



Cisco Expo Maroc

Business Breakout – 1

Connected Real Estate



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Vertical Sales Manager
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**“More” Intelligent Buildings
enabled by
Cisco Connected Real Estate**



**David Baudrez
Vertical Sales Manager
Emerging Central**

Demystifying “Intelligent Buildings”

“Use of **technologies** and **processes** to create a building that is **safer** and **more productive** for its occupants and more **operationally efficient** for its owners and operators.”

Multiple video applications coming...



**HIGH DEFINITION
DIGITAL SIGNAGE**



**VIDEO SURVEILLANCE /
VIDEO CONFERENCING**



**...: INTERNET ...:
ON DEMAND ...:
VIDEO PORTALS - WEBTV**



**VIDEO ON DEMAND
TV ON DEMAND / nPVR**



GAMING / INTERACTIVE TV



NICHE VIDEO SEGMENTS

**Managed
Video
Applications**

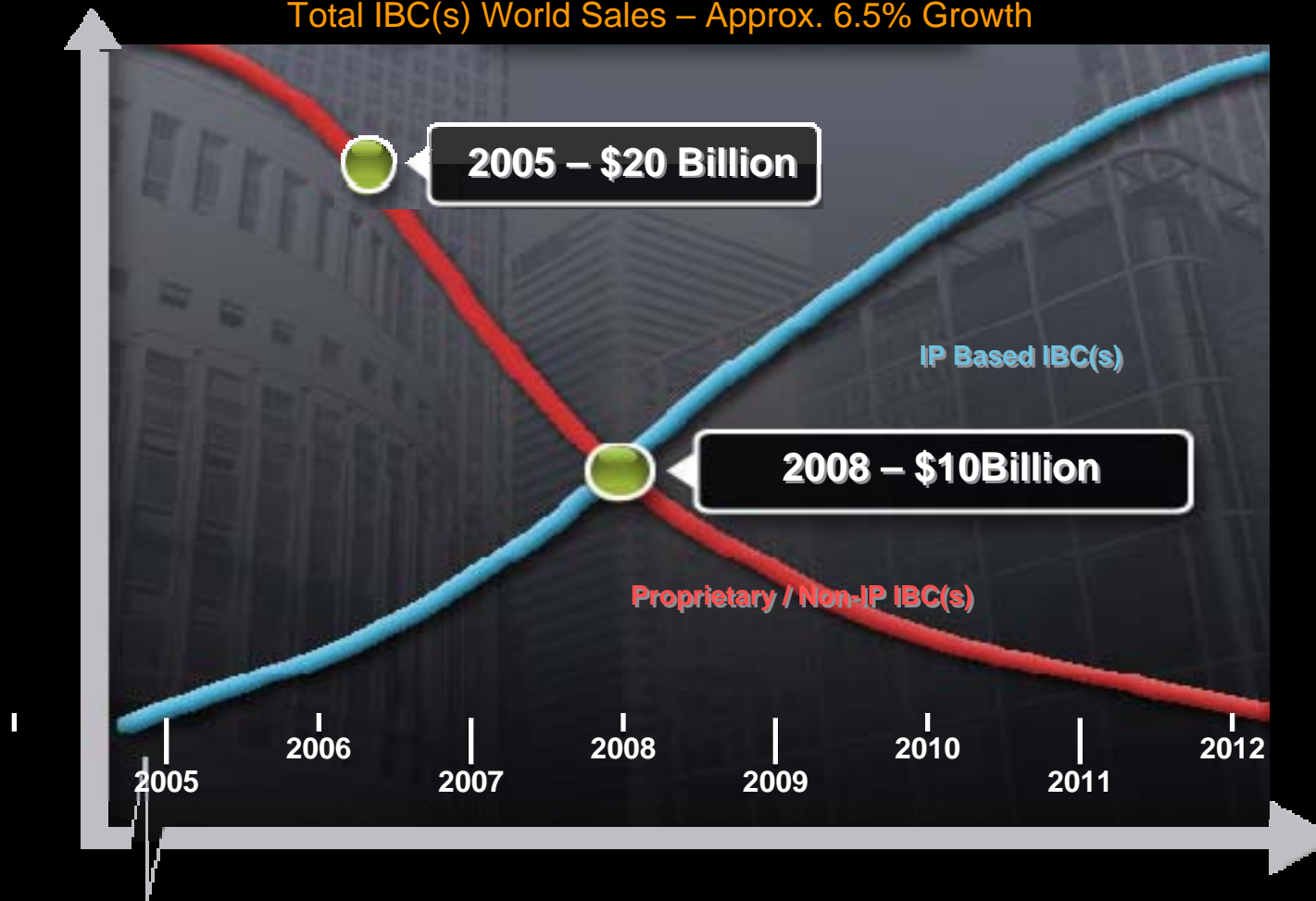
**Video
Communications
Services**

**Internet
and
Mobile Video**

Internet Protocol Penetration in Building Control Systems Market

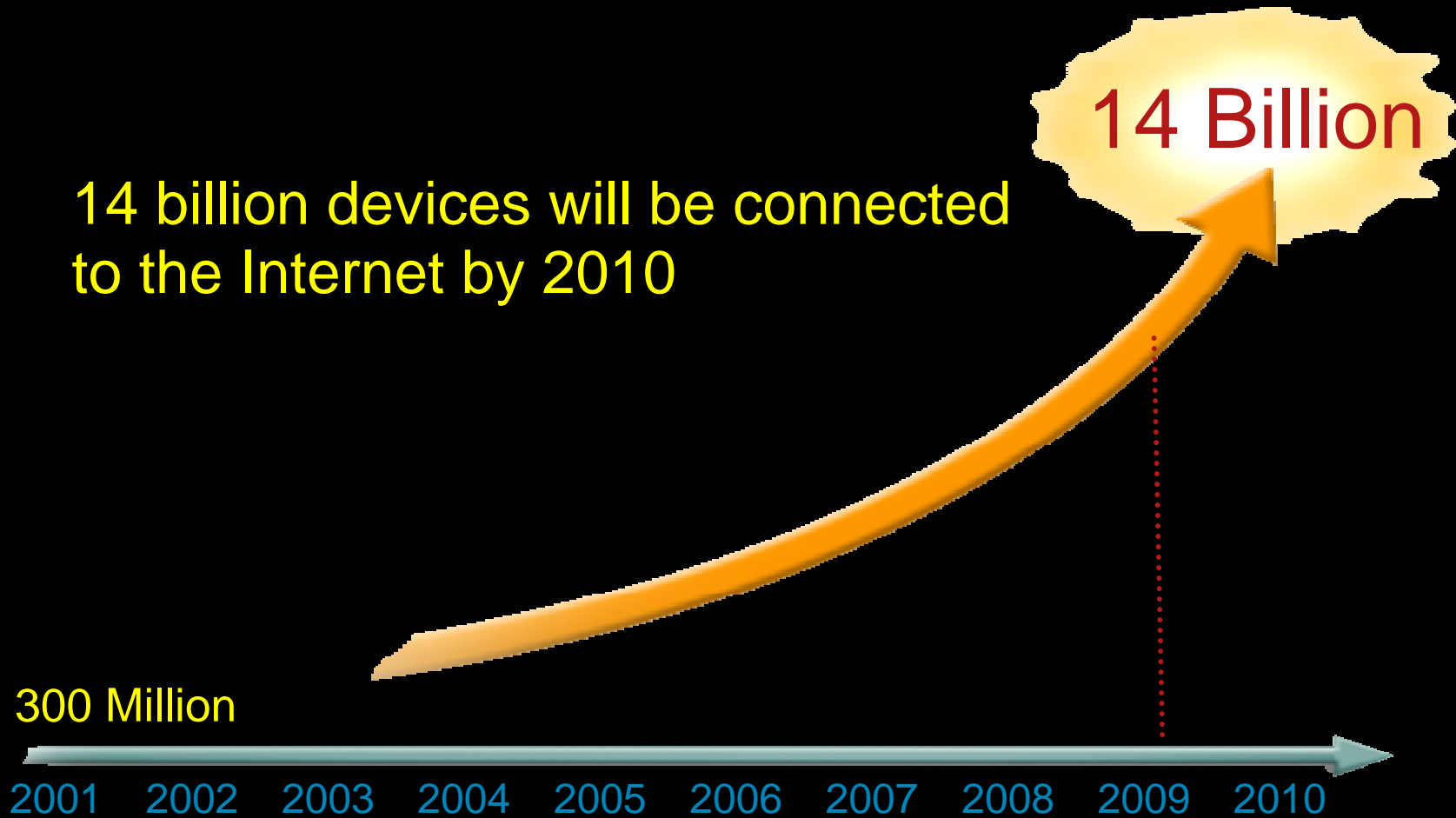
Forecast World Growth of Intelligent Building Control Systems and Penetration of IP-Based Solutions

