

# BMW Case Study



## About Nanni Member Srl

The car dealership Nanni Member Srl based in Brescia, Italy, was established in 1967 by Vincenzo “Nanni” Member. Today the family connection continues as Roberto and Andrea Member (respectively, son and grandson of the founder), maintain the organisation as a reference point for quality automobiles. In the region of Italy renowned for luxury Italian marques, Nanni Member has built a reputation for the brands it represents, BMW and MINI.

Together with the head office in Brescia (in via Valcamonica), it has recently established the new Nanni Member dealership in Desenzano del Garda (in the Gruppo Rovere area). Here customers can find a wide selection of BMW and MINI vehicles and accessories, as well as a comprehensive range of maintenance, assistance, financial and insurance services, and rentals on 7,000 sqm site.

The new dealership has a modern glass, steel and concrete structure, offering technologically advanced capabilities, and a photovoltaic system to generate renewable clean energy to power the charging infrastructures for electric cars and the site’s electrical infrastructure.

For the implementation of the network infrastructure of this new building, Nanni Member chose Olicom Srl, a systems integrator based in Concesio (Brescia). The company has been operating in the ICT and Industrial Automation sector since 1982 and is a Panduit certified partner.





### Company

Nanni Member Srl

### Country

Italy

### Industry

Automotive/Retail

### Business Challenges

Deploy an infrastructure capable of connecting and managing all subsystems in the dealership, in accordance with BMW Group's detailed design and construction guidelines.

### Panduit Solution

- Cat 6A end-to-end network infrastructure including patch cords
- Panduit Mini-Com series modular connectors
- Angled patch panels
- Field terminable plugs
- Portable identification system
- Panduit Mini-Com module adapters for Bticino and Gewiss civil series.

### Business Benefits

The integrated network infrastructure enables the intelligent use of resources by ensuring the efficient connection of all systems. The entire system enables lower energy consumption and optimisation of operating and maintenance costs. The infrastructure supports an HBES/BACS system that enables the integration of different technologies capable of exchanging digital and analogue data.

## Future-proof infrastructure for the new Nanni Member HQ

### A 50 year partnership with BMW Group.

### Panduit provided infrastructure to one of the leading BMW dealership in the north-east of Italy

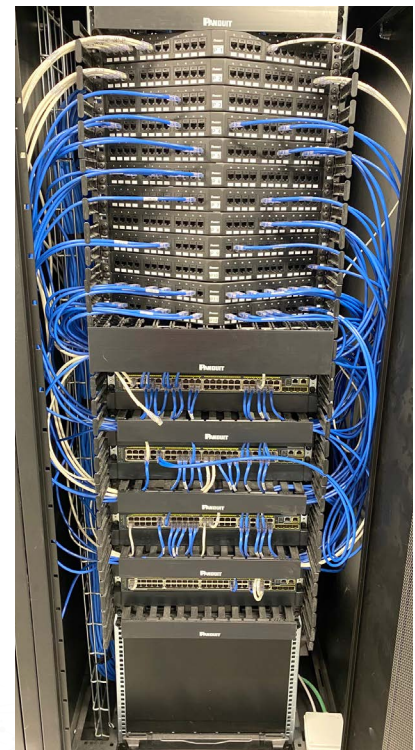
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## Business Challenges

### A future-proof location in line with BMW Group requirements

Nanni Member has been representing the BMW Group for over 50 years. The German automobile manufacturer provides strict guidelines for the construction of new premises, with detailed design and construction guidelines.

The design of the new building respected BMW Group's Green Building (Sustainability Reference System for building projects) guidelines, and HBES (Home & Building Electronic System) criteria corresponding to the latest standards. Within the building, the different subsystems were integrated, both in terms of infrastructure and functional capabilities, according to established standards to provide an energy efficient, flexible and highly sustainable environment.



