



CISCO EXPO

Connected Real Estate

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This could have been a CRE project – but it is not



These can be evaluated for CRE projects



- StatoilHydro new Oslo HQ
- StatoilHydro – "Vision Sandsli" - Bergen
- New Ikea Oslo - Furuset

It's a long but exciting journey starting with players like these



CRE vs Real Estate Vertical

Existing Verticals using CRE solutions

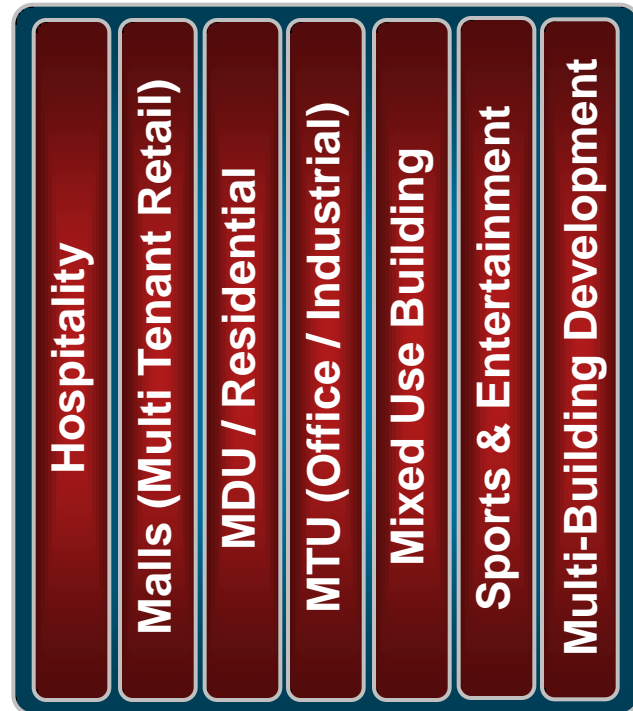
- Corporate Real Estate Owners
- Owner Occupied / Single Tenant Model
- Real Estate is an Enabler to Core Business



\$8 Billion per Year

REAL ESTATE VERTICAL

- Owner / Developer / Operator Model
- Real Estate is Core Business (Sell / Lease)
- Real Estate is a Revenue Generator



Connected Portfolio

\$27 Billion per Year

\$35 Billion per Year Industry

Business Value of Connected Buildings



Experience

Differentiation, Identity
Attract, Retain Tenants, Guests,
and Workforce
Increase Real Estate Value

Purpose

Increased Productivity
Optimized Asset Utilization
Incremental and New Revenues
Enabling Business
Models



Performance

Higher Quality, Reduced Cost
Centralized Operations (OPEX ↓)
Energy, Reduced Footprint