Total IBC(s) World Sales – Approx. 6.5% Growth



Emergence of the Internet of “things”

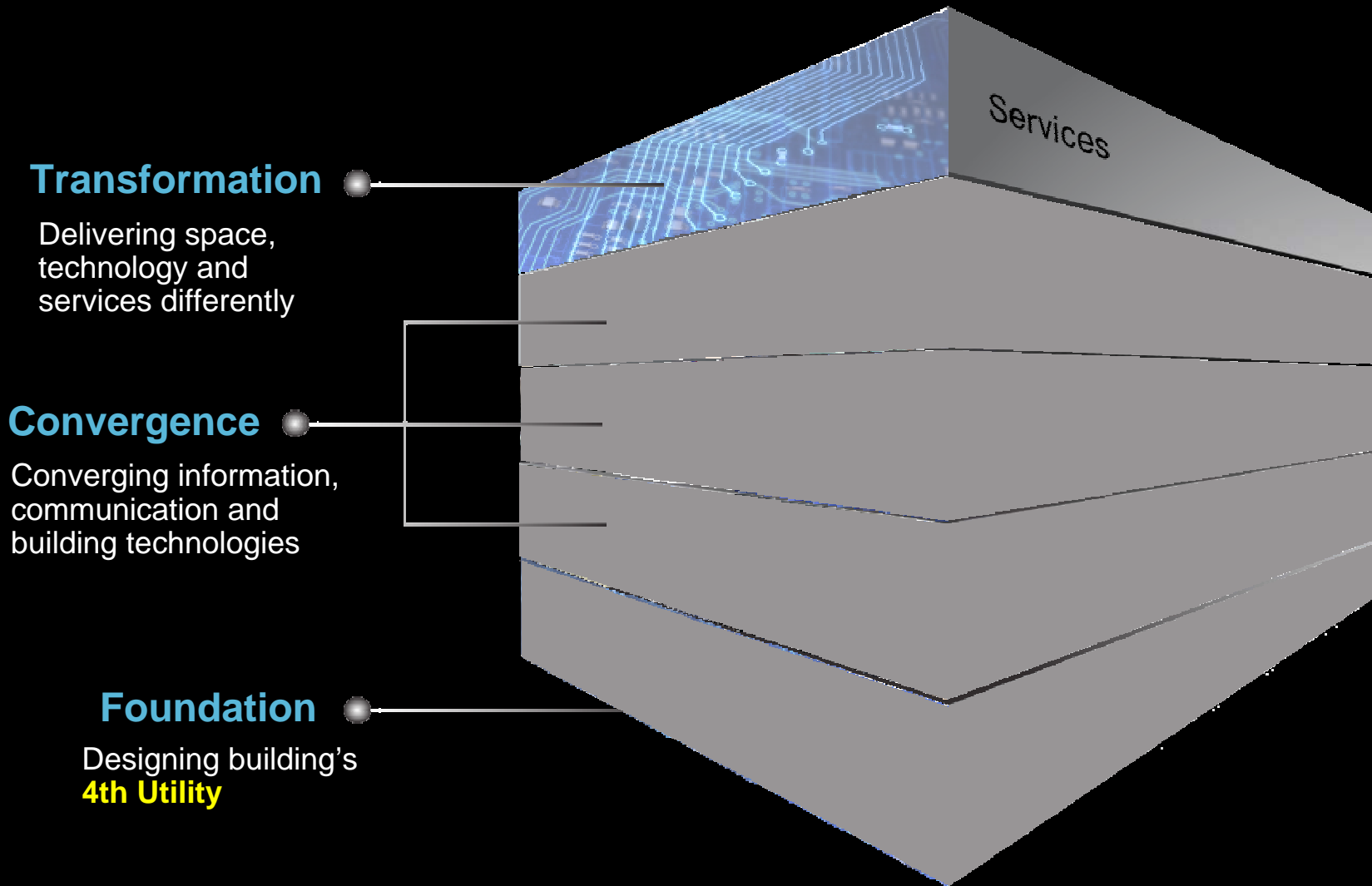
14 billion devices will be connected to the Internet by 2010



