



NVT Phybridge and TelaID Help A Specialty Retailer Deploy IP Surveillance Using Modern LAN Principles

Making the transition from analog to IP is both appealing and beneficial, but deployment isn't always a simple, turnkey effort. See how one major specialty retailer achieved a simple, secure and cost-effective upgrade to full IP video coverage thanks to technology partners, NVT Phybridge and TelaID.

THE PROBLEM

The benefits of transitioning to IP devices from analog are evident for most retailers. However, things can get challenging and expensive quickly when it comes to deploying the infrastructure required to support new IP equipment. One internationally known specialty retailer wanted to outfit a large warehouse with new IP surveillance technology but lacked the enormous budget to completely overhaul infrastructure.

One specific challenge was the cable required to support these devices. Considering the 328 ft reach limitation of standard PoE switches, the cost of outfitting this half-a-million square foot facility with traditional power and cabling infrastructure would have been exorbitant. Currently the space was outfitted with only three touchpoints. The retailer engaged long-time technology integrator partner, TelaID to help them evaluate their options.

THE SOLUTION

After assessing the customer's digital transformation objectives and challenges, TelaID reached out to NVT Phybridge, a global leader in power over long reach ethernet. Given the customer's challenges, NVT Phybridge recommended a fundamental change

in approach using Modern LAN principles. Modern LAN principle number one suggests first considering the unique needs of the physical endpoint to then determine the best supporting infrastructure topology. After evaluating the customer's environment, TelaID decided that the customer would achieve the best results by leveraging their existing and proven Coax-based infrastructure to support the new IP surveillance system. TelaID evaluated the award-winning CLEER24 (Coax Leveraged Ethernet Extended Reach) solution. The CLEER24 managed switch transmits data and PoE over any new or existing Coax-based infrastructure with up to 6,000 ft (1,830 m) reach capabilities – 18 times the reach of standard PoE switches. After testing the solution, TelaID found CLEER24 to be effective, affordable and high performance. They recommended the solution to the client on that basis. The retailer agreed that Modern LAN methodologies would provide the best results and was excited about the cost savings associated with running less cable, reduced labor requirements and eliminating the need for several intermediate servers.

THE RESULTS

Not only was the installation time reduced by half, the project cost reduced by 30 percent, and time to go-live was accelerated, but the customer also discovered other applications for the CLEER24 solution in their stores. By leveraging the existing Coax-based infrastructure with the extended reach capabilities of the CLEER24 solution, TelaID was able to reduce network complexity and maximize network security. The retailer needed to purchase much less equipment to support the new IP surveillance system. Thanks to TelaID and Modern LAN design, the customer was able to successfully transition from analog to IP surveillance in their distribution centers, establishing a simple, secure and cost-effective IP platform for a

fraction of the cost that would have been involved with the traditional approach to network design. The customer was completely satisfied with their modernization to IP surveillance. By leveraging Modern LAN design, the customer was able to maintain a physically separate infrastructure for the surveillance network, ensuring the security and performance of the core business network.

The new surveillance system provides the security team with higher resolution images for better recognition capabilities. Thanks to the CLEER24's long reach capabilities, the customer was able to deploy new IP cameras outside the perimeter of the building. Features such as motion detection and low light visibility provide the security team with increased intelligence and better recognition of license plate numbers.

The customer was also excited to learn about the more advanced capabilities of the CLEER24 solution:

- Daisy-chain multiple switches together for power redundancy, ensuring the power supplies can be hot-swapped without impacting the network
- Ensure network security by locking ports once the network is established
- Further reduce labor and service costs with remote management capabilities

Thousands of end-users around the world have already used Modern LAN design principles and NVT Phybridge technology to achieve their digital transformation objectives. Consider some of the applications.

Powering special events

Power over long reach ethernet extends PoE connection to outdoor environments to empower associates with in-house technology outside the building. This accommodates events like sidewalk sales, tent sales and other seasonal shopping events.

Providing coverage in parking lots

Unfortunately, parking lots can be the site of violence, robberies or other bad experiences for the customer. Video coverage of parking lots is increasingly critical and now possible with NTV Phybridge.

Extending to outdoor sales areas

For stores that sell outdoor wares, furniture, plants and gardening materials, power over long reach ethernet solutions can extend visibility though IP cameras and/or check-out capabilities to outdoor areas.

Extending to remote facilities

This solution can power areas like security outposts, storage areas, outdoor seating areas or other contiguous spaces.

Together, Telaid and NVT Phybridge continue to support enterprises as they modernize to IP and the Internet of Things, using industry leading design methodologies to reduce infrastructure costs, accelerate deployment times, eliminate business disruption and enhance cyber-security.

ABOUT NVT PHYBRIDGE

NVT Phybridge is the leader in Power over Long Reach Ethernet (PoLRE), using Modern LAN principles and SmartPathPoE™ technology to make IP connections simple, secure, and cost-effective. Our award-winning CHARIoT series of PoE switches helps customers modernize to an IP-based network, transforming existing or new infrastructure into an IP path with power. Visit www.nvtphybridge.com

ABOUT TELAID

A trusted technology integrator for more than 35 years, Telaid reduces time, task, cost and risk associated with complex technology deployments. Telaid makes IT simple with rapid rollouts, product lifecycle management and managed IT services so you can make the most of your technology assets from cradle to grave. Telaid deals with all the technologies in your business, from wireless to physical security solutions, infrastructure and cabling to emerging IoT and analytics. Supplement your IT team with an experienced, capable resource that helps you advance your business objectives.

Telaid can handle your complex, enterprise rollouts.

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