

Businesscase Smart Building, state the obvious?

Smart Building by Deerns



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- The word cloud features a variety of terms related to big data, with the largest words being 'BIG', 'DATA', 'STORAGE', 'ANALYSIS', 'RESEARCH', 'PETABYTES', 'TECHNOLOGIES', 'VOLUME', 'INFORMATION', 'MANAGEMENT', 'PROCESS', 'GOVERNMENT', 'SYSTEMS', 'PROGRESS', 'MANNING', 'INTERBANK', 'WORLDWIDE', 'ONLINE', 'MANAGE', 'DAY', 'FACTOR', 'RESULTS', 'SOCIAL', 'YEARS', 'SAN', 'NAS', 'DATE', 'REPLICATION', 'HANDLE', 'SOFTWARE', 'SOURCES', 'CHALLENGES', 'LIMITS', 'COMPLEX', 'ANNOUNCED', 'PAST', 'MILLION', 'SETS', 'DEVELOPMENT', 'OUT', 'BILLION', 'NEW', 'APPROACH', 'MANY', 'CRITIQUES', 'STATE', 'CRITIQUE', 'US', 'CURRENTLY', 'RELATED', 'TIME', 'SENSOR', 'WOULD', 'NOW', 'ANNUAL', 'PROJECT', 'DISTRIBUTED', 'PER', 'RECORDS', 'COST', 'INSIGHT', 'TOOLS', 'CENTER', 'PARADIGM', 'FINDING', 'BASED', 'TIMES', 'SHARED', 'CAPABILITIES', 'NEED', 'SUCCESSFUL', 'YEAR', 'TERMS', 'REAL', 'STRUCTURE', 'WORK', 'APPLICATIONS', 'INFRASTRUCTURE', 'RATE', 'AMOUNT', 'USERS', 'HIGH', 'QUERIES', 'DEPARTMENT', 'SET', 'WELL', 'DETERMINE', 'USING', 'STATISTICS', 'FRAMEWORK', 'EFFECTIVE', 'BUSINESS', 'SIZE', 'ANALYTICS', 'SIMULATIONS', 'HIGHER', 'COMPANIES', 'ALGORITHMS', 'EXABYTES', 'FLOW', 'NATIONAL', 'INTELLIGENCE', 'BECOMES', 'IMPLEMENTATION', 'INTERNATIONAL', 'PRIVACY', 'SECOND', 'INITIATIVE', 'ECONOMIC', 'MARKET', 'VARIETY', 'TERRABYTES', 'PARALLEL', 'USF', 'TRAFFIC', 'MAP', 'REDUCE', 'NEARLY', 'MOST', 'END', 'HYPOTHESES', 'INCLUDE', 'NETWORKS', 'FUTURE'.

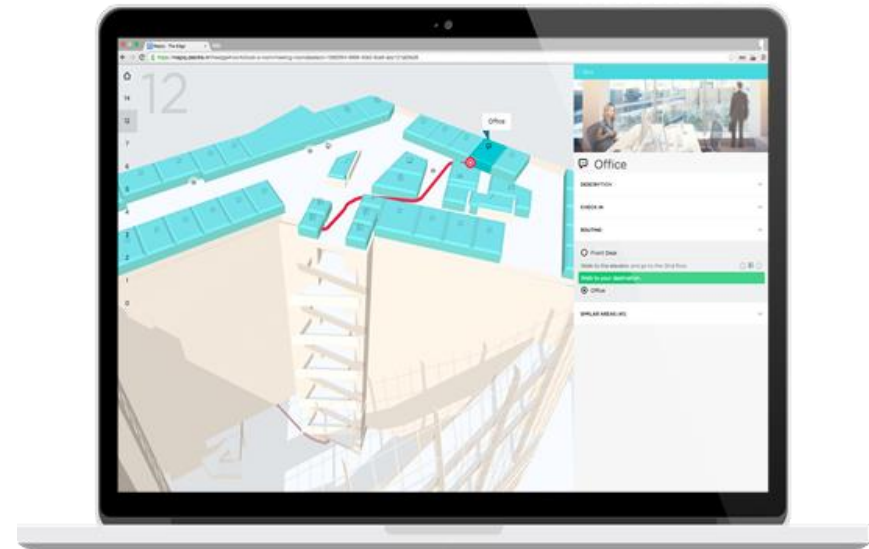
Building Intelligence?

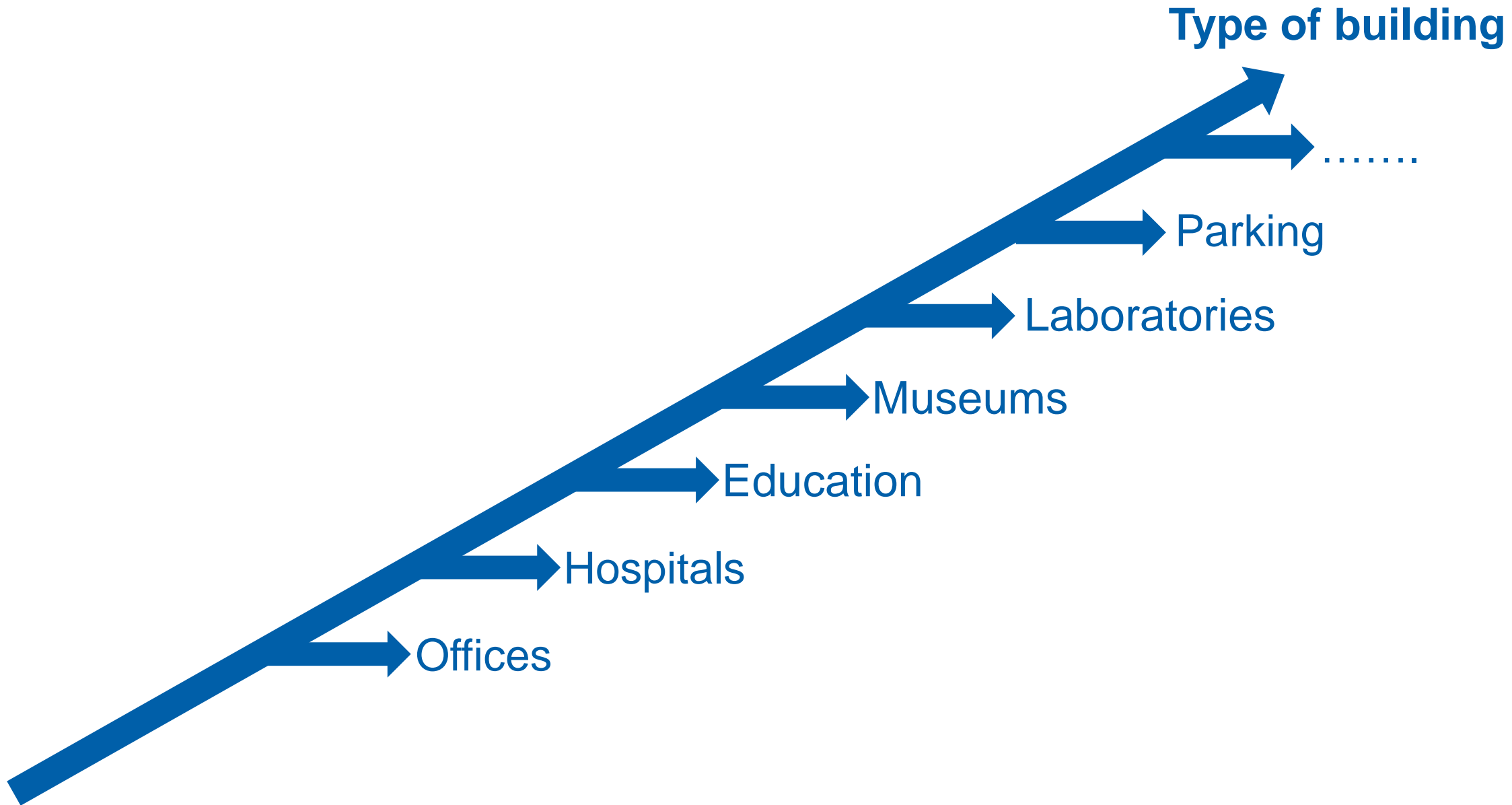
- Enhance quality of working life
 - Maximize engagement level of users
 - Create a safe and secure working area
 - Smart environment
 - Maximise people personal growth
 - Optimise Bricks and Bytes
 - Minimise costs
 - ..
- Great Place to Work!



