State of the Network:

10GBASE T Equipment Availability and the Future of Copper Media  P10

New Green Video: An insight into Siemon’s Pioneering Green Approach  P05
Are you jeopardizing the performance of your network with cheap Fibre Jumpers?

A Closer Look at Fibre Optic Cable Assemblies.

Many network performance problems occurring at the physical layer are directly related to cable assembly quality. In fact, the overall performance and reliability of a network port is only as good as the cabling to which it is connected. This is particularly true of optical fibre cable assemblies, where seemingly minute variances in tight fibre connectivity tolerances can drastically undermine cabling performance. While a percentage of assembly performance issues may be identified through field testing of installed channels, field testing is not inclusive of all potential issues. Although a critical step, field testing can provide a false sense of security. For example, a single passing result for insertion loss does not guaranty long term reliability.

Download White Paper
Many network performance problems occurring at the physical layer are directly related to cable assembly quality. In fact, the overall performance and reliability of a network port is only as good as the cabling to which it is connected. This is particularly true of optical fibre cable assemblies, where seemingly minute variances in tight fibre connectivity tolerances can drastically undermine cabling performance. While a percentage of assembly performance issues may be identified through field testing of installed channels, field testing is not inclusive of all potential issues. Although a critical step, field testing can provide a false sense of security. For example, a single passing result for insertion loss does not guarantee long-term reliability.

A Closer Look at Fibre Optic Cable Assemblies.
With Siemon being green...

...doesn’t have to be difficult

A green approach to network cabling
Five Green IT Award Nominations For Siemon

Infrastructure experts Siemon celebrated a flush of nominations in the Green IT Awards.

The five categories that Siemon was shortlisted to win included Manufacturer of the year, Sustainable Design Project of the year, Team of the year, Product of the year and the Minister for energy award.

Now in its third year, the green it awards aims to showcase and reward the technology, tools and organisations that are judged to have made a significant contribution to improving the IT industry’s environmental performance.

Many of the awards were decided by public vote, with others considered by an expert judging panel. Elements scrutinised included the quality and originality of the submission, plus evidence of positive, sustainable impact and environmental, social and economic benefits.

Read More
Siemon Launches Interactive Data Centre e-Magazine

Underlining their commitment to high value information and applied data centre innovation, leading global network infrastructure specialist Siemon has launched the first edition of its new interactive data centre e-magazine. Entitled “Data Centre Solutions” this resource-rich e-magazine is designed to guide IT network professionals through critical data centre decisions, placing them in the network infrastructure driver’s seat. The e-magazine is available for download.

The innovative e-magazine provides in-depth coverage on an extensive range of topics, including copper and optical fibre cabling choices, energy and thermal efficiency, data centre density and cable management, physical layer bandwidth and performance, network security and sustainability best-practices.

Bob Carlson, VP of global marketing at Siemon says, “By combining timely information and educational resources in a variety of multimedia formats, including articles and links to white papers and videos, the e-magazine delivers valuable content that can help data centre professionals ensure the specific needs of theirs project are met, and the latest standards and best practices are considered. The information contained in Siemon’s interactive e-magazine is based upon continual disciplined research, voice of customer and practical experience.”

Accessible through Siemon’s Data Centre e-magazine:

- Data centre design strategies, including point-to-point vs. any-to-all structured considerations
- Total cost of ownership factors - balancing data centre CAPEX with OPEX
- Real world data centre case studies from leading global organisations
- Physical layer security and management through intelligent infrastructures
- Long-term “green” planning

Download Our Data Centre e-Magazine

Read More
Cisco adds Siemon to its Marketplace

Global infrastructure specialist Siemon has announced its launch within Cisco’s Developer Network ‘Marketplace’ as a Cisco Technology Development Partner.

This single online destination spans all Cisco’s technologies and pulls together all compatible and complementary products and systems to support buyers to achieve more with their Cisco products.

Now part of the Cisco ecosystem and new to Marketplace, will be Siemon’s suite of data centre products and systems including its VersaPOD® and V600 Data Centre Cabinets, plus its ConvergeIT™ smart building cabling system and a wide range of high-speed cabling solutions such as category 7A TERA, category 6A Z-MAX™ twisted-pair copper and XGLO® optical fibre.

