



Redefine Property Value:  
Purpose, Productivity, Profits.



---

“By designing and building an IP infrastructure throughout every building and structure on our university and the nearby town, we have created a new paradigm for the design and integration of building systems. It provides us the opportunity to dramatically lower costs, improve services, and drive productivity increases on almost every level.”

Bryan Mehaffey, VP of Systems and Engineering,  
Ave Maria Foundation

“Having the Cisco Connected Real Estate solution has changed the way that we think about developing our properties. Being able to package services for tenants and using the technology to create a unique experience set us apart. The positive feedback from tenants and visitors has been overwhelming.”

Ballantyne Village

Today’s real estate market is filled with opportunities. Market trends—workforce globalization, environmental and social responsibility, and a growing, worldwide population—are driving the need for building transformation. The next generation of real estate and building services will turn workplaces and home spaces into environments that are personalized, efficient, functional, and profitable.

The challenge lies in staying ahead of these market opportunities. Many properties have fallen behind on innovation and now must catch up to support new office requirements, lifestyles, and user demands. Services and utilities can no longer stop at plumbing, pipes, and wiring—they must add value to attract new tenants and buyers, and maintain loyalty. Employees must have access to information and tools that improve responsiveness, accountability, and productivity. Moreover, building performance must be improved to reach profitability goals and to comply with increasingly stringent energy management requirements.

Real estate professionals should think beyond traditional services and identify the desired purpose, experience, and performance of each building. They must transform existing and new properties into the buildings of the future. They should also consider how to create value for all stakeholders—the occupants, owners, employees, and society—by improving productivity, increasing profits, adding differentiating services, and streamlining operations.

How can real estate ventures meet today’s needs and lay a foundation for tomorrow, while maintaining and growing profitability?

## Connected Real Estate. The intelligent approach.

Start with an intelligent infrastructure. Begin by integrating building infrastructures with next-generation technologies over a converged, connected platform. Create an intelligent environment that will provide the foundation for streamlined operations, increased revenues, and enhanced services to move today's properties into the future.

Cisco Connected Real Estate converges key functions onto an IP network that becomes the fabric of every building—supporting all real estate requirements. It is the “information utility”, as fundamental as gas, electricity, and water, that provides a foundation for workforce effectiveness, building performance, and physical security. With Connected Real Estate, you can reduce costs and complexity by replacing disparate communications, security, and building systems with one simplified, flexible, and scalable IP network.

Maximize revenue per square foot by adding new revenue-generating services, such as wired and wireless high-speed access or any number of next-generation voice, video, and data communications services. Enhance productivity by providing access to unified communications capabilities and mobile solutions that give all stakeholders “right time, right place” services. Improve building performance by centralizing the operation of lights; heating, ventilation, air conditioning (HVAC); and elevators to cut costs and save energy. Provide a safe, flexible, customized workplace that promotes space efficiency, integrated security, and property management solutions. Differentiate your building by tapping into new environmental capabilities, such as solar power and energy management to help manage costs and preserve natural resources.

It is the intelligent approach to real estate that will improve the value of every property, and will equip your building for the future. With Connected Real Estate, the transformation starts today.

## Offer a productive, comfortable, and safe experience.

With Connected Real Estate, your property will attract and retain tenants, guests, and a highly capable workforce by offering services that support an efficient and personalized experience.



## Improve Workforce and Workplace Effectiveness

Facilitate enhanced communications and collaboration with solutions that integrate voice, video, and data services over a converged IP network. Providing access to high-speed Internet, IP telephony, and advanced audio and video conferencing from work places, common areas, or living spaces will lead to a more productive and efficient workforce.



### Enhance the User Experience

Give employees and occupants access to mobility solutions, including Wi-Fi, integrated paging, and Bluetooth, to ensure access to time-critical communications at any time, and anywhere, whether on or off the property. Offer interactive stations with digital signage, rich media communications, and visitor management that keep guests and occupants informed and entertained. Create a building environment that is distinctive, productive, and intelligent, to add value to the user experience.

### Boost Security and Safety

Deliver optimal safety and peace of mind to guests, occupants, and owners with integrated security, video surveillance, and fire control over the intelligent information network foundation. Track visitors, access violations, and unauthorized building use with integrated tools that help ensure your buildings and physical assets are safe.

### Add value and improve property performance.

Today's property values are based on more than location and square footage. The new standard is to create a building that performs—and that exceeds all stakeholder expectations. For owners and operators, that means cutting costs and increasing revenues. Whether it's an employee or a visitor, an occupant or an operator, real estate stakeholders need a building environment that is flexible, productive, and tailored for their needs.