Framework for Connected Real Estate

Transformation ●

Delivering space, technology and services differently

Convergence ●

Converging information, communication and building technologies

Foundation ●

Building the next generation building information network



Creating Value with Connected Real Estate

Transformation ●

Delivering space, technology and services differently

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Differentiation

Stakeholder attraction and retention

Managed Services

Revenue opportunities and Remote delivery

Streamlined Processes

Operational efficiencies

Adaptable Environments

Flexible space optimization

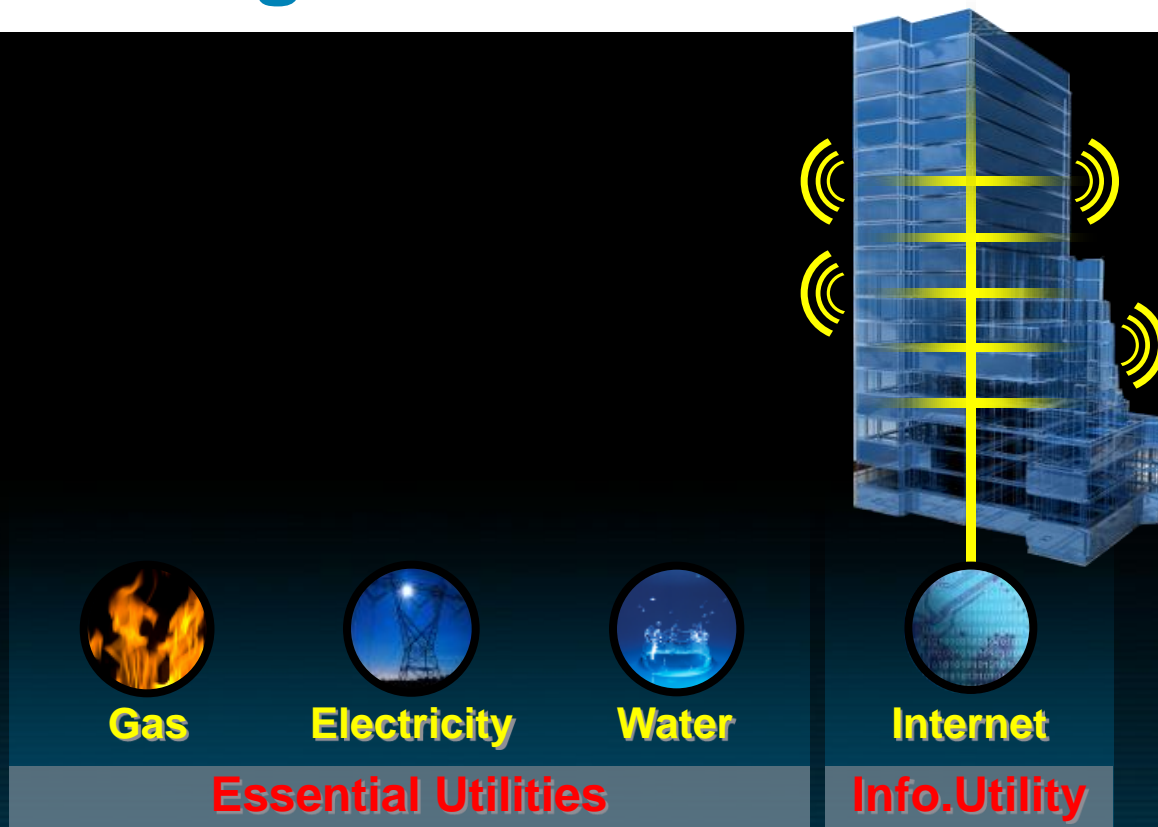
User Mobility

Productivity, in the right place at right time

Cost Reduction

Space, technology, energy and operations

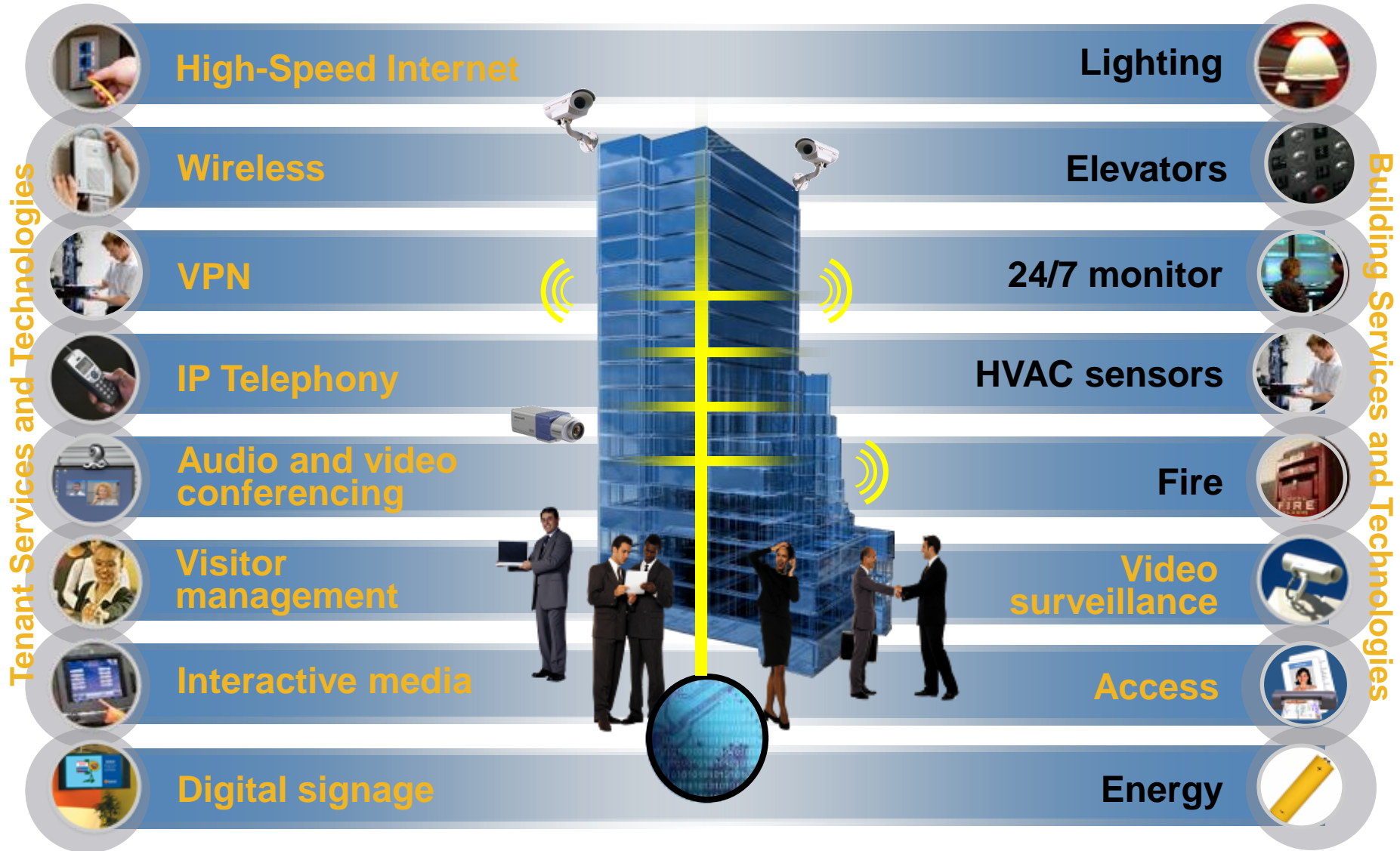
Introducing the **Information Utility**



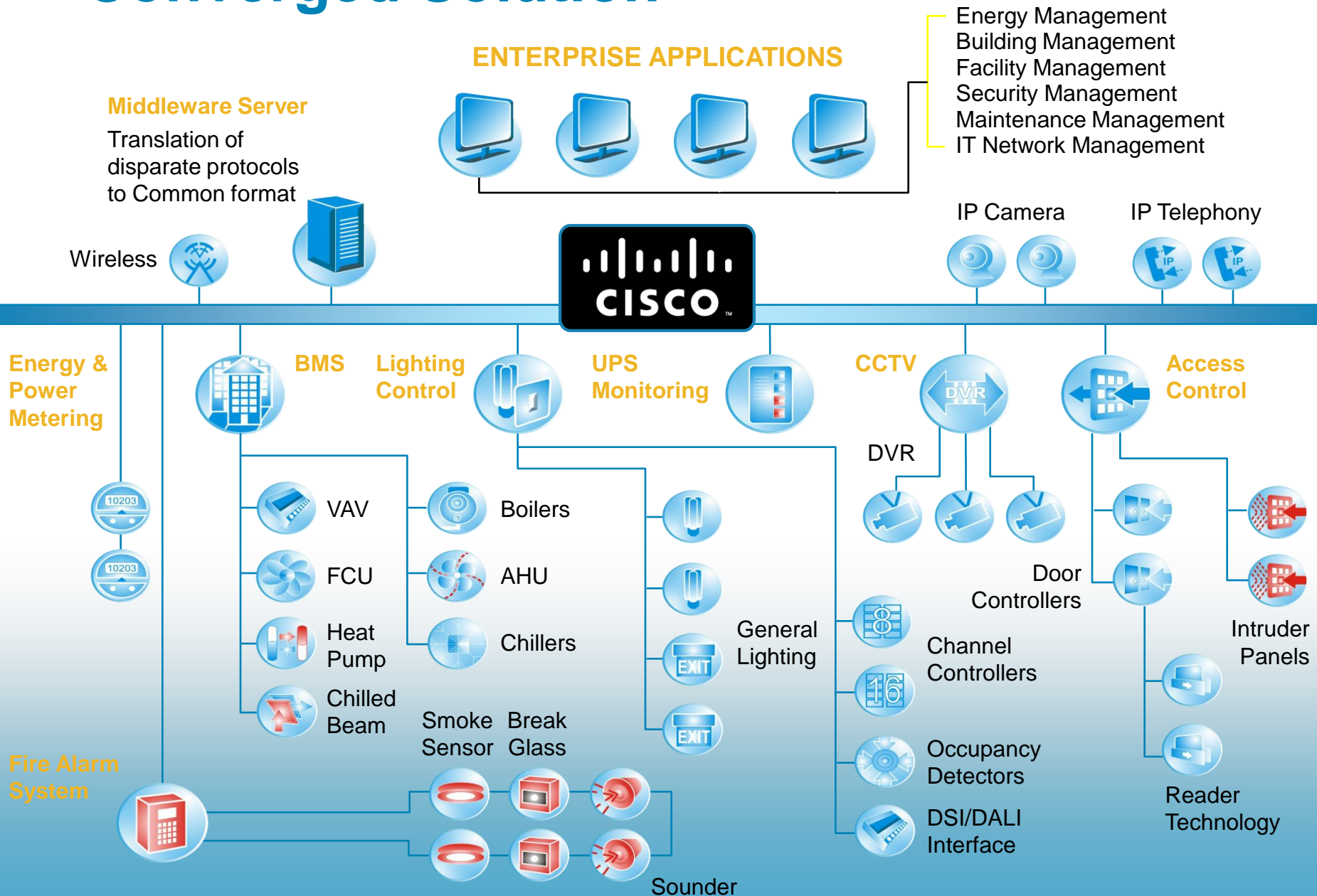
**Reduce Cost and Complexity by
Replacing Disparate Networks with One
Simplified, Flexible, and Scalable IP Network**

