

# Case Study

## Theatre Royal Norwich

<b>Customer</b>	Theatre Royal, Norwich
<b>Location</b>	Theatre Street, Norwich
<b>Requirements</b>	To modernise the existing communication systems within the theatre
<b>Equipment</b>	250 points - Excel Cat 5e Cable – LSOH & Excel Fibre.
<b>Customer's View</b>	"The new technologies that have been installed into our theatre, have enabled us to operate more efficiently as a business. We can now get the maximum performance out of the resources that we have installed."

*Jane Claridge, Norwich Theatre Royal*

**excel**  
without compromise.

Norwich Theatre Royal celebrates its 250th birthday as a continually operating theatre on Theatre Street, in 2008. Since 1758 it has played a unique role in Norfolk and beyond, not only by providing an impressive range of quality entertainment but with the vital role it plays in the local community by offering education and outreach work.

The theatre has recently undergone a £10 million transformation and refurbishment of its auditorium and front of house areas, which has also coincided with a complete overhaul of the communications and infrastructure system installed.

All of the services within the theatre needed to be modernised considerably to allow the busy business to perform efficiently. A number of features were on the wish list of the theatre including plasma screens and a comprehensive CCTV camera network. The telephone system within the building was also in need of updating. The capability of the existing system was already pushed to the limit and would not be able to cope with these future enhancements.

A voice and data specialist company were required in order to work with an existing team of building contractors. EBT Maintenance Limited, a Nottingham-based company was chosen by the theatre to carry out the installation. EBT were the obvious choice as they already knew the building well and had the experience and commitment to integrate the existing systems with the new products that were to be recommended. They had provided maintenance services on the theatre's telephone systems for the previous nine years.

EBT Maintenance has specialised on voice and data installations for the past ten years and has a team of professional engineers who carry out their installations. The products specified for the theatre project were entirely from the Excel product range. Excel is a complete end-to-end networking solution, offering exceptional value for money, performance and support. All products are manufactured to European quality standards and covered by one warranty.

Excel was the obvious choice for EBT as it is a system that they are familiar with and offers a complete value for money solution. EBT Maintenance is also an official Excel Cabling Partner (ECP), an ECP is an authorised installer who has undergone extensive



training and passed an exam to prove that they fully understand the Excel structured cabling system and how to best implement it.

When installed by an accredited ECP, the Excel structured cabling system is backed by a 25 year application warranty. This would offer peace of mind to the theatre team for the future.

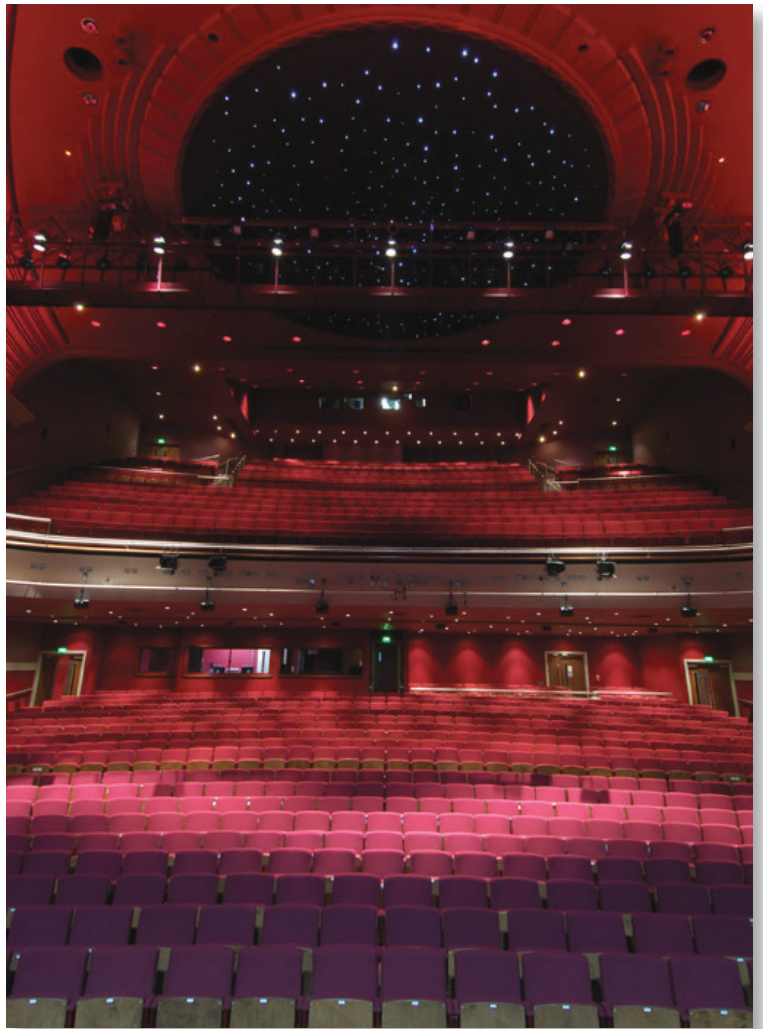
The installation was not an entirely straightforward one. A number of difficulties were experienced onsite when asbestos was found in part of the old theatre. EBT were set back for a number of weeks until all traces of the asbestos were removed.

This unexpected discovery placed the EBT engineers under a considerable amount of pressure. The theatre was scheduled for a specific opening night which was being marked with the appearance of Glyndebourne on Tour an opera company. This could not be delayed or rescheduled under any circumstances. The engineers had to complete the work in a much shorter time frame than was originally anticipated and planned for.

The theatre has three communications rooms which provide the resilience, infrastructure and technology required to maintain a busy operation. The excellent relationship built-up over the years between EBT Maintenance and the theatre personnel was a key factor in ensuring a successful outcome.

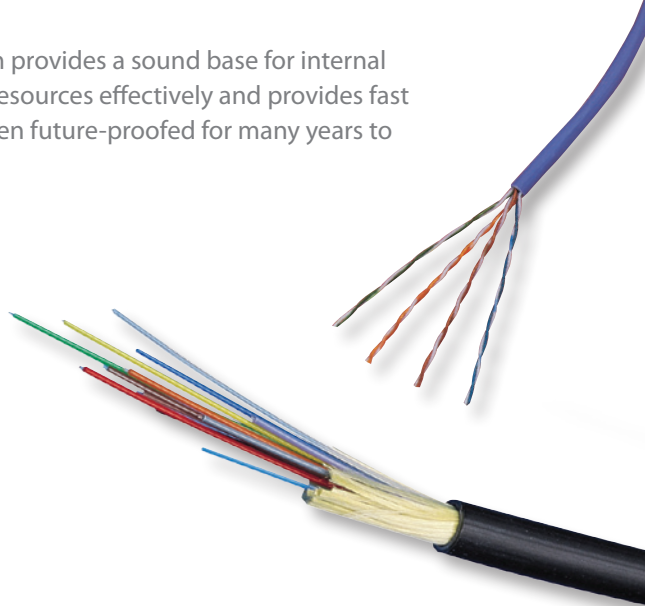
The theatre's telephone system was also upgraded and relocated during the refurbishment. EBT's experience and specialist knowledge on the NEC branded system enabled a smooth transition during the upgrade with minimal interruption.

The benefits experienced by the theatre have been significant. The new system provides a sound base for internal and external communications systems allowing theatre staff to manage their resources effectively and provides fast and secure access to information for all departments. The building has now been future-proofed for many years to come and will see the theatre well on to its way to its next significant birthday.



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