Redefine Infrastructure Value: Purpose, Productivity, Potential.
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The current economic challenges and Stimulus Package represent a unique opportunity: the motivation to make significant improvements to our facilities, buildings, campuses, and communities, and the means to do so. Market trends—the green revolution, information technology capabilities, the expectation of the workforce to have access to information immediately—are driving the need for building transformation. The next generation of real estate and building services, whether as new construction or the evolution of existing facilities, will turn workplaces into environments that are personalized, efficient, functional, and environmentally friendly.

The challenge lies in understanding how these market trends can provide positive change while taking advantage of the once-in-a-lifetime convergence of motivation and means. Many facilities continue to operate separate facilities and IT networks and now must face the challenge of how to support new office requirements, lifestyles, and user demands. Services and utilities can no longer stop at plumbing, pipes, and wiring. Rather, they must add value to optimize the workspace, conserve resources, enable innovation, and permit the addition of new technologies to existing infrastructures with minimal disruption and capital investment. Employees must have access to information and tools that improve responsiveness, accountability, and productivity. Moreover, building performance must be improved to reach operational efficiency goals and to comply with increasingly stringent energy management requirements.

Building managers and operators 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, adding differentiating services, and streamlining operations.

How can real estate ventures meet today’s needs and lay a foundation for tomorrow, while optimizing the use of investment and operational capital?

“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
Connected Real Estate. The Intelligent Approach.

Start with an intelligent infrastructure by integrating building infrastructures with next-generation technologies in an environment that will provide the foundation for streamlined operations and enhanced services to move today’s facilities into the future.

Connected Real Estate converges key functions onto an Internet Protocol (IP) network that becomes the fabric of every building—supporting all occupant requirements. It is the “information utility,” as fundamental as gas, electricity, and water, which 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 the effectiveness of every square foot by adding new 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, and 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 workforce, organization, and by extension, community, 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 organizations, visitors, and a highly capable workforce by offering services that support an efficient, 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 workplaces and common areas will lead to a more productive, 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 premises. Offer interactive stations with digital signage, rich media communications, and visitor management that keep employees and visitors informed and motivated. Create a building environment that is distinctive, productive, and intelligent, to add value to the user experience—all while saving costs and conserving resources.

Boost Security and Safety
Deliver optimal safety and peace of mind to employees and visitors 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
The effectiveness of today’s buildings and facilities are based on more than location and usable 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 driving efficiencies. For employees and visitors, it means productivity, security, and an optimized working environment. Whether it is 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 productivity 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, while optimizing the building for employees and visitors.

“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.”

Robert B. Bruner, Developer, Ballantyne Village
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.

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 Network Building Mediator
- 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.
Transformation: Differentiated Space, Technology, and Services
The top layer of the Connected Real Estate framework includes the services that lead to building transformation—enabling 21st century energy efficiencies, 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 better inform employees and improve the user experience. Services can be turned on and off as needed, providing the ultimate flexibility for multi-organization facilities. 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.

Benefits of Connected Real Estate
The workplace:
Connected Real Estate allows facility owners and operators 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 operational efficiencies that will help organizations meet performance and environmental mandates 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:
Across the nation, energy costs are significant and the opportunities for conservation and the development of environmentally sustainable facilities are available. Connected Real Estate enables energy efficiency through planning, visibility, monitoring, and control.

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 building, facility, campus, and community needs.

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: