

Europe | London | Retail

## Quintain Puts Wembley Park on the Map



### Challenge

- strategy: to increase income generated from investments
- execution: Wembley Park, a mixed-use development in London
- London Designer Outlet, part of Wembley Park, important to strategic success
- robust infrastructure needed to support systems and accommodate growth as development expanded

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### Solution

- IP-integrated system as backbone for all systems linked to development
- WiFi solution for shoppers, tenants, and advertising
- connectivity for entire development
- latest technology used to ensure capacity for growth

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### Result

- ability to monitor information from all systems connected to development
- flexibility to view information from anywhere
- supports complex platform used to measure footfall
- new systems can be built in rather than bolted on as Wembley Park progresses

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**'Dimension Data's proven pedigree in retail and mixed-use** made it an obvious choice to **deliver the IT and security solution for London Designer Outlet.** We have found the Dimension Data team to be **extremely proactive** and their **professionalism led to delivery of an excellent technical solution for the project.'**

James Saunders – Director, Quintain Estates

### Challenge

## Wembley Park: putting a new neighbourhood on the map

Transforming 85 acres of industrial warehousing into a vibrant, new neighbourhood is the ambitious idea of Quintain, a London-based property and investment business. With Wembley Park, a mixed-use development, Quintain aims to 'put a dynamic new neighbourhood onto the map of London'. The development is a flagship for Quintain, which will retain and run many of the assets it's building, making this development key to its strategy of increasing income.

Wembley is home to the globally iconic Wembley Stadium and Wembley Arena, both of which attract millions of visitors a year. Quintain's development will create a 'vibrant destination for every day of the year' by offering new attractions in the area, as well as 5,000 new homes. The first phase of the development entailed building a Hilton hotel, an apartment block for student accommodation, and 500 homes, and renovating Wembley Arena. Quintain then moved on to building London Designer Outlet. As the first outlet centre in London, this designer shopping destination has 70 outlets, a Cineworld complex, and a variety of restaurants.

## Infrastructure design for London Designer Outlet

For Quintain, the success of London Designer Outlet relies on attracting the right retail tenants as well as a strong stream of visitors throughout the year. To ensure the comfort and safety of everyone in the building, and to maximise its return on its investment, Quintain needs up-to-date information about every aspect of the building, from security cameras to data from its building management system.

It also relies on accurate records of the number of people who visit, where they go, and when they leave. This information is used to bill its retail tenants as well as to make decisions about the tenant mix.

Crucial to the performance of these systems was a robust infrastructure, one that would also be able to support additional systems as the Wembley Park development expanded.

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### Solution

## Integrated solution for mixed-use development

Quintain was eager to realise the benefits of IP connectivity and, after issuing a request for proposal, selected Dimension Data's solution for a common networked system. The structured cabling system would be the backbone for all systems over the entire development. Information from the security systems and building management system for the hotel, apartment building, and retail outlets, would be carried across a common network.

Recognising the benefits of the Dimension Data proposal, main contractors John Sisk & Sons made the decision to procure the solution directly from Dimension Data, rather than sub-contracting via a third party mechanical and electrical contractor, a practice that's been often the norm in UK construction.

Dimension Data installed Cisco wired, Cisco wireless, Cisco security and Cisco CCTV components. This solution gives London Designer outlet a fully secured and integrated common network system onto which it can easily roll out other IP partner systems in the future, in addition to the already deployed fully IP based CCTV, public wireless, building management, lighting control, footfall, general data and digital signage systems.

Some key benefits of deploying a fully integrated Cisco physical security solution include:

- reduced maintenance costs
- lower storage requirements
- fewer servers
- improved video quality
- ability to unify the CCTV system with other security systems, such as alarm detection and access control
- reduction in false alarms in areas covered by video surveillance cameras, as security personnel can view the associated video in real time
- improved security

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### Result

## Reliable systems, reliable information

With a robust cabling infrastructure, Quintain is able to monitor information from all systems connected to London Designer Outlet, from security, power and water usage, to access control and footfall.

The IP configuration gives Quintain the flexibility of being able to view information from anywhere – monitoring water usage in the building from the security control room in another building, for example.

After opening its doors in October 2013, London Designer Outlet attracted 200,000 people in 10 days. The cabling backbone supports the complex platform used to measure footfall throughout the building, both at the entrance thresholds and at each of the stores, so that Quintain can bill its tenants accurately and measure the success of its marketing efforts in attracting people to the outlet.

## Ready for the next phase

Most importantly, by opting for a solution backed by the best available technology, Quintain has a common network infrastructure that will allow new systems to be built into the solution, rather than bolted on. With 6 million square feet of construction still to be completed, Quintain will be able to easily add new systems to the network and incorporate multiple technologies as Wembley Park progresses to becoming a lifestyle destination

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## Services overview

- design and implementation of cable infrastructure (10 gigabit Category 6A)
- Cisco Active Network Abstraction
- WiFi installation
- consulting services
- professional services: solution design; project management