Source: Forrester Research, February 2008

Connected Real Estate framework

Enabling Intelligent Buildings



Connected Real Estate Value Propositions



**New Ways
of Working
Collaboration**



**Improved / New
Revenues and
Experiences**



**Protecting
Your Assets
Safety / Security**

**Operational
Excellence
Reducing Cost**

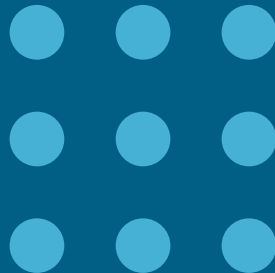


**Increasing
Shareholder /
Community Value**



**Addressing
Sustainability
Energy Mgmt.**





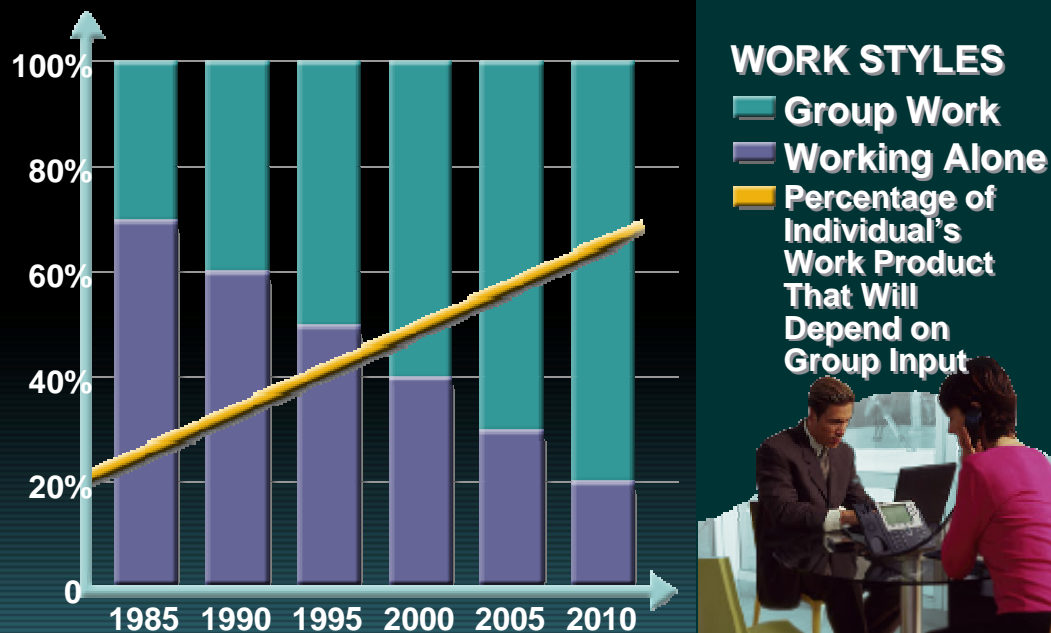
New Ways of Working

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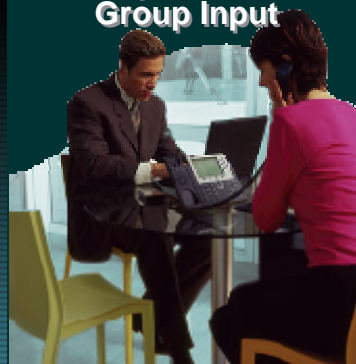
Connected Workplace

Two Major Changes Are Driving The Need For a New Workplace Design

The Way People Work Is Changing Work Done in the Office Is Increasingly Collaborative



Source: Gartner
Dataquest, 2005

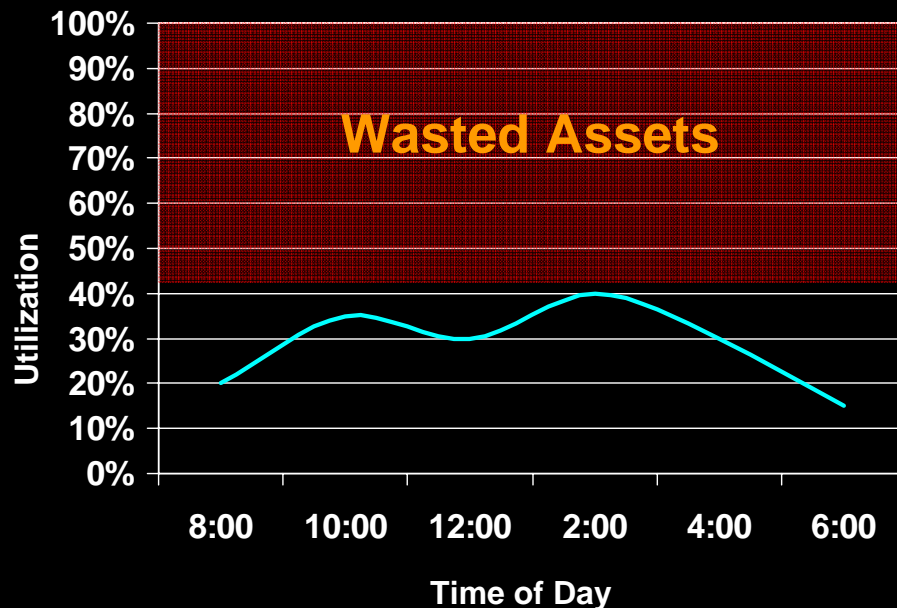


Infrastructure is More Mobile You no longer need to be in one place to be productive

- Lap-tops & other mobile devices
- Web-based applications
- Wireless Network
- Internet Based Telephony and Video
- Collaboration Software
- VPN and Network Security

