



Cisco Expo 2009

Change The World
Connected Real Estate



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Who **changes** the world...

1. Governments **Change** **The World**



**1. Governments Change
The World**

**2. Education Changes
The World**



1. Governments **Change**
The World

2. Education **Changes**
The World

3. Oil Prices **Change**
The World



1. Governments **Change
The World**

2. Education **Changes
The World**

3. Oil Prices **Change
The World**

4. Family **Changes
The World**



**1. Government Change
The World**

**2. Education Changes
The World**

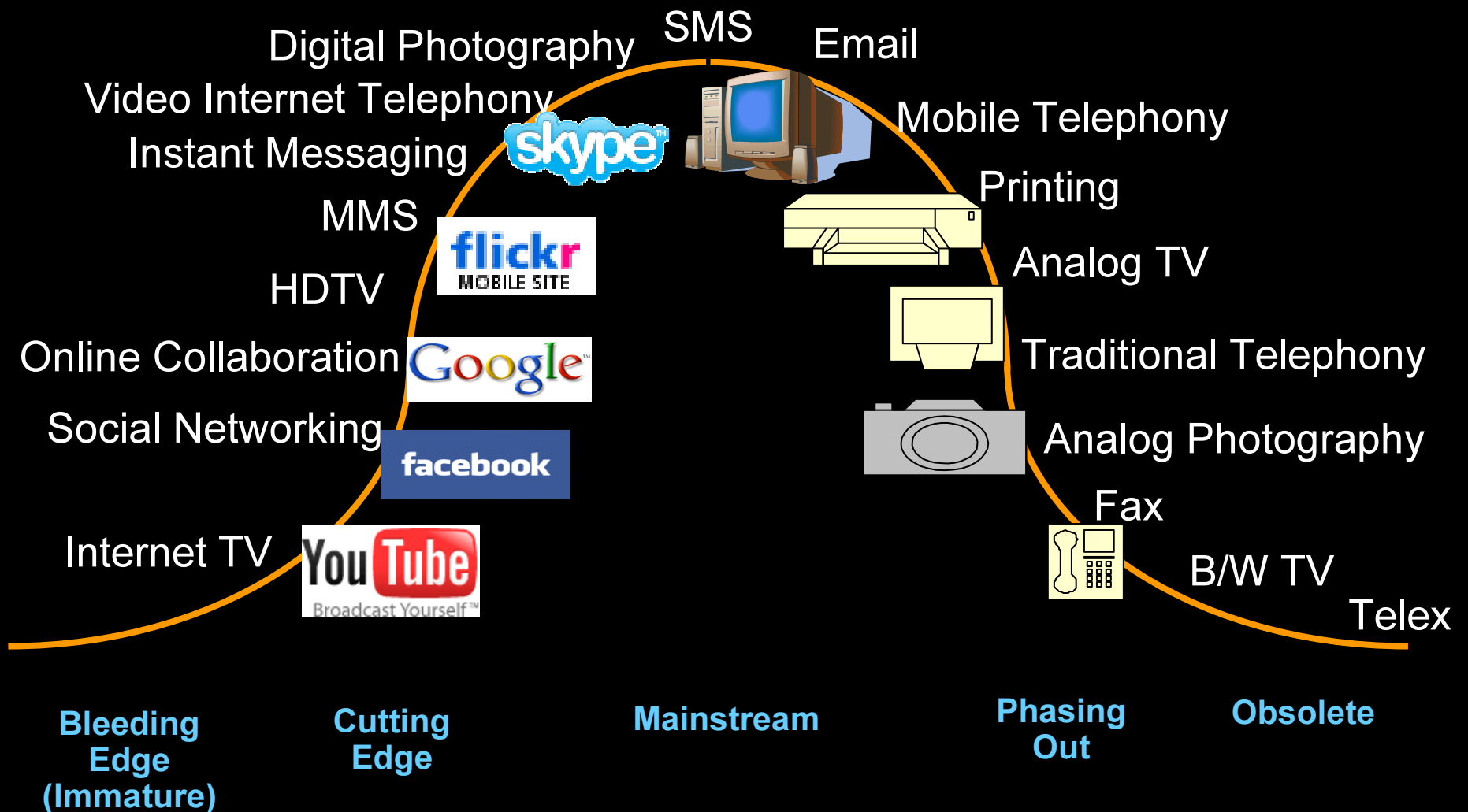
**3. Oil Prices Change
The World**

**4. Family Changes
The World**

**5. YOU CAN Change The
World**



Where are we on the BELL curve?