According to Siemon, its VersaPOD data centre cabinet offers superior density and maximum energy efficiency. It enables an efficient approach to physical data centre infrastructure, with its Zero-U mounting options and an array of configurations to support Cisco mounting, clearance and cable routing requirements to ensure proper structural support, airflow and cable management.

Standards Informant

Siemon’s new guide to network cabling and data centre standards. It was developed by Siemon’s standards experts and is aimed at helping you stay up-to-date on standards-based network cabling.
So far in 2012 Siemon has hosted a series of educational seminars discussing the latest industry topics with a select group of complementary manufacturers. We have had some really exciting events so far with some great turnouts, but don’t worry if you have missed any so far, we have more planned for the second half of 2012.

Be the first to hear about our FREE seminars and events...

Sign-Up Here

Siemon Exhibits its High Density Solutions

Educating the market continues to be a major focus for Siemon in 2012 with appearances at a host of events in Europe and the Middle East in the early part of the year plus many more events due for the coming months.

In February, Siemon’s data centre services manager Alberto Zucchinali hosted a session at the popular Data Centre World conference in London. This was closely followed by attendance at university body UCISA’s “IT and Estates - Working Together” event in Birmingham, with a talk from EMEA technical manager Lee Funnell on good cabling practices for IP networks. Next stop was DatacenterDynamics Converged Conference in Riyadh, where our local sales team and EMEA MD Steven Foster demonstrated Siemon’s product range to the busy exhibition. All events were well attended and prompted interesting debate on topics such as IP convergence and data centre design.

The next few months are already hotting up on the events front with a six date roadshow planned for the Middle East and Africa starting on May 6th, plus seminars in Milan and Germany.

John Siemon seminars applauded in Middle East and Africa

Read More
So far in 2012 Siemon has hosted a series of educational seminars discussing the latest industry topics with a select group of complementary manufacturers. We have had some really exciting events so far with some great turnouts, but don’t worry if you have missed any so far, we have more planned for the second half of 2012.

May 2012 – Technology leader John Siemon from IT infrastructure specialist Siemon has been applauded for the ‘Infrastructure Expert’ seminar series hosted across the Middle East and Africa throughout May.

Speaking in Riyadh, Jeddah, Doha, Muscat, Nairobi and Johannesburg, his lectures focused on the region’s position in the global IT market and how next generation networking, convergence and 10Gb/s migration are predicted to develop here. Data centre forecasts and next generation networking towards 40Gb/s and 100Gb/s were highlights, with theoretical content brought to life by real-world application stories. Quantifying the MEA market, John Siemon quoted Gartner to explain that IT spending in the Middle East and Africa is expected to reach USD $244 billion in 2012. According to Saudi Arabia’s Communications and Information Technology Commission, spending on ICT products and services is expected to grow by 12 per cent in 2012, driven mainly by expected strong growth in demand for smart phones, high-speed networks and interactive applications, resulting from increased investment in the sector.

“We know that the Middle East and Africa is an important, significant and exciting growth hub in global technological development and we have invested heavily in supporting the regional and local markets in the last 10 years,” John Siemon said. “Forward thinking technology professionals here are helping to drive improved performance globally and our aim for the seminar series was to ensure that these innovators are equipped with full and factual intelligence, reported in an impartial and educational style.”
State of the Network:

10GBASE-T Equipment Availability and the Future of Copper Media.

While it may be so that good things come to those who wait, too much waiting can lead to uncertainty. Take 10GBASE-T networking products, for example. The 10GBASE T Standards published almost six years ago and the long wait for network gear has provided fodder for the digital rumor mill to churn. This had led to the completely erroneous misperception that 10GBASE-T is the end of the line for copper balanced twisted-pair media and network equipment. The fact is that the extended time to market can be explained by the recent economic recession and the desire to integrate significant power efficiency enhancements into this new technology.

These challenges have been overcome and all indicators are that adoption of 10GBASE-T solutions is poised to take off in 2012. This paper presents the truths behind the myths surrounding 10GBASE-T and the future of copper twisted-pair Ethernet applications.

10GBASE-T network equipment is available and deployment rates are increasing.

Although initially hampered by power-hungry implementations, today’s chip technology that delivers the 10GBASE-T bit stream (also called a “PHY”) capitalizes on an advanced 40nm lithography manufacturing process, which cuts power use, board size, and cost. As a result, significant adoption of 10GBASE-T technology is expected to begin in 2012.