There is an Opportunity To Save Money & Improve Collaboration

True Utilization is Poor

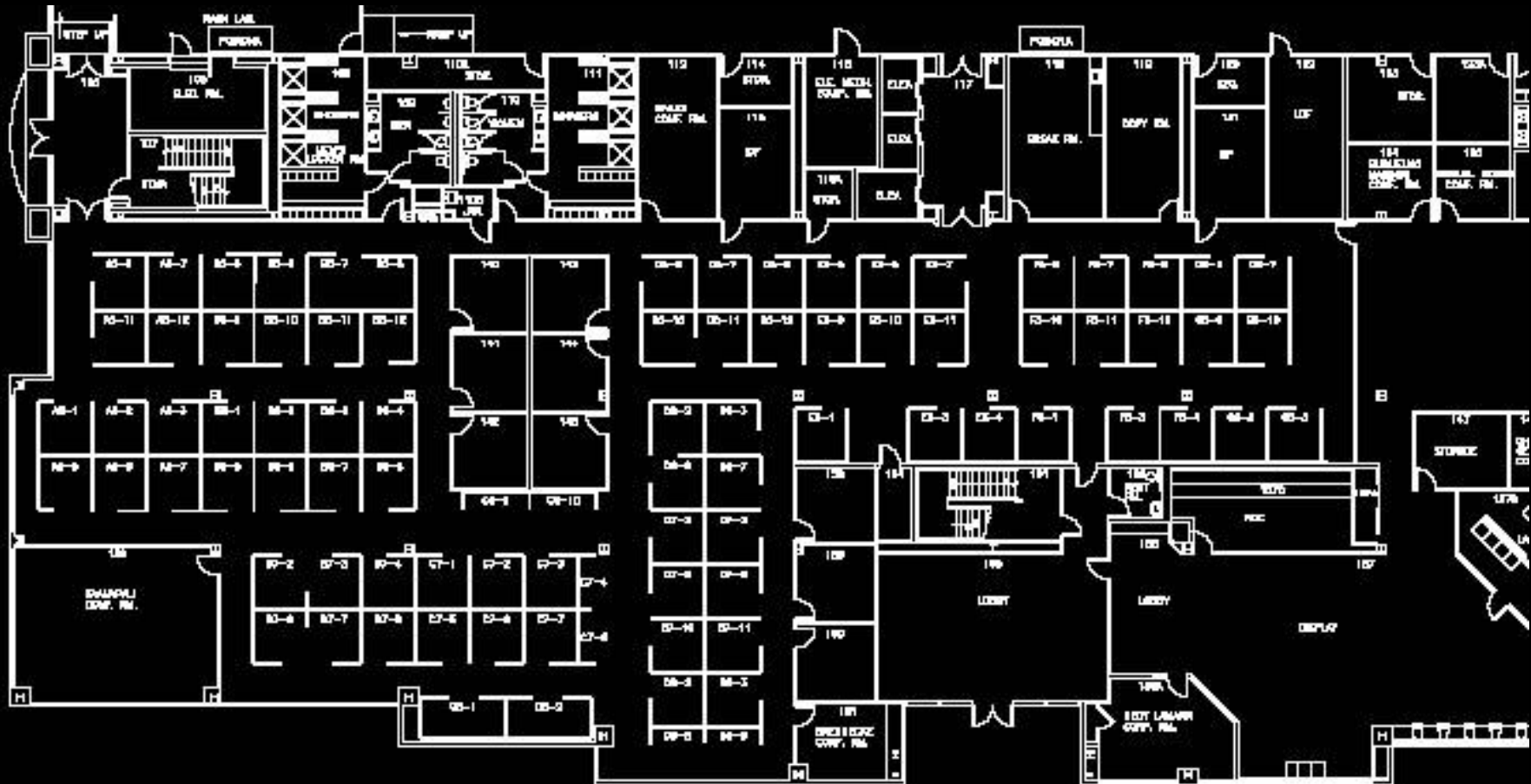


Issues With Current Space

- Even at full occupancy, organisations waste more than 60% of their space. This is enormously costly.
- Work environment design (office/cube) actively drives isolation
- Insufficient collaborative space is impeding work
- Offices lack “buzz”
- People don’t have options regarding their environment

WPT is about delivering Space differently

Flexible & Space Efficient Workspaces



Real Estate Transformation: Workplace Effectiveness at Cisco

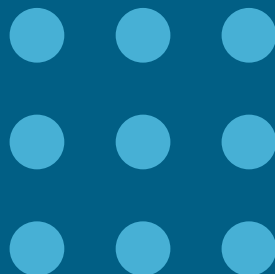
- Prefer environment: + 77%
- Improved communications: + 82%
- Workforce satisfaction: + 82%
- Ease of finding quiet space: + 62%
- Ease of finding meeting room: + 80%

* Source: Survey of Cisco Employees in "Building 14" proof-of-concept, conducted by In-Momentum June 2005

Results:

CAPEX Cable and IT Infrastructure	- 50%
CAPEX for furniture	- 55%
Space reduction for current headcount	- 40%
Return on Investment	< 3 yrs





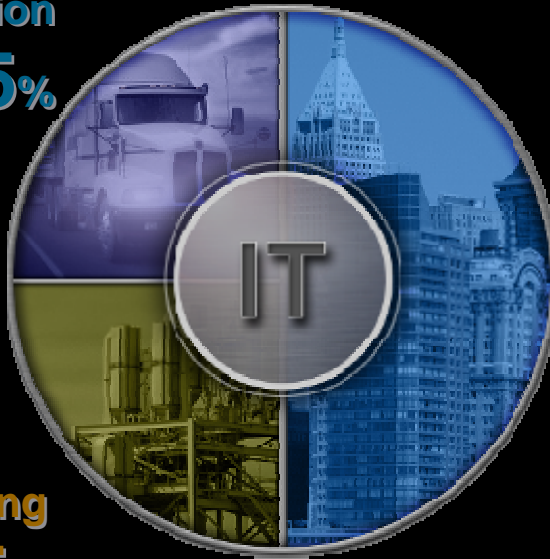
Sustainability, Utilities & Energy Management

Cisco Green Initiative

Buildings Consume 50% of the World's Energy

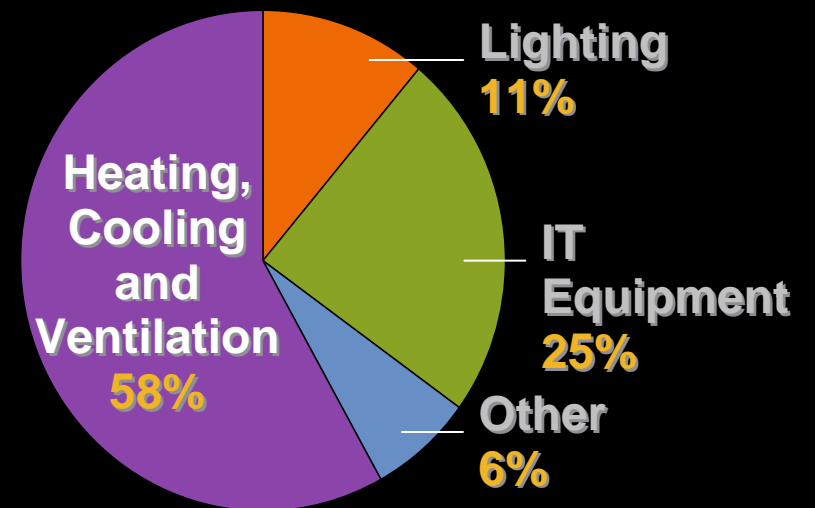
The Energy Consumption of IT Equipment in Buildings is Increasing Significantly

Transportation
25%



Buildings
50%

Manufacturing
25%



Sources: BOMA 2006, EIA 2006, AIA 2006

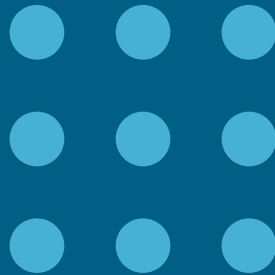
Real Time Energy Management

- Visibility of energy usage
- Energy forecast reporting
- Centrally managed energy portfolios
- Maximum demand & load shedding
- Bill validation
- Real time power purchasing
- Compliance validation
- Assignable energy usage and billing
- Benchmarking
- Fact based decisions are made

Boeing Reduced Energy Costs by 20% During Peak Usage and 50% on Weekends by Implementing Energy Management Software

The Las Vegas City Centre Facility Has Generated a 10-15% Reduction in Local Businesses Monthly Utility Bills with Real-Time Monitoring of Multi-Site Customers Using Building Automation Software