### Optimize Asset Utilization

Deploy all physical assets over a network that delivers optimal performance per square foot. Build collaborative workspaces that support more people in less square footage, replacing individual offices that are often underutilized. Add connectivity and communications capabilities in all areas of a building, improving productivity for guests, tenants, and employees. The information utility delivers enhanced services to every area of a building, converting “dead space” into efficient, usable areas that offer revenue opportunities.

### Improve Building Performance and Resource Management

Support an integrated building solution that offers energy management, conservation, and long-term environmental sustainability. Control costs through lighting automation solutions that are delivered over the converged IP network. Centralize monitoring and controls of elevators, HVAC, and facilities to ensure that building performance meets your standards. By integrating and centralizing these critical resources, owners and operators can manage costs and control building operating expenses.

## Give your property a purpose that pays off.

Tap into the ultimate value of your property by adding new services that differentiate your building and generate new revenues. The Connected Real Estate solution is a strategic, core utility that will impact all aspects of your property—from operations to occupancy.

### Generate New Revenue

Generate new revenue opportunities with fee-based or complimentary services to attract and retain tenants and differentiate your property from the competition. With Connected Real Estate, you can compete on a new level with a business model that allows you to grow your market opportunity. For example, you can deliver advanced services such as Cisco TelePresence, digital signage, or Wi-Fi on a fee-based model. Additional revenue-generating services can be added as tenant and user needs evolve.

### Create a Differentiated Property

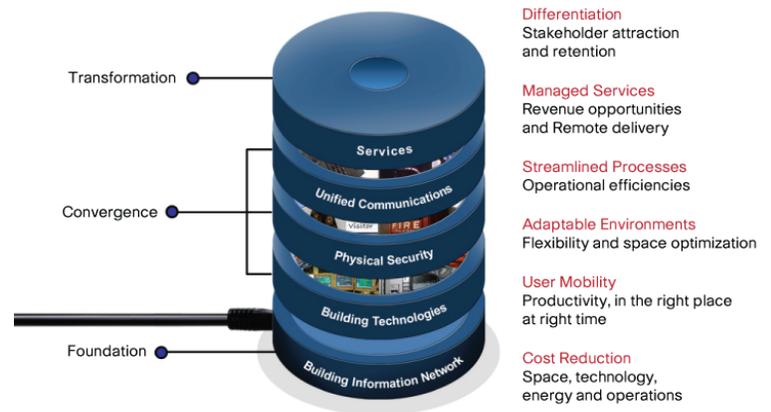
Make your building stand out with advanced services that transform C-locations into A-locations. By investing in a Cisco intelligent building network, you can make technology a strategic asset that will enhance and future-proof all aspects of your property.

### A framework for Connected Real Estate.

The Connected Real Estate framework is the premise for the next-generation capabilities enabled by the convergence of real estate and information technology. This framework can reduce costs and complexity by replacing disparate networks for communications, security, and building systems with one simplified, flexible, and scalable IP network.

Connected Real Estate consists of three interdependent levels: foundation, convergence, and transformation. The framework supports the tools and services supplied by Cisco and its real estate solutions partners.

Figure 1. Creating Value with Connected Real Estate



### Foundation: A Building Information Network

The base of the Connected Real Estate solution is the building information network—a flexible communications infrastructure that serves as a foundation for all other systems. This IP-based network can drastically reduce capital expenditures by simplifying building design and construction. In addition, a converged building information network will streamline operations, centralize administration, and reduce maintenance—resulting in lower operating costs and improved productivity.

### Cisco and Partner Supplied Components:

- Cisco Secure Network Foundation, including routing, switching, and security
- Cisco Mobility solutions
- Building automation systems
- Building management systems
- HVAC systems
- Electrical systems
- Energy management systems

---

## Convergence: Intelligent Information, Communications, and Building Technologies

The second layer in the Connected Real Estate framework comprises unified communications, physical security, and building technologies. Unified communications delivers IP telephony, video conferencing, rich media, collaboration, and tools for increased productivity. Physical security supports the deployment of converged security applications, including video surveillance, access control, and visitor management. Building technologies provide an administration and monitoring platform for HVAC, lighting, transportation, building automation systems, energy management systems, and fire, life, and safety systems.



### Cisco and Partner Supplied Components:

- Cisco Mobility solutions
- Cisco VPN services
- Cisco Unified Communications solutions
- Cisco Telepresence solutions
- Cisco Digital Media solutions
- Cisco Physical Security and Video Surveillance solutions
- Building automation systems
- Lighting
- Elevator
- 24/7 monitoring
- HVAC
- Fire

## Transformation: Differentiated Space, Technology, and Services

The top layer of the Connected Real Estate framework includes the services that lead to building transformation—generating new revenues and attracting and retaining tenants and guests. The Connected Real Estate solution is a highly adaptable platform enabling flexible services that can accommodate a changing workforce and user requirements. Buildings can be enhanced with visitor management services, interactive kiosks, and digital signage to generate new revenues and improve the user experience. Fee-based services can be turned on and off as needed, providing the ultimate flexibility for multi-tenant spaces. Tenants and users can choose from a variety of Internet access, access to rich media and content, and IP telephony offered over the Cisco intelligent information network.