Converged Information Utility

Connected Building and Converged Building



Converged Solution



Cisco EnergyWise: Architecture

Management applications for IT or Facilities



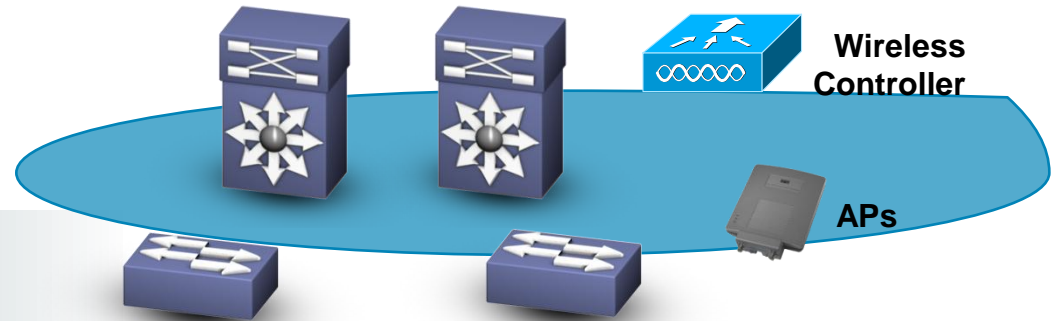
LMS



Management API

Switches and routers communicate through Management API

Cisco network aggregates status and power measurements



Client Protocol communicates with end points



Seeing the Impact – Carbon and \$ Savings

- Create a customer profile
- Correlate power usage to typical vertical use
- Demonstrate cross-enterprise watts, \$s, and carbon savings

www.cisco.com/go/energywise



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Richards-Zeta BAS Middleware Acquisition

Where is Mediator Used?

Google Campus

Objective is **energy control** and **demand response** across entire campus



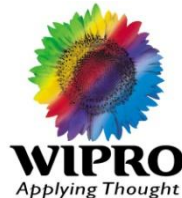
NetApp Campus

Objective is **automated demand response** system from PG&E, system successfully shed 1MW in 10 minutes



Wipro Campus (India)

Goal is converged systems management **over IP**



IT CAMPUS



Walgreens Retail

Reduced energy consumption 30%+ in Austin, TX store through monitoring and automated intelligence



Simon Mall

Automated Meter Reading of thousands of check meters for energy usages

RETAILS

Richards-Zeta

Partner Snapshot



- **Partner Profile:**
 - Founded 1988 as DDC control manufacturer
 - Network of system integrators nationally
 - Installed solutions globally
- **Partner Value-Add:**
 - IP based integration solutions platform able to connect IT networks, applications & bldg systems together.
 - Solutions extend value of Cisco network.
 - Financially justifies investment in other core Cisco solutions (VoIP Telephony, etc).
- **Partner Solution Description:**
 - Omega IP integration platform connects multiple disparate bldg systems across Cisco network using XML data.
- **Cisco Products:**
 - Utilizes VoIP Telephony platform, Call Manager, Switches, Routers and Wireless AP

