

The logo for AutoTrader, featuring a stylized red and blue icon to the left of the text "AutoTrader".

## Case study

# Auto Trader

**Location** Runcorn, UK

**Size** Server cabinets, copper and fibre cabling interlinks, rack mounted PDU's, cabling containment system

**Duration** 4 weeks

### About

**Auto Trader is the UK and Ireland's largest digital automotive marketplace. The company sits at the heart of the UK's vehicle buying process and its primary activity is to help vehicle retailers compete effectively on the marketplace in order to sell more vehicles, faster. Auto Trader listed on the London Stock Exchange in March 2015 and is now a member of the FTSE 250 Index.**



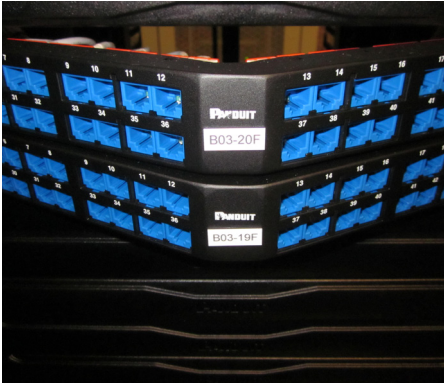
### The brief

The company required a refit of their data centre facility to replace its existing infrastructure and install the latest technology to support the digital growth of the business and increased use of their online service.

Sudlows were appointed to install Panduit Net-Access N-Type and S-Type server cabinets with rack mounted Power Distribution Units (PDU's), an overhead fibre optic cabling containment system, a copper structured cabling system and fibre cabling cabinet interlinks.

## The Project

Sudlows installed a comprehensive earth bonding system for the new server cabinets and cold aisle containment system which also included flush mounted floor grommets below each cabinet to provide access for the rack mounted PDU cabling.



The rack mounted PDU's includes aggregate and remote power monitoring, low profile breakers to prevent obstruction in the back of each cabinet and environmental sensors to monitor the temperature, humidity and airflow in the cabinets.

The Panduit fibre optic cabling containment system is mounted above the top of the server cabinets using fittings and brackets designed to segregate, route and protect the fibre optic and high-performance copper cabling.

Hinged channel covers easily and fully encloses the channel to protect the cabling and provides easy access to add or remove cables. The 4x4 hinged and split hinged channel covers stay open between 30° and 90° to allow cable access even in height restricted areas.

Split fitting covers allows cable to be laid in without removing the fitting covers which are also designed to prevent cables from coming out of the channel as cable is pulled through.

The overhead system is designed and installed to protect cabling and provide fast and easy access for future cabling moves, adds and changes.

**Andy Hanlon, Enterprise Services Director at Sudlows, said:**

“This project shows the benefits of the knowledge and understanding our teams have of the latest technology on the market.

“We have provided Auto Trader with a replicable, high quality infrastructure that will serve the needs of their business in the coming years.”

### Key Components

- 576 x Panduit Copper Cat5e Cabling interlinks
- 4 x 24 core and 12 x 48 core Panduit Optical Fibre Cabling interlinks
- 12 x Server/Storage Cabinets
- Overhead Fibre Optic Cabling Containment System
- Rack Mounted PDU's

## Conclusion

The solution specifies the latest technology from Panduit to provide easy access and an efficient cabinet system for Auto Trader to migrate their existing critical infrastructure within this facility.

The project design ensures Auto Trader has a system that can be replicated across its other facilities while offering the flexibility to move, add and change existing cabling structures.

**Paul Stephenson, Data Centre Manager at Auto Trader, said:**

“With their ability to supply and install a comprehensive system for our new infrastructure needs, Sudlows have proved themselves to be the perfect partner to deliver our specified requirements.”



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