

# CISCO CONNECTED COMMERCIAL OFFICE BUILDINGS—AT-A-GLANCE

## Network-Enabled Buildings Help Owners Attract Tenants and Increase Property Value

### WHY SHOULD I CARE ABOUT NETWORK-ENABLED COMMERCIAL OFFICE BUILDINGS?

The commercial real estate market has always been cyclical in nature. But now, owners and operators of commercial office buildings have an opportunity to employ a new business model that allows them to maximize profit potential and add value to their properties in any phase of the market.

For the first time, property owners have a long-term solution for increasing their property values and protecting their business investments from fluctuations in the real estate market. With the Cisco® Connected Commercial Office Building Solution, owners can deliver an expanding suite of innovative tenant amenities and building services that truly differentiate their properties, enhance operational efficiency, and increase property value.

### WHAT CAN BE DONE?

How can you enhance property value?

- Provide opportunity for improved leased rates
- Discover new revenue streams

How can you differentiate property to attract and retain tenants?

- Offer next-generation tenant amenities and services
- Become more responsive to tenants' needs and build better tenant relationships

How can you enhance building operations?

- Reduce costs by streamlining manual processes and integrating legacy networks into the converged backbone
- Connect multiple properties in a portfolio to share costs and resources

### CISCO CONNECTED COMMERCIAL OFFICE BUILDINGS

Cisco Connected Commercial Office Buildings enable property owners to become more responsive to their tenants. Using next-generation amenities and services, owners can reduce tenants' costs and administrative overhead. In turn, these amenities and services afford owners far greater control and efficiency managing their properties, while presenting a powerful draw to attract and retain tenants. Ultimately, a Cisco Connected Commercial Office Building empowers property owners to generate new sources of revenue, support higher lease rates, reduce building lifecycle costs, and better manage multiple properties. Amenities, services, and efficiencies include:

- High-speed Internet services—Owners can take advantage of economies of scale and deliver significantly faster connection speeds to tenants at a fraction of the cost tenants would pay for Internet service on their own. Access can be fee-for-service, or just a value-added amenity of the building.
- Mobility solutions—Tenants, as well as facilities staff, work more productively when they can use wireless solutions to securely connect to the building network wherever they choose—in common areas, shared conference facilities, or cafés, for example.
- Building security and access—Property owners can manage closed-circuit TV (CCTV) video surveillance systems over the building IP network, significantly reducing staffing costs and errors associated with analog offerings, while enhancing incident investigation. Security badging and building access solutions can be integrated with the network to support a complete, building-wide surveillance and security system. This system can also serve as a platform for offering tenants customized, high-value security solutions.
- IP Communications—Owners can offer tenants feature-rich, enterprise-class telephony and unified messaging services that improve employee productivity, reduce new office rollout times, streamline employee moves and office reconfigurations, and eliminate a substantial administrative overhead for tenants.
- Maximum flexibility—Building owners can offer amenities on a fee-for-service basis, as a bundled package, or integrated into the lease structure. Using a standards-based, secure Cisco network foundation, owners can easily add new technologies and expand services and operational efficiencies over time.

### WHAT ARE THE BENEFITS OF CISCO CONNECTED COMMERCIAL OFFICE BUILDINGS?

With an intelligent building network, property owners can:

- Enhance property value
- Identify new sources of revenue
- Improve lease rates
- Attract more tenants through differentiation
- Reduce tenant turnover
- Reduce costs
- Interconnect properties

At the same time, tenants can realize:

- More productive workplaces
- Lower costs of doing business and reduced administrative overhead
- Shorter move-in times and improved flexibility
- More responsive tenant/landlord relationships

### WHY CISCO?

As the worldwide leader in business networking, Cisco provides:

- End-to-end networking solutions for the commercial real estate industry
- Industry-leading partners and resellers to deploy and manage the entire solution
- A secure, adaptable, standards-based architecture that can easily accommodate future services, 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