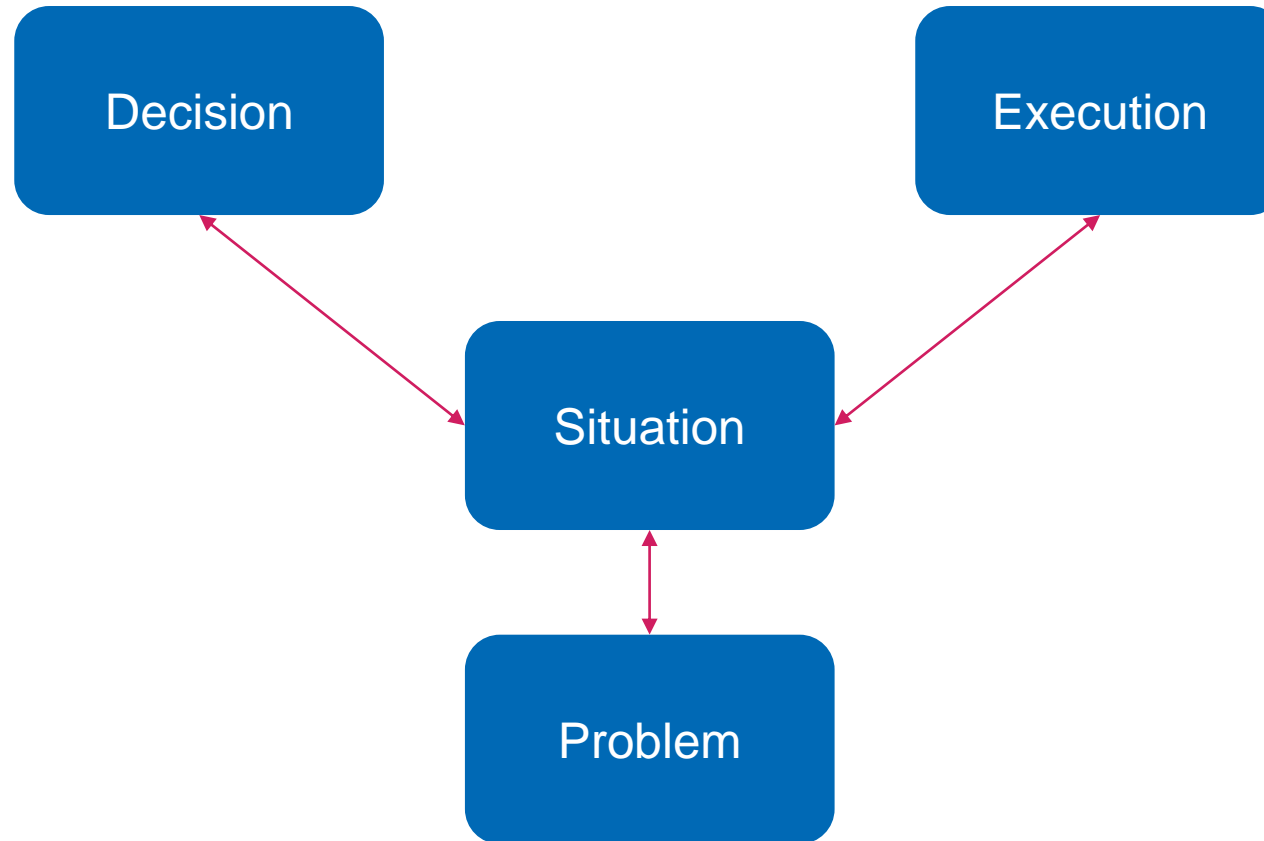
Added value Building Intelligence

- Find work place
- Find meeting room
- Find colleagues
- Easy collaboration
- Find free parking space
- Find your way
- Identify and find available equipment
- From data to information to value
- Cleaning
- Maintenance
- Reduce energy consumption
- Real estate value & management
- Personal comfort
- Process validation
- ..