Trends Shaping the Future of Real Estate

1

Construction growth will continue globally

Population growth & urbanization will keep growth above replacement levels

2

Internet connectivity becoming required

Connectivity no longer optional for tenants—owners can provide it more effectively

3

Environmental impact becoming differentiator

Green certification becoming critical building requirement & differentiator

4

Building experience challenging location as differentiator

Location is no longer the only critical criteria

5

Building systems converging & becoming bigger part of spend

Bigger cost category but creates opportunity to save money & improve user experiences

6

Network of places becoming more important

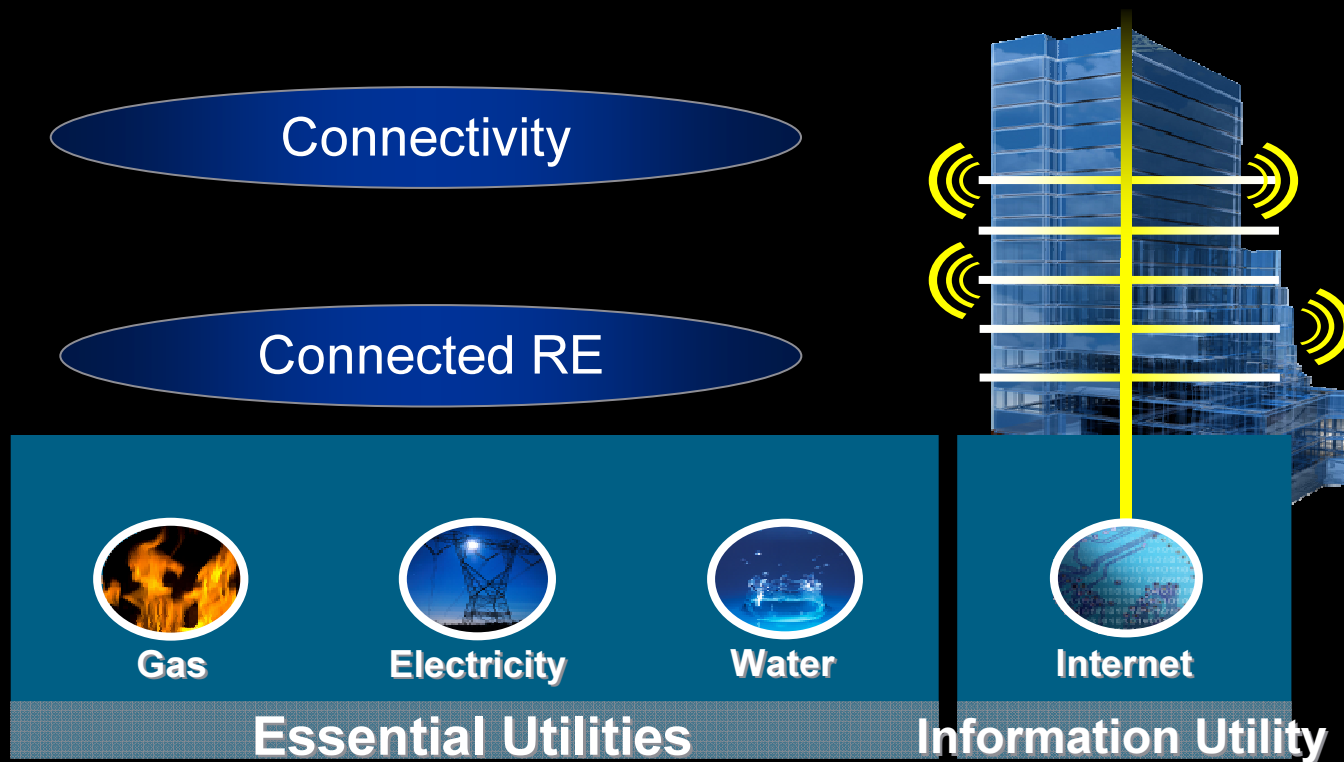
Worker mobility is driving need for interconnected buildings

