

CASE STUDY



American Institute for Cancer Research Simplifies IP Phone Upgrade Using NVT Phybridge Switch Innovations

The American Institute for Cancer Research (AICR) advises the world on the latest information and data regarding cancer prevention. The organization funds research on the relationship of nutrition, physical activity, and weight management to cancer risk. AICR then educates people worldwide about choices they can make to reduce their chances of developing cancer.

Challenge: Forward-thinking puts the American Institute for Cancer Research on the leading edge of cancer prevention. By applying that same forward-thinking, the AICR realized it needed to modernize its phone system to improve communication capabilities. AICR wanted to replace its existing analog phone system with a new, modern-day IP voice solution. The current phone system was supported by a CAT3 wiring infrastructure. Project partners suggested a rip-and-replace strategy in which the CAT3 wiring infrastructure would be replaced.

However, the American Institute for Cancer Research operates in a heritage building in Washington, D.C., and any building modifications or additions would be subject to severe restrictions. Cable installers estimated that 96 new cable runs would need to be added to the five-floor building, an option that proved to be too expensive for this non-profit organization.



Solution: The AICR's telecom provider (VAR), McEnroe Voice & Data, suggested the use of new PoE innovations and introduced the customer to NVT Phybridge. The NVT Phybridge long reach PoE switch delivers fast Ethernet and PoE over single-pair UTP cable with up to 1,200ft (365m) reach – that's four-times the reach of standard Ethernet switches. Using the NVT Phybridge switch, the organization could avoid the costly and disruptive rip-and-replace process by leveraging the existing CAT3 cabling infrastructure for the new IP phone system.

"The installation was absolutely painless," according to Michael McCarn, Director of Information Technology at AICR. "Our VAR sent four cabling techs on the day of our cutover. Two techs moved from desk to desk identifying the lines to be moved, while two more stayed in the phone closet and moved the connectors for each phone from the old analog system to the new NVT Phybridge switch. The switchboards were done within minutes, with the rest completed within two hours."

"I was skeptical at first; I didn't think the switch could deliver the smooth and painless installation promised by our VAR. I wasn't even convinced the devices would work at all," said McCarn. "However, having worked with the same VAR for more than 15 years, I decided to trust them - and I'm glad I did."

Result: The modernization from analog to IP was completed within just 2 hours without high costs, complexity, or building modifications. The AICR now has a robust and reliable IP backbone to support its current and future communication needs.

The American Institute for Cancer Research took a proactive approach to find new and better ways to achieve its IP modernization objectives in a financially and socially responsible manner. The organization created a secure, robust, and reliable voice network without risk or compromise, thanks to the simplicity of the NVT Phybridge switch solution. The customer was beyond satisfied, leveraging NVT Phybridge innovation to:

- Enhance communication capabilities throughout the facility
- Reduce infrastructure costs, allocating more budget to ROI-driving IP devices and applications
- Quickly and easily deploy hundreds of IP phones thanks to the PoLRE switch's repeatable, predictable, and scalable deployment methodology
- Simplify network requirements to reduce the deployment time significantly
- Avoid business disruption during implementation



PoLRE®

Single-Pair UTP up to
1,200ft (365m)



CLEER

Coax up to
6,000ft (1,830m)



FLEX

Multi-Pair UTP up to
2,000ft (610m)

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