

# Perfect World needs “perfect” network cabling system

## Customer

Perfect World Co., Ltd.

## Country

Beijing

In recent years, more and more powerful group enterprises have moved into brand-new intelligent and green office buildings, including Alibaba Wangjing Greenland office building, Tencent Beijing headquarters office building, JD.COM office building, and other large-scale projects of many large internet firms. On one hand, this helps meet enterprises’ needs to rapidly develop their businesses; on the other, it answers the state’s call to realize green energy conservation and environmental protection.

Which company provided the network cabling system for the office buildings of these large internet enterprises? CommsScope, one of the world’s leading providers of integrated cabling solutions.

In 2021, Perfect World Co., Ltd., a famous domestic game company, will officially settle in the west area of Zhongguancun



Electronic City of Beijing’s Chaoyang District. The project it joined—the E5 Phase III R&D Center—is aimed at high-end quality, and is a top-quality scientific research office building in the area. It is, therefore, no surprise that the important task of building the cabling system in this office building fell to CommsScope.

## Perfect World embarks on a new journey

From landing on the NASDAQ in the United States in 2007, to privatization in 2015, and then officially returning to the

domestic A-share market in 2016, Perfect World completed the comprehensive restructuring of its listing system of film and game business. Perfect World, which has three business segments—Perfect World Pictures, Perfect World Games and Perfect World E-sports—has become the largest film and game complex in China. Eight times from 2011 to 2019, Perfect World has been recognized as one of the top 30 Chinese cultural enterprises.

Driven by supply-side structural reform and the strategy of industrial structure adjustment, optimization and upgrading in

the Chaoyang District of China, Perfect World will soon settle in the west area of Zhongguancun Electronic City, Chaoyang District, Beijing. The E5 Phase III R&D Center project in which the company plans to settle has been created based on the regional headquarters of Fortune Global 500 enterprises. It consists of four buildings: 3A and 3B are both R&D main buildings of 80 meters high, including 19 floors above ground and three floors underground; 3C is a four-story R&D service building that mainly provides conference and catering facilities; and 3D is a four-story R&D office building with reserved laboratories. The whole project covers 40,307 square meters and a construction area of 141,869 square meters. The area provides 955 parking spaces for motor vehicles, and about 100 groups of charging piles. The mezzanine is equipped with a special parking garage for non-motor vehicles. The whole building focuses on energy conservation and environmental protection in design, and is committed to creating a green and ecological office environment.

## Perfect network needs a perfect solution provider

For the future R&D center and headquarters office building, Perfect World certainly hopes the new office buildings and facilities will be “perfect.”

From the perspective of supporting business development, the network infrastructure of this project is of vital importance, because both the game business and the film business need stable, high-speed and flexible networks. From the perspective of responding to the government’s requirement for “energy saving and environmental protection, creating a green ecological office environment,” a perfect fit between “stable and high speed” and “energy saving and environmental protection” is required for the project design and construction. Therefore, Perfect World hoped the best quality copper cable and optical cable solutions would be provided by reputable suppliers, and that the network cabling system would be installed by integrators who have reliable service quality and professional technology and are capable of completing large-scale and high-level installation.

After many considerations and comparisons, Perfect World finally chose CommScope’s copper cable and optical cable network cabling solution. CommScope has perfectly built the integrated network cabling system for the headquarters office

buildings of many large internet enterprises in China, and their high-quality solutions and professional services have won a good reputation in the industry.

## Perfect balance between the business stability and energy conservation and environmental protection

To achieve the expected business goals, Perfect World’s first challenge is stability and high speed. Perfect World has deployed more than 13,000 information points in this project, and most of them need high-speed, stable networks to better support the company’s various businesses. Especially in R&D centers, the requirements for network transmission speed and stability are more stringent.

To fully meet the project’s business needs, the CommScope Category 6 unshielded copper cabling system was selected for the main office network. The advantage of this system is that it has ultra-high performance margin and can support the stable operation of gigabit Ethernet within a distance of 100 meters with six connections. In the R&D center, the CommScope Category 6A shielded copper cabling system was selected—supporting the stable operation of 10 gigabit Ethernet within a distance of 100 meters with four connections.

In addition, CommScope has adopted advanced modular fiber panels and a singlemode fiber cabling system throughout the project. The panel supports 72-core LC density in 1U rack space. The higher optical fiber density ensures sufficient redundancy while meeting users’ needs, which can help customers cope with future network expansion and upgrades. As a backbone data channel, singlemode fiber-optic cable can help customers build a backbone network with high bandwidth, high speed and high stability. The fiber cabling system also supports seamless upgrades to an MPO preterminated fiber connection system.

Perfect World’s second challenge is to meet the demand of “energy saving and environmental protection.” All subsystems in the whole project, including the network system, have requirements for energy saving and emission reduction. Then, supporting stable and high-speed network operation on the basis of low energy consumption is a key factor when measuring the project’s success. All cables provided by CommScope, including copper cables and optical cables, adopt a low-smoke zero-halogen (LSZH) outer sheath conforming to

the IEC60332 standard, which can meet the requirements of customers for fire prevention. It is particularly worth mentioning that all copper cabling systems can support PoE power supply according to the latest IEEE 802.3bt by virtue of excellent cable and connector impedance matching technology, thus perfectly meeting the dual requirements of “stable and high speed” and “green energy saving” of user networks.

## A perfect project benefits from the perfect cooperation between the supply and demand sides

CommScope perfectly meets the dual requirements of “stability, high speed” and “energy saving and environmental protection” proposed by Perfect World. It also fully meets the current business needs of Perfect World with high-quality network services, and provides space for future upgrade and expansion. The basis of successful cooperation between the two sides lies in that CommScope provides a high-quality cabling system on the basis of its detailed understanding of Perfect World’s need for a high-quality network.

As the implementation of the project took place during the COVID-19 outbreak, the production, logistics, implementation and installation were greatly affected. However, thanks to the efficient communication and unremitting efforts of all parties, the whole project was able to be successfully implemented. Also, the professional pre-sales, installation and after-sales services provided by CommScope have been affirmed by users throughout the project, which is also key for successfully promoting the project.

Perfect World needs a perfect network cabling system, which is inseparable from CommScope, which can provide perfect solutions and services.

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