During this year, at least 20 new platforms (e.g., switches, servers and NICs) using 10GBASE-T PHY devices are expected to have broad market availability. In addition, a new market research report issued by The Linley Group forecasts over 2.7 million ports of 10GBASE-T PHYs to ship in 2012 -- a sharp rise from the 182,000 ports counted as shipped in 2011. The trend lines shown in Figure 1 depict The Linley Group’s forecast for several different types of 10 Gb/s Ethernet applications over the next few years. Note that 10GBASE-T is expected to achieve a dominant market position in 2014. The adoption rates forecasted are consistent with the historical Ethernet adoption profile whereby optical networking interfaces initially precede copper interfaces.
State of the Network: 10Gbps equipment availability and the future of Copper Media.

While it may be so that good things come to those who wait, too much waiting can lead to uncertainty. Take 10Gbps networking products, for example. The 10Gbps standards published almost six years ago and the long wait for network gear has provided fodder for the digital rumor mill to churn. This had led to the completely erroneous misperception that 10Gbps is the end of the line for copper balanced twisted-pair media and network equipment. The fact is that the extended time to market can be explained by the recent economic recession and the desire to integrate significant power efficiency enhancements into this new technology.

These challenges have been overcome and all indicators are that adoption of 10Gbps solutions is poised to take off in 2012. This paper presents the truths behind the myths surrounding 10Gbps and the future of copper twisted-pair Ethernet applications.

10Gbps network equipment is available and deployment rates are increasing. Although initially hampered by power-hungry implementations, today’s chip technology that delivers the 10Gbps bit stream (also called a “Phy”) capitalizes on an advanced 40nm lithography manufacturing process, which cuts power use, board size, and cost. As a result, significant adoption of 10Gbps technology is expected to begin in 2012.

During this year, at least 20 new platforms (e.g., switches, servers and NICs) using 10Gbps Phy devices are expected to have broad market availability. In addition, a new market research report issued by the Linley Group forecasts over 2.7 million ports of 10Gbps Phys to ship in 2012—a sharp rise from the 182,000 ports counted as shipped in 2011.

The trend lines shown in Figure 1 depict the Linley Group’s forecast for several different types of 10 Gbps Ethernet applications over the next few years. Note that 10Gbps is expected to achieve a dominant market position in 2014. The adoption rates forecasted are consistent with the historical Ethernet adoption profile whereby optical networking interfaces initially precede copper interfaces, but copper port counts greatly outnumber optical port counts soon thereafter.

10Gbps and copper balanced twisted-pair cabling offer unique benefits compared to other 10 Gbps Ethernet solutions. With cost and power dissipation significantly reduced with the newer 40nm PHY devices, and further reductions enabled by 28nm devices expected in 2013, data centre managers can now capitalize on the fundamental advantages offered by 10Gbps-T technology that include:

- The ability to interoperate with legacy slower-speed Ethernet technologies through the function of auto negotiation
- The ease of deploying a copper balanced twisted-pair cabling system and the use of familiar cabling and connector interfaces
- The flexibility of 100-meter, 4-connector structured cabling topologies to support additions, moves, and changes in LAN and data Centre environments, and
- The ability to deliver Power over Ethernet (PoE and PoE Plus)

Read More
Expert Panel Discussion: 10Gbps Advancements to Reduce Energy Consumption in Data Centres.

VIDEO: Expert Panel Discussion: 10Gbps Advancements to Reduce Energy Consumption in Data Centres.
The National Composites Centre

Siemon brings material benefits to the NCC.

When The National Composites Centre (NCC) opened in summer 2011 it marked the fruition of a project that began 20 months earlier with the publication of the government’s UK Composites Strategy and has resulted in one of the UK’s most energy efficient research establishments.

Product analysis

Composites are created by combining two or more materials to make a new one with better properties. They are often used as a way to reduce carbon emissions in products. Peter Chivers, the NCC’s chief executive, explains, “Put simply, composites are lighter than metals and are useful in any situation which involves making products that move. Saving weight means using less energy and less energy means lower CO2 emissions and a reduction in the operating costs.”

Green thinking

One of the primary construction objectives was to use the latest energy efficient systems and renewable technologies. The building was constructed to a ‘BREEAM Excellent’ environmental rating, and is one of the first industrial buildings in the UK to achieve this prestigious environmental standard.

