

## **R&M** "BANK SECRET" SECURITY AND CONTINUITY

Security and continuity are the secret of success at Pictet & Cie in Geneva. These are the virtues that the Swiss private bank will be bringing along to its new headquarters in Acacias, where it will be expanding. For the structured cabling of the building complex with copper and fibre optics only one manufacturer was considered in the end: R&M.

In March 2002, the partners of Pictet & Cie started one of the most ambitious private building projects in Geneva: the construction of a new headquarters for the Pictet group. Meanwhile, the building complex in the Acacias city district is, for the most part, ready to be moved into.

### **The new headquarters in Acacias**

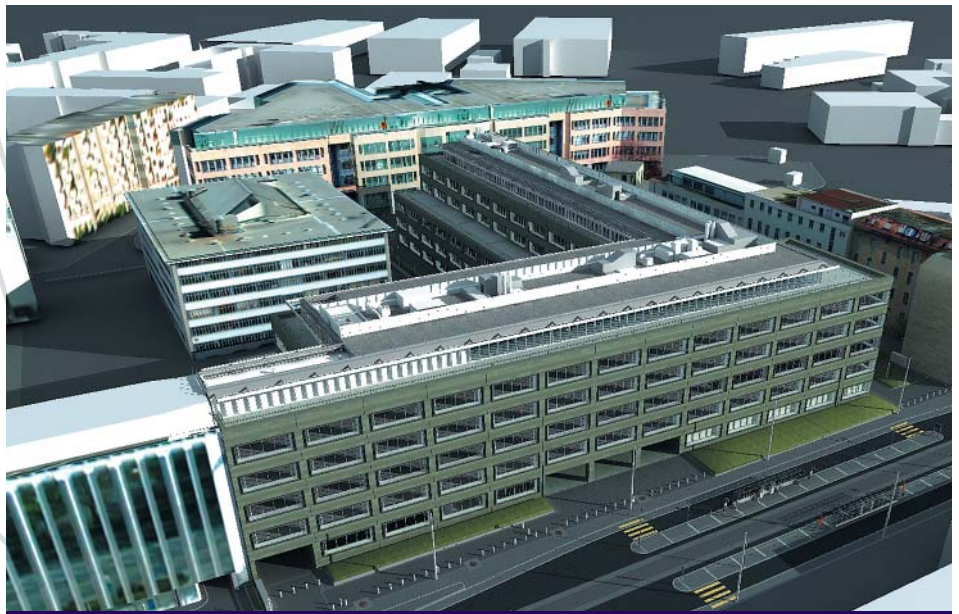
The timeless, plain glass façade designed by the Geneva architect Andrea Bassi hides an ultra-modern bank building with four underground floors for garages and infrastructure rooms, as well as five above-ground floors for the administration. The building complex with two 105 and 120-meter long wings fits into the L-shaped land area.

With this project, Pictet was not looking for a simplification of organization and logistics. The new headquarters is to promote the integration of new employees, facilitate the communication of shared values and improve the flow of information – with the ultimate goal of improving the quality of services provided by the bank to its customers. Its services are already well-recognized: Pictet takes second place in the international ranking of the best "Global Custodians" and, among the Swiss service providers, Pictet is number one. In addition, the bank has considerably increased the portion of customer assets under management in the anniversary year of 2005.

### **Pictet & Cie**

The Pictet & Cie bank was founded in Geneva in 1805 and today is one of the largest private banks in Switzerland. The independent banking establishment is considered one of the premier addresses for asset management all over Europe. At the end of December 2005, the safekept and managed asset values amounted to Euro 190 billion.

Pictet employs more than 2000 people and is present in the most important financial centers all over the world: Geneva, London, Frankfurt, Madrid, Zurich, Lausanne, Luxembourg, Paris, Milan, Turin, Florence, Montreal, Nassau, Singapore, Hong Kong, Tokyo and Rome.



Computer model of the new headquarters of the Pictet group.

Information security is of fundamental importance for Pictet. This applies in the wider as well as narrower sense, that is: at physical level of voice and data transmission, data security and data protection and backups. It is not surprising that Reichle & De-Massari were selected as suppliers. R&M was able to meet all structured cabling requirements and act as quickly as the situation demanded.

### **Overall solution from R&M**

The bank had precise system specifications prepared by Zschokke Generalunternehmung AG, responsible for the entire project, and Amstein + Walthert AG, engineering and consulting firm, with high structured cabling requirements. Reichle & De-Massari were the only manufacturers able to cover the entire product spectrum required by the customer. In the field of telephony, the VS Modular distribution system was used, which provides unrivaled flexibility and in addition is convenient to install and easy to maintain.