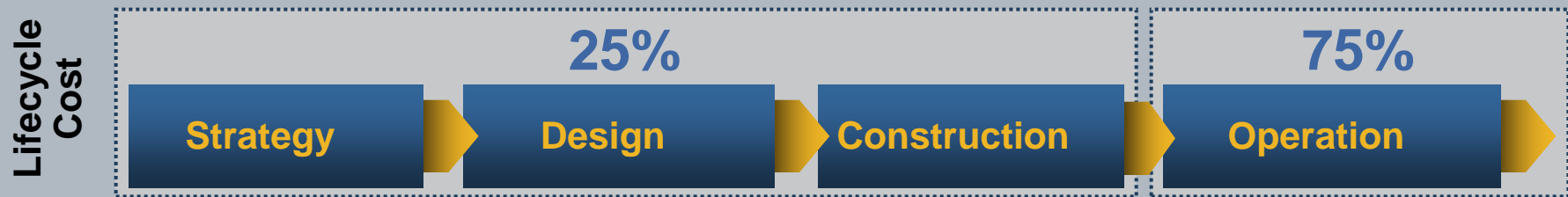
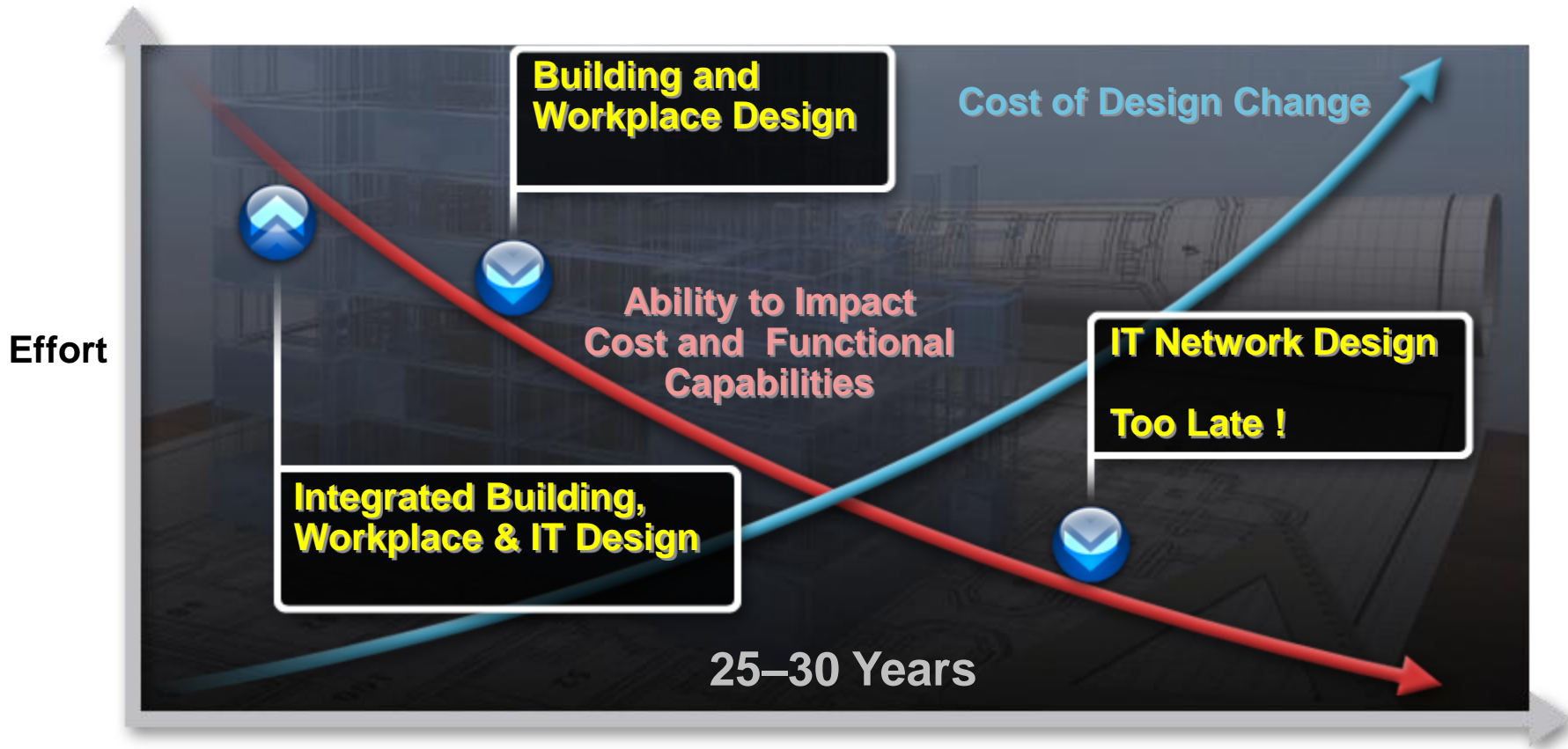


