CISCO CONNECTED COMMERCIAL OFFICE BUILDING

Cisco's Connected Commercial Office Building solution is based around an intelligent information network that enables property owners to support a continuously expanding suite of innovative tenant amenities and building applications that truly differentiate a property – no matter what the state of the market.

Aside from helping building owners offer a far greater choice of premium services and amenities - thus attracting and retaining a superior tenant base – the solution enables far greater control in managing properties more efficiently.

The result: the creation of sustainable new revenue streams, greater efficiency in building management, reduced building lifecycle costs – and, ultimately, a sustainable new business model that counters the cyclical, uncertain nature of the real estate market.

WHAT IS AN INTELLIGENT INFORMATION NETWORK?

The bedrock of the Connected Office Buildings solution is a powerful, intelligent, IP network that delivers innovative services and property management resources - securely and automatically - from any desired point on the network, seamlessly, without the barriers of time or location.

A growing suite of data, voice, video, mobility and security solutions - ranging from wireless, high speed internet access to IP telephony - provide innovative tenant services, property management resources and building systems, all delivered over the same IP network.

Ultimately, this enables building owners and operators to provide true differentiation for their buildings beyond location and price for the first

time in decades – while concurrently reducing real estate lifecycle costs based on more efficient facilities management.

DIFFERENTIATED, PREMIUM SERVICES

The portfolio of services delivered through the intelligent network creates a critical and sustainable competitive advantage for owners and operators by providing an improved, more productive working environment for tenants - at a reduced operational cost.

The longevity of the network, based on open, IP standards, equates to a strategic foundation that evolves with tenants' needs, virtually unlimited in its functionality and scalability. Services can be added, upgraded and removed with minimal cost. Instead of waiting weeks or months for services, tenants can receive them within hours; through their incumbent building network.

NEW REVENUE STREAMS ALLIED TO A FLEXIBLE COST STRUCTURE

The provision of premium, high-functionality services for tenants also creates entirely new revenue streams.

However, owners have genuine flexibility in how they manage their cost structure to create competitive advantage. For example, the profits made or savings derived from implementing these new services can also be passed onto tenants in some form – to provide more competitive pricing…and ultimately to increase tenant attraction and retention.

LOWER OPEX AND CAPEX

The Connected Office Buildings solution converges building systems and the

enterprise network onto a single Cisco platform, driving down capital expenditure and operational costs across the board.

The ability to manage building services - from security and surveillance to energy monitoring and forecasting - from a single access point, for multiple buildings, reduces and even eliminates unnecessary business processes…leading to savings in time, resource and facilities management cost.
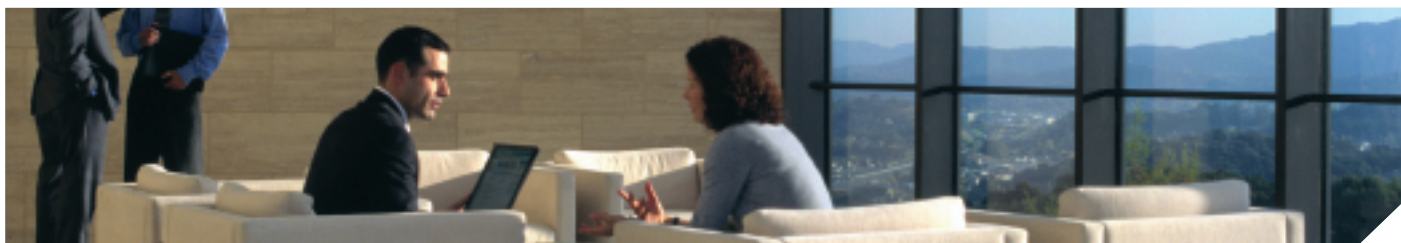
Meanwhile, the intelligent network features embedded technologies that guarantee quality of service, high levels of security and resilience - which in turn equates to far less troubleshooting and repair work. Furthermore, all components of the network are built entirely on open standards and technologies, with hardware, software, and services designed using roadmaps that support constantly changing business requirements.

In all, the Connected Office Buildings solution gives you a sustainable, long-term business model – based on real value, and real partnership.

Cisco Systems has helped some of the world's largest companies implement multi-networked buildings, including NBC in San Diego, and Time Warner in New York.

In fact, in the past few years Cisco Systems has cemented its place as the global company to help businesses fuse the internet and other technologies with business processes to increase productivity, create revenue and reduced costs.

Allow us to do the same for your business…

A 21ST CENTURY APPROACH

Sentre Partners is a prime example of a company using the power of the intelligent network to gain internal efficiencies and cut costs - while delivering premium services that create new revenue streams and attract and retain a better class of tenant.

"Primarily we were looking to drive down costs and decided that a more efficient network design would do that," explains Matt Saphas, a partner at Sentre, which owns and manages around 4,000,000 square feet of commercial office space in San Diego, California.

"But once the network architecture was in, we quickly discovered that there was a huge opportunity to deliver front-end services to tenants, as well as the back-end services being delivered to our own engineers, maintenance staff and management."

By delivering high-speed internet access and wireless internet access, Sentre has attracted a host of tenants who would otherwise have not had the time – or money – to seek out premium, productivity-enhancing applications.

The bandwidth Sentre provides - in the form of data, voice and video capability - and the cost it provides it for, adds up to amazing value for tenants, saving them on average a staggering $10,000 per year.

One Sentre tenant, software company Accelrys, is saving around $3,000 per month thanks to the services provided through the Cisco network. *"Sentre have provided us with a service – and a product – where we don't have to go out and do lots of research, which in turn has saved us a lot of time,"* says Danny Hans of Accelrys.

"At the same time," says Saphas, *"the Connected Commercial Building solution gives us a competitive advantage and a better standard of service than 'the next building'."*

"Attracting the best tenants is important. Buildings like ours are where they will need to be in order to do business in the future."

THIS IS THE POWER OF THE NETWORK. now.

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