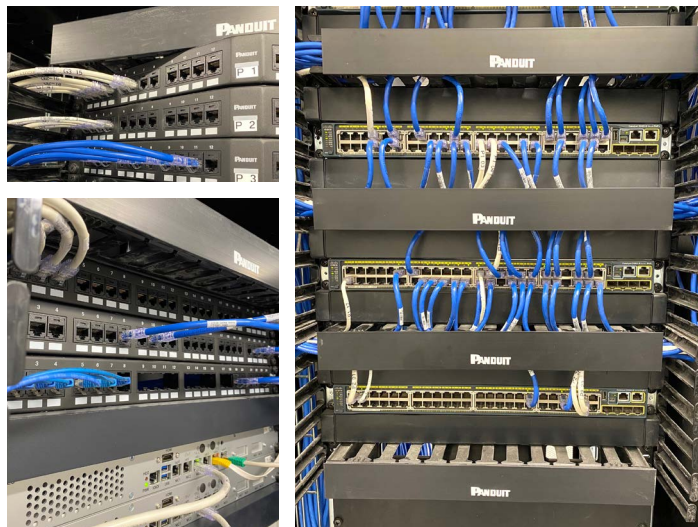
The fundamental need was to create a HBES/BACS system that would allow the integration of different technologies capable of exchanging digital and analogue data, and thus provide an open, interoperable, flexible and scalable system. The complete environment included automation of lights and sun blinds, air conditioning, energy management, entertainment systems, IP video entry systems, security, and alarms.

In order to guarantee an adequate infrastructure to enable the HBES/BACS system, the project had to integrate the following subsystems: ICT system, on-premise and cloud software, IoT components, VPN connections with the Brescia office and the Munich BMW headquarters, voice over IP, audio & video, lighting, climate control, access control and security.

Panduit collaborated with the selected integration partner from the early project stages, proposing a unified physical architecture that could interconnect components and protocols, reducing risks and ensuring maximum performance and operational efficiency.

## Panduit Solution

The implemented infrastructure is based on Cat 6A UTP (10 Gbps) technology, with more than 10,000 m of cable installed in the facility, together with Mini-Com® connectivity and patch cords, angled patch panels and UTP plugs that can be terminated in the field at a 45° angle. Labelling and identification of the system components was carried out using Panduit MP300 series portable printers. To complete the installation, and to ensure the true performance of the transmission media and avoid over-tightening, the cables were secured to the infrastructure using Panduit Hook and Loop cable ties.



## Business Benefits

By choosing Panduit, Nanni Member's new subsidiary is now able to meet current and future technological challenges of a retail environment. The integrated network infrastructure allows the intelligent use of resources by guaranteeing the efficient connection of all systems.

“We wanted to implement ‘smart’ management of the building to improve the psycho-physical well-being of the people who will visit and work in it. Having implemented Panduit’s unified physical cabling approach ensured quality and flexibility, and greatly simplified monitoring and maintenance. We felt it was important to build the new headquarters with a focus on innovation, technology and sustainability, values we have always shared with BMW and now with Panduit.”