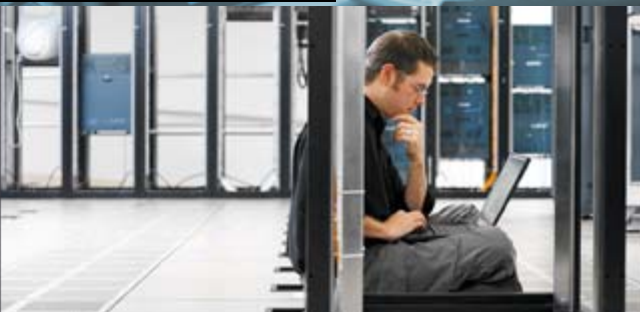
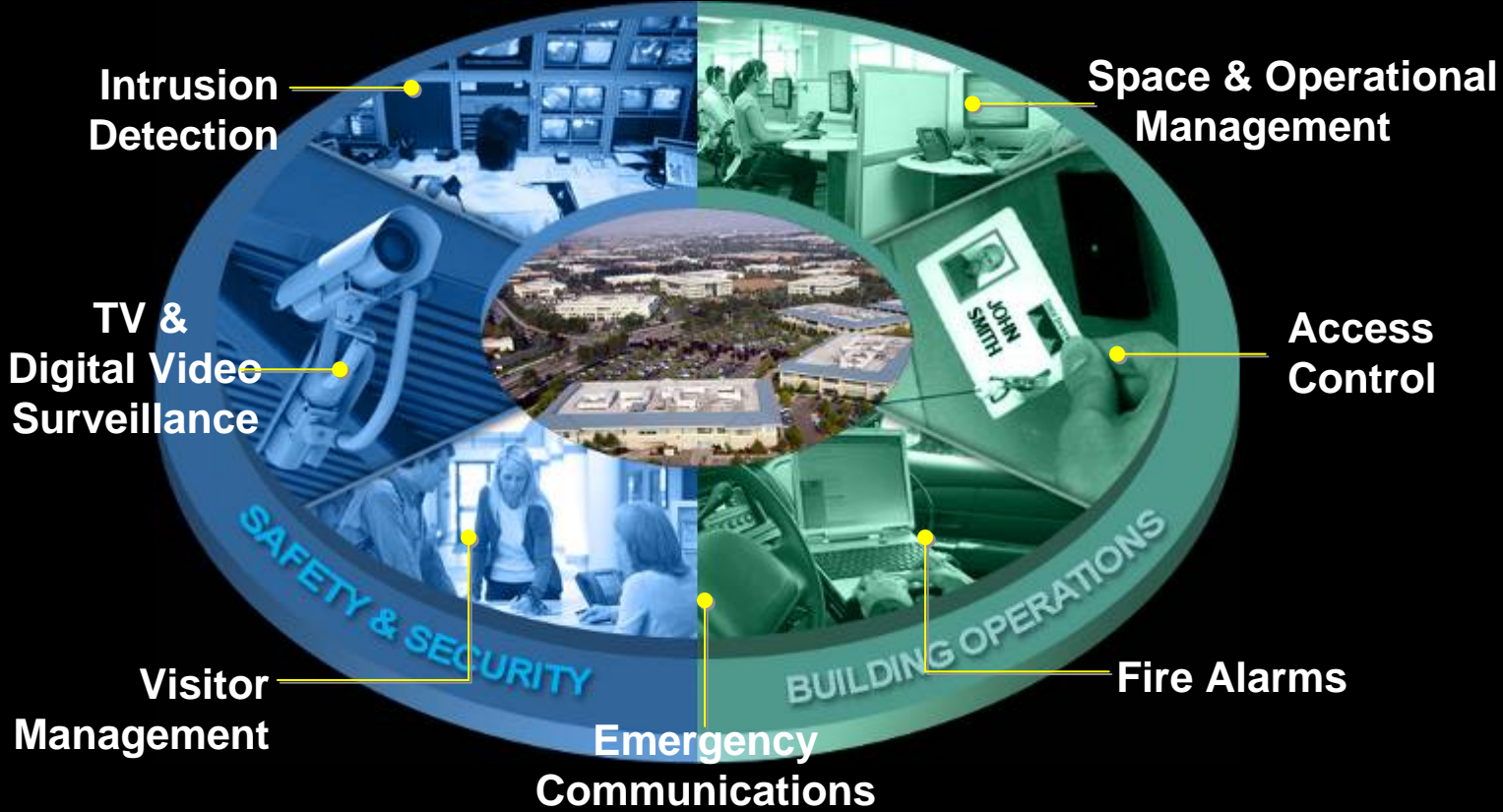


**Protecting your people &
your assets**

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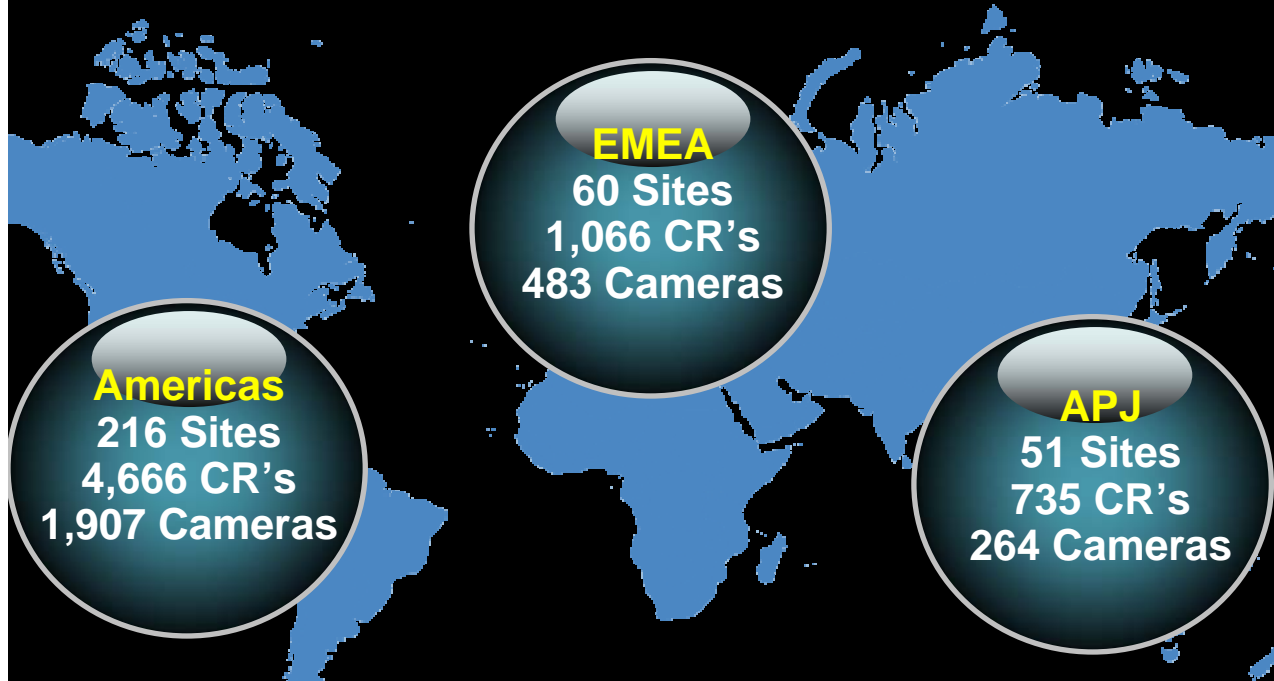
**Physical Security &
Public Safety**

Convergence of Safety, Security and ICT



Cisco Security & Operations Centre

Safety, security and energy efficiency



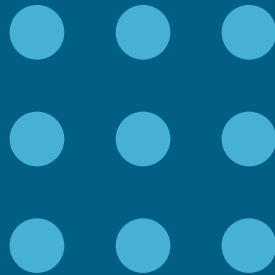
330 sites 6,467 card readers 2,654 Cameras

Converging our Security and Safety Systems over One Network, Resulted in Cisco Saving **\$10M Annual Savings** (30%) and Enhanced Business Continuity (Reduced Risk) for Cisco – Worldwide

Objectives:

- People & Asset protection
- Increases efficiency and reliability
- Centralized administration and maintenance
- Enhanced business continuity (reduced risk)
- Reduced cost of ownership





**Costs Reduction,
Operational Excellence**
—
Connected Building

ROI for convergence

Converged Building Technologies Group

- 8 Floor Office building - 13,500sqm - 1500 people
- 2600 point BMS, 400 fire devices, 42 Cameras, 46 Access control readers, 15 Intruder Alarm points
- Independent Design Review
- In-depth Capex and 30 year Life cycle cost review



