



Cisco Solutions For Tourism, Real Estate and Construction

Lead the Experience



Adding the Connected “word” to today's building industry!

Agenda: **Aspire. Achieve.**



Cisco's focus on Connected Real State
that they and they own



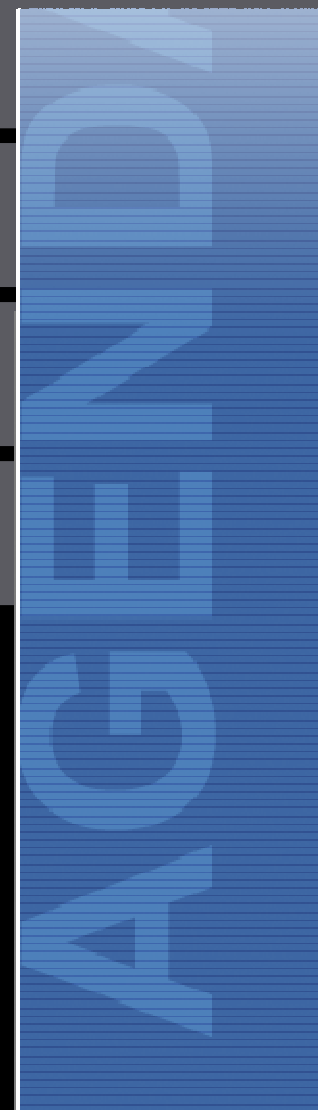
Services Outlook



Building Services



Case Studies



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Productivity and Real Estate Effectiveness

Services and Technologies



High Speed Internet



Wireless



Telephony



Video Conferencing



Mobile Management



Interactive Media



Digital Signage



Benefits:

Workforce effectiveness

- Collaboration & interaction
- Mobility
- Experience & attraction
- Productivity

Real estate effectiveness

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

Enhancing Building Performance

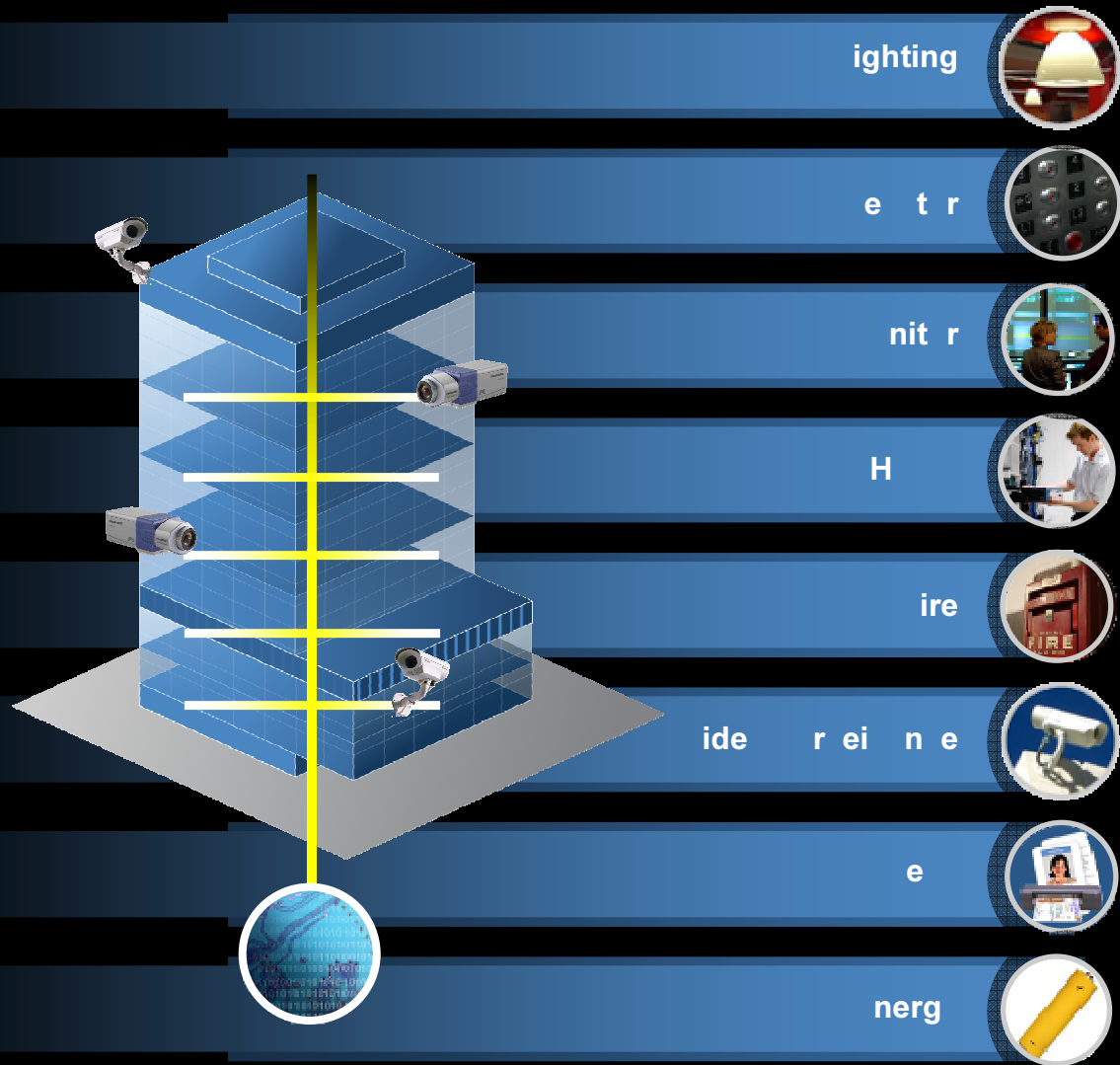
Benefits:

Building Performance

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

Real estate effectiveness

- Streamlined operations
- Reduced costs
- Energy savings
- Managed services

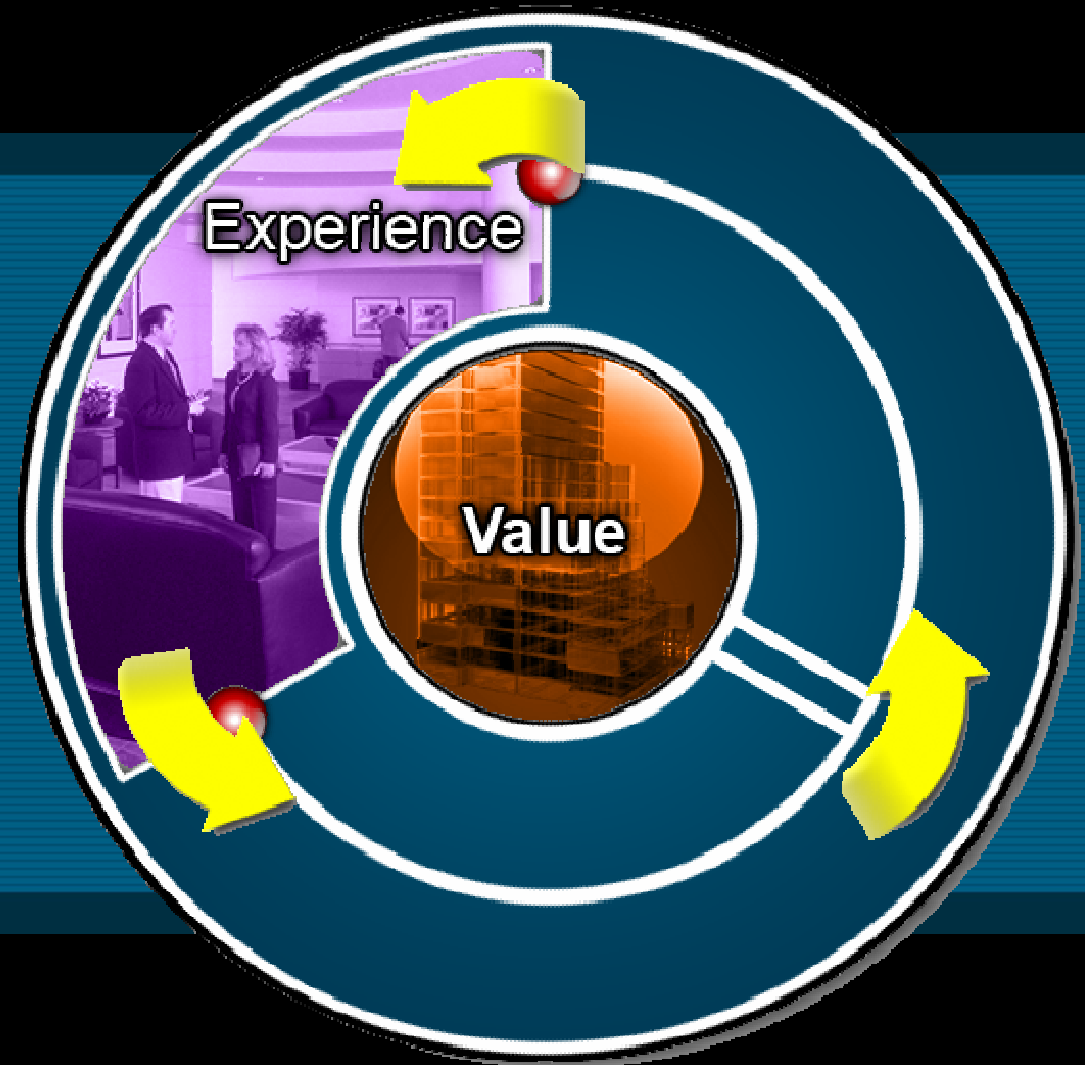


Services and Technologies

Realizing a Value

Creating Value for Business and Real Estate Owners

- Founding experience
- Simple interaction
- Brand attraction
- revenue
- Media reach
- Support business

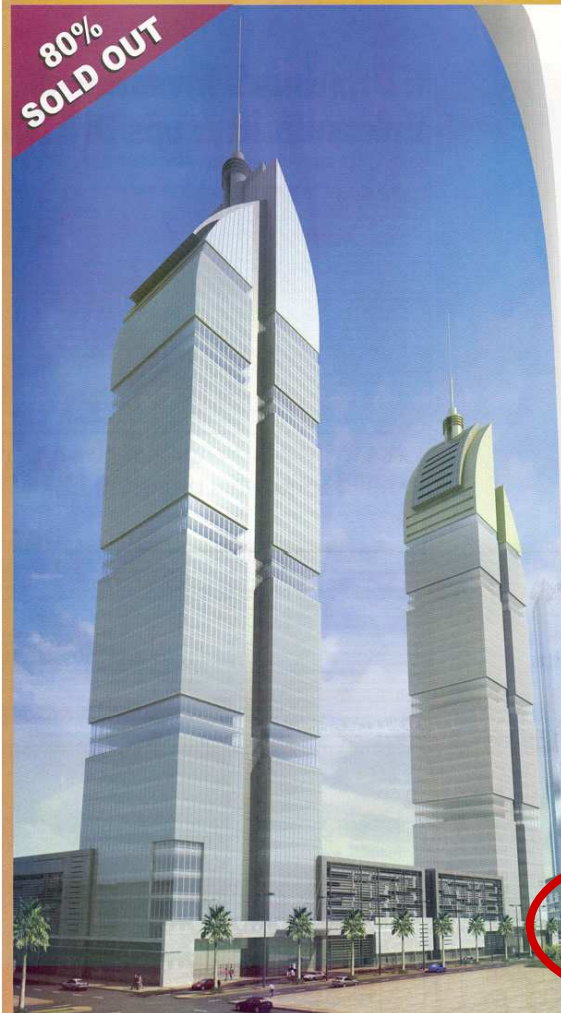


80%
SOLD OUT



You have your own home,
your own car, your own
Business. Why not your
own office as well?

- High returns/yields
- Limited office space in Jumeirah Village South
- Key amenities and large parking bays to accommodate an ever increasing workforce.
- Each office is equipped with high speed wireless broadband
- Fully automated building systems like fire and crisis management systems
- Air-conditioning and high speed elevators all backed by a central IP enabled backbone for each tower.