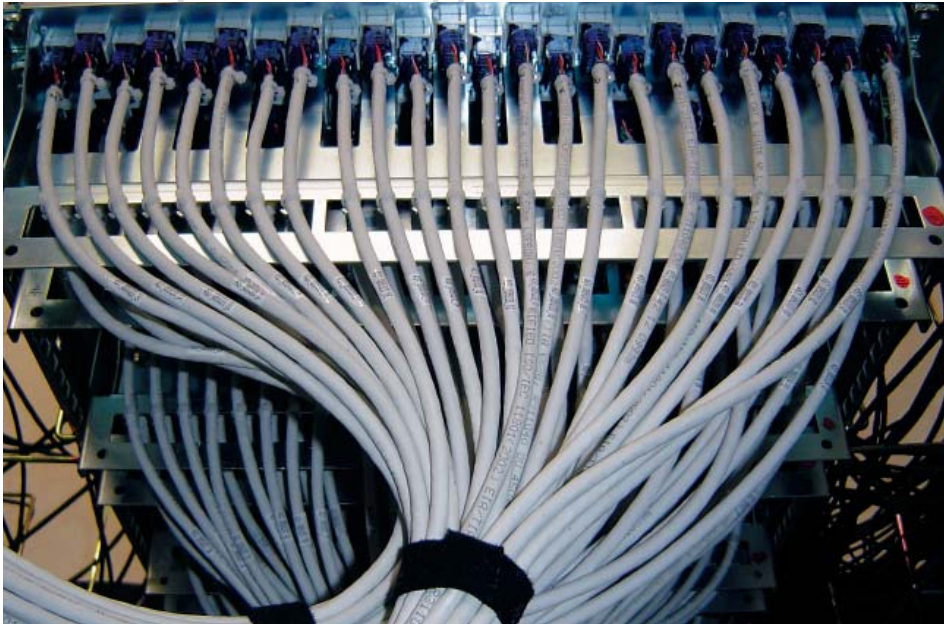
All components for the structured LAN cabling with copper and fibre optics were selected from the R&M freenet cabling system. The selection of all components from one source guaranteed a smooth interplay of the entire system.

### **Cabling for the future**

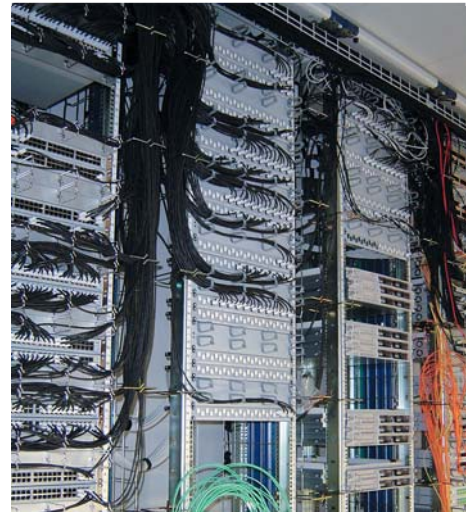
Copper cables and Category 6 components were used for the horizontal cabling in order to obtain a real Class E performance. R&M provides a functional warranty for the network operation with 10 Gigabit Ethernet. Vertical cabling consists of 50/125 µm multimode fibres, type OM3, which are connected to distribution panels with SC bi-directional connectors. The three data centers within the building complex are connected to each other with 9/125 µm singlemode fibres, type OS1.

### **Security and continuity**

Pictet's security concept is comprehensive and in line with continuity. It comprises the protection of employees, data protection and assurance of the capacity to act in extraordinary situations, in short: complete business continuity. This important requirement is also reflected at the physical level. For example, all cables and components must comply with the strict requirements of IEC 332-3 C, fire cannot spread vertically in the cable bundle. The same applies to smoke development, which must be extremely



The patch panels in the data center seen from the back



Here everything comes together: Data center with 19-inch racks, equipped with patch panels; each for 24 UTP Cat. 6 connections.

low in case of fire according to IEC 1034-1 and 2.

**Record-breaking installation**

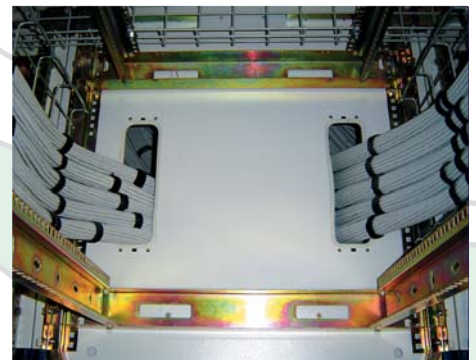
The construction site was spectacular and visible to everyone when the excavation took place: approximately 150 000m3 of excavated earth – corresponding to 19 500 truck loads had to be transported to make room for the four underground floors. With the above-ground floors constructed meanwhile, the building complex has a total area of 70 300 m2.

The structured cabling installation, hidden from the public eye, is no less impressive: 15 000 copper connections and 6000 optical connections were created. 700 kilometers of copper cables were laid – stretched out in a straight line, these cables could connect the Pictet locations Milan-Geneva- Paris. For the implementation of the work, Zschokke had found two competent partners in Egg-Telsa SA and TSA Télécom SA, both known in Western Switzerland for structured cabling systems.

The Acacias project is an extraordinary investment through which Pictet & Cie has laid a good foundation for a successful future. At the same time it bears witness to the confidence in the future, which is a hallmark of the company.

**The R&M solution for the new building of the Pictet Bank:**

- VS Modular system solution for telephony and R&Mfreenet for LAN
- 9/125 fibre optics, type OS1, between the data centers
- 50/125 fibre optics, type OM3, in the vertical area
- Fibre optic connectors: SC bi-directional
- UTP copper cables, Cat. 6 LSFROH conforming to IEC332-3C (Pictet specific) in the horizontal area



Floor distributor in detail: This is how the horizontal cabling bundles are routed.

**Scott Edwards**

Manager - Enterprise Cabling Solutions  
Madison Technologies

Phone. 03 9387 1933