7

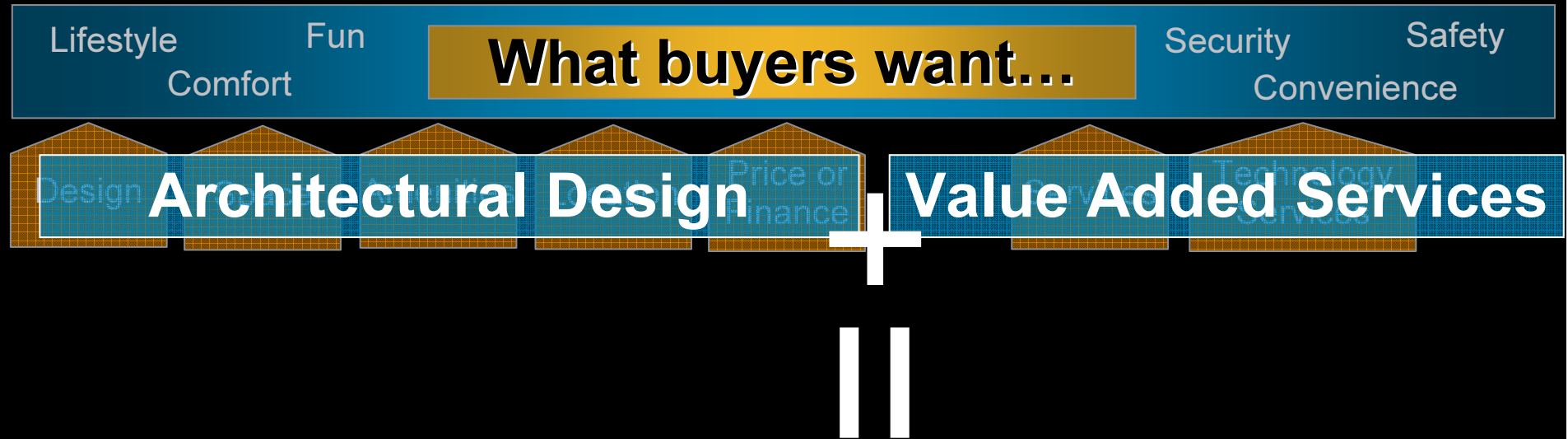
Security is now critical

Terrorism and workplace incidents forcing focus

... be prepared for what's coming



What matters...



Experience Architecture

1. Drive into car park

As tenant eases his car into the building's car park, the **RFID tag** on his **Card** identifies him to the building and the car park management system directs him to an available parking slot for tenants: the barrier to the tenant parking opens automatically



1. Drive into car park

2. **Walk to lift lobby**

Whilst waiting for the lift, the **Elevator Data Feed** displays shows the lift's status: how many stops it needs to make, and how many seconds it will take to arrive, reducing the **perceived** waiting time



1. Drive into car park
2. Walk to lift lobby
3. **Receive notification from “Mobile Portal”**
Tenant’s dual-mode mobile phone downloads the Mobile Portal” which gives him access to building services. It alerts him that the video conference suite he booked yesterday in the **“Facility Scheduling System”** will be ready as requested at 10am in the Business Centre

