

Lebanon's Largest Mall Selects R&M for High-Speed Cabling across Premises

ABC is the most prominent mall and department store in Lebanon, offering unique shopping, dining, leisure and entertainment experience. With a more than 75-year heritage built on the tradition of innovation, ABC was keen to ensure the very best shopping experience for customers at its newest mall in Lebanon, ABC Verdun.

For this reason, ABC Verdun invested in state-of-the-art cabling infrastructure from R&M. This network serves as the platform on which critical mall services, including Internet, point-of-sales systems, CCTV, digital signage, and the Building Management System (BMS), now run.

ABC was the first retailer to introduce the mall concept to the Lebanese market, and has become the country's favorite brand and preferred lifestyle and shopping destination. Located in the heart of Beirut, ABC Verdun is a prime urban retail and entertainment destination. The mall is spread across around 1.5 million square feet- with more than 500,000 square feet of GLA across six levels. The project hosts over 200 stores including a wide selection of international must-have brands, as well as movie theaters, and around 30 restaurants and coffee shops, and several new concept stores.

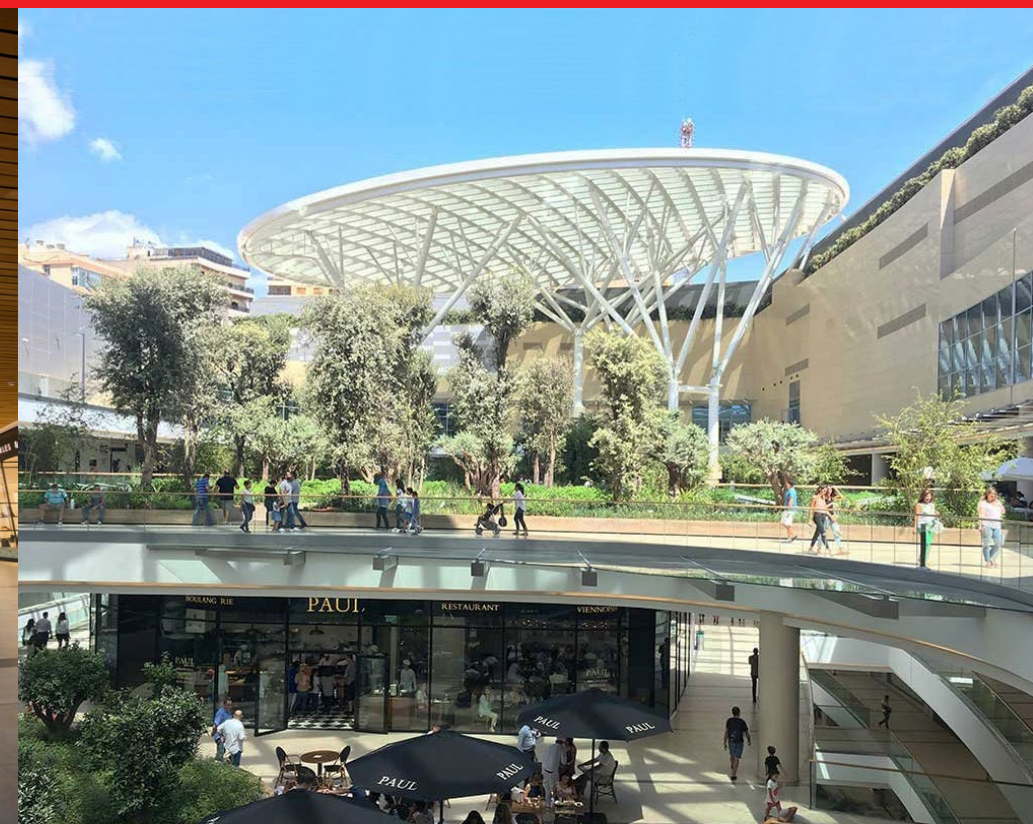
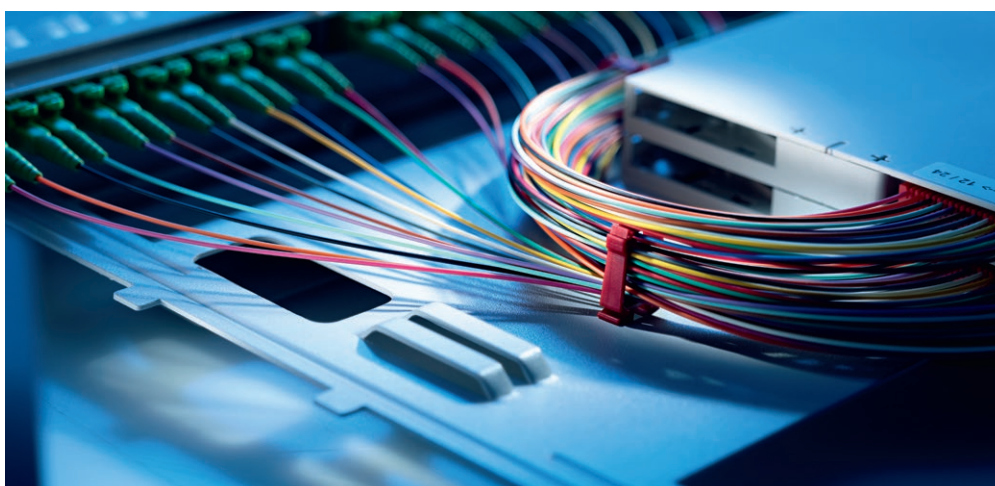
This prioritization of convenience for its customers prompted the IT team to the shortlisting of R&M as the cabling vendor has an established reputation for quality and service. Moreover, R&M was capable of

offering an unmatched 25-year system warranty on the cabling infrastructure – thereby ensuring it will be reliable and future-proof. As a result, key systems now efficiently run

on the high-speed cable network enabling everything from in-store payments to mall security and even systems that optimize its 1,700 car parking facilities.

«R&M's products definitely meet the expectations of our client and live up to the well-known Swiss quality.»

Antoine Abi Nassif, General Manager QBRANDS Sàrl



R&M's long-standing presence in the Middle East proved an added benefit to ABC Verdun. The installation time was greatly reduced by use of the high-performance field-installable connector which made it possible to connect the FO Field connectors to fiber cables at the site itself in under a minute. This innovation allowed the costly and time-consuming step of fusion splicing to be skipped, as pigtails, patch cables, and installation cables were directly connected.

For the connectivity of its retail stores, the mall has utilized the very latest Cat.7 S/FTP cables with Cat.6_A outlets, while the CCTV connectivity is built on high-grade Cat. 6 cabling. This copper cabling network connects to a high-speed FO backbone that utilizes OM3 fiber



cabling. R&M's strengths in copper and fiber presented ABC Verdun with the opportunity to fulfill all its cabling requirements, thus simplifying the implementation. Parts of the network are built on R&M's cabling systems, providing a 25-year system warranty which safeguards the Group's investment and ensures its successful operation for years to come.

Mr. Antoine Abi Nassif, General Manager of Qbrands, R&M's implementation partner in Lebanon said: «After several years of hard work, we have achieved great success with R&M in Lebanon. It was crucial for us to win this project as ABC Verdun is one of the most important projects executed in Lebanon in recent years. R&M has provided us with its full support in order to fulfill the require-

ments of the client and consultant Khatib & Alami. R&M's products definitely meet the expectations of our client and live up to the well-known Swiss quality.»



Left: Mohammad Sweidan, R&M Levant, Africa & Kuwait; right: Antoine Abi Nassif, General Manager QBRANDS Sàrl



Mohammad Sweidan
R&M Middle East, Turkey & Africa
mohammad.sweidan@rdm.com