



Cisco Expo
2007



Connected Real Estate

Can Habib

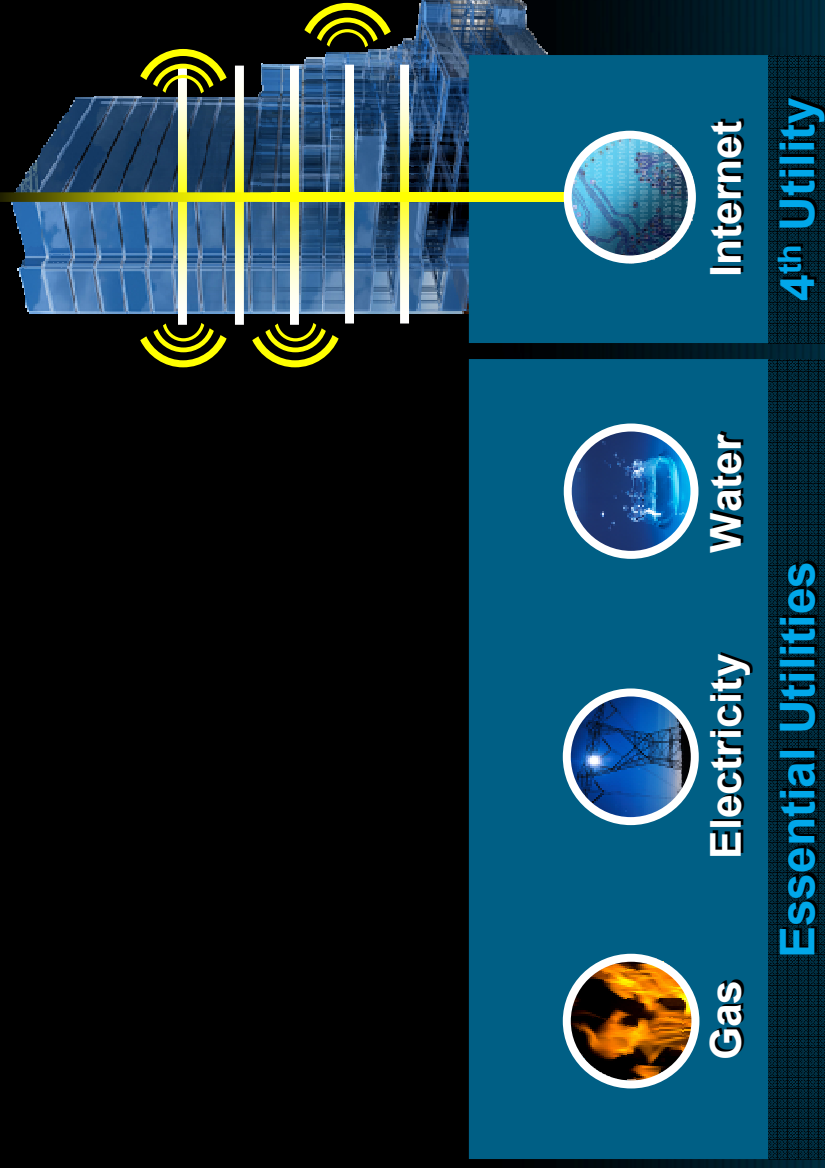
Enable Your Network
Empower Your Business

Case Study: Mandarin Oriental, NYC, NY, USA

- Touch screen IP phones
- Wireless access for guests
- High speed Internet
- Advanced loyalty program options
- Wireless IP phones for staff