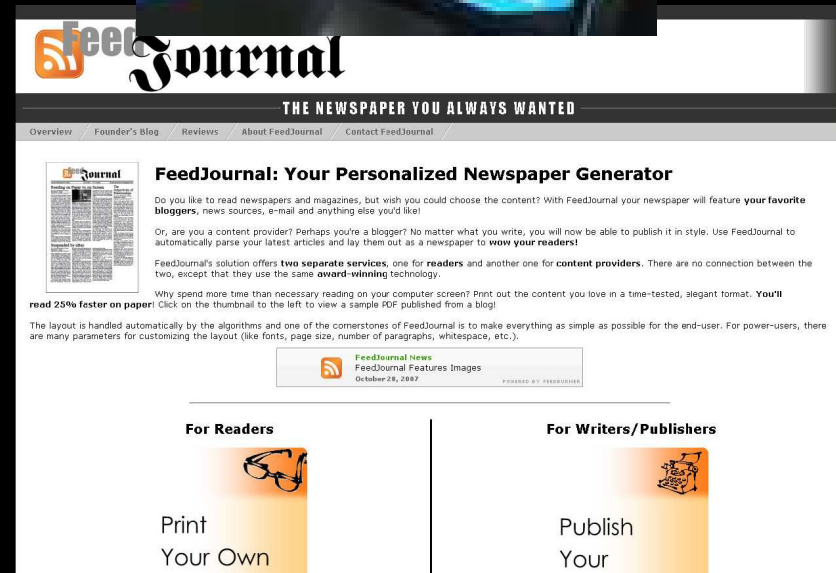


1. Drive into car park
2. Walk to lift lobby
3. Receive notification from
“**Mobile Portal**”
4. **Use Escalator**
Tenant uses escalator. Whilst it is ascending, he reads scrolling information from the escalator’s
“**Digital Signage**” about the facilities, including services, promotions and news.



1. Drive into car park
2. Walk to lift lobby
3. Receive notification from “Mobile Portal”
4. Enter Car Park lift
5. Arrive at Mezzanine level

Tenant arrives at the Mezzanine level, and swipes his **Smart Card** at the “**Interactive Newspaper Booth**”, which debits the “**e-purse**” on his card by 5 Riyals, and prints his choice of customised newspaper.



1. Drive into car park
2. Walk to lift lobby
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5. Arrive at Mezzanine level
6. **Walk to Recreation Area**

Tenant walks into recreation area where a variety of **digital displays** which have sensed his passage through his Smart Card RFID Tag. The digital displays show transient artwork based on his **Personalised Extension Profile**.



1. Drive into car park
2. Walk to lift lobby
3. Receive notification from “Mobile Portal”
4. Enter Car Park lift
5. Arrive at Mezzanine level
6. Walk to Tower A lift bank



7. **Pass non-intrusive security barrier**

Tenant enters the lift lobby and passes security without showing any id: his **Smart Card RFID tag** **positive identity feature** has ‘swiped’ him through without any action on his part.

1. Drive into car park
2. Walk to lift lobby
3. Receive notification from “Mobile Portal”
4. Enter Car Park lift
5. Arrive at Mezzanine level
6. Walk to Tower A lift bank
7. Pass non-intrusive security barrier
8. **Wait for Tower A lift**
Tenant calls a lift – the **Elevator Data Feed** tells him how long he’ll have to wait for a lift, and that of the 8 lifts, it will be lift B that will take him – he stands by Lift B while he views personalized content.



1. Drive into car park
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5. Arrive at Mezzanine level
6. Walk to Tower A lift bank
7. Pass non-intrusive security barrier
8. Wait for Tower A lift
9. **Board Lift A**
Lift A recognises Tenant from his Smart Card, and shows **personalised content** on its digital display, such as focused advertising, tailored news, etc.



10. Ordering Facilities

While the lift ascends to floor 10,
Tenant orders coffee &
croissants from Costa in the
mall, for the Video Conference
meeting using his **Mobile Portal**.
Costa charges his **Smart Card**.



Sample Scenarios - Residential

- Wake up – curtains open, environmental changes programmed into IP Phone application
- Check personal email, diary and messages on fridge while eating breakfast
- National News bulletin and community interest push through IPTV
- Check traffic camera update to work on TV
- Check corporate email on laptop linked with wireless / VPN
- Tele-presence / Video Conference call with another country from home
- Confirms parking and reserve office space online on laptop before going to work
- Leaves for work... receives reminder call while in car through hands free about this mornings meeting
- Receives parking space allocation through digital signage through RFID reader
- Parks car in assigned space and checks sports game on handheld through wifi in the parking meter



Cisco's Value Proposition

Real Estate Owners Concerns



**Attracting
Residents &
Businesses**



**Creating
New Experiences**



**Protecting
Assets
Safety &
Security**



**Reducing
Total Cost of
Ownership**



**Increasing
Stakeholder
Value**



**Addressing
Sustainability
“LEED”**

Service Oriented Building Architecture



Digital Signage Asset Tracking Concierge Smart Card PMS
VoD Physical security IPTV Wireless Video Conferencing

