

# Orange Jordan



## About Orange Jordan

The story of Orange in Jordan is a story of excellence, history and achievement led by the vision of the global brand and empowered by its local spirit.

Orange Jordan is the leading operator of integrated communications services in the Kingdom, with a broad lineup of fixed, mobile, internet and data services to meet personal and business needs of expanding residential and business base of about 5 million customers across the Kingdom.

Orange Jordan Family consists of over 1,600 internal employees and 10,000 indirect support staff and partners who are dedicated to lead the company to ultimate levels of excellence.

Orange Jordan's main stakeholders are Orange Group, the Social Security Corporation, Jordan Armed Forces, and Noor Telecommunications Holding Company Limited.

Orange Jordan is one of Orange Group's subsidiaries that operate in 26 countries and is one of the world's top ten operators that is with 148,000 employees and sales of 41 billion euros, serving a total customer base of 268 million customers worldwide, offering a wide range of communication services not only to individuals but also to businesses under the brand Orange Business Services (OBS), through which a comprehensive set of IT and telecommunication services are offered to multinational companies.

As the Digital Partner of the Kingdom, Orange resolutely continues in its endeavors to invest in the future of the country and its people by introducing the most advanced, innovative technologies, and enhancing the country's physical infrastructure to make these technologies, which can be accessed through its 63 shops and smart selling points across the kingdom, a viable reality.

Orange fulfills its responsibility towards the society through Corporate Social Responsibility strategy & programs which focus on empowering youth, women, and people with disabilities in three main areas: Digital inclusion, Digital Education, and Entrepreneurship.

The main programs are: Community Digital Centers, the Business Innovation Growth (BIG) startups' growth accelerator program, the Coding Academy, University Scholarships for Digital Disciplines, Universities Innovation Labs, and Digital Accessibility program for people with disabilities.

**PANDUIT**<sup>TM</sup>

infrastructure for a connected world



## Company

Orange Jordan

## Location

Amman, Jordan

## Industry

Telecommunications

## Business Challenges

Build a world-class, high availability data center to scale with the company's expansion while providing improved deployment, data center management, and reliability.

## Panduit Solution

Panduit IT Infrastructure and Network Data Center Solution consisting of:

- QuickNet™ Copper and Fiber Optic Cabling System
- Net-Access™ N-Type and S-Type Cabinets
- Net-Contain™ Cold Aisle Containment System
- Net-Verse™ D-Type Cabinets PanMPO™ Fiber Connectors
- OM4 Multimode Fiber SmartZone™ Solutions
- PatchLink™ Horizontal Cable Managers
- StructuredGround™ Grounding System
- FiberRunner™ Routing System
- Wyr-Grid™ Overhead Cable Tray Routing System
- PatchRunner™ High Capacity Vertical Cable Manager
- PanTher™ LS8 Hand-Held Thermal Transfer Printers
- Engage with Trident Technology Services to provide sales & marketing services

## Business Benefits

- A fully secured, redundant colocation with Tier III data center services
- Achieved ROI by 90%
- Achieved 10% reduction in operational expenses

# Enhancing a Data Center Colocation to Improve Reliability, Scalability, and Performance

## The Panduit IT Infrastructure and Network Data Center Solution enables Orange Jordan to deliver a more efficient and sustainable colocation to its customers

---

### Business Challenges

As colocation demands evolve beyond housing servers and networking equipment in the data center, enterprises are beginning to work with colocation providers to improve the reliability and performance of IT operations. This effort helps them accelerate their business in ways that allow them to move easier and faster. To enhance the colocation services to its customers Orange Jordan wanted to take advantage of this trend.

The company built two state-of-the-art data centers located in the dynamic areas of Amman. One data center is in the Marj Al Hamam area and the other is in the Al Hussein Medical Center, which was renovated and allocated for a colocation. The Hashem location includes an ITN infrastructure and a converted floor for colocation business. The Marj El Hamam is a new location built on a greenfield site.

These hosting facilities are the biggest and the most advanced in Jordan, available around the clock with no downtime. Both data centers are connected to the Orange Jordan MPLS network and global internet via fully diverse and protected links to ensure the highest availability and scalability for its customers' growing business needs.

To optimize the Marj Al Hamam area data center, Orange Jordan needed to reduce power consumption associated with cooling operations while decreasing operational expenses. It also needed a fully secure data center that is monitored with reliable physical infrastructure management. Another necessity was the ability to monitor and control power consumption per rack. Invoicing and reporting capabilities for power usage per customer, reduced energy and occupancy costs, and the ability to prioritize analytics and reporting, improved space utilization, capacity management, and automation capabilities were also requirements for Orange Jordan.

