one of its two data centers. After an in-depth evaluation, the company chose R&M to supply the cabling network.**



colored or mechanically coded and terminable connectors plays a major role in this. It helps avoid errors during patching as well as manipulations.

The "top of rack/end of row" concept was selected for the infrastructure of the data center and the positioning of the switches. In this architecture, the servers have short connections to the edge or access switches. In comparison to other topologies, savings can be made in terms of cable material and thus also money. Reserves were planned for the new data center so that no further extensions would be necessary in the first five years of operation and no additional costs incurred.

An excellent job has been done also in terms of energy consumption. Power consumption of the IT equipment and other parts of the system – particularly cooling – is in an extremely balanced relation. The PUE (power usage effective effectiveness) value is an outstanding 1.3 – 1.5. Philip Morris is thus making

an active contribution to reducing the amount of CO<sub>2</sub> emissions.

Each of the two data centers is responsible for the data of one area of the company while also assuming the backup function of the other center.

Danik Y. Baechtold was impressed by the installation speed of the MTP cables: "It used to be that work took up to half a day, but now it's done in just a few minutes!" He also appreciates the fact that four modules can be patched at a time in the HD panel. "Because the products are so reliable, there were fewer problems during the course of the project. And when there were any, they were quickly solved thanks to tangible customer proximity. R&M is not just a supplier, but a genuine partner."

Incidentally, the trend that sees a move away from copper to FO in data centers was once more confirmed in the Philip Morris project in which 75 % of the network was realized with FO. Copper was primarily used for power management, in the rack and in LAN support. ■

### THE R&M SOLUTION

- Cat. 7 light cables
- Cat. 6/s modules
- 24-port panels
- HD panel
- MPO HD OM4 modules
- MTP OM4 cables
- LC/LC OM4 patch cords

### WHY R&M?

- Fast installation thanks to MPO/MTP
- Top-quality advice from the first presentation to troubleshooting
- Fast production and delivery times
- Swiss quality
- Customizations
- Color-coded clips



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