Service Creation

Create Correlations Between Processes to Create Services



Content Management Maintenance Renovation and Upgrades

Systems Integration

Create an Information Sharing Platform Between Systems



BAS Safety Cabling Asset Management A/V

Converged Network

Industry Standard Communication Backbone



Lights Fire Alarm CAD Access Control Cameras
HVAC RFID Elevators Voice Communication

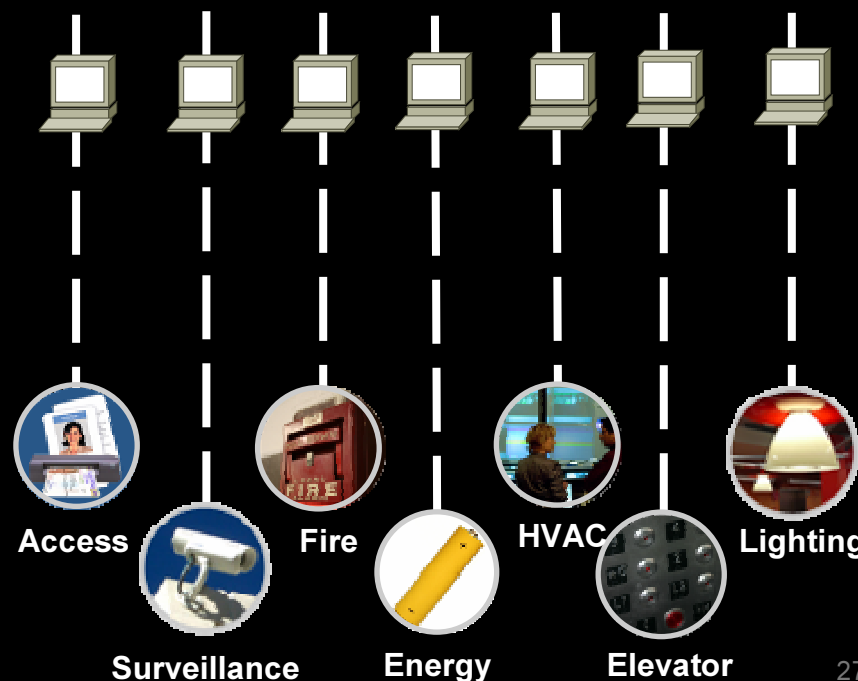


Converged Network Architecture

Connected Real Estate: Bldg Systems

Enhance Building Performance

Situation: Proprietary and Disparate
Services Only Relevant to FM
Non-Interoperable
Maintenance & Operational Lock-in

