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HOW INTELLIGENT CONTRACTORS ARE CAPITALISING ON SMART BUILDINGS

Global smart building technology spending is estimated to soar to \$17 billion by 2019. We examine how contractors can act now to nail down their share of the market.

It's no secret that smart building technologies deliver bottom line benefits for the forward-thinking organisations that invest in them. But the opportunities presented by these technologies don't just extend to building owners. Certain contractors also stand to profit from this trend as smart building fit-outs are typically high-margin, long-term projects.

The equation is simple, smart building packages contain technology that's more expensive and time consuming to install than typical projects therefore the sales value of these packages is higher. Instead of selling a standard BMW 1 Series with a tiny engine you're selling a souped-up equivalent with a leather interior, DAB digital radio, all-season tyres and automatic air conditioning.

Although embracing smart building technologies is a canny move for contractors, ensuring you're one of the lucky firms that actually gets to deliver these projects can be a challenge. Especially as convincing existing customers to introduce smart building technologies into current briefs is a non-starter. Few building owners will agree to increase the cost of packages that have already been planned.



\$17 BILLION

Predicted global spend on smart building technology by 2019

But there is another way into this market. By educating your customers and prospects on the new possibilities and opportunities generated by smart building technologies you can establish yourself as a thought leader and attract more lucrative projects as a result.

**“FRENCH SUPERMARKET
CARREFOUR IS USING
A SOPHISTICATED LED
LIGHTING SYSTEM TO
HELP CUSTOMERS
FIND PRODUCTS VIA
A SMARTPHONE APP”**

The good news is that smart building technology isn't a hard sell and numbers can do most of the talking. Although installing a smart infrastructure requires a significant outlay, the savings it delivers make its cost negligible. The savings generated by intelligent lighting alone can be staggering. Multinational technology company Microsoft saved 91% of its electricity bill by installing the technology. Similarly, insurance firm Zurich saved 92%. Incredibly, after implementing the technology the cost of lighting their office for a day was the equivalent of paying for one hot shower in a domestic residence.



In addition to delivering savings, smart technologies can enable businesses to optimise the value of existing investments. By tracking how and when rooms are being used, facilities managers can manage these spaces and adjust operations to ensure each part of the building is being put to good use. This way they can squeeze every last drop of ROI from real estate assets.

The benefits of smart technologies don't end there. By installing a smart infrastructure building owners can integrate building management and IP access control systems to increase workforce productivity and customer satisfaction while enhancing physical security. French supermarket Carrefour is even using a sophisticated LED lighting system to transform the consumer experience by helping customers find products via a smartphone app.

Crucially, a smart building infrastructure can help businesses become future-ready. With the ability to install new groundbreaking technologies as they emerge they can gain an edge on competitors. More significantly, a smart infrastructure will allow businesses to tap into the awesome potential of the Internet of Things by ensuring they have a network in place that can wirelessly connect sensors and devices easily and effectively.



But we don't need to look to the future to see the benefits of smart technologies. They can be witnessed here and now and are delivering value for businesses today. And although the rate of smart building projects has been relatively slow, it's on the rise. By establishing yourself as a smart building specialist now you can ensure you're prepared to attract and deliver highly profitable projects in the near future.

A fully connected, energy efficient building that also enhances business operations was a fantasy a decade ago but today it's a very real possibility and that's a proposition any business would be interested in.

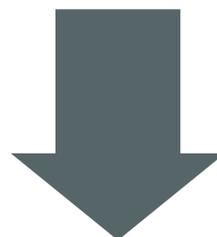
A SMART WAY TO DELIVER STAGGERING SAVINGS

30% The typical energy and efficiency saving generated by smart products

91% Energy bill reduction for Microsoft after implementing intelligent lighting

92% The reduction realised by Zurich after installing the technology

To help you kickstart meaningful conversations with potential customers we've prepared the following:





THE CLEVER CONTRACTOR'S SMART BUILDING CHEAT SHEET

Five things to mention when convincing customers that an intelligent building is a smart choice:



YOU CAN REALISE SIGNIFICANT SAVINGS

Save up to 30% on your energy bill by ensuring HVAC and lighting systems are being run as efficiently as possible.



INCREASE WORKFORCE PRODUCTIVITY AND CUSTOMER SATISFACTION

A more comfortable and ambient environment makes for a happier, more productive workforce and enhances the consumer experience.



ENHANCE PHYSICAL SECURITY WITH A MORE VERSATILE SYSTEM

Install a sophisticated security system with ease and configure your security network without the usual complexity.



PREPARE FOR THE FUTURE AND THE IOT

Build an infrastructure that's receptive to new and emerging technologies that could transform your business and gain the agility to rapidly respond to changing customer needs.



MAXIMISE THE VALUE OF YOUR BUILDING

Ensure you're squeezing every last drop of ROI from your building by utilising all of the space at your disposal.

If you're looking to attract more smart building projects or have a structured cabling package on the horizon, we'd be more than happy to share our experience and offer guidance on any challenges you may be facing. Get in touch on **0845 833 1163** or email our experts at info@roycecomms.com

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