The heights of success



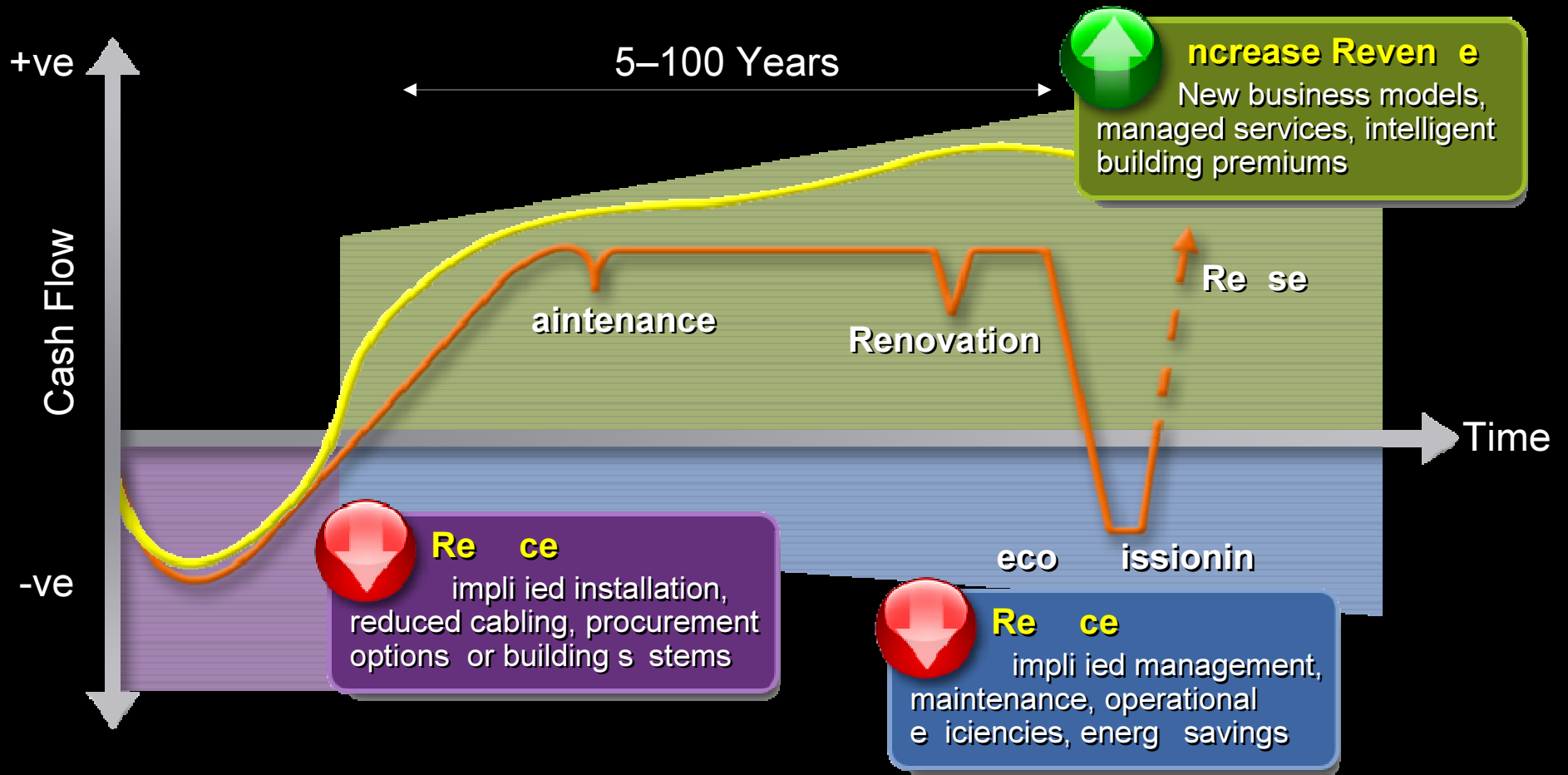
Prices starting from **AED 575/-** per sq ft.

Developer
HIGH RISE
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Design and Construction

Operations

aving n A w t onne te eal state

- **Ca ing and ca e pat a s**
ne cabling in rastructure versus eig t or more
- **a or**
educed comple it , simpli ed installation
- **uip ent**
ow cost alternatives, non proprietar
ingle device to service multiple applications
- **ro ect anage ent**
avings on design and implementation
- **Conso idation o ser ers ort es ste s**
ess ardware, less space, and reductions in so tware licenses
- **educed training o persone**
or standardi ed s stem management tools and plat orms
- **ste on igureation**
ess time to con igure due to s ared standardi ed databases
- **ire ess**
- **o o er o er t ernet**
imited need or separate electrical cabling



Annual Savings

Percentage of Total Savings

Svc Contracts, Additions, Remodeling

25%

Energy Cost Savings

15%

Improved Load Factor, Coordinate Supply

15%

Maintenance, Repair and Replacement

15%

Savings Related to "Productivity"

15%

Staff Training, Efficiency, IT Support

15%

Cable and Cable Pathways, MAC

15%

Adapted from National Institute of Standards and Technology,

Service oriented Architecture



interaction, notification, convergence, interoperability, content
 orchestration, service, interface, ideation

Service Creation
 create correlations between processes to create services



content management, maintenance, innovation and upgrade

Systems Integration
 create information architecture between systems



asset, management, integration

Converged Network
 infrastructure, communication Backbone



light, infrastructure, convergence, control, automation
 evator, voice, communication

