



# MOTO

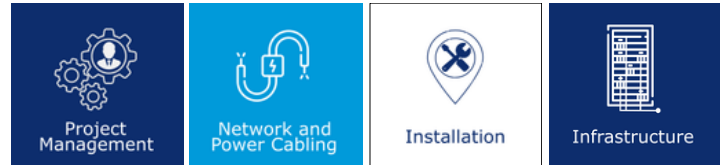
## Go-Live at Moto Sawtry



### OVERVIEW

We cabled Moto’s brand-new service station: Moto Sawtry! Across 15 days of the first fix and 23 days of the second fix, we cabled over 190 cable runs, connecting all concessions and systems to keep operations running smoothly from day one. Thanks to our trusted partnership with Moto and deep expertise in managing complex rollouts, we provide a future-proof solution that supports fast, reliable service for all on-site vendors and customers.

### SERVICES PROVIDED



### HOW DID MOTO BENEFIT

Ultimately, Moto Sawtry is now fully connected and operational across all its concessions, from Pret A Manger to Costa Coffee, thanks to a robust infrastructure powered by Celestra. Leveraging fibre connectivity and interim satellite comms via Starlink, the site was up and running on time, ensuring a seamless opening experience.

### WHAT WAS THE CHALLENGE

Moto required a full IT and network infrastructure setup at their new-build service station, Moto Sawtry. This included extensive cabling across the main site and forecourt, installation of essential office equipment, and an interim communications system, all whilst adhering to the Go-Live date of the project.

### WHY MOTO CHOSE CELESTRA

Moto has a long-standing partnership with Celestra, having worked together on successful new builds historically at Cherwell and Rugby. This was the third site where we delivered end-to-end IT infrastructure which was made possible by our experience managing complex installations with precision.

### WHAT WE DID

We lay the foundation for a successful new build through our first and second fix approach. A dedicated two-man team managed all cabling, threading over 14,000 metres through challenging conditions, including 120 metres of BT ducting without access hatches, which we had to access using a mechanical winch. In total, 195 cables were laid across the site. To ensure the site remained connected prior to the activation of permanent comms, we installed 3 Starlink 5G Satellite Routers, ensuring the concessions on site could operate from day 1. All office equipment was configured, and fibre was cabled into the site forecourt across 15 days of first fix, 23 days of the second fix, and 7 days of installation. This project marked a first for Celestra, installing hearing loops to concession counters, and supporting accessible ordering for customers who are deaf or hard of hearing.

