

CASE STUDY PUBLISHING



Simon & Schuster

The publishing arm of entertainment giant Viacom, Simon & Schuster is the largest English language, educational, and computer book publisher in the world. The company has a significant presence in consumer, business, reference, and professional markets in 150 countries. To keep its enviable market position, Simon & Schuster realized that it must keep pace with emerging technologies, such as personal computers and computer networks, multimedia applications, graphics, and CD-ROM technology. To fully take advantage of these technological breakthroughs, Simon & Schuster decided to change its cabling infrastructure from copper to fiber.

BUSINESS REQUIREMENTS

Simon & Schuster wanted to use its network for normal business functions – such as file management, printing, and e-mail – that are handled by mainframes, numerous midrange computers, and local servers. More importantly, however, the company wanted to use its network to run all applications related to publishing: editing, marketing, production, imaging, and digital archiving.



Fiber cabling gives Simon & Schuster the capability to provide publishing on demand.



Simon & Schuster's Data Center in Old Tappan, N.J.

WHY FIBER?

Several factors prompted network managers to implement an all-fiber infrastructure at Simon & Schuster. They wanted to be sure that their network was future-proofed against bandwidth bottlenecks. Com Con, Inc. of Patterson, NY, explained how fiber-to-the-desk would help the company plan for applications that go beyond Category 5 copper specs in the future. A member of the Corning Cable Systems LANscape® Extended Warranty Program, Com Con has been in the cabling business for thirteen years, and in that time the company has become a strong proponent of fiber optic cable. In addition, Com Con educated the publisher on the benefits of fiber in long cabling runs. Distances between server rooms and hubs at Simon & Schuster's various sites average 200 meters. Category 5 copper cannot extend beyond 100 meters from a wiring closet, but multimode fiber can easily cover up to 300 meters as specified in the ANSI/TIA/EIA Centralized Optical Fiber Cabling Guidelines (TSB-72).

CASE STUDY PUBLISHING



Fiber Cabling Solutions for Premises Networks

Simon & Schuster

SOLUTIONS

Simon & Schuster enlisted the expertise of Com Con to install an extensive network cabling upgrade at sites throughout the United States – New York, New Jersey, Connecticut, Indiana, California, and Massachusetts.

For the building backbone, Com Con connected a single server room to numerous hubs in each Simon & Schuster facility with Corning Cable Systems' MIC® cable containing 60 strands of Corning 62.5/125 micron multimode optical fiber and 12 strands of Corning single-mode fiber. Backbones, which are configured in star topologies, operate using FDDI and Fast Ethernet network protocols and utilize switched ethernet and 10BaseT hubs. Corning Cable Systems' quick-mount UniCam® connectors were used to terminate the fiber runs throughout the facilities.

In addition, both Category 5 cable and high-capacity, fiber-to-the-desk networks were installed at four of Simon & Schuster's main publishing locations and one of its warehouses.



One of many multimedia workstations at Simon & Schuster where fiber runs to the desktop.

At these locations where Simon & Schuster holds long-term leases, Corning Cable Systems' MIC cable containing four strands of Corning 62.5/125 micron multimode fiber was used in conjunction with copper cable to link more than 8,000 workstations.

CONCLUSION:

The new infrastructure that Com Con created not only meets Simon & Schuster's current high bandwidth requirements, but it will easily accommodate future growth. John Murphy, the Director of Networking Services for Simon & Schuster, credits the optical fiber infrastructure with keeping Simon & Schuster at the industry's cutting edge for using technology to publish smarter, faster and more efficiently. "We couldn't have a network without the fiber backbone," he said. The fiber network will allow Simon & Schuster to do in the future, as Murphy confidently responded, "Anything we want to do."



John Murphy, Director of Networking Services, in Simon & Schuster's Old Tappan Command Center

CORNING

Cable Systems

Corning Cable Systems LLC • PO Box 489 • Hickory, NC 28603-0489 USA • 1-800-743-2675
FAX: 828-327-5973 • International: 828-327-5000 <http://www.corning.com/cablesystems> • Corning Cable Systems reserves the right to improve, enhance, and modify the features and specifications of Corning Cable Systems' products without prior notification. MIC, UniCam, and LANscape are registered trademarks of Corning Cable Systems Brands, Inc. All other trademarks are the properties of their respective owners. © 1998, 2000 Corning Cable Systems. All Rights Reserved. Printed in USA.
LAN-64 / June 2000 / 5M