ROI with CRE Converged vs Traditional

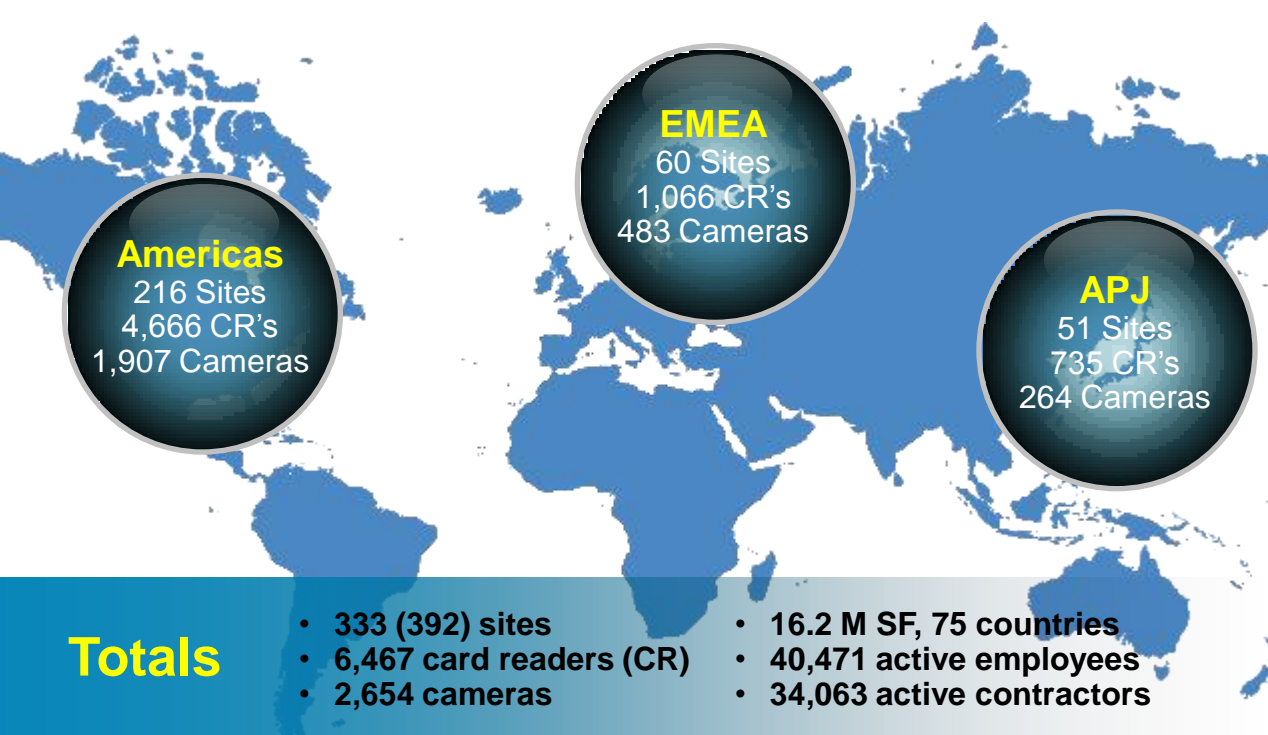
- Energy Savings – 12%
- Operational Savings – 10%
- Rental Rate Increase – 4%
- Occupancy Improvement – 4%
- Owner Occupied Building
 - Energy & Operational Savings: Simple payback 4 years, ROI 95% over 5 years
- Developer Owned Building
 - Occupancy & Rental Increases: Simple payback 1.4 years, ROI 265% over 5 years

Source: Building Intelligence Group, 2007

Bringing IT and Real Estate Decisions Together Early in the Building Lifecycle



Cisco's Intelligent Converged Environment: Safety and Security



Objectives:

Increases efficiency and reliability

Centralized administration and maintenance (unified operations centers)

Enhanced business continuity (reduced risk)

Reduced cost of ownership

Results:

Annual OPEX savings for centralized video surveillance and security

\$ 10,500,000



CRE Partner and Alliance Ecosystem

BUILDING CONTROLS PARTNERS



SERVICE PROVIDERS/DEVELOPERS



IP VIDEO/DIGITAL SIGNAGE



STADIUM/ARENA ARCHITECTS



PHYSICAL SECURITY



NETWORK SECURITY



SYSTEMS INTEGRATORS



BUILDING MANAGEMENT SYSTEMS



O2 World Arena Berlin

**\$2.5M
Investment**



- **Customer experience**

- LAN, WLAN, UC all over incl. VIP lounges

- Cisco E2E Infrastructure
 - DMS around the area

- **Cisco brand placement**

- Hotspot Login

- Premium Entrance

- World Dinner Restaurant

- Advertisement screens

Allianz Arena, Munich, Germany



- One converged IP-network for voice, video, data
- Full-coverage WLAN 802.11a/b/g (indoor/outdoor)
 - Private WLAN & Public Hotspot Services on same infrastructure
- 6'000+ network ports
- Resilient network design
- 99,999% availability (FIFA req.)
- E-Payment, E-Ticket / Access-Control System, Sensor Monitoring
- Video-Surveillance & Building Automation
- Interactive Services: i.e. Fan-TV



Berlin Brandenburg International Airport

- **Converging IP Communications and building services onto a single resilient network**
- **Robust network security**
- **Wireless access control for employees**
- **HVAC, IP Video Surveillance, Pervasive Security**
- **IP Digital Signage for flight schedules and advertisement**
- **IP Telephony and Unified Communications for enhanced collaboration**



Multitenant Retail Examples

- Westfield Mall – London, UK (the largest Shopping Center in Europe)
- Highcross Shires Mall, Leicester, UK
- Bullring Mall, Birmingham, UK
- Meadowhall Mall, Sheffield, UK
- Kista Galleria, Sweden
- Ballantyne Village, USA
- Al Kout Shopping Mall – Kuwait
- Arraya Real Estate Complex – Kuwait
- CITY'S Mall – Istanbul, Turkey
- City Stars Center – Egypt
- The Avenues – Kuwait

BULLRING
BIRMINGHAM


Meadowhall
On Line



Global Hospitality References, across major brands

- Starwood Campo Real Resort Westin - Portugal
- Starwood Colombos Resort Luxury Collection – Portugal
- Sheraton Lisbon – Portugal
- Sheraton Porto - Portugal
- Sheraton Ankara – Turkey
- Crowne Plaza Bratislava - Slovakia
- Intercontinental Cairo - Egypt
- Sheraton Krakow - Poland
- Divan Taksim Istanbul – Turkey
- Golden Tulip DIC – Dubai UAE
- DivanCity Istanbul - Turkey
- Holiday Inn Cairo - Egypt
- Mandarin Oriental Washington - USA
- Royal Caribbean Cruises – 2 Ships
- Mandarin Oriental New York City - USA
- Marriott Courtyard – Kuwait
- Crowne Plaza Dublin - Ireland
- Inn of the Mountain Gods – New Mexico, USA
- Atlas Dubai - UAE
- Holiday Inn – Kuwait
- Temdeen – Kuwait
- Tucker’s Point – Bermuda
- Cerutti Dubai - UAE
- Espresso Dubai - UAE
- Beau Rivage Geneva - Switzerland
- Savoy Moscow - Russia
- Best Western Haaga – Finland
- Phoenicia Intercontinental Beirut - Lebanon
- Vendom Intercontinental Beirut – Lebanon
- Rodos Palace - Greece



Case Study: i-City Malaysia

Situation

- 74-acre integrated township
- RM1.5 billion construction
- Use of technology to create superior experience
- Required MSC status & attract world-class tenants
- Be a technology incubator and drive innovation

Solution

- Comprehensive services: wired, wireless, digital signage, & video surveillance
- Managed service offering provided by Office2
- Initial phase of i-City deployment consists of US\$1M of product alone

Benefits

- Infrastructure will achieve MSC status
- Reduced risk of deployment with Office2
- Landmark city development
- Scalable platform to meet future services requirements



