DOOSAN BOBCAT EMEA

MANUFACTURING

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The new Doosan Bobcat EMEA headquarters cannot do without first-class network connectivity

"Soitron's offer was the best in terms of the technological solution, and based on our previous experience we already knew the company as a trustworthy partner that was able to meet our demanding requirements for networking and videoconferencing technologies in the new building."

Jaroslav Hlaváček
Doosan Bobcat EMEA, EMEA
Infrastructure Manager

1. REQUIREMENTS

- Design and implement a **LAN network infrastructure in the newly-built headquarters** of Doosan Bobcat, a manufacturer of compact construction machines
- Connect the headquarters with existing buildings
- Build **Wi-Fi connectivity** for the entire campus
- Equip conference rooms and the auditorium in the new headquarters building with **state-of-the-art audio and video equipment**

2. SOLUTION

- Connect the new headquarters with **10 GB fibre optic routes**
- Design and implement a LAN infrastructure based on **Cisco technologies** with 720 gigabit ports with PoE support
- Provide **Wi-Fi signal** coverage for the building and the entire campus
- Deploy Cisco Prime Infrastructure software for more effective **infrastructure management**
- Equip twenty-six conference rooms and the multi-purpose auditorium with **audio and video technology** and a **room booking system**

3. RESULTS AND BENEFITS

- The headquarters is equipped with **modern, fast, and reliable** network connectivity
- The infrastructure has been put in place to ensure **teleconferencing** and the **high productivity** of people in their day-to-day work
- There is a simplified **network management**
- There is a **future-proof solution** ready to transition to Cisco DNA
- There are highly presentable and modern meeting rooms

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The world's largest manufacturer of compact loaders and excavators, Doosan Bobcat, is a household name in the industry. Over some time, the company has built a unique campus in Dobříš, bringing to one place a manufacturing facility, a development and innovation centre, a dealer training centre (the Bobcat Institute), and the most recent addition – its EMEA regional headquarters.

In 2017, its EMEA headquarters were relocated from Waterloo in Belgium to Dobříš in the Czech Republic, which marked one of the most important milestones in the company's history. Since the end of 2019, the headquarters have been located in a newly-built three-storey building with a built-up area of 1,500 square metres. What makes this building unique is its modern architecture and interior design, as evidenced by the award it received in the Healthy Environment and Sustainability category of the CBRE Art of Space competition and by the technologies provided by Soitron and Cisco.

Requirements and supplier selection

For Doosan Bobcat EMEA, it was important to build a highly reliable broadband LAN at their new headquarters, connect it to networks in existing buildings, and provide stable wireless connectivity across the entire campus. On top of that, the company's management planned to equip all conference rooms in the new headquarters building with state-of-the-art audio and video equipment from the global leader in this technology.

Soitron had previously been involved in the implementation of some other IT projects in Doosan Bobcat EMEA. These included things such as Wi-Fi consolidation and IP telephony centralization. This is why Soitron decided to participate in the tender for the network infrastructure supplier for the new headquarters, eventually winning that tender.

"Soitron's offer was the best in terms of the technological solution, and based on our previous experience we already knew the company as a trustworthy partner that was able to meet our demanding requirements for networking and videoconferencing technologies in the new building," says Jaroslav Hlaváček, EMEA Infrastructure Manager at Doosan Bobcat EMEA.
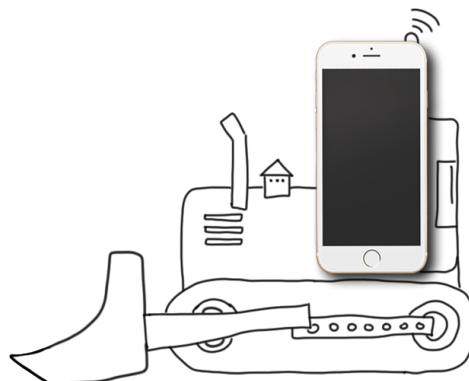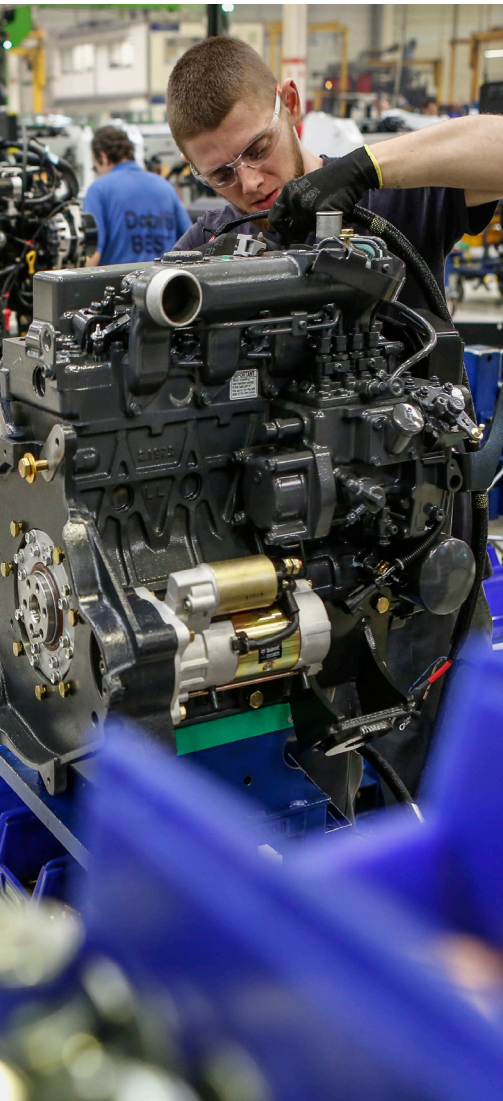
An agile approach

As is often the case with new buildings, the implementation of the network and audio and video technologies had to be coordinated with the work of the construction company. These kinds of projects always test the flexibility and extraordinary commitment of the implementation company, and especially their technical experts. For the project in Dobříš, Soitron was able to fully adapt to the construction schedule, which can often deviate from original plans. An example of such a change in construction was the redesign and extension of the auditorium fourteen days before the construction site handover. However, despite such intense moments, Soitron's technical team demonstrated its agility and the ability to quickly respond to such changes, and they managed to deliver everything on time.