Results

Capex Savings	24% (4% construction cost)
Opex Reduction	30%

Source: CBTG

CBTG: TAC, Molex Premise Networks, Hurley Palmer Flat and ADT. Audited by Turner & Townsend

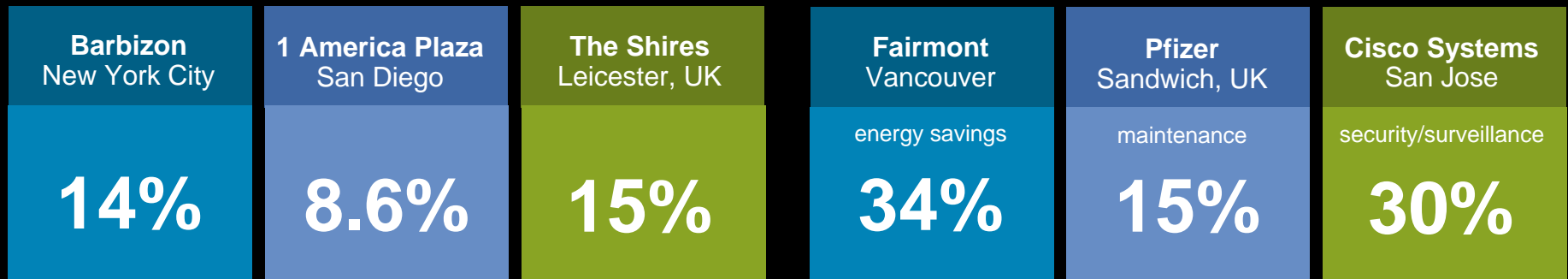
Return on Investment for Convergence

CAPEX SAVINGS

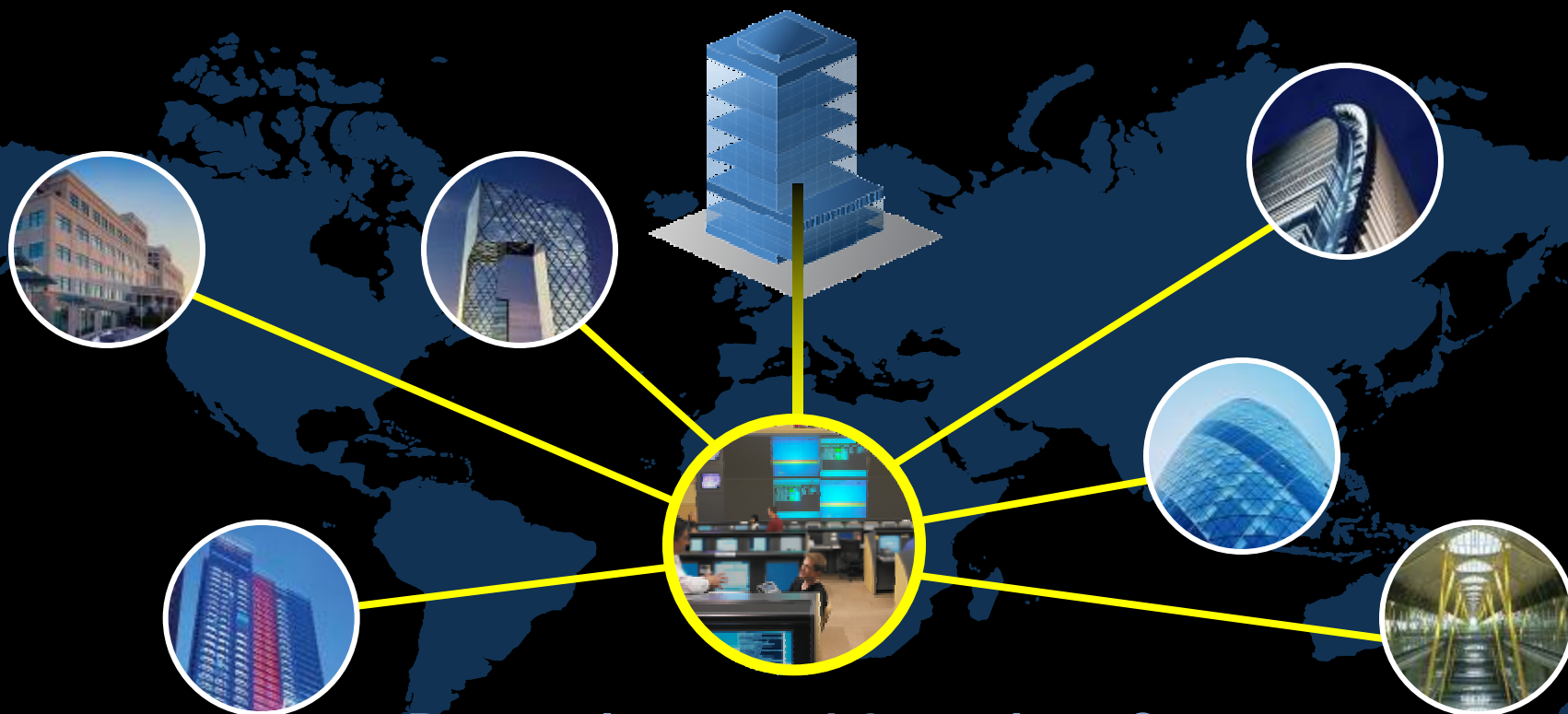
- Cabling and cable pathways
- Labor and equipment
- Project management (design, implementation)
- Consolidation of servers for the systems
- Reduced training for personnel
- Simplified system configuration
- Wireless and PoE

OPEX SAVINGS

- Svc Contracts, additions, remodeling
- Energy cost savings
- Improved load factor, coordinate supply
- Maintenance, repair and replacement
- Savings related to “productivity”
- Staff training, efficiency, IT support
- Cable and cable pathways, MAC

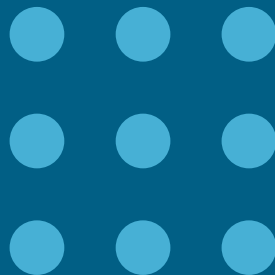


Virtualizing Management & Controls



Remote Integrated Operations Center

**Economy of Scale Benefits Through Connecting
the Buildings in Your Portfolio to
One Remote Integrated Operations Center**



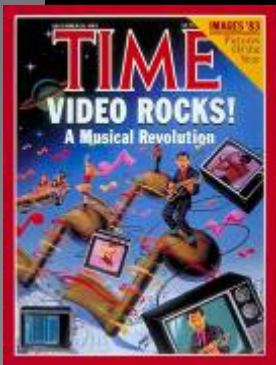
**Improved Experiences
Enhanced Revenue Streams**

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**Cisco Medianet & Video
Solutions**

Why Video, Why Now?