Convergence: Introducing the 4th Utility



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

Framework for Connected Real Estate

Service
Creation

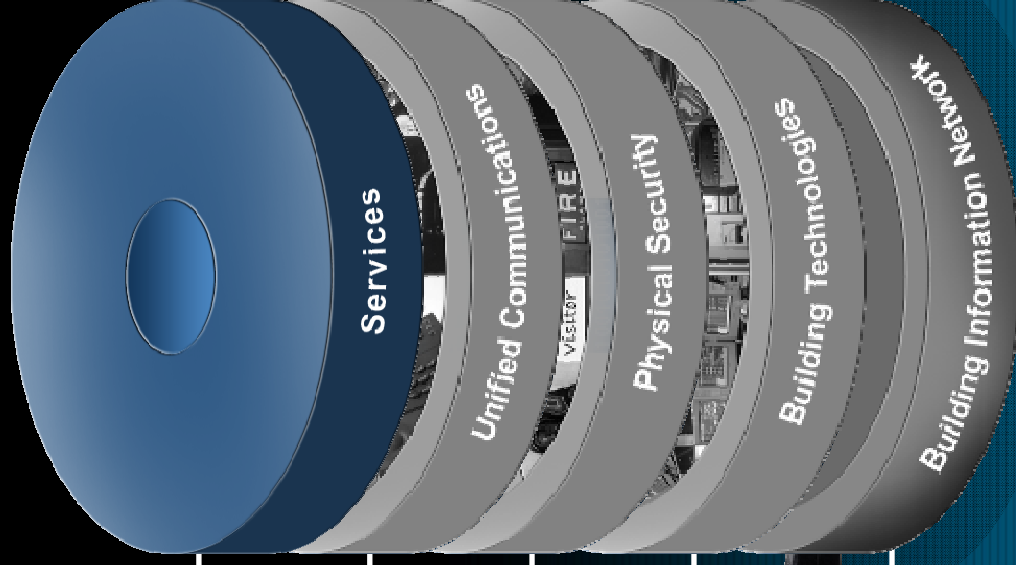
**Delivering Space, Technology
and Services Differently**
Creating a New Experience

System
Integration

