Redefining the real estate experience

Zones partners with Cisco to deploy Cisco Smart+Connected Real Estate solutions that converge building, safety, and communications networks onto the open Internet Protocol (IP) standard, streamlining processes by providing a single connection for building management and IT systems.

Such convergence acts as a disrupting agent for traditional site and building designs, uses and operations, helping transform physical space into service offerings. The network forms the foundation for an intelligent building infrastructure that adds value to every kind of real estate project.

Cisco Smart+Connected Real Estate benefits all stakeholders in the design, construction, and real estate industries as well as those using the final built environment. The network becomes an "intelligent platform" infrastructure that creates an unprecedented opportunity for improved services, enhanced processes, environmental responsibility, and cost-effective operations for everyone who uses, owns, or develops real estate.

Enhance the user experience

Cisco Smart+Connected Real Estate solutions enable developers, operators, and employers to give employees and occupants access to tools and applications at all times through mobility solutions, including Wi-Fi, integrated paging, and Bluetooth. Cisco applications deliver enhanced communications and collaboration by providing access to high-speed Internet, IP telephony, wireless connections, the Cisco TelePresence™ online meeting application, and advanced audio and videoconferencing for common areas and administrative offices. Cisco Smart+Connected Real Estate can help create building environments that are distinctive, productive, and intelligent, to add value to the user experience.

Zones and Cisco worked together to design and deploy an interconnected network of some 95,000 building points and systems at Houston's landmark Pennzoil Place.

systems in most buildings are the #2 user of energy in an office, behind heating and cooling but ahead of lighting. It is also the fastest growing segment of electrical usage worldwide.

Promote environmental sustainability

Integrated energy management systems support sophisticated power management, energy conservation, and long-term environmental sustainability. For instance, lighting automation solutions can be delivered over the converged IP network. Centralized monitoring and control of elevators, HVAC, and facilities help ensure that the building meets and exceeds performance standards. With knowledge of energy usage patterns, building managers can respond to power cuts and also proactively switch off or reduce unneeded systems. This enables building managers to reduce carbon footprint and build a sustainable and more energy-efficient environment.

Reduce GHG/carbon emissions

Estimates for energy consumption (directly and indirectly) by ICT equipment in commercial offices range from as low as 10% to as high as 40% of the total energy used in an office building, with several studies indicating about 25%. Clearly, the total varies widely based on a number of factors, including type of building, location, industry, age of equipment, equipment density, and user habits. However, ICT

Generate new revenue streams

New fee-based or complimentary services can attract and retain tenants and help differentiate a property from the competition. For example, advanced services such as Cisco TelePresence, digital signage, or Wi-Fi can be provided on a fee-based model. Additional revenue-generating services can be added as tenant and user needs evolve. Property builders and developers that have a Cisco Smart+Connected Real Estate foundation in place can also charge a premium on the sale of their property if these services are made part of the standard offering.

Reduce total cost of ownership

The convergence of applications, devices, and solutions onto a single IP network helps reduce capital investment, support costs, and ongoing maintenance and operational costs. Real estate developers can migrate existing investments into an open, inclusive platform that enables monitoring and control of a wide variety of building systems as if they were all operating as a seamless, homogeneous resource.

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The Cisco Smart+Connected Real Estate Framework

Cisco Smart+Connected Real Estate is a framework consisting 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: Building information network

The building information network is a flexible communications infrastructure that serves as a foundation for all other systems. This IP-based network can dramatically reduce capital expenditures by simplifying building design and construction. In addition, a converged building information network can streamline operations, centralize administration, and reduce maintenance to result in lower operating costs and improved productivity.

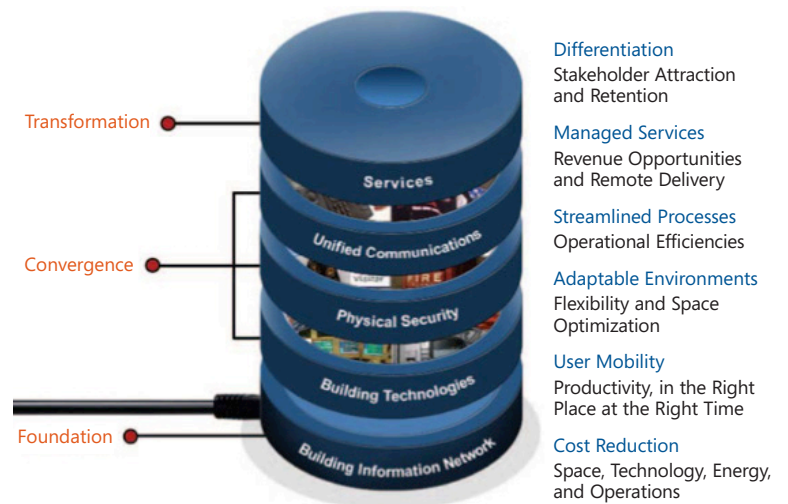## Convergence: Intelligent information, communications, and building technologies

The second layer comprises unified communications, physical security, and building technologies. Unified communications delivers IP telephony, videoconferencing, 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 safety and security systems.

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Transformation: Differentiated space, technology, and services

The top layer of the Cisco Smart+Connected Real Estate framework includes the services that lead to building transformation, generating new revenues, and attracting and retaining tenants and guests. The solution is a highly adaptable platform enabling flexible services that can accommodate a changing workforce and end-user requirements

Buildings can be enhanced with visitor management services, interactive kiosks, and digital signage to generate new revenues and improve the user experience. Fee-based services can be turned on and off as needed, providing flexibility for multitenant spaces. 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.

Transformation

Convergence

Foundation

Services
Unified Communications
Physical Security
Building Technologies
Building Information Network

Differentiation
Stakeholder Attraction and Retention

Managed Services
Revenue Opportunities and Remote Delivery

Streamlined Processes
Operational Efficiencies

Adaptable Environments
Flexibility and Space Optimization

User Mobility
Productivity, in the Right Place at the Right Time

Cost Reduction
Space, Technology, Energy, and Operations

Creating Value with Connected Real Estate

THE ZONES DIFFERENCE IS YOUR ADVANTAGE

> Cisco Partner of the Year for Solution Innovation (2015)

> Cisco Partner of the Year for U.S. National Solution Excellence (2015)

> Dedicated IoT practice with IoT practice solution experts and solution engineers, and advanced certifications and specializations

> Cisco Diversity Partner and certified Minority Business Enterprise (MBE)

> Cisco Advanced IoT Specialization – Manufacturing

> Cisco Advanced IoT Specialization – Connected Safety and Security

> IT expertise from experienced and certified IT professionals and solutions architects

> Global offices with strategic partnerships to provide integration, deployment and logistical fulfillment

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