Consumers
Guests



Entertainment Personalize

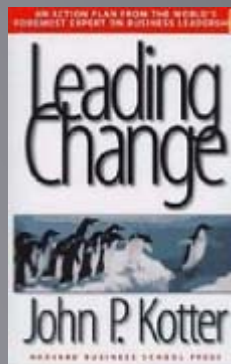


Interactive

Operators
Services Providers



Monetization Opportunity

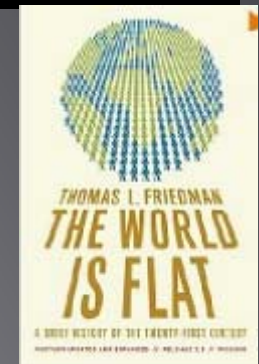


Transition to Experience Providers

Developers
Consultants



Go Green



Integrate Global Ops



Increase Collaboration Productivity

Top Concerns for Video Solutions



Consumers
Guests

Cost
Ease of Use
Quality experience



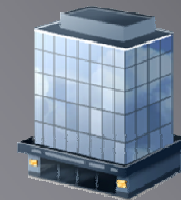
Operators
Services Providers

Differentiation
Monetization
OPEX



Developers
Consultants

Complexity
Scalability
ROI



Challenges scaling Video

Cisco Video Strategy

Customer Benefits



Any-to-Any

- Any Content
- Any time
- Any where

Integration



End-to-End

- Devices
- Intelligent Network
- Software

Simplicity

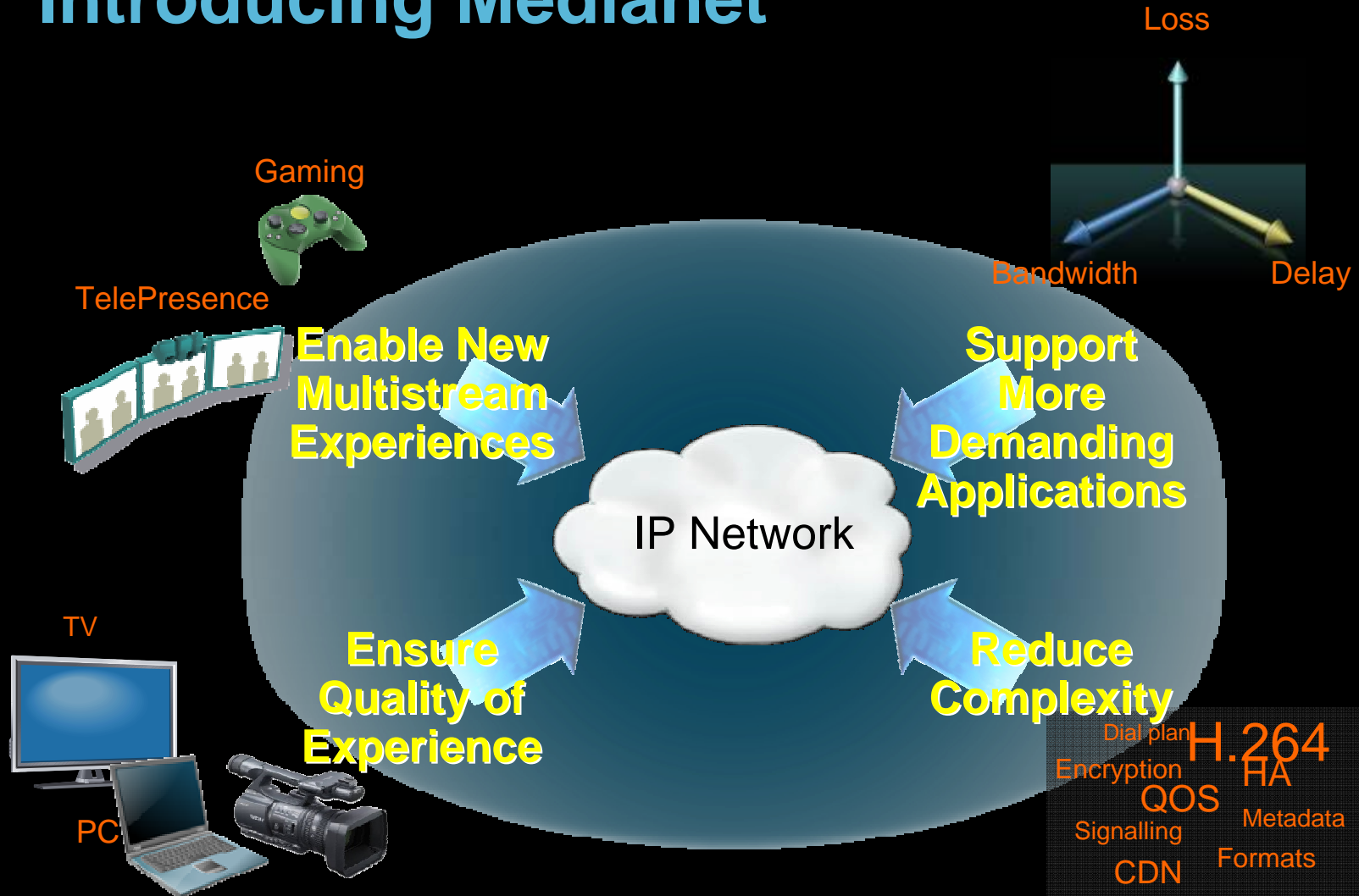


Platform, Systems and Services

- Network as the Platform
- Collaboration, Broadcast/Streaming
- Robust services offerings