**Converging Information,
Communication and Building
Technologies**
Delivering Intelligent
Environments

Convergence

**Building the Next Generation
Information Network**
Introducing the 4th Utility



Raising User Experience and Effectiveness

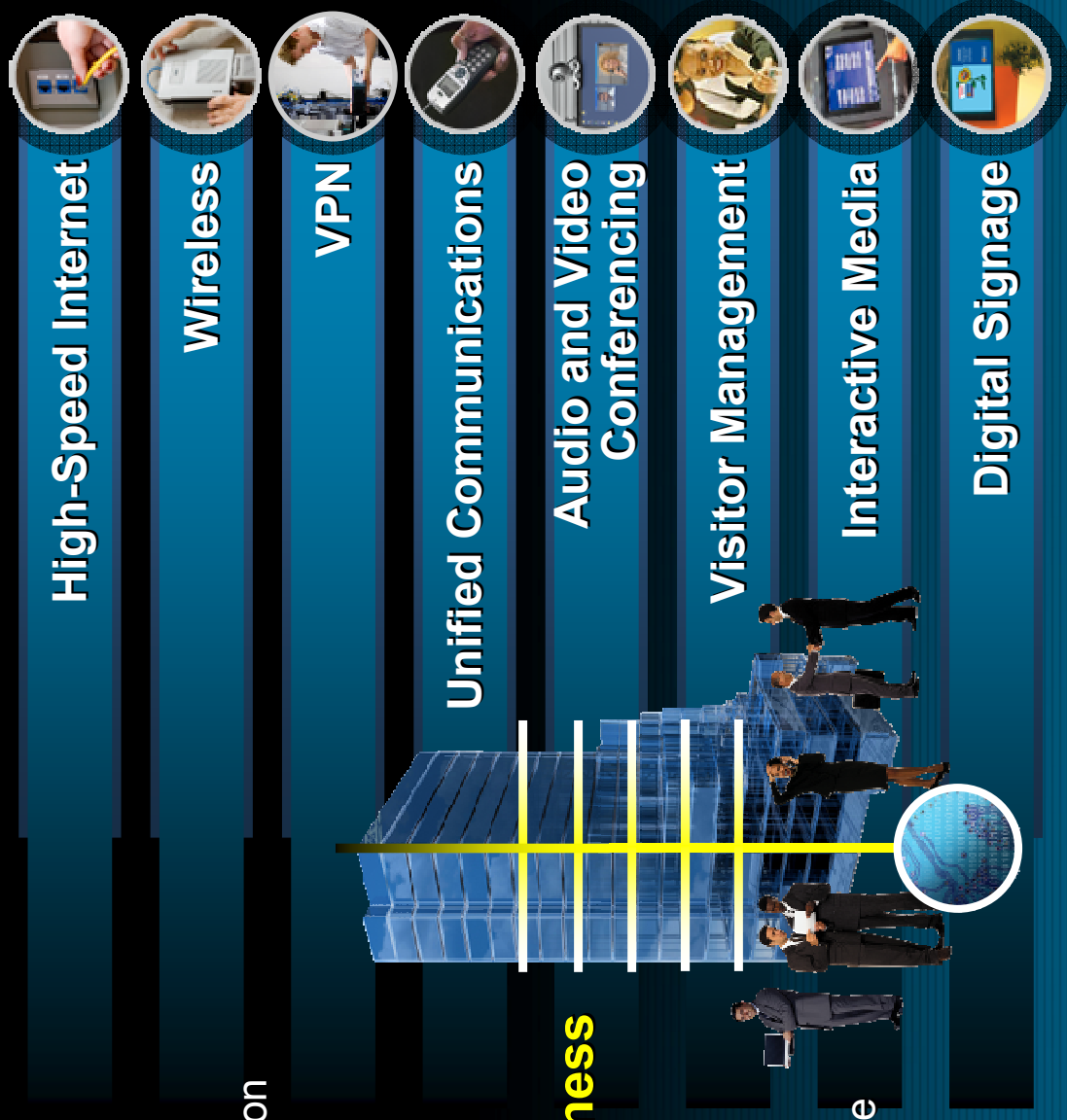
Benefits:

User Effectiveness

- Collaboration and interaction
- Mobile Connectivity
- Experience and attraction
- Productivity

Real Estate Effectiveness

- Improved space utilization
- Simplified management
- Reduced costs
- Increased services revenue



Services and Technologies

Raising Building Performance and Value

Benefits:

Building Performance

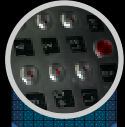
- Safety and security
- Environmental sustainability
- Occupant comfort
- Organizational flexibility

Real Estate Effectiveness

- Reduced costs
- Energy savings
- Managed services
- **Competitive** advantage



Lighting



Elevator



24 / 7 Monitor



HVAC



Fire



Video Surveillance

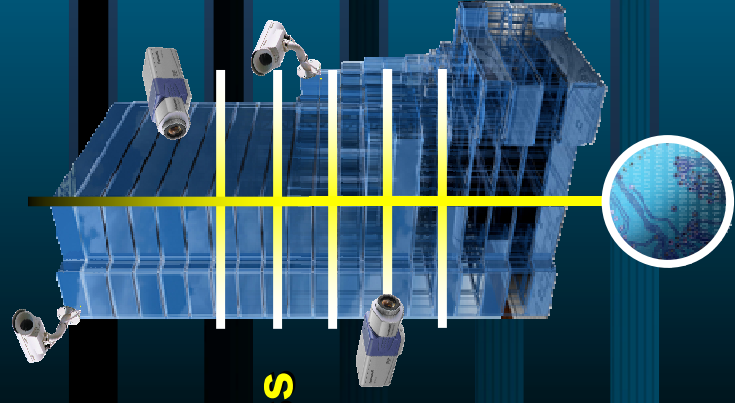


Access

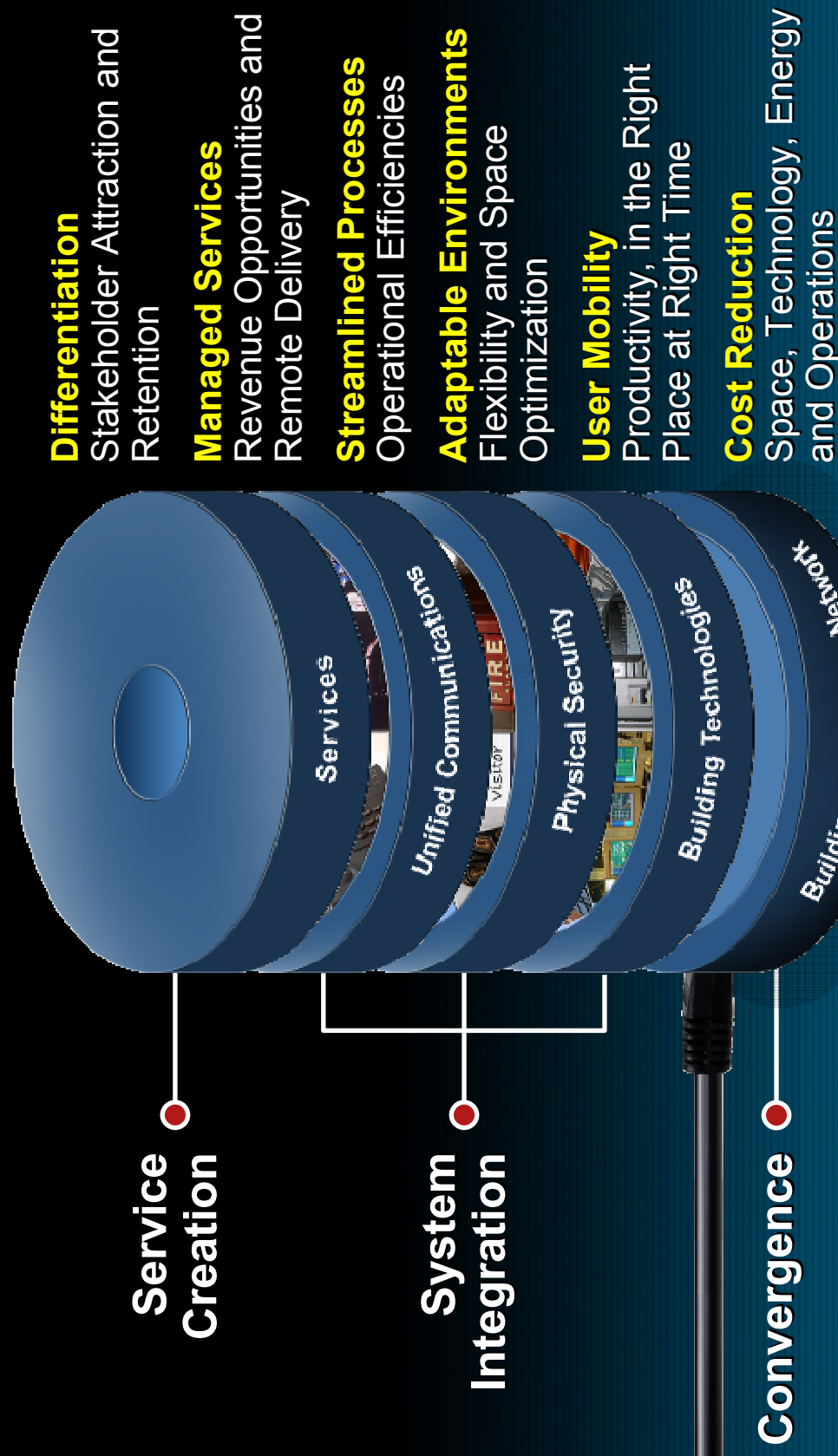


Energy

Services and Technologies



Creating Value with Connected Real Estate



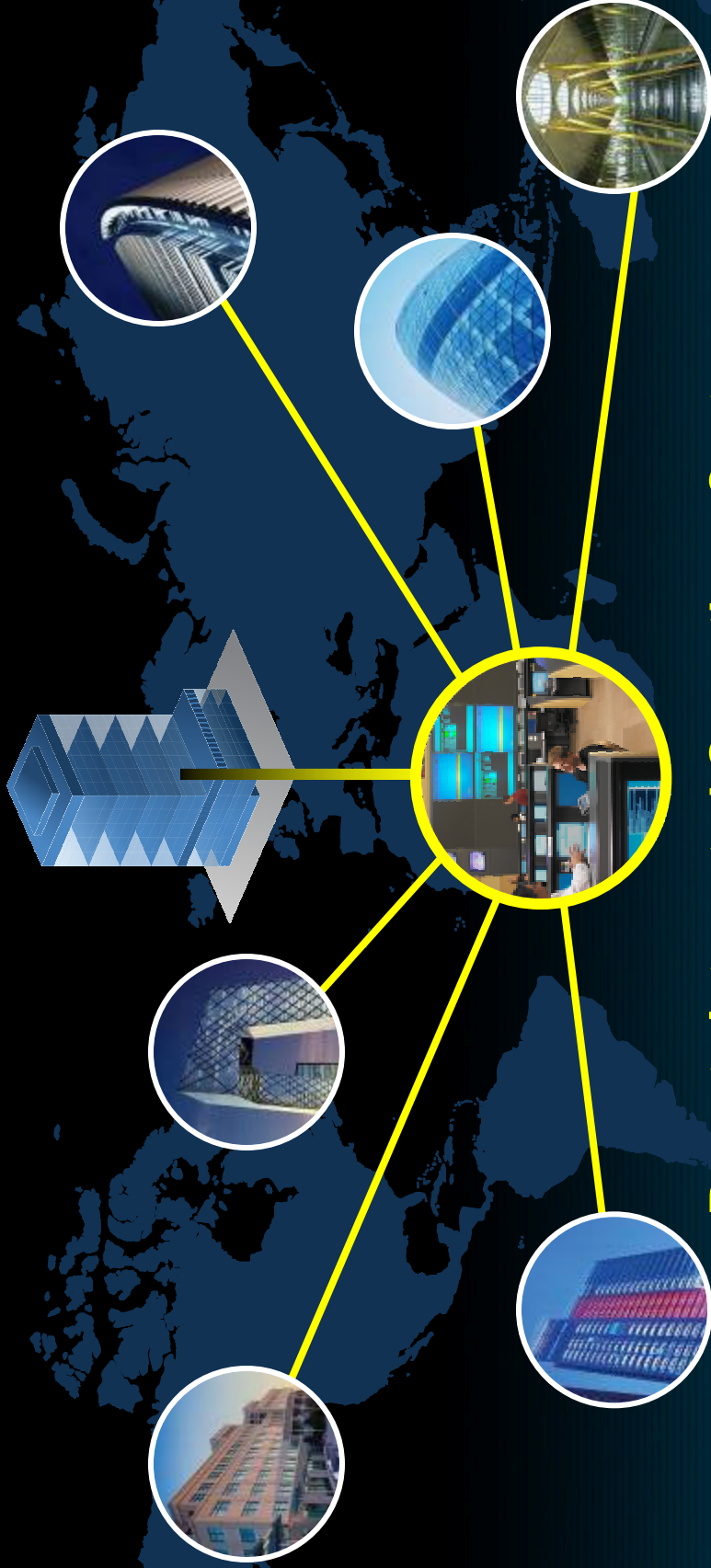
How Do You Enable Collaboration and Boost Efficiency and Effectiveness?

