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Customer Success Story

Cell C



Autodesk technology has enabled us to easily share drawing standards with our extended project team of 90 consultants.

– Kifah Laham, manager and planning and design architect, Infrastructure Planning Division, Cell C, Sandton, Johannesburg

South Africa's third cellular network operator, Cell C, has not only created a distinct look for its infrastructure, it's making sure it keeps its look for a lifetime. While, the company's Rivonia Road, Sandton, headquarters, flaunt a flowing look with curves that reinforce the feel of the circular Cell C icon, the company's Infrastructure Planning Division continuously sets and maintains stringent standards for the design, operation and maintenance of the company's extensive infrastructure. Unlike most companies, Cell C doesn't simply record its standards in text documents. All standards for office accommodation, buildings housing technical equipment and retail outlets are captured in graphic format with the aid of **Autodesk Architectural Desktop** software. All the drawings captured with the aid of Autodesk technology will eventually form the foundation of the company's Facilities Management Program.

Lifetime Management

Cell C's Infrastructure Planning Division is responsible for planning, engineering, and implementing all infrastructure projects. The Division's lifetime management of infrastructure is continuously underpinned by the development and maintenance of standard specifications for the design, operation and maintenance of all infrastructure. The company's infrastructure across South Africa is made up of in excess of 20 000 square metres of office accommodation, a national network of 50 Cell C retail outlets, as well as a substantial amount of accommodation for technical equipment.

Kifah Laham, manager and planning and design architect in the Infrastructure Planning Division, explains that setting standard specifications is an enormous challenge in the corporate environment. "Most companies approach it in batches. They get chairs from everywhere, they get desks from everywhere.

Effective Ongoing Infrastructure Management

"At Cell C we are very exacting," explains Laham "If you are a manager at a certain level you will be given a predetermined set of office furniture – no exceptions.

"By standardising our specifications we not only portray a consistent image, but also ensure effective ongoing management of all our buildings. If, for example, we need to merge two of our buildings, the exercise is greatly simplified by the fact that both sets of occupants already apply the same standards."

Setting detailed specifications also aids the procurement processes in the company.

The Infrastructure Planning Division sets standards for all aspects of the company's infrastructure. And it doesn't simply specify the layout of retail outlets or office workstations along with office furniture; it even specifies how the office furniture should be cleaned and maintained.



Cell C

Explosive growth

Planning and implementation of the company's infrastructure has been made more difficult by the company's explosive growth. Cell C is growing its national retail network by about 15 outlets a year, while accommodation for technical equipment buildings is also expanding. Demand for office space has forced the company to provide a further 2500 square metres of accommodation on its Rivonia Road campus.

All specifications are captured in graphic format

Cell C doesn't simply record its standards in text documents. All specifications are also captured in graphic format. It does this with Autodesk Architectural Desktop software, which is much more advanced than traditional drawing packages, offering a model-driven approach to design, as opposed to the old fashioned automation of tedious drafting tasks. Information derived from intelligent design data embedded in a model is re-used throughout the design process – from the creation of conceptual designs to the generation of elevations, sections, schedules, and detailed drawings.

The Cell C Infrastructural Planning team collaborates with over 90 internal and external consultants, including architects, engineers representing every discipline, and other specialists.

The Autodesk technology has enabled Cell C to easily share drawing standards with its extended project team. Drawing standards such as line thickness for drawing specific items, layers, sheet layout, are captured in a single file, which Cell C emails directly to its partners. Team members simply plug in the file while they're creating Cell C drawings and their drawings automatically conform to the company's drawing standards.

Other advantages of the software from which Cell C has benefited include ease of creating detailed schedules of information, ease of plotting and the speed of operation.

All the drawings captured in Autodesk Architectural Desktop software will ultimately form the foundation for an advanced Facilities Management Program.

Learn More

Autodesk Architectural Desktop provides traditional drafting methods on an AutoCAD platform, as well as productivity gains through advanced building information modelling. More details about the software are available on the Autodesk website. Visit www.autodesk.co.za or contact Lisa Rautenbach on (011) 805-1555 or E-mail: lisa@worldsview.co.za.



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