In this environment shielding was paramount - Siemon’s CAT 6A Z-MAX solution was perfect for the job.
The National Composites Centre (NCC) is home to a variety of companies developing technologies for composite products. When it needed a state-of-the-art network infrastructure to help achieve its energy efficiency objectives it called on Siemon to configure the perfect solution.

“The converged IP network carries all of the data for the facility and is the backbone of our building management system (BMS). Undertaking extensive research, we were very impressed with Siemon’s range of products, particularly its shielded options.”

Siemon brings material benefits to the National Composites Centre...
Pitstop

Welcome to Siemon’s new channel update, highlighting our wide range of commodity products, suitable for your everyday project needs.

Each contractor pit stop will focus on a different family of products from the Siemon catalogue, from copper to fibre, panels to racks, and cable management tools and testers.

Siemon’s commodity products complement our entire product range, increasing your choice when it comes to cabling and containment decisions.
VersaPOD vs V600

Siemon's VersaPOD™ cabinets are developed to support deeper networking, server and SAN equipment.

- **Space Savings** - Two bayed VersaPOD data centre cabinets provide an additional 40U of space vs standard data centre cabinets.
- **Zero-U Cable Management** - High-capacity horizontal cable managers and end-of-row vertical patch panels allowing higher density, scalability and better design options.
- **Flexible Side Panels and Doors** - Standalone cabinets or end units, side panels can be removed for full side access. Innovative dual and quad hinged door design allows opening from left or right and can easily be removed allowing direct access to vertical patching panels and cable management.
- **Perforated Doors** - 71% airflow ensures optimum hot aisle/cold aisle circulation, critical to energy-efficient data centre cooling.
- **Cable Access** - Cable access openings in the top panel and a completely open base, enables maximum air flow and routing of cabling into or out of raised floor or overhead pathway systems.

VersaPOD

Siemon’s V600 data centre cabinet provides a robust, cost-effective enclosure solution that is ideal for use in conjunction with VersaPOD data centre cabinets.

- **Perforated Doors** - Contoured high density perforated door provides 6,503cm² (1,008 sq in.) total open area exceeding major IT equipment air flow requirements.
- **Enhanced Side Access** - Split level side panels provide convenient access to installed equipment.
- **Flexible Mounting Options** - Depth adjustable 19 in. Vertical mounting rails in 5mm (0.2 in.) increments.
- **Full Accessibility Doors** - Quick release, field reversible single piece front and split rear doors.
- **Lightweight Stability** - Design provides an extremely stable, high-capacity cabinet without excessive weight.
- **VersaPOD Compatible** - Design allows compatibility with VersaPOD Thermal management options from brush guards and exhaust fans to chimneys and rear door heat exchangers.

<table>
<thead>
<tr>
<th>Environments</th>
<th>High Density Data Centres</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>VersaPOD</strong></td>
<td></td>
</tr>
<tr>
<td><strong>U Space</strong></td>
<td>45U</td>
</tr>
<tr>
<td><strong>Width</strong></td>
<td>762mm</td>
</tr>
<tr>
<td><strong>Depth</strong></td>
<td>1000mm &amp; 1200mm</td>
</tr>
<tr>
<td><strong>Colour</strong></td>
<td>Black</td>
</tr>
<tr>
<td><strong>Load Rating</strong></td>
<td>1000Kgs</td>
</tr>
<tr>
<td><strong>Base Type</strong></td>
<td>Open</td>
</tr>
<tr>
<td><strong>Zero-U Patching</strong></td>
<td>Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Environments</th>
<th>Data Centres &amp; Telecommunication rooms</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>V600</strong></td>
<td></td>
</tr>
<tr>
<td><strong>U Space</strong></td>
<td>45U</td>
</tr>
<tr>
<td><strong>Width</strong></td>
<td>600mm</td>
</tr>
<tr>
<td><strong>Depth</strong></td>
<td>1000mm &amp; 1200mm</td>
</tr>
<tr>
<td><strong>Colour</strong></td>
<td>Black</td>
</tr>
<tr>
<td><strong>Load Rating</strong></td>
<td>907Kgs</td>
</tr>
<tr>
<td><strong>Base Type</strong></td>
<td>Open</td>
</tr>
<tr>
<td><strong>Zero-U Patching</strong></td>
<td>No</td>
</tr>
</tbody>
</table>

Read More
What do the world’s leading companies have in common?

They rely on Siemon for their Network Infrastructure and Performance

Featured Case Studies from across the globe split by product solutions and vertical markets

Click to visit these case studies