The secret of success

Soitron successfully managed its task. In the space of one month, it connected the new Doosan Bobcat EMEA headquarters building to the other facilities with 10 GB fibre optic routes, it built a LAN network with 720 gigabit ports with PoE support, and it provided Wi-Fi connectivity for the headquarters building as well as for the outdoor areas of the campus. To enable monitoring and management of the whole system, Soitron deployed Cisco Prime Infrastructure software.

In addition to providing network connectivity, Soitron equipped the twenty-six conference rooms of the new Doosan headquarters, including the multifunctional auditorium and the offices of the company's president and vice presidents, with audio and video equipment. For convenience and and intuitive booking, all rooms were equipped with modern touch-screen control panels with one-click automatic connection of the room to a scheduled meeting. *"I find this feature extremely convenient for users. They don't have to deal with the technicalities of how to join the meeting, and they can focus solely on the content,"* says Martina Vyhnálková, Account Manager at Soitron.

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Adam Horník
Soitron, Senior Presales Manager

A superb and undisturbed meeting experience is ensured by audio equipment carefully selected for each of the rooms, which have been acoustically treated by the supplier's experts as part of this phase of the project. This was also recognized by a ten-member expert jury headed by the renowned architect Eva Jiřičná in the CBRE Art of Space competition. Doosan Bobcat EMEA now has impressive and state-of-the-art meeting rooms that meet all user requirements for an effective meeting. It is no longer a problem to share content on screen, invite a remote guest, or book a room for an ad-hoc phone call or a meeting with a customer.

Outcome

Modern, fast, and reliable network connectivity is the key prerequisite for successful cooperation. A versatile video conferencing platform also helped the company to cope with the difficult situation during the pandemic, when travelling was severely restricted. Separate teams could still communicate with each other, regardless of whether the users were in the office

or remotely connected. The investment in high-quality equipment immediately paid off by creating a stable environment that was able to easily handle even these dynamically changing working conditions.

Soitron specialists designed and implemented the network infrastructure as a turnkey project, including the installation of network cables and work desks. At the time of the move, they also provided onsite technical support for end users. *"The key to the successful management of the whole project was the precisely planned logistics and the seamless transitions between individual phases of the project,"* adds Adam Horník, Senior Presales Manager at Soitron, based on his long-term experience. What was also necessary was intensive communication with the developer and their involvement in the construction process from the very beginning.

Now after the implementation, Soitron provides Doosan Bobcat EMEA with technical support. The network management is simplified by Cisco Prime Infrastructure software. The software monitors all wired and wireless connections and services,

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Photo source: Archive of Doosan Bobcat EMEA

allows the monitoring of any configuration changes, and alerts the network manager of any technical issues such as wireless network overlaps or interference.

In addition, the solution is fully Cisco Digital Network Architecture (DNA) ready. Cisco DNA is a concept of software-driven network architecture that simplifies network management and increases its flexibility and security. It helps network admins to configure and manage networks as a whole. This tool is invaluable for any troubleshooting when a quick analysis and identification of the root cause of a problem are required.

An interesting feature of the audio and video technology used in the large auditorium, which opens up to a garden and seats up to two hundred people, is that the space can be partitioned into to two or three smaller meeting rooms. This allows the space to be effectively used for large company-wide gatherings as well as for smaller training sessions throughout the year. Due to its variability, this multi-purpose space meets almost any specific requirements.

The ultimate meeting experience is ensured by large 98-inch displays, ceiling speakers and sets of different microphones (headset, handheld, and ceiling). A look behind the scenes also reveals an audio and video matrix switcher and a powerful video conferencing endpoint. The entire solution can be controlled from a wall panel as well as from a tablet app.

Doosan Bobcat EMEA s.r.o.

A large part of the company's product portfolio is produced at their manufacturing facility in Dobříš, Central Bohemia, where they are also headquartered. From there, the company manages all its operations in Europe, the Middle East, and Africa. In addition to the headquarters and the manufacturing facility, Doosan Bobcat EMEA has a large training and innovation centre in Dobříš. Company manufactures compact construction and agricultural machinery, such as skid steer and track loaders, articulated loaders, mini excavators, telehandlers, and a wide range of more than 130 types of accessories. Doosan Bobcat EMEA is part of the Korean Doosan Group.

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SOITRON, člen skupiny SOITRON Group

Soitron is a Central European integrator operating in the IT market since 1991. The company's philosophy is to constantly move forward, and that is why it is a leader in implementing unique technologies and innovative solutions. It offers its clients products and services in the field of robotization and process automation, cybersecurity, data centres, IoT solutions, IT outsourcing, communication and network solutions, IT support and advisory. Its product portfolio includes smart police car solutions – Mosy and cybersecurity services – VOID Security Operations Center.
Soitron is a part of the Soitron Group and employs more than 800 international experts. The group brings together professional teams in Slovakia, the Czech Republic, Romania, Turkey, Bulgaria, Poland, and the UK.