



# BLACK BOX<sup>®</sup>

## NETWORK SERVICES



*When it came to meeting the strict requirements of Xbox's roll-out, Black Box didn't play games. We completed installation work on time at Xbox's worldwide data centers.*

### Industry: Entertainment

**Xbox Live Operations, Microsoft**

**Project: Product roll-out**

**Major Challenge: Wiring data centers around the world  
and meeting the client's strict requirements and standards**

Xbox Live, from Microsoft, is a Web-based, interactive version of the popular Microsoft<sup>®</sup> Xbox<sup>™</sup> game system. Xbox Live enables users from anywhere in the world to play Xbox games interactively over the Internet.

To support and introduce the new gaming system, Microsoft planned initial data centers in Seattle. Additional data centers have been added in Tokyo, London, and other sites around the world.

The data centers, integral to the success of the gaming system, were designed with strict requirements and standards. To implement this important roll-out, Microsoft chose Black Box. A key factor in Microsoft's decision was Black Box's extensive worldwide resources.

Black Box completed the work at all sites. As the infrastructure partner, Black Box's services included planning, project coordination, installation, and maintenance of the network infrastructure. BLACK BOX<sup>®</sup> brand cabling and other infrastructure components were used in the centers.

*"I picked the best company to be our partner in this huge undertaking. I am more than satisfied with the quality of work, services, and professionalism that the Black Box team has provided to Xbox in our efforts to establish multiple data sites. I look forward to working with Black Box on all future deployments because I know the level of quality in all data centers will be extraordinary."*

*Nicky Pike, Program Operations Manager, Xbox Live Operations*