Content / Applications



Devices

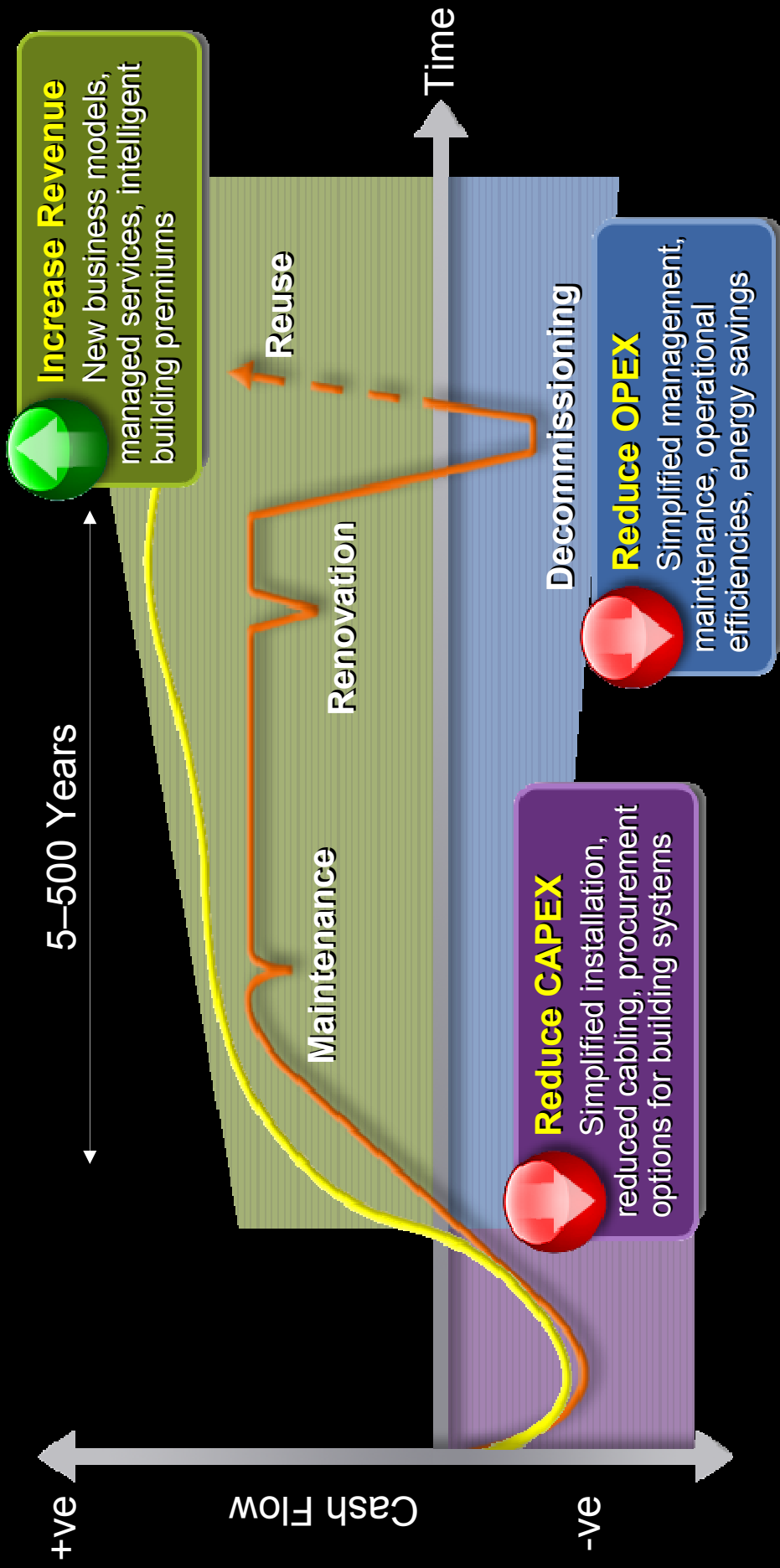
Unlocking the Power of the Network



Remote Integrated Operations Center

**Economy of scale benefits through connecting
the buildings in your portfolio to
one remote integrated operations center**

Changing the TCO



Design and Construction

Operations

Case Study: Boston Properties, Boston, USA



Situation

- 126 properties in North East USA
- 44.2M SF Real Estate Investment Trust (REIT)
- Need to leverage corporate IT investment

Solution

- End-to-end Cisco solution
- Centralized operations center
- IP telephony and wireless (internal)

Benefits

- 24 / 7 operation center
- 30% reduction on 50K work orders per year
- Estimated energy reduction of 15%