Finally, the data center needed to be deployed quickly to allow for a seamless transition that would not interrupt operations and continued Tier III colocation services to its customers.

## Strategic Objectives

The main objective of this project was to build a reliable innovative data center to support Orange Jordan's ability to manage the increased demand on its colocation services while maintaining a high level of customer service.

As part of this goal, the company required a data center management solution to provide environmental monitoring and optimize the space for the new Marj Al Hamam data center. This solution aimed to improve operational reliability and reduce cooling power consumption to generate energy savings and lower operating costs.

The company also required the solution to optimize the data center operations and provide customers with a monthly power consumption report with the capability to generate accurate readings, leading to decreased operational expenses.

"Our ultimate goal was to achieve a solid power and cooling strategy, and prioritize analytics and reporting while optimizing space utilization, capacity management, and automation," said Mr. Bahjat Al Adwan, Data Centers and Environment Engineering Manager, Orange Jordan.

## Panduit and Trident Solution

Orange Jordan deployed the Panduit IT Infrastructure and Network Data Center Solution to help optimize data center colocation operations and increase business efficiency. Panduit's ability to provide innovative and integrated solutions that drive financial advantages to reduce energy and occupancy costs made it an easy decision for Orange Jordan. In addition to Panduit's knowledge and expertise, Jordan Business Systems, JBS, was the system integrator and distributor for the project. JBS executed the design and deployment promptly, making it simple, consistent, organized, and secure.

Trident Technology Services, the exclusive Sales and Marketing Representative of Panduit in the Middle East and Africa, also participated in the project. As the exclusive local representative, Trident supports growing sales opportunities in Panduit's key market sectors of data center, enterprise, industrial automation, and electrical. Trident also represents Atlona, a Panduit company, which is a leading global manufacturer of AV over IP distribution, connectivity, and control solutions. As such, Trident supports Panduit's regional footprint and sales structure with its highly trained technical, sales, and marketing personnel. Trident's ability to deliver world-leading technology, extensive regional expertise and an unparalleled level of service to vendors, end users, and consultants, contractors and specifiers proved to be valuable for this project.

Bassel AlHalabi, General Manager, Trident Technology Services, said, "Our relationship with Orange Telecom in Jordan dates back almost 12 years with many DC deployments. For this project, the Trident team started with understanding Orange Telecom's core business objectives, which helped us to customize and deliver a state-of-the-art colocation data center."

According to Thierry Marigny, CEO of Orange Jordan, "As the leading telecommunication services provider in Jordan, and as part of Orange's strategy for digital transformation, we have invested in our infrastructure by partnering with Panduit and Trident to strengthen our networks, provide integrated services for businesses, and meet our customers' needs and aspirations."

The company selected Panduit Net-Access™ N-Type and S-Type cabinets for effective thermal management to ensure proper equipment operation and increased uptime. The modular design incorporates flexibility for future expansion of the data center as more cabinets are added to the system and as network upgrades occur.

The open-rack accessibility contributes to data center aesthetics by showcasing properly routed cables and improves network availability. These cabinets along with the Net-Contain™ cold aisle containment sliding door, integral roof, and integral roof wall panel provide Orange Jordan effective thermal management to ensure proper equipment operation and increased uptime.

SmartZone™ software provides accurate, real-time visibility and timely documentation of its physical assets and allows Orange Jordan to monitor and control power consumption per rack, invoicing and reporting power usage per customer, and monitor temperature, humidity, and airflow per rack. The software also allows Orange Jordan to control and track IP ports, manage the port capacity and speed port activation and service request handling.

PANDUIT



---

## Panduit and Trident Solution (continued)

SmartZone™ hardware, including PanView iQ™ (PViQ™) patch panels, provides continuous real-time patch field monitoring and visibility of physical infrastructure connectivity for enhanced system reliability, capacity management, and security, major concerns for the company. The physical security devices provided by Panduit offer Orange Jordan successful mitigation of threats and protect its network against downtime and theft by controlling access to its network resources.

Orange Jordan deployed the QuickNet™ copper and fiber optic cabling system to support improved flexibility, consistent network performance, and reliability throughout the colocation. QuickNet™ copper assemblies offer network deployment that is 75% faster than traditional installation, which was a key requirement for the company.