Performance

Introducing Medianet



Video will account for 90% of Consumer Internet traffic by 2010*

Cisco Business Video Systems



Business

TelePresence

Life-like, in-person video collaboration



Unified Communications

Video calling, WebEx and interoperability



Desktop Video Streaming

Video broadcast to desktop PCs



Digital Signage + IPTV

Networked video signage

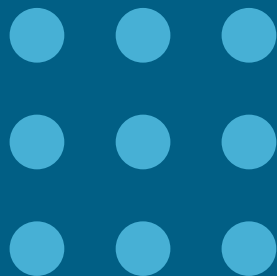


Video Surveillance

IP-based video surveillance



medianet

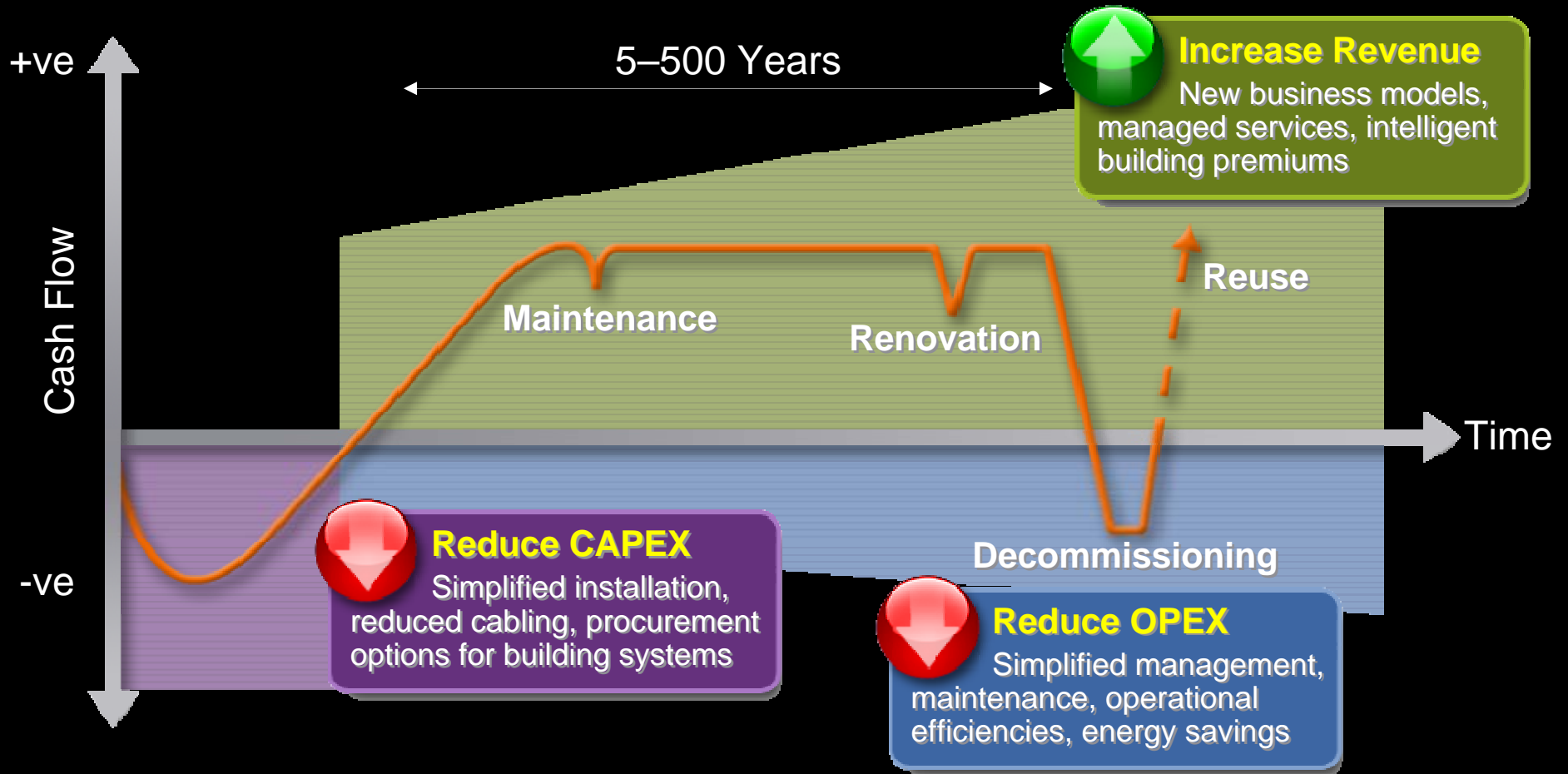


Conclusions

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Increasing Shareholders & Community Value

Changing Technologies TCO



Design and Construction

Operations

Cisco's Real Estate Value Propositions

Building
Concept
(Master planning)

Building
Design

Construction &
Implementation

Operations

1. Real Estate Advisory Services

- Business Modeling
- Services Framework
- BAS Architecture and RoadMap
- Network Infrastructure
- Operations Services
- Enterprise Architecture
- PMO
- Tender evaluation,...

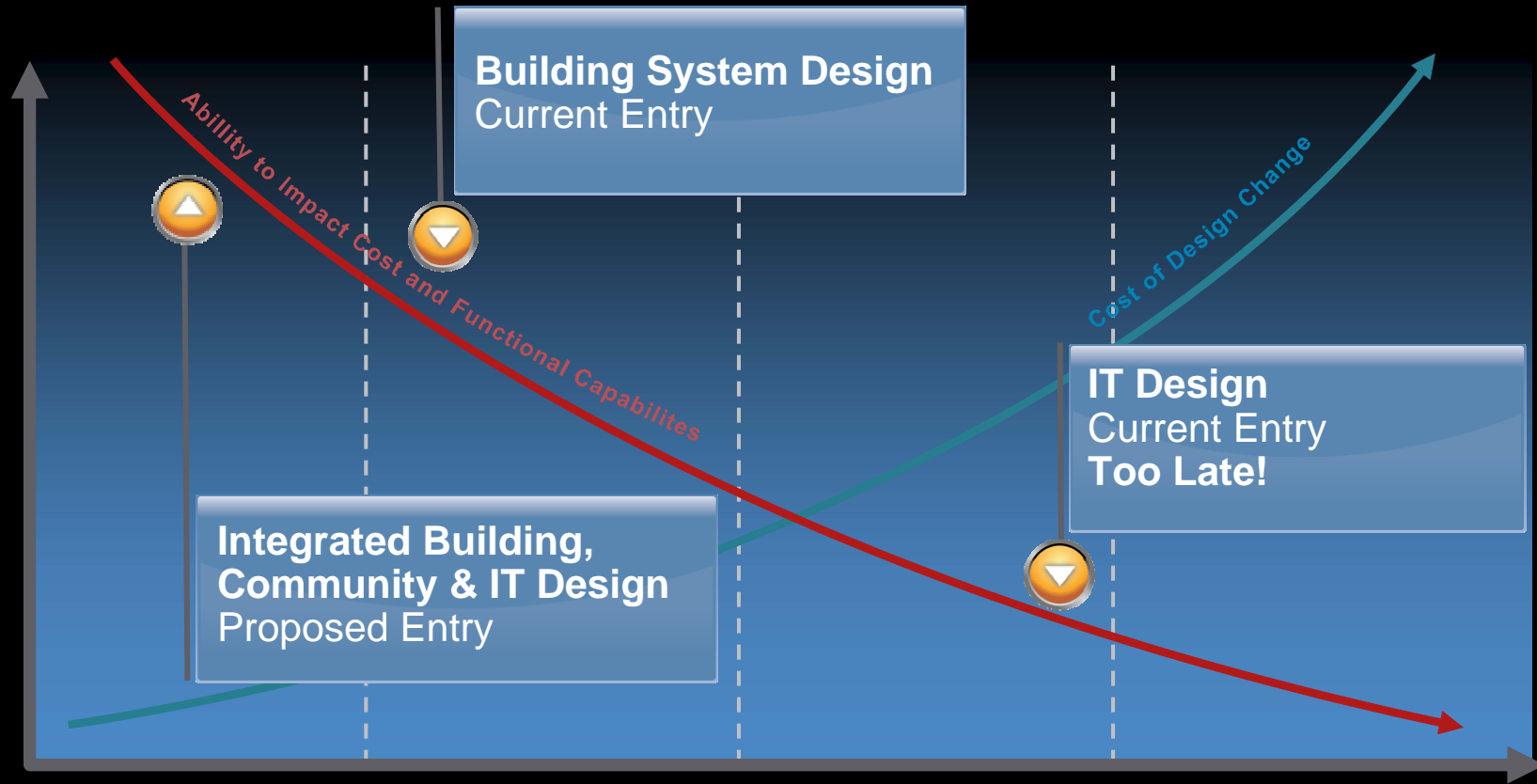
2. 4th Utility Infrastructure

Smart Ubiquitous Network
infrastructure across the
development

3. Real Estate Solutions

Cisco + EcoPartners Solutions &
Business models & Technology
implementation

The Value of Early Engagement



Lifecycle cost