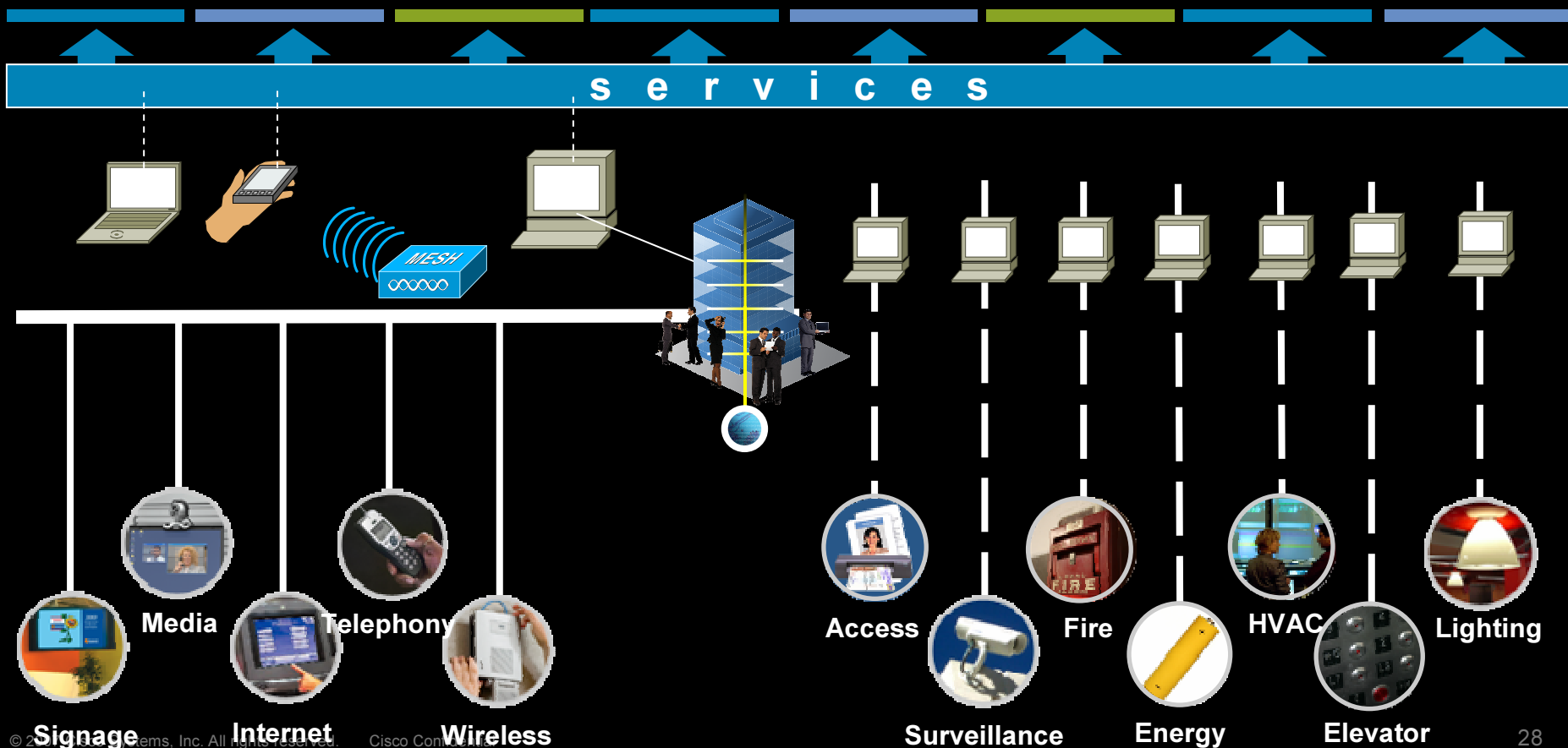


Connected Real Estate: IT and Comms

Improve User Effectiveness

Situation: IP-based technologies
Open, highly interoperable

The Network is the Platform

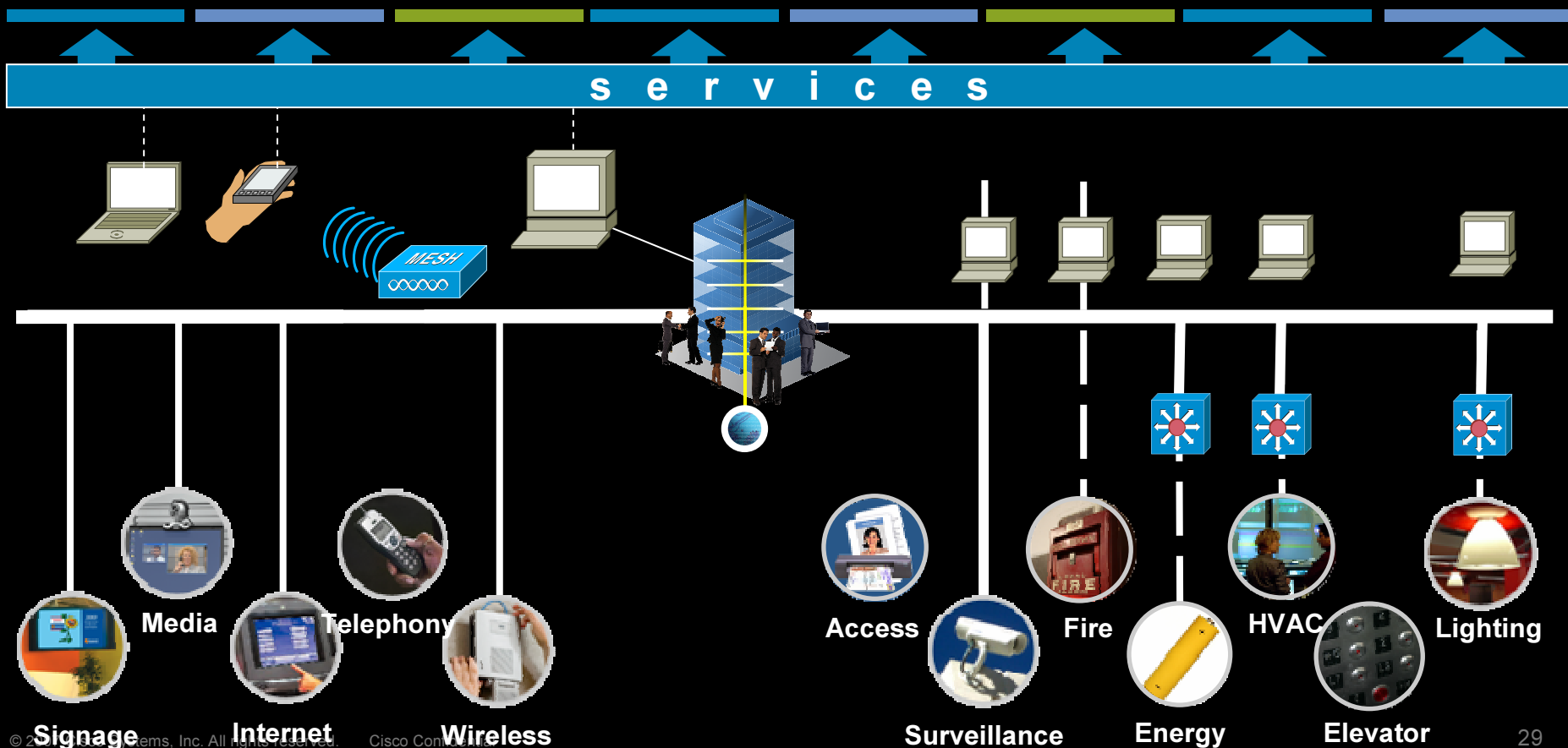


One Network - the 4th Utility

Extending the Platform
for Transformation

Solution: Building Systems move onto IP
Integration with IP Telephony

Gateways for Integration



Integrated Operations Center



Integrated Operations Center

Economies of scale benefits through integrating the Network, Security, and Facilities Operations into ONE Integrated Operations Center

Return on Investment - Examples

Customizable **services and experiences** can be created over the connected building and IT systems.

Connecting building systems affect OPEX and CAPEX; and **pays for itself !**

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 Power over Ethernet

OPEX SAVINGS

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

Barbizon
New York City

14%

1 America Plaza
San Diego

8.6%

The Shires
Leicester, UK

15%

Fairmont
Vancouver

energy savings

34%

Pfizer
Sandwich, UK

maintenance

15%

Cisco Systems
San Jose

security/surveillance

30%

[Play video case study...](#)

Top Questions?

Cisco is uniquely qualified to be the Real Estate technology advisor

1. Cisco is the world leader in networking
2. Cisco is a thought leader in applying technology to make real estate “smart”
3. Cisco has deep experience in technologies applied in real estate and can draw on 4,000 consultants globally
4. Cisco has built a dedicated practice in Saudi Arabia to focus on improving the role of technology in real estate and designing new real estate technology solutions
5. Cisco has already developed an extensive list of revenue generating services for all types of real estate developments
6. Cisco has formalized relationships with leading technology and resource partners needed to build and maintain these services

Cisco Solutions Announcement!

1. Interactive Kiosk Solution
2. Business Centre Solution

Tomorrow please attend:

Cisco Connected Real Estate Solutions

By: Mohamed Babikir @ 10 a.m.

“Cisco’s strategy is a story based on change—the market transitions that affect our customers. Through multiple transitions in the last decade and over the next 3–5 years, the network will evolve from the plumbing of the Internet—providing connectivity—to the platform that enables people to experience life.”

**John Chambers,
President and CEO, Cisco Systems**