The copper solution includes Category 6A copper cabling for maximum bandwidth, network reliability, and a migration path for future applications in the colocation. For consistent performance and reliability, the Panduit OM3 and OM4 multimode fiber provides the data backbone for each area of the colocation to support future 40G or 100G connections. OS1/OS2 single mode fiber provides longer transmission distances and PanMPO™ fiber connectors deliver fast and efficient Ethernet migration to help maximize return on investment and minimize downtime.

Panduit's PatchRunner™ high capacity vertical cable manager enables the maximum amount of cables to be managed in the minimum amount of space, improving space utilization by up to 36% compared to traditional racks and vertical managers. This is the highest capacity in the industry to support current and future trends in equipment and network architecture.

To improve cable management while ensuring system performance, durability, and reliability within the colocation, PatchLink™ horizontal cable managers were deployed. Pre-terminated copper and fiber optic cabling, along with the cable management pathways, helped lessen the project's duration.

The FiberRunner™ routing system improves cable routing and management for copper data cables, fiber optic cables, and power cables. The system installs up to two times faster than competitive modular systems, which allowed Orange Jordan to experience reduced installation costs and faster deployment. The FiberRunner™ Routing System also ensures quick moves, adds, and changes, and long-term performance.

The Wyr-Grid™ overhead cable tray routing system routes and manages copper data cables, premise distribution fiber optic cables, and power cables to minimize installation time and simplify cable management. Rounding out the solution, the Panduit StructuredGround™ grounding solution provides a high quality, dedicated grounding path to maintain system performance and protect network equipment and personnel.

“Working with Panduit, Trident, and JBS was a fabulous experience. The alignment between communication, computing, control, power, and security led to an agile physical infrastructure that minimizes risk, increases flexibility, and delivers maximum performance throughout our business,” said Mr. Bahjat Al Adwan.

---

## Business Benefits

The Panduit IT Infrastructure and Network Data Center Solution enabled Orange Jordan to achieve Tier III data center services that are fully secured, redundant, and monitored to quickly meet the growing demand on its colocation services. The company now has a standards-based, service-oriented architecture for the business process improvements it needed to increase functionality, interoperability, and operations manageability. The solution, which incorporates power, cooling, and physical infrastructure enhancements, gave Orange Jordan the ability to achieve scalability to easily expand whenever needed. It also allows Orange Jordan to increase capacity in the data center while reducing risk and complexity.

“The Panduit solution provides the standardized infrastructure with space utilization and monitoring management that we needed for a reliable network,” said Mr. Bahjat Al Adwan. “We were able to reduce our operational expenses by 10%, as the SmartZone™ solution and the intelligent PDUs provided accurate readings of power consumptions per cabinet.”

The cold aisle containment system helped Orange Jordan save 25-30% of the power needed for cooling. As this site is a hybrid data center serving both colocation and private use, the ROI is expected over five years and it has been achieved. As colocation customers, the benchmark was achieved by 90% in 2019.

Panduit, Trident, and JBS collectively demonstrated the strength of the partner ecosystem. From design to project management to installation, the partners came together to provide Orange Jordan with the solution it required within a tight timeframe. Each partner played a significant role that allowed the overall project to flow seamlessly and to the complete satisfaction of the customer.

According to Waleed Al Doulat, Chief ITN & Wholesale Officer, Orange Jordan, “Panduit’s end-to-end solutions have reduced tedious tasks and helped Orange Jordan to achieve excellence in the field of data centers. Orange Data Center received Tier III Design and Constructed Facility Certificates. Additionally, the Data Center was accredited by the Uptime Institute, an American institute specialized in studying and evaluating global data centers, becoming the only data center in the Kingdom to obtain this global certificate.”

“With Panduit premium solutions, Trident Technology Services’ local resources and top-of-the-line system integrator, managed to create a more relevant combination that maximizes Orange Telecom’s desired outcome and achieve their business objectives and targeted ROI.

We are determined to continue meeting Orange Telecom’s expectations by providing them with the best quality of service and support them in their business continuity and growth.”

**Bassel AlHalabi**  
General Manager, Trident Technology Services





**Trident Technology Services**  
**Sales and Marketing Representative for**  
**Panduit in the Middle East and Africa**  
**info@itrident.com**

**www.itrident.com**

**PANDUIT™**

**Panduit Corp.**  
**World Headquarters**  
**Tinley Park, IL 60487**

**US and Canada: 800.777.3300**  
**Europe, Middle East, and Africa: 44.20.8601.7200**  
**Latin America: 52.33.3777.6000**  
**Asia Pacific: 65.6305.7575**  
**cs@panduit.com**

**www.panduit.com**

**orange™**