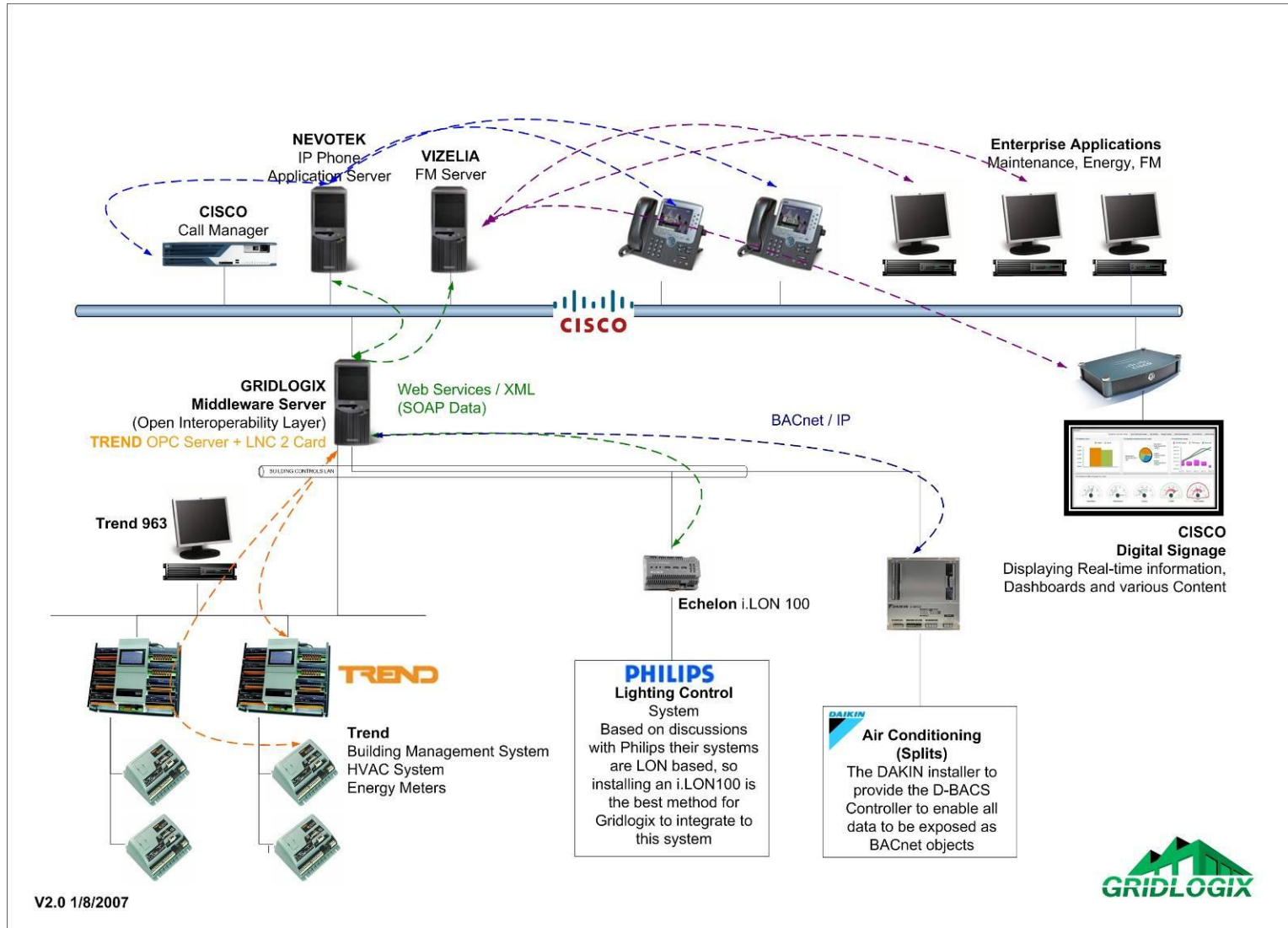
London Financial CBD: Canary Wharf Estate

- Existing Estate of 97 acres, originally Docks
- First Tenants moved in 1981
- Current (2006) the Estate is 14.1M ft² of (1.41M m²)
 - 24 Office Buildings, 5 Retail Malls, Department Stores,
 - 4 Railway Stations, Bus Terminal, Sports and Leisure Clubs & Bars, Car Parks, Landscaped Parks and more ...
- Current Working Population 80,000
- Phase 2 a further 800,000m² in design
- Multiple Legacy BAS Integration over IT by CDC
- Digital Management Centre



Case Study

BBVA Innovation Centre - Madrid





Case Study - Bank of America

- Ability to maximize Connected Real Estate portfolio opportunities
- Better shareholder value by lower expenses & increased EPS (4 cents)
- Rationalize Technology Investment against RE savings offset
- Converged Solutions (IPT & Wireless) - flexible workplace solutions maximize real estate efficiencies. (30%-40% RE Reduction)
- Leveraging RE savings & all aspects of CRE - Robust Cat 5/6 wired backbone and switching/routing devices, IPT, Wireless, Security, Content Delivery, Remote Access and others.



