



# Flexibility benefit for SQUARE-BRUSSELS MEETING CENTRE

Manager GL events installs Cisco communication technology in the modernised conference centre SQUARE-BRUSSELS MEETING CENTRE

## ENTERPRISE

The Belgian branch of GL events, an international organiser of seminars and trade fairs, has been managing the conference centre SQUARE on the Kunstberg since 2009. The owner of the conference centre, which has 13,000 m<sup>2</sup> of hall space, is the public limited company Congrespaleis. GL events Brussels employs around thirty people.

## BUSINESS BENEFITS

- Modern technologies in new conference centre
- Flexible systems customised for clients
- Convergence of speech and data networks reduces maintenance costs
- Network organised in virtual partial networks

## CHALLENGE

In 2007, Congrespaleis plc started the renovation and expansion of SQUARE. It also wanted to equip SQUARE with the latest communication technology, so that manager GL events could provide event organisers with a flexible and attractive offer with innovative systems that are ready for communication methods used in meetings of the future. GL events also wanted to divide up the IT network to be able to organise different events simultaneously. Security and internet connectivity were also important criteria.

## SOLUTION

Professional meetings are also completely 2.0 nowadays. Organisers want to present technologies and products to their visitors via webcasts, and show presentations via streaming, video-conferencing, etc. "For the building of the conference centre we therefore thought a lot about the most suitable network technology", emphasises Christophe Correa, the IT Manager of GL events Brussels. "Network and internet access are extremely important for participants in meetings, but it was also important for us to make the access modular. Not all meetings are the same: one client will need 6 ports, another 60, and another 160."

Upon recommendation from Cisco partner Quentris, GL events

Brussels also installed Cisco aerials for wireless access to the network and internet. Thanks to the virtualised Catalyst switches, the IT manager can divide the network up into VLANs or virtual, separate networks. The Cisco Adaptive Security Appliance ensures strict security. "We could handle two of the biggest competitors at the same time", jokes Correa. "Their network access is strictly separate and secure. Thanks to Cisco we can also easily link different rooms for a single client. Quentris provided us with great advice and services. The collaboration has been very constructive."

## USER BENEFITS

With a view to a flexible service provision, GL events also opted for IP telephony. "As a technician I can very easily fill rooms with extra telephones if clients so wish. In contrast to analogue telephones, Cisco's IP telephones are 'plug-and-play'", says Correa. "All clients now receive a customised offer with telephony and fixed or wireless internet access."

GL events is also considering setting up an internet tunnel between its own branch and the headquarters in Lyon, amongst other things. Then all communication will run over the internal network. Mobile employees are also given a wireless IP telephone. "A walkie-talkie system was the other option", says Correa. "But then we would need to install more



case study

**"Cisco has become internationally renowned for the quality of its technology. This, together with the professional service provision of its partners, is very important for our international clients."**

**Christophe Correa**, IT Manager for GL events Brussels

aerials. And thanks to the 'push-to-talk' option, we can also use the wireless IP telephones as walkie-talkies. It helps the technical team when they are setting up and taking down a new event, amongst other things. They react to questions and problems quickly. This response time is important for client-oriented service provision."

## PARTNER PROFILE

IT partner Quentris ensured a professional configuration customised for the GL events business. "The operational security of the systems is crucial for both organisations", says Joris Van Ryment from Quentris. "We have duplicated all technologies. The seamless failover or switching guarantees continuous availability for GL events."