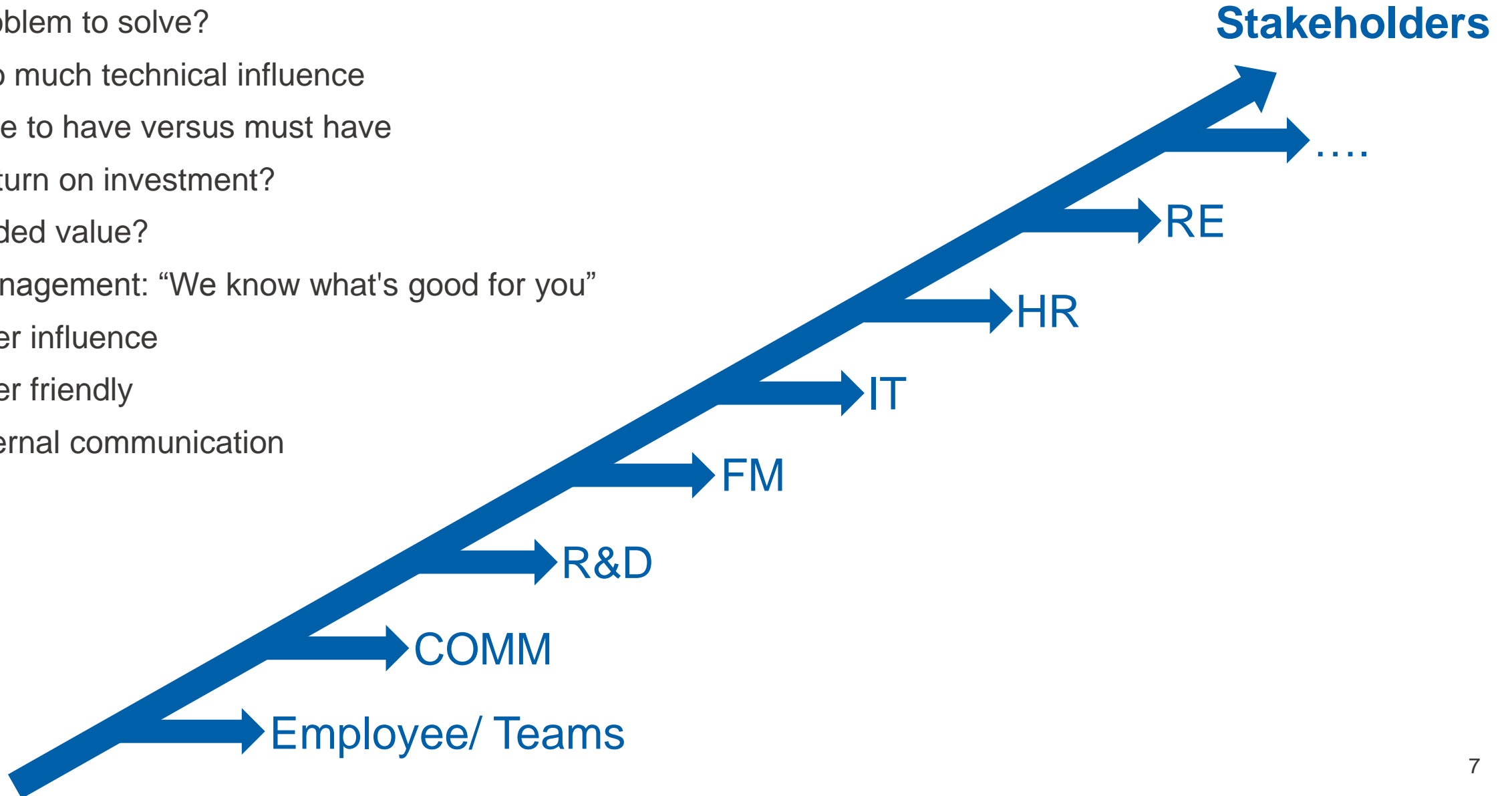


Starting Point

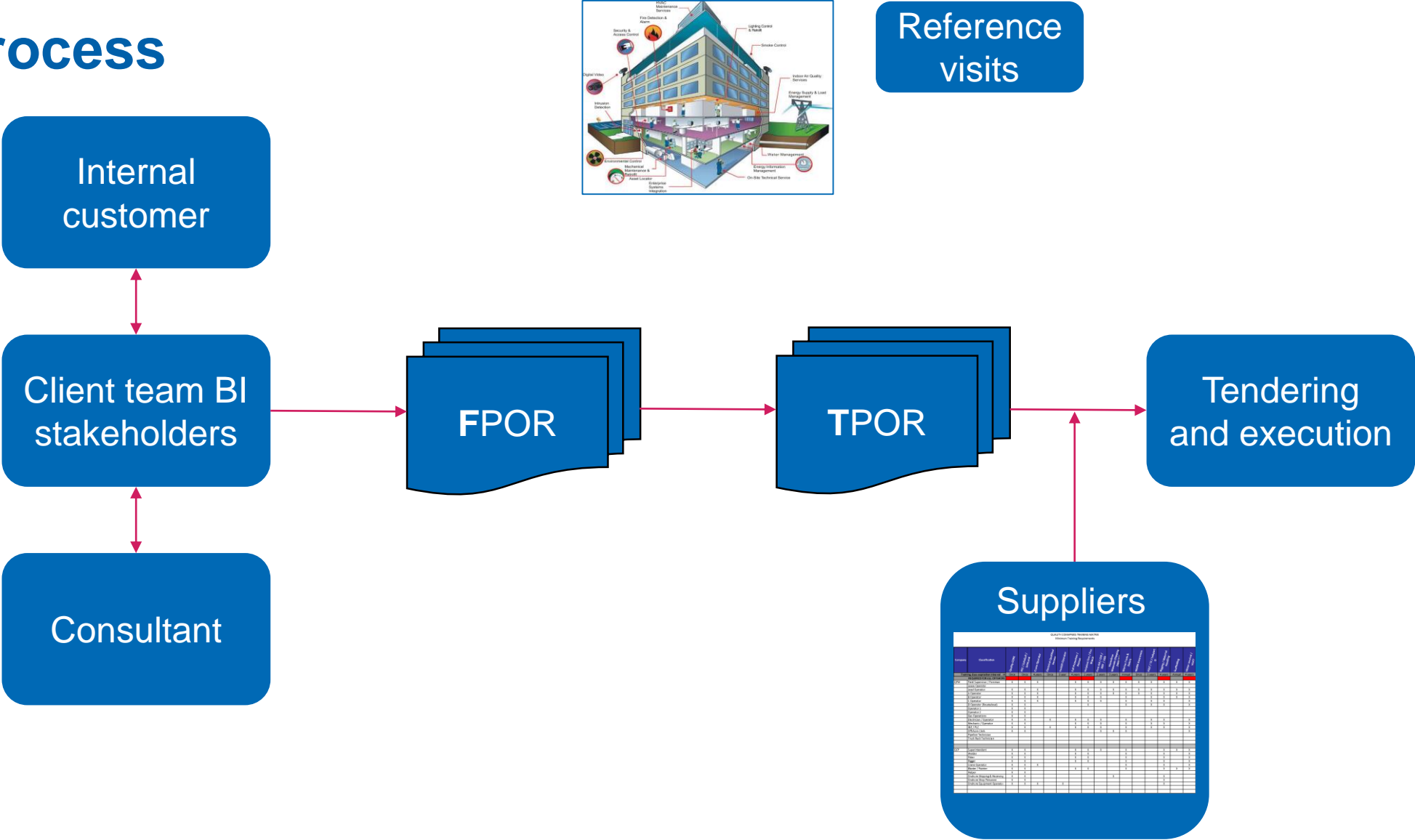


Common mistakes

- Problem to solve?
- Too much technical influence
- Nice to have versus must have
- Return on investment?
- Added value?
- Management: "We know what's good for you"
- User influence
- User friendly
- Internal communication



Ideal Process



Businesscase (ROI)

Investment:

€ 5,- € 25,- /m²



Savings:

- FTE's
- Sick leave costs
- Equipment
- m² space
- Energy
- Cleaning
- Catering
- ...

Added Value:

- Great place to work
- Reputation
- Employee satisfaction
- Hospitality
- Facility management
- ...

Propositions:

- New business models
- Pay per use
- Higher occupancy rate
- License models
- Service provider
- ...

Lessons learnt

The Edge Amsterdam:

- Nice to have?
- Cabling/wireless
- Graphical User Interface
- Positive press
- Attract new talent



RWS Rijswijk:

- Pilot energy saving
- User interface, noise level measurement for silent workplace



Lessons learned

Microsoft Schiphol Airport The Netherlands (SRE):

- Measure the actual use of spaces as an input for architectural re-design



Vodafone Ziggo Utrecht:

- Rights on (big)data
- Rights on API (Application Programming Interface)



Lessons learnt

Unilever New Jersey:

- Influence trade unions, privacy

ASML Veldhoven:

- Process, stakeholders and goals



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