Business: Connected Industries

Channels Portal, Call Centre, Retail

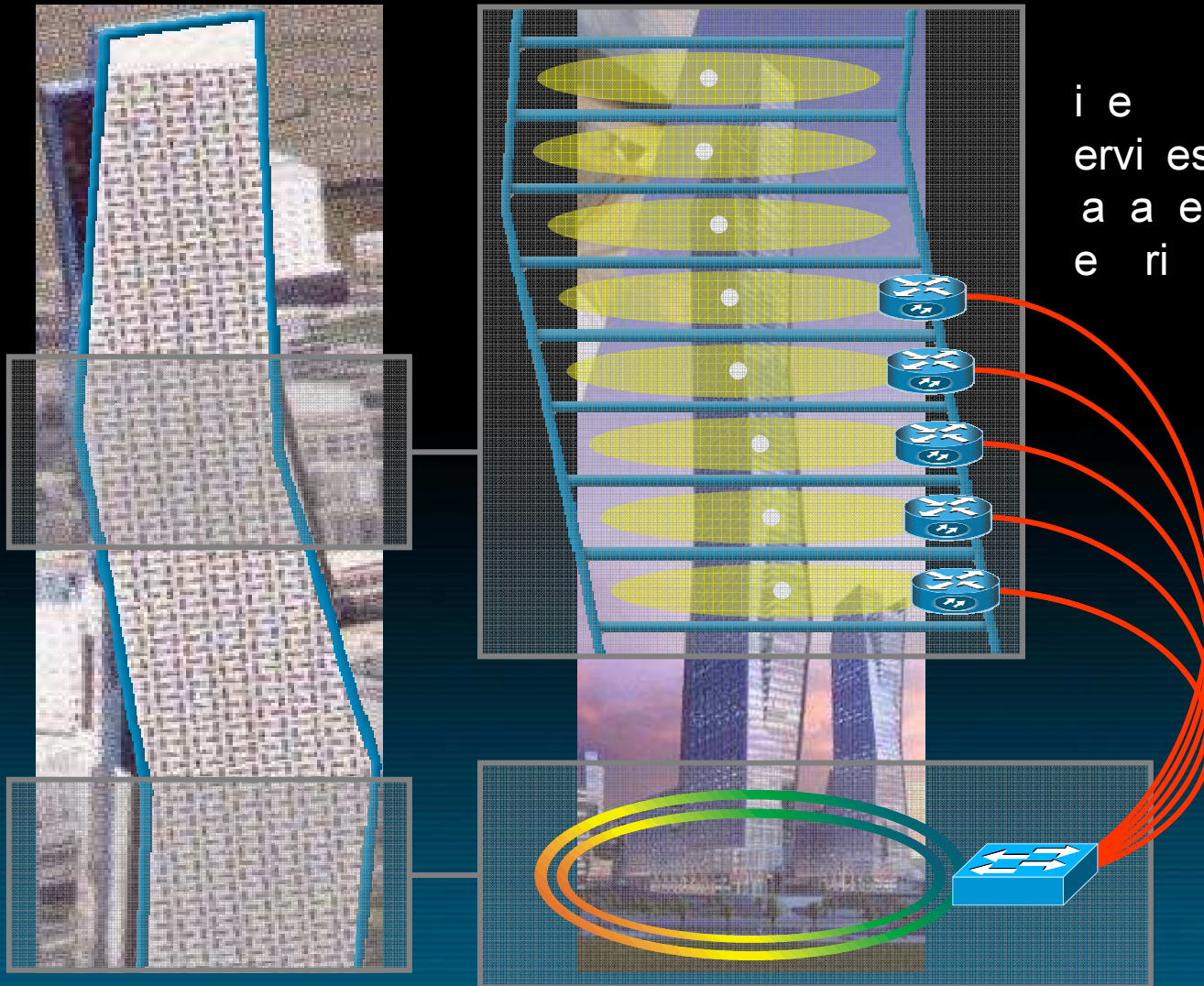


Shared Services Shared, Public and Community Services

Connectivity Infrastructure Wired Wireless

Connectivity Infrastructure: Buildings and Services

| Channels | | | | | | |
|-----------------------------|------------|-------------|----------------|------------|--------|-----------|
| Residential | Commercial | Hospitality | Transportation | Industrial | Health | Education |
| Shared Services | | | | | | |
| Connectivity Infrastructure | | | | | | |



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Services utloo



services: d r

- Physical security
- Advertising
- Directory services
- Digital design



smart infrastructure



essential infrastructure



surveillance



Digital signage

ervices: e ai

- Mobile phone purchasing
- Personalized advertising “follow me”
- Fulfillment tracing tracing
- Shopper profile in personal identification
- online pre shopping



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