### Cisco and Partner Supplied Components:

- Cisco Mobility solutions
- Cisco VPN services
- Cisco Unified Communications solutions
- Cisco Digital Media solutions
- Cisco TelePresence solutions
- Visitor management
- Interactive kiosks
- Building access
- Energy management



## A roadmap for success.

Connected Real Estate offers a model for the future, built on a platform that can have a positive impact on the bottom line for a wide range of real estate needs.

### Benefits of Connected Real Estate.

- **The workplace:** Connected Real Estate allows landlords and owners to create effective work environments using an intelligent information network that delivers IP communications and innovative supporting technologies.
- **The building:** Connected Real Estate enables the delivery of powerful services and revenue-generating opportunities that will help businesses grow by combining real estate and IT.
- **The people:** Connected Real Estate improves safety and security by transforming the way building operators and owners can protect tenants, people, and assets.
- **The community:** In most parts of the world, energy is expensive and excessive consumption is becoming socially unacceptable. Connected Real Estate enables energy efficiency through planning, visibility, monitoring, and control.

## Cisco. The worldwide leader in business networking.

With Connected Real Estate, companies get more than a real estate system. They get a comprehensive information solution for all building and stakeholder needs. Cisco is driving change and transformation in real estate ventures around the globe, with a proven suite of products, services, and partnerships that will meet the needs of virtually every building project.

With Cisco, you get:

- Industry-leading partners and resellers to deploy and manage a turnkey offering
- A secure, adaptable, standards-based architecture that easily accommodates today's needs and future services while protecting network investments
- A long-term commitment to the real estate industry
- Proven best practices for deploying real estate industry network solutions, developed through close working relationships with real estate customers and industry groups

For more information on Connected Real Estate, visit [www.cisco.com/go/realestate](http://www.cisco.com/go/realestate).



**Americas Headquarters**

Cisco Systems, Inc.  
170 West Tasman Drive  
San Jose, CA 95134-1706  
USA  
www.cisco.com  
Tel: 408 526-4000  
800 553-NETS (6387)  
Fax: 408 527-0883

**Asia Pacific Headquarters**

Cisco Systems, Inc.  
168 Robinson Road  
#28-01 Capital Tower  
Singapore 068912  
www.cisco.com  
Tel: +65 6317 7777  
Fax: +65 6317 7799

**Europe Headquarters**

Cisco Systems International BV  
Haarlerbergpark  
Haarlerbergweg 13-19  
1101 CH Amsterdam  
The Netherlands  
www-europe.cisco.com  
Tel: +31 0 800 020 0791  
Fax: +31 0 20 357 1100

Cisco has more than 200 offices worldwide. Addresses, phone numbers, and fax numbers are listed on the Cisco Website at [www.cisco.com/go/offices](http://www.cisco.com/go/offices).

 ©2006 Cisco Systems, Inc. All rights reserved. CCVP, the Cisco logo, and the Cisco Square Bridge logo are trademarks of Cisco Systems, Inc.; Changing the Way We Work, Live, Play, and Learn is a service mark of Cisco Systems, Inc.; and Access Registrar, Aironet, BPX, Catalyst, CCDA, CCDP, CCIE, CCIP, CCNA, CCNP, CCSP, Cisco, the Cisco Certified Internetwork Expert logo, Cisco IOS, Cisco Press, Cisco Systems, Cisco Systems Capital, the Cisco Systems logo, Cisco Unity, Enterprise/Solver, EtherChannel, EtherFast, EtherSwitch, Fast Step, Follow Me Browsing, FormShare, GigaDrive, GigaStack, HomeLink, Internet Quotient, IOS, IP/TV, iQ Expertise, the iQ logo, iQ Net Readiness Scorecard, iQuick Study, LightStream, Linksys, MeetingPlace, MGX, Networking Academy, Network Registrar, Packet, PIX, ProConnect, RateMUX, ScriptShare, SlideCast, SMARTnet, StackWise, The Fastest Way to Increase Your Internet Quotient, and TransPath are registered trademarks of Cisco Systems, Inc. and/or its affiliates in the United States and certain other countries.

All other trademarks mentioned in this document or Website are the property of their respective owners. The use of the word partner does not imply a partnership relationship between Cisco and any other company. (0609R)