



## Megaplaza Jaén Uses NVT Phybridge PoE Innovations to Improve Cyber Security During IP Surveillance Upgrade

Megaplaza Jaén is one of the largest shopping centers in Peru, located in the northern city of Jaén in the Cajamarca Region. Building a robust and complete surveillance solution was of paramount importance to the owners of this modern-day shopping center to ensure the safety of all staff and visitors.

Today, the mall is host to a wide variety of businesses, including restaurants, retail outlets, banks, car dealerships, and a movie theatre. It was determined that to provide the most effective security to mall staff and visitors, the surveillance system needed to be IP-based, given the higher resolution and more comprehensive applications available. The immense size of the three-story shopping mall presented critical challenges in the implementation of an IP-based security system. The distances required to connect the cameras to areas inside and outside the mall was well beyond the 328ft reach limitations of standard PoE switches. Megaplaza Jaén had a robust coax wiring infrastructure throughout the entire facility that the owners were confident in leveraging to support the new surveillance system.

Although the project was facing challenging obstacles, nothing was going to interfere with Megaplaza Jaén's commitment to safety. By applying [Modern LAN principles](#), Megaplaza Jaén discovered the long reach, coax to IP enabling [CLEER switch](#). The solution was able to utilize the reliable coax infrastructure to transmit high quality live video feeds to a centralized monitoring location. The long reach PoE capabilities ensured that cameras could be placed throughout the entire building, ensuring the safety of individuals in all locations including parking lots and loading areas.

### Improved Cyber Security

As more and more companies adopt the Internet of Things, cyber security has become a top concern. Companies of all sizes and all industries are at risk of malicious activity, especially individuals and groups attempting to steal consumer and company data. The Ponemon Institute found that 7 out of 10 organizations believe their security risk increased significantly in 2017.

In the connected world of the Internet of Things, each "thing" on the network represents a possible entrance for a hacker. In DarkTrace's Global Threat Report from 2017, it was determined that hackers gained unauthorized access to networks through various IoT devices including smart artboards, thermometers, and server rooms.

For Megaplaza Jaén, the robust point-to-point network topology of the PoE enabling technology, along with the option for a firewall at the convergence point to the main network, helps provide protection against unauthorized access. Also, the reduction of IDF closet requirements due to long reach PoE innovations means less server rooms to keep secure from hackers.

## **Change the Conversation; Improve the Outcome**

Megaplaza Jaén was completely satisfied with their entire modernization to IP cameras. The solution has allowed the long-distance transmission of high-quality images, centralized the monitoring of the system, and provided a robust and reliable surveillance network. Leveraging Modern LAN principles and NVT Phybridge CLEER technology, the customer was able to:

- Reduce network complexity and IDF closet requirements by 90%
- Improve ROI by allocating infrastructure cost savings to IP devices and applications
- Decrease deployment time; significantly minimizing disruption to business
- Increase staff and visitor safety with additional surveillance covering the perimeter of the mall
- Avoid the traditional rip-and-replace model to ensure an environmentally responsible modernization to IP surveillance

[Click here](#) to see a video of this case study.