**Ennio Barbieri**

Marketing Manager Concessionaria Nanni Member

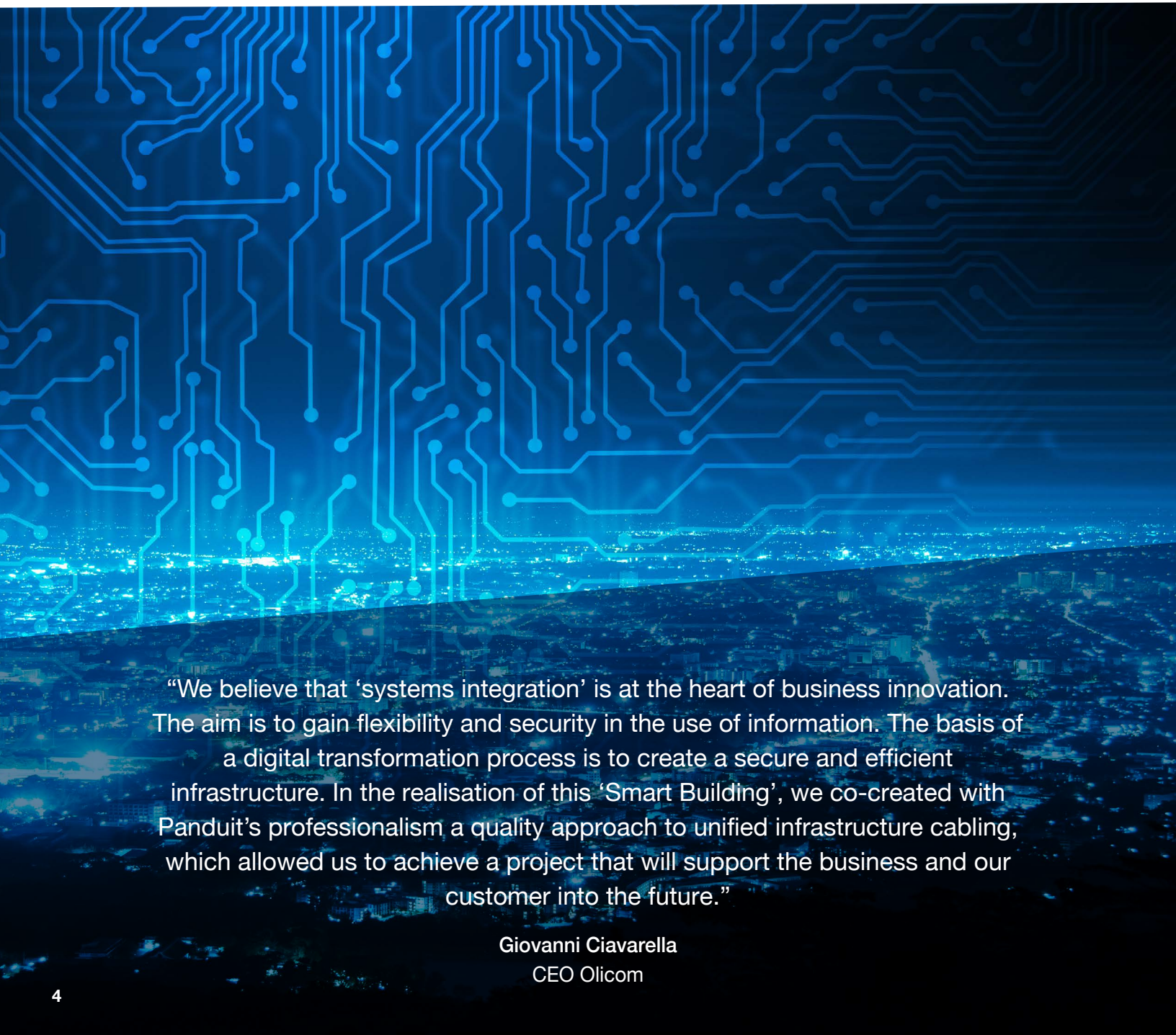


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## Company profile Olicom Srl

Olicom is a company based in Concesio, Brescia, Italy, led by Giovanni Ciavarella, which has been operating in the ICT and Industrial Automation sector, throughout Italy, since 1982.

The company has developed and implemented applications to automate important processes in guided picking and traceability (IoT). In the ICT sector, it offers professional and highly competitive solutions using qualified staff and has created important partnerships to facilitate these capabilities. The company constantly invests in the research and development of new products and solutions. The entire system allows for lower energy consumption and the optimisation of operating and maintenance costs.



“We believe that ‘systems integration’ is at the heart of business innovation. The aim is to gain flexibility and security in the use of information. The basis of a digital transformation process is to create a secure and efficient infrastructure. In the realisation of this ‘Smart Building’, we co-created with Panduit’s professionalism a quality approach to unified infrastructure cabling, which allowed us to achieve a project that will support the business and our customer into the future.”

Giovanni Ciavarella  
CEO Olicom





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