

# Case Study

## Heron Foods

<b>Customer</b>	Heron Foods
<b>Location</b>	North of England and Midlands
<b>Requirements</b>	A fast and reliable network
<b>Equipment</b>	Excel Cat 5e and 9U wall cabinets

### Customer's View

*To move our business forward in line with our continued plans for growth and expansion we needed a network in place that was capable of offering a fast, reliable and efficient service. With our new Excel system in place we can be certain that our customer's experience of Heron Foods is not just a good one but a great one. With the added comfort of knowing that the products installed are covered by a 25 year warranty I am confident that the new infrastructure will remain a factor in assisting the company's development.*

**David Idle, Head of IT, Heron Foods**



### The Requirement

Heron Foods are a family owned food retailer based in the East Riding of Yorkshire dedicated to bringing customers the very best value in frozen, chilled and grocery products.

The first Heron Foods store opened in Hull in 1979. The business now operates from 238 stores, trading throughout the North of England and the Midlands.

In 2009 Heron Foods moved away from their cold store and warehouse operation in West Hull to a purpose built facility measuring 270,000 square feet at Melton in East Yorkshire, which was designed to enable the company to expand the number of stores it operates out of.

To bring the stores in line with the changes that had been made at head office Heron foods decided to embark on a program to upgrade the Epos till systems at all of its stores. It soon became apparent that the existing infrastructure was not sufficient to run the new systems needed.

### Sourcing a Partner

Formed in 1997 to provide network and cabling services to financial institutions, Conceptunet is a leading UK designer and installer of IT networks for all industries. Conceptunet's mission is to make life easier for IT-based enterprises, by ensuring that vital data infrastructures are efficient, robust, unobtrusive and problem-free.

Conceptunet was chosen by Heron Foods due to its philosophy of quality counts and its careful management and flexible approach when working on projects. As a result of these key factors Conceptunets customers can experience great customer service, delivery to meet deadlines and an end product which is second to none.

### The Right Product

Conceptunet decided to use the Excel product range for this large project. Excel structured cabling products constitute an end-to-end solution where performance and ease of Installation are prerequisites. With an emphasis on compatibility and standards compliance 'from cable to cabinet', reliability and product availability, Excel is the complete trusted solution.

The Excel brand is owned and distributed by Mayflex. Mayflex leads the way in the distribution of Converged IP Solutions. Conceptunet already had an established relationship with Mayflex and with the additional recognition of being an accredited Excel Cabling Partner (ECP); this influenced their decision to go with an Excel solution.

Furthermore as the project was completed by an ECP the system installed is covered by a 25 year product and application warranty, offering security and peace of mind for Heron Foods.

Currently Excel is the second largest supplier of copper cabling systems according to the BSRIA 2013 Structured Cabling Report for the UK.

Excel products are also Delta verified. Excel has invested in such test and verification programmes for over 10 years, Third party verifications are seen as an independent tick in the box,. As well as testing the component and channel, the manufacturing facilities are visited for spot checks to ensure the consistent quality in the manufacturing process.

## Design and Installation

The project being rolled out over the 238 stores incorporated 4500 outlets, Excel Category 5e U/UTP cable and 9U wall mounted cabinets. Excel solid conductor Category 5e is an independently verified 4 pair UTP cable which conforms to the enhanced performance Category 5 specification, it is both Category 5e and power sum compliant and is tested for FEXT and Return loss. It is designed to support Gigabit Ethernet. The cabling was installed in a number of locations, throughout each store, back office, till areas and where an ATM was located.

The cabling was then run back into a 9U cabinet. 238 wall cabinets were installed, one for each branch, with the remainder for Heron's headquarters. Excel wall mounted enclosures are designed for the installation of both cabling and equipment and are ideal for use across a range of applications including local area networking (LAN) cabling and hardware and the housing of security, audio and visual equipment. Features such as quick release doors and side panels, fully adjustable front and rear profiles and above average access through either the top or base of the cabinet make the product extremely flexible and easy to install cables and equipment in to.

The mounting hardware chosen for the job was the Excel office range. The Excel office range brings style and enhanced aesthetics to any Excel installation, thanks to its curved plate finish and built in labelling fields. The range is available in Office White or Charcoal Grey. These two colour options permit the assembly of the telecommunication outlets to contrast with the wall finish if required to comply with the Equality Act 2010 and Part M of the Building Regulations.

The entire project had to be rolled out and completed within a 6 month period across a wide geographic region. Heron Foods needed their stores to be running on the newly installed system as quickly as possible. Products were consistently delivered by Mayflex to site as and when required by Conceptunet to ensure that this tight schedule was kept to.

## The Result

Staff at Heron Foods can be confident that their customers can now experience a faster and more efficient shopping experience no matter which store they visit.

"This was a challenging project for Conceptunet to undertake, working closely with Mayflex and utilising our project management skills we completed the project on time with the minimum amount of fuss. All in all, another successful Excel installation for us."

**Dan Taylor, Sales Manager, Conceptunet**



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